NCA Meeting Opens Tues.

SPECIAL TO THE DAILY
MINNEAPOLIS, March 31—Resignations from Twin Cities independent exhibitors from North Central Allied were revealed on the eve of its annual convention which opens at the Nicollet Hotel here Tuesday.

The first and most important resignation came from Ted Mann, Minneapolis circuit operator and a former (1951) president of NCA. His letter also covered the withdrawal of his partner, George Granstrom of St. Paul. It was also learned that other members would present their resignations to the NCA board at its (Continued on page 4)

Cinerama Prod. Ends Bond, Debts: Sutliff

Cinerama Productions Corp. has eliminated non-recurring bank and bonded indebtedness totaling approximately $2,300,000 or $2.25 per share of outstanding stock, President Milo J. Sutliff declares in a letter to stockholders which also notifies holders that the annual meeting of the com- (Continued on page 2)

Consent Decree Ends Federal Suit Against National Screen, Others

By J. A. OTTEN
WASHINGTON, March 31—The Justice Department has announced a consent judgment settlement of its 1952 anti-trust suit against National Screen Service Corporation and seven major producers.

The suit had alleged that National Screen and the producers—all the major companies except Loew's—conspired to restrain interstate trade in trailers and accessories by agreeing that only National Screen would be permitted to make and distribute these items.

Consent judgments ending the suit were entered in New York District Court on Friday.

National Screen is enjoined from various practices, including the pre- venting of any producer from licensing competing trailer and accessory firms. The producers are required to (Continued on page 6)

Income Was $64,771,000

UA '56 Net Earnings Reported $3,106,000

Co. Files Registration Statement With SEC on Public Stock Offering

United Artists Corp., the last major motion picture company remaining in private hands, filed a registration statement with the Securities and Exchange Commission at the weekend and disclosed that its net earnings after tax have risen under the control of the eight-man management team headed by Arthur Krim and Robert Benjamin from $313,000 in 1951 to $3,106,000 in 1956.

The securities to be offered by United Artists will comprise $10,000,-000 of 6 per cent convertible sub-ordinated debentures due 1969 and 350,000 shares of common stock. The stock offering will be made under an underwriting agreement with F. Eberstadt & Co.

As described in the SEC registration, UA was founded in 1919 and (Continued on page 2)

To Make 'Acre' on Location in Georgia

Sidney Harmon will produce. Anthony Mann will direct, United Artists will finance, and author Erskine Caldwell will help "God's Little Acre" in its Georgia production, and each of them holds 25 per cent in a picture which probably will cost more than $1,000,000. Mosley Harmon and Mann (Continued on page 6)

Corporate Tax Rate Extension Becomes Law

WASHINGTON, March 31—President Eisenhower has signed into law a 15-month extension of the present 52 per cent corporate tax rate—until June 30, 1958.

1956 Academy and TV Awards Issue
An American Premiere...

(Continued from page 1)
from 1946 until 1951 the fortunes of the company declined. In 1949, 1949 and 1950, the company sustained substantial losses. At this point, the Benjamin-Krim group assumed control of UA and was able to report a net profit within one year.

Six-Year Advance Show Gross income and net earnings have continued steadily upward. In 1951, UA had a gross income of $20,136,000 and net earnings after taxes of $313,000. In 1953, gross income was $20,408,000 and net earnings of $447,000. In 1955, gross income was $38,863,000 and net earnings after taxes were $621,000. In 1954, gross income was $43,837,000 and net earnings were $897,000. In 1953 gross income was $54,470,000 and net earnings were $2,652,000. In 1956, gross income was $64,771,000 and net earnings were $3,106,000. The registration statement pointed out that the 1953 income and earnings of UA do not include a profit of $1,897,000 on the sale of investment in an affiliated company.

The offering of securities to the public is expected to be made during the latter part of April by a national group of underwriters headed by the Eberstadt company. Net proceeds from the sale of the

UA's Income

Many New Theatres For Mexican Provinces

MEXICO CITY, March 31—Theatre building in the Mexican provinces is continuing apace, according to a report from here. The Operadora de Teatros circuit will build ten theatres in as many key towns on the North Central Pacific Coast, in addition to two more in Chiapas.

Promote Ishikawa

Walter Branson, RKO's vice-president, in charge of world-wide distribution, has announced the promotion of Toshio Ishikawa as general manager for RKO in Japan. The appointment becomes effective today.

$10,000,000 debentures and $250,000 shares for the corporation account will be used by UA to retire certain outstanding debt and to increase working capital. The remaining 100,000 shares to be sold for the account of the management group and a substantial portion of the net proceeds from this sale will be applied by them toward the payment of indebtedness incurred in connection with the acquisition of beneficial interests in the company's stock. After this sale, the management group will still own 650,000 shares of Class B common, a substantial majority of the company's stock to be outstanding after the offering.

'The Spirit of St. Louis' Contest

ST. LOUIS, March 31 — A Sweepstakes of St. Louis airplane model build contest, designed as one of the highlights of the local campaign for Warner Bros.' "The Spirit of St. Louis" is being conducted by the Institute of Aeronautical Sciences, in conjunction with the McConnell Aircraft Company, the Academy of Mo Aeronautics and the St. Louis Glo
Appraising the first Sweepstakes

By Sherwin Kane

This year, for the first time, the nation’s theatres were given an opportunity to tie in directly with the annual Academy Awards through a locally-conducted "Sweepstakes" contest.

The results, according to officials of COMPO, under whose aegis the contest was staged, were far better than had been expected in view of the obstacles that arose to prevent air being planned and launched efficiently in advance to assure their success in all situations.

It is almost certain that the Sweepstakes will be repeated and that ample time for their smooth functioning will be allowed next year. COMPO estimates that in the neighborhood of 2,500 theatres in all parts of the country and in Canada participated in the first Sweepstakes contest.

It is too early to estimate how many theatre patrons participated, but it is conservatively estimated that there were several thousand in all. Hence, the total must have run substantially into the millions.

With earlier and, hence, more careful planning than was possible this year, it is apparent that the number of theatre patrons who obtained the enter in the contest.

Also, it would seem the contest should be strengthened further if the Academy Awards phases originally conceived by Robert Taftinger, Warner Bros., are employed to keep interest alive, perhaps even to enhance the enter for long after the Academy Awards presentations.

Not to be overlooked as one of the uses of the Sweepstakes is the opportunity it affords many theatres to tie in with local newspapers in conducting the contest. In that healthy relationship are the opportunities to prove theatre public relations and establish a valuable ally for the theatre throughout the year.

The Academy Award Sweepstakes for the first time have earned the right of permanent place on the theatre's calendar.

'56 Academy Award Winners

**BEST PICTURE:**

**BEST PERFORMANCE:**
Actor—YUL BRYNNER in "The King and I," 20th Century-Fox.
Supporting Actor—ANTHONY QUINN in "Last of the Mohicans," MGM.
Supporting Actress—DOROTHY MALONE in "Written on the Wind."

**BEST DIRECTOR:**
GEORGE STEVENS for "Giant," Giant Production, Warner Bros.

**BEST WRITING:**
Story—ROBERT RICH for "The Brave One," King Brothers, RKO Radio.

**BEST ART DIRECTION:**
Black-and-White—CEDRIC GIBBONS and MALCOLM F. BROWN for "Somebody Up There Likes Me," MGM.
Color—LYLE R. WHEELER and JOHN DE CUIR for "The King and I."

**BEST CINEMATOGRAPHY:**
Black-and-White—JOSEPH RUTTENBERG for "Somebody Up There Likes Me," MGM.
Color—LIONEL LINDON for "Around the World in 80 Days," Todd-UA.

**BEST COSTUME DESIGNS:**
Color—IRENE SHARAFF for "The King and I." 20th Century-Fox.

**BEST FILM EDITING:**

**BEST SOUND:**
"THE KING AND I," 20th Century-Fox Studio Sound Department.

**BEST MUSICAL ACHIEVEMENTS:**
Scoring of a Musical—ALFRED NEWMAN and KEN DARBY for "The King and I," 20th Century-Fox.

**Dramatic or Comedy Film—VICTOR YOUNG, for "Around the World in 80 Days," Michael Todd Co., United Artists.
Song—JAY LIVINGSTON and RAY EVANS, for music and lyrics to "Whatever Will Be, Will Be," from "The Man Who Knew Too Much," Filwite Prods., Paramount.

**BEST SHORT SUBJECTS:**
One-Reel—"CRASHING THE WATER BARRIER," Warner Bros., Konstantin Kaber, Producer.

**BEST DOCUMENTARIES:**

**SPECIAL EFFECTS:**

**BEST FOREIGN FILM**
"LA STRADA," Ponti-De Laurentiis Production, Trans-Lux Distributing Corp.
20th HAS THE MOST OF THE BEST

this year... next year... every year

THE IRVING THALBERG AWARD
for the most consistently high quality production to

BUDDY ADLER
THE BEST ACTRESS

INGRID BERGMAN
for her performance in
"ANASTASIA"

THE BEST ACTOR

YUL BRYNNER
for his performance in
"THE KING AND I"

THE BEST
MUSICAL DIRECTION:
Alfred Newman · Ken Darby
COLOR COSTUME DESIGN:
Irene Sharaff
COLOR ART and SET DECORATION:
Lyle R. Wheeler · John de Cuir (Art)
Walter M. Scott · Paul S. Fox (Set)
SOUND RECORDING:
E. Clayton Ward · Warren Delaplain

Spyros P. Skouras
15th Anniversary Celebration
with the most of the best pictures in our entire history!
Rogers Plan

(Continued from page 1)
an expanded medical research pro-
gram for the Will Rogers Memorial
Hospital, which has only specialized in
tuberculosis.
A distinguished array of industry
leaders and all company presidents
will form an honorary committee.
Paul N. Lazarus, Jr., vice-president
of Columbia, has been named chair-
man, public relations committee.

To Make ‘Acre’

(Continued from page 1)
said Friday in New York, where they
have been casting.
They won’t submit the script to
the production Code, and it’s only
possible they’ll submit the picture,
but not probable. The story is an
American classic", they aver, and
stands on its merit, certified they
claim, by "200 American critics", and
cleared on pornography, they in-
sist by court decisions quoted in pub-
lished editions.
They’ll be certain, they say, to cast
the southern family they intend to
depict, accurately; they’ll release in
Hollywood three weeks; they’ll shoot
in Georgia homes and mills and
farms; and they’ll emerge after 46
weeks with “reality”, they promise.

F. S.

license any trailer-accessory firm that
has in any manner interfered with
the national distribution services of
a reasonable business basis.
Assistant Attorney General Victor
B. Hansen, head of the anti-trust di-
vision, declared that the judgments
filed Friday "should effectively ter-
minate allegedly monopolistic and re-
strictive practices with regard to the
production and distribution of trailer
and accessories to the motion pic-
ture industry, and provide an opportu-
nity for qualified concerns to enter
the field in competition with Na-
tional Screen."
The original suit named as de-
fendants National Screen and these
producer-distributors: Paramount
Pictures Corp., Warner Brothers
Pictures Inc., Warner Brothers Distributing Corp., 20th Century-Fox
Film Corp., RKO Radio Pictures, Inc.,
United Artists, Columbia Pictures
Corp., and Universal Pictures Co., Inc.
All these companies signed the con-
sent judgment Friday.
The Government’s suit, filed in Ap-
ril, 1952, dealt with production and
distribution of trailers and accessories
such as posters, signs and color sheets,
still pictures and other advertising
matter. Justice charged National
Screen with monopolizing interstate
trade and commerce in this field by
manufacturing and distributing sub-
stantially all trailers and accessories
used in the United States; acquiring
the assets and control over principal
manufacturers of the distributors of trail-
er and accessories; restraining exhibi-
tors from using trailers made and dis-
buted by others; and limiting the extent
to which poster exchanges could
be entered into with National Screen in
the distribution of accessories.
Restraint of Trade Charged
National Screen and the defendant
producers were charged with restraint
of trade by entering into an agree-
ment under which only National
Screen could be permitted to make
and distribute trailers and accessories.
The two Warner companies were
charged with conspiracy with Na-
tional Screen only in regard to the
production and distribution of ac-
cessories. Justice said, and a separate
covenant judgment applies to them.
Under the judgment National Screen is enjoined "from preventing
any motion picture producer from
licensing others to make and distrib-
ute trailers and accessories." It also
may not acquire any interest in con-
mittos or discriminate against ex-
hibitors using trailers and accessories
made by others. In addition, the
judgment prohibits National Screen
from preventing anyone from ob-
taining such materials from companies
other than National Screen.

Exclusivity Ended
The judgment requires the produc-
er companies to license on a "non-
exclusive, reasonable royalty basis
the production and distribution of
other trailers or accessories to anyone
who can meet reasonable business stan-
ards and provide national distribution
facilities and service for all feature
motion pictures released by licensing
producers."
These defendants are also prohib-
it from "discriminating among appli-
cants for licenses and from agree-
ing with any licensee as to the prices
to be charged exhibitors for such
materials."

Herman Robbins, chairman of the
board of National Screen Service,
said here at the weekend on the con-
sidering of a consent degree In the
"We are pleased with the disposi-
tion of this matter. We have coop-
erated fully with the government in
achieving its objectives of an open
competitive market. Many years ago
we gave up exclusivity in our contracts
with distributors. We have agreed
with the government to maintain this
non-exclusivity."
"As to the other provisions of the
Consent Decree, extinguishing certain
and other trade practices, the
decree specifically recites that Na-
tional Screen has denied any wrong-
doing in these or any other matters,
and that this consent decree does not
constitute an admission for, nor is it a

Great job. Great picture. An ‘Oscar’ perfor-
mane, Hank!"

“I suppose I’ll have to make personal appearances all
over the country, now.”

“Just one, this time... and you won’t even have
to be there!”

“Make sense!”

“Sure. We’re running a full-page ad in The Sat-
urdav Evening Post with a picture of you from
the big scene!”

“Now that’s how I like to travel!”

“Best way! Over 5 million copies a week! And
many more readers... the type who really go
for a good story! Matter of fact, I made the choice
when I realized how many topflight stories
we’ve bought right out of the Post!”

National Screen Suit Settled

(Continued from page 1)

NCA’s Meeting

(Continued from page 1)

preconvention meeting here to-
row.
Benjamin N. Berger, retiring pre-
dent of NCA, had no comment
made on the news but was later
seen to say that he would support
the state organization whether it was
filiated nationally or not, but that he
would “refuse to participate in a
strumpet Twin Cities exhibitors’
organization.”
The retiring NCA president said
that the board tomorrow will de-
dicate whether it will recommend to
the unit be disbanded or contin-
and, if the latter, what financing w
be and whether it should contin-
its national affiliations.
The urban revolt against NCA be-
early this year when exhibit-
expressed dissatisfaction with it
policies of Berger, president for t
years with the exception of
Major’s term in 1951, but even wh-
Berger announced that he would
fuse a new term dissatisfaction of
in time.
Meanwhile, E. L. Pease of St.
water, a former NCA president and
newly the heading of the co-
vention Steering committee, has ma-
no report on possible choices as Be-
ger’s successor.
Other convention activities will in-
clude a farewell speech from Berg
as well as addresses by Julius C.
, new national Allied presi-
and, Jack Kirsche, president of All-
of Illinois.

MPAA Group Discuss

Business Building Plan

The advertising and publicity
executives committee of the Motion
Picture Association of America met at
the weekend to discuss the try
business building campaign as
the group’s future activities, accor-
ding to an MPAA representative.

The advertising-publicity group
also discussed the preparation of
report on its activities for presen-
tation to the MPAA board of direc-
on April 8, it was said.
The group did not discuss or
upon a proposal concerning a New
York City summer film month. The
discussion on the proposal was la-
unched by Harry Brandt, presi-
 of the Independent Theatres Own
Association, but Brandt did not
a bear before the committee due
disease.

Finding directly or indirectly, that N
crime, seems anything.
It is in this spirit that we have
voluntarily agreed to be eno-
practices we do not engage.
“We are pleased to have been en-
the burdens of this limit-
tion so that we can give our en-
energy to serving exhibitors in the
least possible and at the rea-
nable price possible in an un-
flated market.”
The Best Directed Picture is Giant

And Warner Bros. Congratulates You George Stevens
My Sincere Appreciation To Everyone

Dorothy Malone
Best Performance by a Supporting Actress

"WRITTEN ON THE WIND"
Universal-International
1956 Academy Award Winners


1956 Academy Award Winners

Academy's Technical, Honorary Awards

HONORARY AWARDS

IRVING G. THALBERG MEMORIAL AWARD—Buddy Adler, executive in charge of production at 20th Century-Fox.

JEAN HERISHOLT HUMANITARIAN AWARD—Y. Frank Freeman, vice-president, Paramount Pictures.

SPECIAL HONORARY AWARD—Eddie Cantor.

TECHNICAL

CLASS I and II—None.

CLASS III—Richard H. Ranger of Rangertone, Inc., for developing a synchronous recording and reproducing system for quarter-inch magnetic tape.

Ted Hirsch, Carl Hague and Edward Reichard, Consolidated Film Industries, for an automatic scene counter for laboratory projection rooms.

To the Technical Department, Paramount Pictures Corp., for the engineering and development of the lightweight horizontal-movement VistaVision camera.

Roy C. Stewart and Sons, to Dr. C. H. Daily, and to the Transparency Department, Paramount, for the engineering and development of rear-projection screens.

To the Construction Department at M-G-M for a new hand-portable fog machine.

Daniel J. Bloomberg, John Pond, Willam Wade and the engineering and camera departments of Republic studio, for the Naturama adaptations of the Mitchell camera.

BEST ACTOR AND ACTRESS: Ingrid Bergman (above) for "Anastasia" and Yul Brynner (right) for "The King and I," both produced by 20th Century-Fox.

BEST DIRECTOR: George Stevens for "Giant," a Warner Bros. release.

BEST SUPPORTING ACTOR AND ACTRESS: Dorothy Malone (left) for Universal's "Written on the Wind" and Anthony Quinn (above) for MGM's "Lust for Life."
The Presentations... in Hollywood

From left: Dorothy Malone, supporting actress; Anthony Quinn, supporting actor; Anna Magnani, presenter; Yul Brynner, best actor; Buddy Adler, Irving Thalberg Award; Cary Grant, who accepted for Ingrid Bergman, best actress.

Dino De Laurentiis, producer of "La Strada," accepts for himself and Carlo Ponti.

George Stevens, named best director, for his "Giant," Warner Bros.

Mike Todd, producer of the winning film, is congratulated by his wife, Elizabeth Taylor, left, and Janet Gaynor.


Hermione Gingold, below, whose acceptance of the best screenplay award for S. J. Perelman was a laugh highlight of the New York ceremonies.

...and in New York

George Seaton, president of the Academy of Motion Picture Arts and Sciences.
W. J. GERMAN, INC.
AGENT

For the Sale and Distribution of

EASTMAN PROFESSIONAL MOTION PICTURE FILMS

Congratulates all of the

ACADEMY AWARD WINNERS

FORT LEE, N. J.  CHICAGO, ILL.  HOLLYWOOD, CALIF.
The "best dramatic series" of the year

(HAS ROOM FOR ONE MORE ADVERTISER)
PLAYHOUSE 90 set out to do something that had never before been tried in television:

To offer a nationwide audience the important dramatic entertainment that can be achieved only by using sufficient time to develop the full potentialities of plot and character.

To contribute a new dimension to the medium by presenting an hour and a half of this full-scale drama every week on a regularly scheduled basis.

The achievement proved even more exciting than the idea.

It won the sustained applause of the nation’s critics, who continue to give serious attention to each production.

It captured the enthusiasm of the nation’s best writers and performers, anxious to take part in an adventure that gave full scope to their talents.

Its unique accomplishments were recognized for the 18th time this season with the announcement of the “Emmy” awards the other day.

But the most important reward is the enthusiasm of 25 million intensely loyal viewers who return week after week for the next production.

The advertiser who sponsors the only remaining segment of Playhouse 90 will inherit all the extra values of a program that each week generates new excitement as it continues to make history on CBS TELEVISION.
Sweepstakes Create Favorable Publicity

Reports Filed With COMPO By Exchange

The Council of Motion Picture Organizations, which conducted the Academy Awards Sweepstakes, has reported that the industry contest exceeded expectations and developed a huge amount of favorable publicity for both exhibition and the motion picture industry generally.

All exchange areas reporting on the success of the contest urge that theatre patrons and operators liked the contest. A summary of their reports follow:

BOSTON — All five daily newspapers printed the entry blanks each day and gave the Sweepstakes extensive editorial coverage. Prizes were contributed by local merchants.

CHICAGO — With 150 theatre participating and an overwhelming public response, the Sweepstakes was reported to be one of the most successful movie contests ever staged in the city. Prize awards totaled $10,000.

CINCINNATI — The Cincinnati Times-Star joined 70 exhibitors in promoting the contest in that city with total cash prize awards of around $1,500. Half of the prize money was contributed by the Times-Star and half by the participating theatres. Despite good newspaper coverage the number of entries was disappointing. This was attributed to the fact that several of the pictures figuring in the nominations had not been played by participating theatres.

Herman Hunt, a committee member, reported that both exhibitors and patrons preferred the Audience Award type of promotion.

DALLAS — Texas theatres, which have been conducting somewhat similar contests in past years, reported that this year's contest was the most successful ever held. In Dallas, 35,000 entries were received in 21 participating theatres, or more than double the total of 16,000 recorded a year ago. In the 23 other cities and towns in which the Interstate Circuit theatres participated, entries totaled 145,000, and ran about 30 per cent above the number recorded last year. Co-sponsors included such outstanding newspapers as the Dallas Morning News, Houston Post, Fort Worth Star-Telegram and San Antonio Express, all of which printed a daily entry blank.

WASHINGTON, D. C. — Managers of the campaign in 76 theatres of the Metropolitan D. C. area reported that both theatre patrons and operators liked the contest. An original printing of 100,000 ballots was quickly exhausted as was a second printing of the same amount. Less than 20,000 ballots of a third 100,000 printing remained as the contest ended. Participating theatres spent $5,500 for advertising and promotion, not including prizes, valued at $46,500.

ATLANTA — The contest in the Atlanta territory, confined largely to subsequent run theatres, picked up considerable momentum after a slow start. Considerable interest was reported among teen-age groups. Prizes valued at several hundred dollars included a high-f'outfit with a complete set of records, a vacuum cleaner and theatre passes.

NASHVILLE — Local exhibitors raised a promotion fund of $1,200, part of which was used for expenses and the balance for prizes, with additional prizes, valued at $1,000, contributed by local merchants. The Nashville Tennessean acted as co-sponsor and gave the contest, described by its promoters as "one of the most successful ever held," extensive publicity. In Nashville, 1,600 entries were deposited in one theatre and 1,400 in another. Winnie will be announced in a special spot of the Tennessean this Sunday.

NEW ORLEANS — Despite the fact that it followed soon after the annual Metairie Grand celebration, if contest is reported to have aroused widespread public interest in the New Orleans area. Every first-run theatre in New Orleans joined in the contest as did theatres in about 40 other towns and cities in the exchange are Prizes consisted of merchandise contributed by local merchants and theatre passes.

As is usual in contests of this scope, McCarthy said, there were few weak spots and some complaint. In Milwaukee, for instance, the contest did not take hold as well as expected, due. It was said, to the failure to obtain 100 per cent circulation and exhibitor cooperation. Successful campaigns were reported, however, in Oshkosh and Green Bay, Wis., where there was also good newspaper support.

Complaints centered largely on the length of the entry blank and the fact that movie patrons, particularly in some of the smaller situations, had not yet had an opportunity to see some of the pictures nominated. Difficulties in promoting suitable prizes some of the smaller towns and cities also led to suggestions for a national wide prize contest in which patrons of large and small theatres could compete for prizes on an equal basis.

PRINCIPAL ACADEMY AWARD WINNERS—1928-1956

<table>
<thead>
<tr>
<th>Year</th>
<th>Best Picture</th>
<th>Best Actor</th>
<th>Best Actress</th>
<th>Supporting Actor</th>
<th>Supporting Actress</th>
<th>Best Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>1928</td>
<td>Wings—Para.</td>
<td>Emil Jannings</td>
<td>Janet Gaynor</td>
<td>Warner Baxter</td>
<td>Mary Pickford</td>
<td>Frank Borzage*</td>
</tr>
<tr>
<td>1929</td>
<td>Broadway Melody—MG M</td>
<td>Warner Baxter</td>
<td>Mary Pickford</td>
<td>Spencer Tracy</td>
<td>Luise Rainer</td>
<td>Frank Borzage*</td>
</tr>
<tr>
<td>1930</td>
<td>All Quiet on Western Front—U</td>
<td>George Arliss</td>
<td>Norma Shearer</td>
<td>Robert Donat</td>
<td>Luise Rainer</td>
<td>Lew Milestone</td>
</tr>
<tr>
<td>1931</td>
<td>Cimarron—RKO</td>
<td>Lionel Barrymore</td>
<td>Marie Dressler</td>
<td>James Stewart</td>
<td>Marie Doro</td>
<td>Victor Fleming</td>
</tr>
<tr>
<td>1932</td>
<td>Grand Hotel—MGM</td>
<td>Fredric March</td>
<td>Helen Hayes</td>
<td>Lionel Barrymore</td>
<td>Luise Rainer</td>
<td>Frank Lloyd</td>
</tr>
<tr>
<td>1933</td>
<td>Cavalcade—Fox</td>
<td>Charles Laughton</td>
<td>Katharine Hepburn</td>
<td>Cedric Hardwicke</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1934</td>
<td>It Happened One Night—Col.</td>
<td>Clark Gable</td>
<td>Claudette Colbert</td>
<td>James Cagney</td>
<td>Luise Rainer</td>
<td>John Ford</td>
</tr>
<tr>
<td>1935</td>
<td>Mutiny on Bounty—MGM</td>
<td>Victor McLaglen</td>
<td>Luise Rainer</td>
<td>James Cagney</td>
<td>Luise Rainer</td>
<td>John Ford</td>
</tr>
<tr>
<td>1936</td>
<td>Great Ziegfeld—MGM</td>
<td>Paul Muni</td>
<td>Luise Rainer</td>
<td>James Cagney</td>
<td>Luise Rainer</td>
<td>Victor Fleming</td>
</tr>
<tr>
<td>1937</td>
<td>Life of Zola—WB</td>
<td>Spencer Tracy</td>
<td>Luise Rainer</td>
<td>Robert Donat</td>
<td>Luise Rainer</td>
<td>Leo McCarey</td>
</tr>
<tr>
<td>1938</td>
<td>You Can't Take It With You—Col.</td>
<td>Spencer Tracy</td>
<td>Luise Rainer</td>
<td>Paul Muni</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1939</td>
<td>Gone With Wind—MGM Selznick</td>
<td>Robert Donat</td>
<td>Luise Rainer</td>
<td>Spencer Tracy</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1940</td>
<td>Rebecca—UA Selznick</td>
<td>James Stewart</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1941</td>
<td>Gone with Wind—UA</td>
<td>James Stewart</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1942</td>
<td>Mrs. Miniver—MG M</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1943</td>
<td>Casablanca—WB</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1944</td>
<td>Going My Way—Para.</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1945</td>
<td>Lost Weekend—Para.</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1946</td>
<td>Best Years of Lives—RKO-Goldwyn</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1947</td>
<td>Gentleman's Agreement—Fox</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1948</td>
<td>Haute-Vue—U-Rank</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1949</td>
<td>All the King's Men—Col.</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1950</td>
<td>All About Eve—Fox</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1951</td>
<td>An American in Paris—MG M</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1952</td>
<td>Greatest Show on Earth—Para. DeMille</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1953</td>
<td>From Here to Eternity—Col.</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1954</td>
<td>On the Waterfront—Col.</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1955</td>
<td>Marty—UA-Hecht-Lancaster</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1956</td>
<td>Around the World in 80 Days—UA Todd</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Luise Rainer</td>
<td>Frank Capra</td>
</tr>
</tbody>
</table>

*Two director awards in 1928.
Thanks to the ACADEMY of Motion Picture ARTS and SCIENCES and Those Who Pioneered With Us — Led By Glen Glenn Sound Co. George W. Colburn Laboratory Crawley Films Ltd.

THE RANGERTONE SYNCHRONOUS ¼” TAPE SYSTEM RANGERTONE INC.
73 WINTHROP ST. NEWARK 4, N. J.

Thanks to the ACADEMY of Motion Picture ARTS and SCIENCES and Those Who Pioneered With Us — Led By Glen Glenn Sound Co. George W. Colburn Laboratory Crawley Films Ltd.

THE RANGERTONE SYNCHRONOUS ¼” TAPE SYSTEM RANGERTONE INC.
73 WINTHROP ST. NEWARK 4, N. J.

Academy Award Winner • Best Two-Reel Short

GEORGE K. ARTHUR presents
THE BESPOKE OVERCOAT
(First Prize Venice Film Festival) with
DAVID KOSOFF & ALFIE BASS

The Script by WOLF MANKOWITZ (from a story by GOGOL)
Photography by WOLFGANG SUSCHITZKY
Directed by JACK CLAYTON
Produced by ROMULUS

Our Sincere Appreciation To The Academy

Scientific or Technical Award
Congratulations to
Col. Richard H. Ranger
Of Rangertone, Inc.

For the development of a synchronous recording and reproducing system for Quarter-inch magnetic tape.

We have used this system constantly on all Motion Pictures and Television Shows since 1948.

GLEN GLENN SOUND CO.
6624 Romaine Street
Hollywood 38, Cal.
Phone HO 9-7221

JEAN LOUIS
Best achievement in costume design
(Black—white film)

“SOLID GOLD CADILLAC”
A Columbia Picture

Address All Inquiries:
T. B. O. — Room 504
654 Madison Ave., New York 21, N. Y.
Phone: TE 8-6668/9
Year after year, ever since Oscars have been instituted, songs of ASCAP members have been acclaimed as the outstanding tunes used in motion pictures and have won Academy Awards.
Our Sincere Thanks for the Five Wonderful Emmys

CAESAR'S HOUR
'56 Oscars Reaffirm
Supremacy of Color

By WILLIAM R. WEAVER

HOLLYWOOD, March 31—Color swept like a tide over the Academy of
Motion Picture Arts and Sciences list of Award winnings for the calendar year
1956, confirming with incontestable finality the statements made in the story
published in this space in the March
20, 1956, edition of MOTION PICTURE
DAILY. That story read in part, "Al-
though certain sectors of the lay press
have been drawing sexy conclusions
from the fact that 'Marty', filmed in
black and white, and without ana-
morphic or other technological ex-
pansion, is the third such picture in
three successive years to beat out
contenders produced in assorted
shapes, sizes and pigmentation, there
is no firm ground for expectation
that Hollywood production heads
will gather from this circumstance
that plain pictures are preferred by
the public for plainness sake alone
and proceed accordingly to withdraw
from the broader-bigger-better race
that started with CinemaScope."

The story continued, "Far from
accepting the seemingly dramatic
conclusion reached by some column-
ists, to the effect that the industry
needn't spend big money for color
and scopes if they can get superior pictures with planer, less costly pro-
cedures, ranking producers in Holly-
wood are posing questions as to how
much better and more profitable
these pictures would have been if
they had been supplied with the
benefits of modern color, size and
proportions ... The probability is,
according to producers who have
studied the matter, that the industry
in general will continue to press
ahead toward technological goals
still unrealized, rather than to retreat
to the technical limitations which the
public apparently had found less
and less satisfactory as the trade's long
adherence to standard size and shape
near its end."

Despite such sound reasoning by
leading producers a year ago, there
arose in the rank and file of the
production branch of the industry a
widely and loudly voiced theory that
plain black and white photography
in any of the plain aspect ratios was
not only as good as color and modern
processes, but maybe even a little
better. The successive Oscar-win-
nings of "From Here to Eternity," "On
the Waterfront" and "Marty" were
cited as substantiation. So was
the circumstance that the public
is used to black and white pictures in
its newspapers and on its television,
and there was seemingly supporting
evidence that color-television, by
common report, had been consider-
ably less than spectacularly success-
ful. When put together, especially
when put together and put forward
by producers seeking financing for
production of low-budget pictures,
these ingredients made up a pretty
persuasive theory. The Academy
Awards blew it sky-high.

The complete collapse of the
theory of black and white supremacy
was foreshadowed in the Academy
Nominations, published February
7th. All five of the contenders in
the Best Picture category were pictures
in color. This collapse of the black
and white theory was accompanied by
the breakdown simultaneously of the
contention that sizes and shapes are
incidental to the success of a picture,
for all but one of the five pictures
nominated for Best Picture were
filmed in one or another of the mod-
ern processes, and the winning pic-
ture was a production in Todd-AO.

The presentation scene at the Century Theatre, New York.

Dear Aunt Hattie,

Words almost—but not quite—ful-

from page 23
The officers and staff of General Film Laboratories congratulate the Academy of Motion Picture Arts and Sciences, the Academy of Television Arts and Sciences, and all recipients of the 'Oscar' and 'Emmy' Awards.
DuPont Cites Huntley and Two Stations

Form New Company for Film, TV Productions

From THE DAILY BUREAU
WASHINGTON, March 31—News commentator Chet Huntley of the National Broadcasting Company, television station KNXT, Hollywood, and FM station WFMF, Chicago, are the winners of the Alfred I. duPont Radio and Television Awards for 1956. Ceremonies were held Friday night at the Mayflower Hotel here at the foundation's annual awards dinner.

Huntley, who joined NBC last year won for "his consistently authoritative, intelligent and responsible reporting and analysis of public affairs." Dr. Francis P. Gaines, chairman of the award committee and president of Washington and Lee University which has administered the awards since 1951, commended Huntley for his services to NBC, commenting during the 1956 political conventions and campaigns and said his work had demonstrated "a clearly evident seriousness of character and purpose."

KNXT Named
KNXT, a Columbia Broadcasting System-owned station, was cited for the "uniform and generally high quality of programs serving the cultural and social interests of the Los Angeles area." Station WGMT won the award to a relatively small station. An independent operation of the Gale Broadcasting Company, it was cited for "a singular devotion to high purposes in the use of the broadcasting medium to enlarge and enrich community experience with the most creative and stimulating forms of expression in sounds and words."

Each winner was presented with a check for $1,000 and a plaque and are offered the opportunity to use their cash awards to establish scholarships at institutions of their choice for the benefit of young workers in the communications field.

NTA Film Web Hailed
In House by Dollinger

From THE DAILY BUREAU
WASHINGTON, March 31—Rep. Dollinger (D., N.Y.) hailed the NTA Film Network as a "new member of the family of television networks."

"Despite the existence of three powerful television networks that operate on a coast to coast basis," Dollinger told the House, "the NTA Film Network, a newcomer to the field, possessed the vision and courage to launch a new film network, one dedicated to providing outstanding film programming to the American viewing public."

Dollinger noted that the new network achieves commercial status to-morrow.

ABC Will Dedicate Chicago Studio May 16

The American Broadcasting Company will dedicate its new Chicago headquarters May 16, it was announced at the weekend by Fred Marx, vice-president in charge of engineering and general services, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, Inc., will head the group of ABC executives taking part in the ceremony.

Cost $1,500,000

The new studios for ABC in WBKB, ABC's owned and operated television station in Chicago, are located at 190 North State Street downtown Chicago. Built at a cost of $1,500,000, the new set is designed for color television in a minimum amount of time.

FPA Sets Showing

The Film Producers Association of New York, whose members produce films for business, government and television commercials, will hold a film presentation Tuesday at the Avon Theatre here.

The presentation is exclusively designed for the 1,200 advertising executives most closely concerned with progressive techniques. These include heads of the TV department, film production supervisors, art directors, copy personnel and buyers of TV film services.

Skiatron Has Smaller Pay-TV Decoder: Levey

Skiatron scientists have perfected a new type decoder for the company's Subscriber-Vision subscription television system, according to Arthur Levey, president of Skiatron Electronics and Television Corp.

Levey, in a message to stockholders in the company's annual report, also stated that the show-down on pay-as-you-see television is now at hand as governmental bodies have indicated that a decision on the issue will be made soon in Washington despite network and exhibitor opposition to authorization.

Claims Greater Home Appeal

The Skiatron president, commenting on the new toll-tv decoder, said that it is smaller than the original one and will reduce the cost of installation of the system. Because of its smallness it will appeal to many home owners, he said. Levey said that there also have been further refinements in the electronic subscription cards which are of types that can be processed for collection and records in electronic equipment of the International Business Machines Corp.

'Mccoys' To ABC

"The Real Mccoys," a new situation comedy series starring Walter Brennan, has been acquired by the ABC Television Network for the 1957-58 season.

Multiple Honors bestowed on CBS-TV's Playhouse 90 presentation of "Requiem for a Heavyweight," were shared by Emmy recipients Albert Heschong, art director; Jack Palance, the star; Rod Serling, author of the teleplay, and Martin Manulis, producer of the Playhouse 90 series.
We are grateful to the Scientific and Technical Awards Committee of the Academy of Motion Picture Arts and Sciences for the Class III Award given to our Automatic Scene Counter for Laboratory Projection Rooms — Another contribution by CFI to Laboratory progress!

Congratulations to Norbert Brodine
BEST CINEMATOGRAPHY FOR TV
“The Pearl” — Loretta Young Show — NBC

Every TV film that has ever won an ATAS Award for Cinematography was processed by CFI.

We are privileged to perform the film processing for these other outstanding award recipients

FRANK KELLER
Best editing of a film for TV
*OUR MR. SUN*
AT & T Science Series
CBS

LORETTA YOUNG
Best continuing performance in a dramatic series
LORETTA YOUNG SHOW
NBC

JAMES P. CAVANAGH
Best teleplay, half hour or less
"FOG CLOSING IN"
Alfred Hitchcock Presents
CBS

*Caesar’s Hour—NBC
*Dinah Shore Show—NBC
*Kraft TV Theatre—NBC
*Kerry Como Show—NBC
*Playhouse 90—CBS
*Producers’ Showcase—NBC
*See It Now—CBS
*Your Hit Parade—NBC

CONSOLIDATED FILM INDUSTRIES
959 Seward Street, Hollywood 38, California HO. 9-1441

In New York: 521 W. 57th St., New York 19. Circle 7-1440

ACADEMY OF TELEVISION ARTS AND SCIENCES
**Loew’s Posts**

(Continued from page 1)

"as consistent with M-G-M’s intensified concentration on better merchandising of its product and further improvement of its service to customers," Beagin stated that "we have always tried to maintain the closest possible home office contacts with our men in the field and through them with our customers, the exhibitors of the U.S. and Canada.

Sees a ‘New Look’

"This is a further step to assure ourselves of even greater awareness of day-to-day conditions in the field. It will give a ‘new look’ to our sales set-up which should bring about the most effective distribution and maximum returns for each of our new and important pictures, whether produced at our Culver City studios or by independent producers for M-G-M release."

Under the realignment of the top sales echelon of the company, Edward M. Saunders, who has been assistant general sales manager, is assigned to other duties.

Reagan said that the responsibilities of Byrne and Mochrie in their new roles "will be great" and their assignments will be as "curried as necessary to meet any contingency. "Each is thoroughly acquainted with the distribution in every section of the country by virtue of many years of field experience. Both are well known to our field, Byrne having been associated with our organization since 1925. Mochrie, in his capacity as vice-president of Samuel Goldwyn Productions, has worked closely with our sales personnel since we undertook distribution of Goldwyn's 'Guys and Dolls.' We are grateful to the Goldwyn organization for concurring in our desire to add Mochrie to our executive staff."

Byrne began his M-G-M career in December, 1925, in a moving sales assignment. He was later assigned to sales duties at Albany, then promoted to branch manager at New Haven. In 1938 he was promoted to branch manager at Boston and in 1941 was advanced to district manager at Detroit, and in 1946 to eastern division sales manager.

Mochrie has been with the Goldwyn organizations since 1932, prior to which he was general sales manager for RKO for 30 years, part of the time a vice-president and board member. He was earlier associated with United Artists as Southern Division manager and with Warner Brothers as assistant general sales manager for the East.

One-Time Western Sales Head

Saunders has been assistant general sales manager of Loew’s Inc. since 1943. He previously was Western sales manager for the company.

Samuel Goldwyn, on the appointment of Robert Mochrie as assistant general sales manager of Loew’s Inc., stated at the weekend that "M-G-M is very fortunate in securing the services of Robert Mochrie. He has been associated with me for many years and I have the greatest respect for his ability. I know he will be a fine addition to the Metro sales organization and I wish him every success."

To Testify Again

(Continued from page 1)

testimony from A. Julian Brylawski, representing the Theatre Owners of America and Allied States Association, and Frank C. Lydon, speaking for Allied Theatres of New England. The two testified two weeks ago before a Senate Labor Subcommittee.

**Freedgood’s Book Ready**

The first edition of Morton Freedgood’s new novel, "The Wall to Wall Trap," was published by Simon & Schuster at the weekend. The story deals with the motion picture industry in which Freedgood has much experience as a current independent publicist and as a former company publicity official.

**Sincere Thanks**

Rod Serling

Best Tele Play — Hour or more

"Requiem For A Heavyweight"

Playhouse 90

---

**Loew’s Suit**

(Continued from page 1)

company on Thursday, Vogel said before departing for Hollywood.

The government filed an antitrust action against Loew’s on Wednesday, stating that Loew’s has required television stations to license its pictures in groups, including a number of pictures which the stations did not wish to license or televise, in order to maintain any of the pictures. In many cases, these groups consisted of over 700 pictures; in no case, it is alleged, did Loew’s offer to license on a picture-by-picture basis.

**Cinerama**

(Continued from page 1)

pany will be held May 6 at the Biltmore Plaza Hotel here.

Sutliff informed stockholders that the annual meeting has been called to elect six directors—John R. Bolen, Theodore R. Kipferman, Irving Margolin, Peter A. Schreiner, Ted Steven and himself—to approve the selection of auditors, and to discuss and act upon business which the company has taken up during the year.

**Expect Reopenings in Italy**

The president of Cinerama Products, in his letter, informs stockholders of the operations of the company and the theatres currently present Cinerama product. He says that for theatres equipped for Cinerama presentations are currently closed—Oklahoma City, Pittsburgh, Milan in Rane, Italy, and it is expected that the Italian theatres will reopen sometime this month.

Sutliff said that during the past year, the company liquidated bonded indebtedness. He said that late last year, in order to liquidate a $900,000 loan, Cinerama Productions secured a Marine Midland Bank loan of $1,750,000, due Feb. 8, 1958. The loan plus the $25,000 company funds eliminated that $900,000 loan which was guaranteed by Louis B. May, former chairman of the board of the company, who resigned this past January.

Considers Non-Exclusive License

Sutliff also told stockholders of a settlement with Cinerama, Inc., in the plan to produce and exhibit motion pictures in the Cinerama process under a non-exclusive license.

He also said that the company’s carry forward tax loss of about $886,000 and that operating costs the company for the year ended Oct. 31, 1956 has been reduced some $105,000.

---
Winners of '56 Emmy Awards

The following personalities and programs were the winners of the annual "Emmy Awards of the Academy of Television Arts and Sciences," announced March 16.

Best Single Program of the Year: "Requiem For A Heavyweight"—Playhouse Ninety
Best New Program Series: Playhouse Ninety
Best Series (Half Hour or Less): The Phil Silvers Show
Best Series (One Hour or More): Caesar's Hour
Best Public Service Series: See It Now

Best Coverage of a Newsworthy Event: "Years Of Crisis," Year-end report, Murrow and correspondents—CBS
Best Continuing Performance in a Dramatic Series (Actor): Robert Young in Father Knows Best
Best Continuing Performance in a Dramatic Series (Actress): Loretta Young in Loretta Young Show
Best Continuing Performance by a Comedian in a Series: Sid Caesar in Caesar's Hour
Best Continuing Performance by a Comedienne in a Series: Nanette Fabray in Caesar's Hour
Best Single Performance (Actor): Jack Palance in "Requiem For A Heavyweight"—Playhouse 90
Best Single Performance (Actress): Claire Trevor in "Dodsworth"—Producer's Showcase
Best Supporting Performance (Actor): Carl Reiner on Caesar's Hour
Best Supporting Performance (Actress): Pat Carroll on Caesar's Hour
Best Male Personality (Continuing Performance): Perry Como
Best Female Personality (Continuing Performance): Dinah Shore

Best News Commentator: Edward R. Murrow
Best Teleplay Writing (Half Hour or Less): James P. Cavanaugh for "Fog Closing In" on Alfred Hitchcock Presents
Best Teleplay Writing (Hour or More): Rod Serling for "Requiem For A Heavyweight"—Playhouse Ninety
Best Comedy Writing: Philip Silvers—Hiken, Friedberg, Webster, Stern, Rosen, Jacoby
Best Direction (Half Hour or Less): Sheldon Leonard for "Danny's Comeback"—The Danny Thomas Show
Best Direction (One Hour or More): Ralph Nelson for "Requiem For A Heavyweight"—Playhouse Ninety
Best Art Direction (Half Hour or Less): Paul Barnes for Your Hit Parade
Best Art Direction (One Hour or More): Albert Heschong for "Requiem For A Heavyweight"—Playhouse Ninety

Best Cinematography For Television: "North By Northdale"—Loretta Young Show
Best Live Camera Work: "A Night To Remember"—Kraft Television Theatre, NBC
Best Editing of a Film For Television: "A Night To Remember"—Kraft Television Theatre, NBC
Best Musical Contribution For Television: Leonard Bernstein for Omniバス
Best Engineering or Technical Achievement: Ampex and CBS for video tape development

NEW YORK EMMY AWARDS

Most Outstanding Local Program: Night Beat—WABD
Best Documentary or Educational Program: "Camera Three"—WCBS-TV
Best News Program: 11th Hour News with John K. McCall—WRCA-TV
Best Children's or Teen Age Program: "The Children's Theatre, WRCA-TV; Or The Carousel, WCBS-TV
Most Outstanding Male Personality: Mike Wallace—WABD
Most Outstanding Female Personality: Sue McCoy—WRCA-TV
Special Station Achievement: Dual award to WABD for Night Beat, and WPX—For UN coverage

HOLLYWOOD EMMY AWARDS

Best Entertainment Program: Stars of Jazz—KABC-TV
Best Documentary or Educational Show: Harvest with Dr. Frank Baxter—KRCB
Best Children's Program: "The Stars of Our Children"—KRCB
Best News Program: Big News, C. Roberts, B. Stout, G. Stratton, A. Green—KXN
Best Sports Program: Gil Stratton's Sport News—KNXT
Most Outstanding Male Personality: Clete Roberts—KNXT
Most Outstanding Female Personality: Eleanor Powell—KRCB
Best Station Outside Los Angeles: (Program originated locally, but also seen outside Los Angeles.)
Paul Coates' Confidential File—KTTV
Special Station Achievement Award: KNXT for general overall excellence in public service. Honorable Mention—To KTTV for standards of public service.

Differences Between Two

The differences between the Emmy and Oscar telecasts were those innumerable to the two industries respectively. Because of the stipulating certain of material ground out the division screen day and night, to be once and never again, it seems so exotic in the extreme for any group people to attempt to vote on the in any one category. Yet members of the Television Academy do that and for lack of any better word, we accept their choices—disagree with almost everyone of them. The ephemeral nature of the business also makes the emotional outpour of the award winners rather difficult to stomach. Aunt Hattie, not since "Smilin' Through" have there been so much kissin' and so many tears.

The task of the Academy of Motion Picture Arts and Sciences is a good deal simpler. The product is on hand for all to view. The voter conceivably might see all the contenders without going blind or mad. Thus the winners take on a measure of importance and value worthy of public consideration and interest. And, as in the Oscar telecast Wednesday night, the people conduct themselves in a fashion commensurate with their dignity. Hardly a kiss or a tear, or even a guggle.

All is well otherwise, Aunt Hattie. In my next I'll try to bring you up to date on Dagnam, Money Amsterdam, Liberace, Red Buttons and all the other people you asked about. It would be simpler if you moved back to Valley Stream, or just accepted the fact that in Tahiti you are out of things. My best to Uncle Heman and Tundelayo.

Your ever loving nephew,
Vincent Canby
United Artists
Proudly Congratulates
MICHAEL TODD
On Winning
THE ACADEMY AWARD
for
“AROUND THE WORLD IN 80 DAYS”

THE BEST MOTION PICTURE OF 1956
Now 'Number One'

Business Up 30% in U.K. For Columbia

Co. Plans to Make 15 Films There This Year

Business for Columbia International in England and Ireland has risen 50 per cent in the past two years, and the company is now the 'number one' distributor there, Mike Frankovich, vice-president and managing director in Great Britain, said here yesterday.

Frankovich also described Columbia's production set-up in England where the company made 14 films in

Auto Accident Fatal To Charles R. Rogers

UA Stockholders to Meet on June 4

United Artists plans to hold its first stockholder's meeting on the first Tuesday in June, according to vice-president Seymour M. Peyser.

Kerasotes Urges: 'Tailor Films To Market'

HOT SPRINGS, Ark., April 1 - The shortage of films could be eased for theatres if the pictures now produced were more playable and "had the ingredients of box office," George Kerasotes, chairman of the executive committee of Theatre Owners of America, told the annual convention of Independent Theatre Owners of Arkansas here today.

Schine Defendants Post Bonds Pending Appeal

BUFFALO, April 1 - The defendants in the Schine Theatres' anti-trust case are not paying the fines levied by Federal Judge Harold P. Burke on the date ordered, according to Frank G. Raichle, counsel for the Schine interests, who is filing an appeal with the Second U.S. Court of Appeals. Instead, three of the defendants are

New Company to Make Eight for Fox Release

An agreement calling for production of eight films over a six-year period by a new producing company headed by actor Rock Hudson, producer Henry Ginsberg, attorney Greg Bautzer, and agent Henry Willson was announced yesterday by Spyros P. Skouras, president of 20th Century-Fox. Five will star Hudson.

After Commissions Before Expenses

UA Stock Proceeds Seen $14,100,000

Report Negotiations Still Underway For Loans from Theatre Circuits


By LESTER DINOFF

The net proceeds to United Artists from the sale of debentures and common stock in the company's first public stock offering, which is proposed for the week of April 23, will amount to approximately $14,100,000, after commissions and before expenses, according to Robert S. Benjamin, board chairman, and Arthur B. Krim, president, head of an eight-man management team which filed a preliminary prospectus with the Securities and Exchange Commission last week.

Krime and Benjamin, speaking yesterday at a home office trade press conference, added that the company is "still in negotiation" with a number of theatre circuits regarding monetary loans.

UA hopes to borrow about five to six million dollars from circuits at regular interest rates to further its operational and production investment aims. Krime said that the circuits with whom UA is negotiating are Loew's, United Paramount Theatres, Stanley Warner Corp., National Theatres, and RKO Theatres.

Also on hand at yesterday's conference was

(The remainder of the article continues on page 3)
PERSONAL MENTION

WILLIAM DOZIER, RKO Radio vice-president in charge of production, will leave the Coast on Thursday for New York.

N. J. BLUMBERG, chairman of the board of directors of Universal Pictures, will leave New York today aboard the "United States" for Paris.

ST. SEASLER, M-G-M advertising manager, and Miss Dodo Seasler became grandparents for the first time when their son and daughter-in-law, Steve and Ingrid Seasler, gave birth to a boy, Avner, at Doctors Hospital.

B. C. KRANZE, vice-president of Stanley Warner Cinerama Corp, left here yesterday for Montreal.

H.A. CHESTNUT, producer, here today for London via B.O.A.C.

ARTHUR HENZO, jr., publicist, has left for Chicago and Minneapolis.

Irving Fried Dies;

Candy Corp. Executive

BUFFALO, April I—Irving Fried, 55, vice-president and general manager of Tri-State Automatic Candy Corporation, died here Thursday. Fried also was vice-president and general manager of Drive-In Restaurants, Inc., a subsidiary formed recently by Tri-State. Together they operate concession stands and vending machines in approximately 150 theaters in New York, Pennsylvania and West Virginia.

Gene Lockhart Dies

SANTA MONICA, Calif, April 1.—Gene Lockhart, actor, who appeared in over 300 motion pictures in addition to Broadway and television shows, here Sunday of a coronary thrombosis. He was 66 years old.

He is survived by his wife, daughter and two grandchildren.

Requiem mass will be Wednesday morning at St. Paul the Apostle Church, Beverly Hills.

Withdraw 'Ballfitt'

BOSTON, April 1.—Janus Films' production, "Ballfitt", was withdrawn from showings at the State Theatre in Portland, Me., on Saturday when the county prosecutor of Portland lodged a supplemental state law bill forbidding the exhibition of films "involving intentional or deliberate cruelty to animals."

Kerasotes

(Continued from page 1)

"Rock Pretty Baby," Kerasotes said. The Illinois exhibition leader, asserting that the American audience is more selective and is shopping for its entertainment, declared that the motion picture business should know before he expends his production budget, "It is almost an impossibility for distribution and exhibition to sell a film that has the public interest in the story. Our pictures must be appealing to young people; they comprise the largest segment of our population, and our best habitue theatre attenders," he said.

Decrees 'Holiday' Emphasis

Kerasotes also stated that the industry needs stability and planning, especially in setting the release on product. "Too many of the better releases are available only on holidays, July and August," he said. Kerasotes also said that exhibition and distribution should share all expense in keeping up an aggressive advertising and public relations program so that motion picture entertainment could be the best and in the fore when the public wants entertainment."

J. Fred Brown, president, and the board of directors went on record as opposing the stabilization bill which is shortly to be presented to Congress.

Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, urged "aggressive action" by exhibitors to the end that theaters will be known as the source of "new" pictures, with the resultant identification of television as the purveyor of "old" films.

Stubbins Dies

(Continued from page 1)

the film industry in 1912, when he joined the General Film Corporation where he remained for two years. Before his association with Allied Artists, Stubbins was with World Film, Pathé, National, Columbia, Metro, Loew's, and the M-G-M, Colle and Stroell companies. In 1931 he took over a Monogram franchise which he later sold to Republic Pictures Corporation. Then, twenty years ago, he became president of the Allied Artists franchise on the West Coast.

Schine Defendants

(Continued from page 1)

go to deposit $1,000 each with the federal court clerk and the other defendants are posting bonds covering the remainder of the fines. The total fines levied by Judge Burke amount to $73,000. This procedure will be in lieu of a continued action by government of the fines ordered, pending the formal disposal of the appeal.

Exempt Films In Rules On Foreign Shipments

A new export regulation, set to become effective this Wednesday, the purpose of which is to "curtail and limit" the possibility of reshipping films from Western countries to Iron Curtain countries without specific government approval in advance of such shipments, has been revised in its effect on motion picture films and public relations work. This was reported here by the Barnett International Forwarders, Inc., which said it had been so advised by the Department of Commerce.

Destination control statements will not be required for films and publicity, according to Norman Barnett, president of the company, who said the "normal practices of the industry abroad will not be in technical violation of the new regulations."

Would Have Prevented Interchanging Women Editors' Hours

It was pointed out that—under the export regulation—the insertion of anti-diversion clauses on all invoices and documents on shipments would have placed a bookkeeping problem for the picture industry. It would have prevented their offices abroad from interchanging with one another prints of various subjects they required for bookings, special screenings, etc.

Barnett had appointments and correspondence with the government people and bureau involved, and obtained the exemption.

Pass N. Y. Bill on Women Editors' Hours

ALBANY, April 1.—The state assembly, just before adjourning sine die, Saturday, passed the Saverese Bill, which amends the labor law to permit women over 21 to engage in booking, processing or editing of film for television or news reel use, to work more than eight hours a day in a day and during which work are restricted evening hours.

The measure, previously adopted by the Senate, provides that in no case shall these women be employed more than 48 hours in any week.

The Assembly Rules Committee did not report the Periconi Bill, passed by the Senate earlier in the week which would have made it grounds for the State Education Department's revocation of the license of a newspaper.

The measure was adopted by Governor Harrington's Motion Picture Division to refuse a license for a film that "disparages against one's nationality or color."

Apparently, the only other measure directly affecting the film industry to win legislative approval was the Duffy Bill decreasing the fees charged for licensing motion pictures. This will be considered by Governor Harrington.

The 30-day period following adjournment will veto a similar act last year.

U. K. Business

(Continued from page 1)

1950 and plans to make 15 this year. All but three of last year's pictures were "designed for the international market," he said. "Columbia's objective in England is to make pictures with international casts for the international market," he explained, "and scripts are cross-checked in Hollywood, New York and Paris as well as London."

Columbia reportedly on reports of "panic" in some quarters of the industry today, Frankovich said he feels Columbia executives are counter-action this being "far-sighted" and planning for four and five years ahead now instead of "spinning off assets."

Asked about Columbia's relations with Warner Pictures, Frankovich said that it is an "entrepreneurizing outfit" with which Columbia "did well" and was "happy with them.

In his capacity as chief banker of the London Variety Club, he said that in six years they have raised 200,000 pounds for charity with 30,000 so far this year.

He will lead the American delegation from London to the international convention in New Orleans this week.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

A PARAMOUNT Picture

AND THE MUSIC HALL'S GREAT EASTERN SHOW

"FUNNY FACE"

to-starring KAY THOMPSON

PROJECTION ROOM FACILITIES

MOVIELAB BUILDING

169 West 46th St., New York 19

1357 S. Welburn

630 North

FILMACK produces the best in special trailers in the fastest time. Try us on your next special trailer order.
**Estimate UA Stock Proceeds at $14,100,000**

**UA Plans to Pay Dividend of 35c**

United Artists intends to pay a quarterly dividend of 35 cents a share on the common stock for its current fiscal quarter, according to President Arthur B. Krim.

The UA president, and other company executives, said that their undertaking agreement with F. Eberstadt & Co. commits them to such a dividend policy and that UA "hopes to maintain it." (Continued from page 1)

**People**

George Sydney, producer of Columbia Pictures' "Jeanne Eagels," arrived in New York early Saturday with the royalties of the film, saying it to company executives and flew back to Hollywood a few hours later the same day.

Florence Simendinger, administrative manager of the Roxy Theatre here, yesterday celebrated 25 years of uninterrupted service on the executive staff of the house.

Frank Maek, ret ing manager of the Cleveland branch of National Theatre Supply Co., was honored there at a farewell testimonial dinner at Jim's Steak House. J. W. Servies, VTS vice-president, was host to the office personnel.

Lawrence J. Quirk has been appointed editor of "Movie-TV Fan," "Screen Life" and "Hollywood Stars," quarterly fan magazines published by Sky Publishing Co.

Kenneth More, British actor starred in "Reach for the Sky," will meet the press today, will have breakfast with the British press tomorrow and will attend a fan magazine cocktail party tomorrow afternoon, all at the Hotel Pierre here.

**Sweepstakes Ballots 35,000 in Dallas**

DALLAS, April 1—Twenty-four theatres participated in the Academy Award Sweepstakes here with a total of 35,000 ballots turned in by patrons. Circuits taking part included Rowley-United, Trans-Texas, Isley and Interstate.

Dallas also had its own Academy Award Sweepstakes. With the Motion Picture Industry sponsored a presentation ceremony at the Hotel Adolphus at their first annual party. Branch managers were on hand to claim Oscars for their distributing companies as they were announced on the television show. Also present were exhibitors, the press and other guest of WOMPI.

**UA to Apply For Listing on NYSE**

United Artists, at the request of F. Eberstadt & Co., is agreed to apply for a listing of its common stock and/or debentures on the New York Stock Exchange, Arthur B. Krim, president, said yesterday.

The company has up until one year after the public offering of the securities and stocks to make application for the listing, he said.

**Expansion in St. Louis Is Planned by Bloomer**

ST. LOUIS, April 1—The Bloomer Amusement Company circuit, founded by the late Noah Bloomer 38 years ago and operated by his four sons, Tom, Frank, Wesley and Noah, Jr., is entering an extensive expansion program and will buy or build a number of additional theatres in the St. Louis exchange territory.

On completion of negotiations an announcement regarding the new locations will be made.

The principal stockholders of UA, as of April 1, 1957, according to the prospectus are Krin and Benjamin as joint tenants, 750,000 shares of Class B common stock; Krim, 177,656 shares; Benjamin, 177,656 shares; (another stock is to be registered) Picker, Charles Eberstadt, 88,825 shares each; Peyser, 22,360 shares, and Robert Blumento, 16,675 shares. Krim, in reply to a request, said that there are not stock certificates outstanding on file at present for any of the executives, but that he has it in mind for some time in the future.

The prospectus reveals that UA, as of March 5, 1957, is a defendant in 153 anti-trust actions. In 22 of these actions, specified amounts of damages are not claimed; in six others only injunctive relief is sought in the relief sought in the remaining 125 actions the alleged damages vary widely, and the aggregate claimed is approximately $989,000.00.

UA's contract with underwriter F. Eberstadt, which is attempting to build a group of at least 100 sub-underwriters, is also described. The prospectus reveals that Eberstadt has the right of first negotiation for five years after the end of the debenture sales and that Eberstadt intends to pay Al Feineman of New York as a finder's fee a sum equal to 10 per cent of any net profits realized by it upon this offering.

**1,650,000 Shares Authorized**

At the end of the company's 1956 consolidated balance sheet, which is included in the prospectus, it is pointed out that in March, 1957, the 5,000 shares of treasury stock were retired and the difference, $3,313,287, between stated value and cost, was deducted from retained earnings. The remaining outstanding shares were reclassified into 750,000 shares of Class B common stock, and retained earnings stockholders were charged with $742,000 for the excess of the par value of the new class B stock over the issue price of the old capital stock. At the same time, 75,000 shares of common stock, $1 par value and 500,000 shares of Class B common stock, $1 par value, were authorized.

**UA Loan Guarantees**

At the close of 1956, United Artists Corp. had $16,900,000 outstanding in guarantee with respect to loans made to producers, according to the distribution company's prospectus.

**Goldberg received renumeration last year of $32,000 with Youngstein receiving $39,000 plus a discount expense allowance amounting to $13,000. Krim and Benjamin were compensated by the law firm of Phillips, Nizer, Benjamin & Krim, which received from UA $22,000 for Krim and $26,000 for Benjamin's services and $116,000 for legal services. The $117,000 retainer includes the services of Peyser and Seward Benjamin as UA officers.**
PARAMOUNT presents one of the most hilarious, most appealing, most exciting, bio-pics from the wonderful world of show business. Inspired by the fabulous life of that beloved funny-man, Buster Keaton, it's played by Donald O'Connor, the greatest young comic of our time who re-creates in it some of the greatest comedy routines of all time.

IT'S BIG-TIME FOR MAY-TIME!
AND NOW...

DONALD O’CONNOR
ANN BLYTH

THE BUSTER KEATON STORY

GUEST STAR RHONDA FLEMING

Co-starring PETER LORRE

Produced by ROBERT SMITH and SIDNEY SHELDON
Directed by SIDNEY SHELDON
Written by SIDNEY SHELDON and ROBERT SMITH
Plan for NCA
(Continued from page 1)
exclusive organization of their own, have insisted that they must be repre-
presented on a three-man executive com-
mittee chosen to serve with Mantzke and that there be a revision of the present dues structure, plus operating economics.

Auto Accident Fatal
(Continued from page 1)
entered the industry in the exhibition field in Buffalo. Later he occupied key production posts at Paramount and RKO Radio before joining Uni-
versal, where his productions in-
cluded "My Man Godfrey," "Three
Smart Girls," "100 Men and a Girl" and numerous others.

Dedicate Williamsburg
Foundation Theatres
WILLIAMSBURG, Va., April 1.—
Twin modern theatres were formally
dedicated here over the weekend at
the Colonial Williamsburg Founda-
tion. They were built at a cost of $22-
0,000. The dedication was marked
by the presentation of a VistaVision
film, "Williamsburg: The Story of a
Patriot," produced and directed by
Paramount Pictures and George
Seaton.

The theatre screen was designed by Ben Schlanger and the sound equipment
was designed to special specifications
by Altec Service Co.

Academy Plans to Hold
Robert Rich's Oscar
From THE DAILY Bureau
HOLLYWOOD, April 1.—The
Academy of Motion Picture Arts &
Sciences said today it will hold the
"Oscar" awarded to Robert Rich,
credited by the King Brothers for
writing the screenplay for "The
Brave One," pending action upon the
matter by the board of governors.

The authorship of the picture has
created a situation here full of mys-
tery. One Robert Rich, a nephew
of Frank King of the King Brothers
Productions, said at the weekend
that he was not the author. Paul
Rader of Cambridge, Mass., a radio
and television production director,
has added to the confusion by claim-
ing that he wrote the original script.
His story was sold in Oct. 1951, re-
portedly to the Nassour Studio, Inc.,
which instituted a $750,000 damage
suit against the producers charging
that "The Brave One" has been in-
spired by "Ring Around Saturn" and
later "Emilio and the Bull."

Glynn Services Today
Funeral services for John J. Glynn,
vice-president and treasurer of War-
er Bros. International Corp., who
died Saturday of coronary thrombosis
at South Nassau Communities
Hospital, Oceanside, Long
Island, will be held at 10:00 A.M. to-
day at St. Agnes Church, Rockville
Center, Long Island. His age was 63.

According to an old Chinese proverb,
a fairy tale in the band is a
very fragile thing. Its illusive char-
adepends to a major extent on the
imagination of the beholder, whether
he be (in decreasing ratio) reader,
listener or viewer. The imagination
of the viewer is strictly limited by the
pieces put in front of his eyes. He
is tied down, so to speak, by his ability to accept the earthbound images thought
up by other people who are, necessar-
ily mortal, and whose flights of fancy
are just as unfathomable to him as some-
one else's toothbrush.

Dramatic Impact Absent
These were some of the problems
faced by the viewer Sunday night in
the course of Rodgers and Hammer-
stein's big and beautiful adaptation
of "Cinderella" on CBS-TV. It was an
expensive, handsome show, wonder-
fully performed by everyone, including
those technical magicians behind
the cameras as well as the performers
in front of them. The music and the
lyric were extremely reminiscent, but
charming. The only trouble was that
the story of Cinderella lacked any
dramatic interest whatsoever. Nobody
expects Cinderella's triumph to have
social significance, or that the heroine
should be tied to the railroad tracks,
but even the toots have a right to ex-
pet a little action with maybe just a
souvenir of implied evil. Bring back
Captain Hook!
The motion picture industry came
in for two presumptuous blasts on the
part of the aluminum and television in-
dustry last week: Kaiser Aluminum's
"Hollywood Award Winner" Tuesday
night and Alcoa Aluminum's "The
Big Build Up" Sunday night, both
NBC-TV and obviously timed to cash in on
the Academy Awards publicity.

Cliches Overworked
Judged strictly as serious entertain-
ment, neither would be worth a long
yawn: one being an inconclusive string of cliches about a venal producer and
an idealistic writer, the other an
inconclusive string of cliches about
a venal producer and an idealistic actor
(Who am I? What is the real me?).
Television, of course, is not above
some carelessly limited scathing of its
own soul (The Comedian) and "Man
on a Tiger," for instance), but why
must it so fearlessly attack an old
chicce the very same week at CBS
breathing a Stirring Overture about
freedom of network speech?
The two premieres of the week were
not overly auspicious. ABC-TV's Men
of Amosnola Tuesday evening might
have been a rejet, with costumes
changed, from the West Point series,
the quality of which is generally pretty
high. Sunday night's new Marge
and Gower Champion Show, CBS-TV, got
off with a broken toe (Gower's),
provided some pleasing dancing and
singing but tied together by marital
complications out of the script writer's
bottom drawer. The same afternoon,
however, CBS offered two notable
shows: a fast-moving, imaginative and
informative treatment of Pickett's charge
to Gettysburg and the equally impres-
sive See It Now film essay on Poland
today. This, now, is television—V.C.
needed: a super magazine

The nation now musters 45 million families of consumers and puts their average income at $5,000 a year. Fifty million will be the likely count when the next census comes!

But there will never again be enough salesmen. The day of personal selling to the consumer is about over. Like hand weaving, hand selling is too slow, too costly. The selling job, if it is to be done, is increasingly up to advertising—and the job grows as the unbelievable output of our factories multiplies.

We might call this the "super" era. Supersonic planes. Super automated factories. Super highways. Super markets.

There is also need for a super magazine—able to count its circulation by the dozen millions.

It should saturate key markets where the most productive selling can be done. It should price its space low enough to let advertisers use it regularly—every week if such super salesmanship is needed.

It should be able to move goods by the trainloads, make sales that look important to every business, even those with the billion dollar balance sheet!

Now measure THIS WEEK Magazine by these standards. It already distributes more than a dozen million copies every week.

It penetrates deep into hundreds of important markets all over the country.

It offers color pages for about half the usual cost per thousand.

It is already probably the most powerful selling force in print. And, used regularly and to capacity probably the most powerful selling force, period!

This magazine can say right now: "Your advertising will be read by more people here than in any other publication."

Its rate of growth is such that its leadership and readership are likely to keep it far ahead.

If you are looking for a super magazine, take a long look at THIS WEEK Magazine.

THIS WEEK MAGAZINE shares the power and prestige of these 37 great newspapers

The Night Of The Bachelor Party...

The story of five ordinary men on a stag dinner that exploded into an angry, drunken, hilarious binge.

A night of party-crashing, Greenwich Village pickups and aimless bar-hopping that ends for each in a moment of great truth.

If you're a woman one of these five is your husband, your boyfriend, your lover — if you're a man one of these five men is you.

A vivid glimpse of life — brought to the screen by the men who made “Marty”.

HECHT, HILL and LANCASTER present the Bachelor Party

starring DON MURRAY with E.G. MARSHALL, JACK WARDEN, PHILIP ABBOTT, LARRY BLYDEN. ADAPTED BY PADDY CHAYEFSKY. PRODUCED BY HAROLD HECHT. DIRECTED BY DELBERT MANN. ASSISTANT PRODUCER, PADDY CHAYEFSKY. ASSISTANT DIRECTOR, PATRICK BEEBE. SCREENPLAY BY PADDY CHAYEFSKY. E.L. ROCKSTRA. ROBERT SCAHNER. SET DESIGN BY PAUL WALTER.

Watch | NEW YORK - Victoria Theatre - April 9 | LOS ANGELES - Fine Arts Theatre - April 12
National Theatres Has New Film Production Subsidiary

By WILLIAM R. WEAVER

LOS ANGELES, April 2—Elmer Rhoden, president of National Theatres, today announced the establishment of a new subsidiary company to be called National Film Investments, Inc., which will "participate, assist, and finance the independent production of a limited number of motion pictures of excellence and distinction." The new company will be headed by Charles L. Glett, industry pioneer most recently active as a member of the executive staff of General Teledyso and vice-president of the National Theatres circuit.

(Continued on page 2)

Small Business Relief 'Package' to Congress

From THE DAILY Bureau

WASHINGTON, April 2—The Administration will send Congress all its small business relief proposals in one package.

This was the word passed Republican legislative leaders at their weekly White House meeting. The leaders were told the package would include extension of the Small Business Administration and some tax relief, including faster depreciation of used equipment, easier estate tax treatment, and more liberal loss allowances on investments in small firms.

Yates Optimistic Says Republic Facing Best 6-Months Ever

By LESTER DINOFF

Republic Pictures will have the "best six-month business period of its entire history" in the last six months of 1957 despite a "depressed motion picture industry," Herbert J. Yates, president, told company stockholders yesterday at their annual meeting.

Yates, optimistic about Republic's affairs, but pessimistic about current conditions in the film industry, said (Continued on page 2)


Herbert J. Yates, president of Republic Pictures, said yesterday that he is currently "not in any negotiation with anyone to sell my holdings and interests in the company."

Saying that he now owns and controls over 340,000 shares of Republic stock, besides leading the company $800,000 for operational expenses, Yates discounted reports that he has received an offer of $11 per share for his holdings from an investment house seeking to acquire the working control of Republic.

"I usually hear reports like this (Continued on page 2)

1,665 Theatres Operating in Canada; Total Seating Capacity Is Now 886,865

Special to THE DAILY

TORONTO, April 2—There are 1,665 theatres now in operation in Canada, according to figures compiled by the Canadian Motion Picture Distributors Association. It reported 131 theatres were closed since publication of the official directory last year.

The total seating capacity of Canadian theatres was reduced in the past year by 36,832 for a present total of 860,865. Twenty theatres reopened in the last year, although nine of these houses were located in British Columbia where labor trouble was encountered. Nineteen new theatres were started.

The drive-in situation in Canada remained almost static. Eight were demolished or closed and seven new ones opened in the past year.

Sky' To Have Dual Premiere at Sutton

A dual premiere of the Rank Organization's "Reach for the Sky," at the Sutton Theatre on Monday, April 5, was announced by Kenneth N. Argueves, president of Rank Film Distributors of America, Inc., yesterday at a press reception at the Hotel (Continued on page 5)
MOTION PICTURE DAILY

Wednesday, April 3, 1957

**Personal Mention**

ALFRED E. DAFF, executive vice-president of Universal Pictures, has arrived in New York from Hollywood.

WALTER BRANNON, RKO Radio vice-president in charge of worldwide distribution, will be in Havana tomorrow from New York.

H. M. BESSEY, executive vice-president of Altec Service Co., and MARTY WOLF, sales manager, are in New Orleans from New York.

MARTIN DAVIS, Allied Artists Eastern advertising and publicity director, has returned to New York from the Coast.

ROBERT LANTZ, vice-president of Figaro, Inc., will leave New York today for Rome.

NICHOLAS GEORGE CONDON, of the 20th Century-FOX Philadelphia branch office, will marry DAPHNE ALLEN on April 28 at the St. George Greek Orthodox Church in Chicago.

**Over 1,000 Expected**

(Continued from page 1)

Heart projects of the individual tent. Good works in the humanitarian area being the inspiration, as well as the reason for being of the Variety Tent, great interest and spirited rivalry attaches to the bestowal of the annual Heart Award.

John Bavley, International Chief Barlow, will preside at business sessions and the Humanitarian Awards banquet.

Social events planned include a Mississipi Barlow restaurant cruise with dinner and entertainment, sponsored by Coca Cola; a Mardi Gras night, with dinner and entertainment, sponsored by Pepsi Cola, and luncheons and special events for the ladies.

**Sees Bigger, Better**

(Continued from page 1)

sts of Arkansas 38th annual convention here today.

In an optimistic speech Williams told the exhibitors that "we will see wonderful strides in the industry in the next three to five years." His speech reflected the general theme of the meeting, which emphasized the need for "building faith in the industry and joint planning for success."

The convention today also heard M. S. McCord, general manager of the United Theatres Circuit of Arkansas.

**points to 'Blues' Elsewhere**

Yates told the stockholders, "Executives from other film companies are 'blue' about present conditions. The need is for better distribution, to get these pictures to the people, unless they present stories which the public wants."

"We will make our money from our low cost motion pictures which are so much more essential. We plan to do all possible to television, planning three more sound stages to be added, and getting more and more into television production."

"We will use, if necessary, outside advertising and printing services."

**NT Subsidiary**

(Continued from page 1)

president of RKO Telecardio Picture Inc.

Roden said in part, "this investment company will have available for the first time a new method of financing and distributing films which will provide financial assistance to qualified producers in their independent field. Our objective, consistent with our previous plan of action by the Department of Justice now under discussion, is to aid in bringing to the screen of the country's theatres the finest motion pictures available.

The company also was in charge of other events of Cinemiracle process, and in this case with independent major studios, both here and abroad, the announcements stated.

Gleit said in part, "National Film Investments will seek to provide guidance and stimulation to the conception and production of the kind of pictures we know the market can and will support. We will try to make the same time approach our major objectives with a view toward exploring opportunities in such other fields of entertainment which may clearly fit into our program of diversification."

NFI will have its headquarters National Film Investments Corporation, 2174 South La Cienega, Beverly Hills.

**Republican**

(Continued from page 1)

that the Republic position during the last six months of 1957 will improve because of its operations in television production, rental from old films to TV stations, feeding into studio space, commercials, its manufacturing subsidiary and laboratories.

"In one to two years, we may even pay a cash dividend," Yates told stockholders, some 50 in all, at the Essex House meeting. In the past 10 years, Republic Pictures has paid no cash dividends to stockholders, but that will pay two percent per year stock dividends.

Yates said that the company has put a lot of money into the business for expansion and at the same time renegotiated with saving $4,000,000 in salary elimination last year. "If we pay dividends, we stand still," he said.

**NOT Subsidiary**

(Continued from page 1)

vice-president of RKO Radio Pictures, Inc.

Roden said in part, "this investment company will have available for the first time a new method of financing and distributing films which will provide financial assistance to qualified producers in their independent field. Our objective, consistent with our previous plan of action by the Department of Justice now under discussion, is to aid in bringing to the screen of the country's theatres the finest motion pictures available.

The company also was in charge of other events of Cinemiracle process, and in this case with independent major studios, both here and abroad, the announcements stated.

Gleit said in part, "National Film Investments will seek to provide guidance and stimulation to the conception and production of the kind of pictures we know the market can and will support. We will try to make the same time approach our major objectives with a view toward exploring opportunities in such other fields of entertainment which may clearly fit into our program of diversification."

NFI will have its headquarters National Film Investments Corporation, 2174 South La Cienega, Beverly Hills.**

**Technicolor**

(Continued from page 1)

Technicolor, a breakdown on the company's financial structure and 1956 business, reported upon late in February, also revealed that the approximate number of black and white and color photoplays that were started in Hollywood during the years 1954, 1955 and 1956, were, respectively, 85, 110 and 115. The number of black-and-white pictures was more than twice as great during 1956 as it was during 1954.

Black-and-White and Black-and-White Percentage Up

Kahn also reported that the approximate total number of pictures, black-and-white and color, during the years 1954, 1955 and 1956 was respectively 230, 250 and 275; i.e., the percentage of the total in black-and-white has increased during those years, respectively, 57 per cent, 44 per cent and 65 per cent.

Kahn also reported that in 1956, Technicolor shipped 387,802,781 feet of positive 35mm prints.

**Not Selling:** Yates

(Continued from page 1)

about three times a year, and usually, nothing is sold during the first two. However, we have been able to sell this up perhaps next January after I straighten out this situation," Yates said, referring to Republic Pictures' operations and the volume of business in 1957.

**Harry Michaelson Dies**

MIAMI BEACH, April 2 — Harry J. Michaelson, 59, former president of RKO Pathe, Inc., died here today following a heart attack. He had retired from the company in 1952 because of a heart condition and had made his home here. He is survived by his wife, Fanny, and two sons, Howard and Robert, both of New York.
The Comedy of the Year, a sparkling entertainment. The story: de luxe doll steals rugged newspaper guy from shapely showgirl...who doesn't give up easily!

Was I crazy to fall for the big lug?

I found him in that showgirl's boudoir! (and threw things at him.)

Here's where it all began... that's me in the bathing suit.

He was one newspaper man who knew how to kiss!

We live in two different worlds—and when they collide, wow!

MGM PRESENTS

GREGORY PECK
LAUREN BACALL
in
DESIGNING WOMAN

DOLORES GRAY

Co-Starring

Written by GEORGE WELLS
Associate Producer in CinemaScope and METROCOLOR
Directed by VINCENTE MINNELLI
Produced by DORE SCHARY

An M-G-M Picture
One Man's TV Views

By Pinky Herman

The April 8 broadcast of "The Bell Telephone Hour" will mark its 18th NBC consecutive year, the series having bowed in April 29, 1940. Conductor Donald Voorhees has batonned the consistently fine music series from its inception. "...The Night Show," new ABC cinema series bowed Monday night at 11:15 with "Dead Reckoning," co-starring Humphrey Bogart and Lizabeth Scott. John Cameron Swayze's exciting Timex watch commercials which are seen and heard on the "Steve Allen Show," created and produced by Sylvan Tapanling, Peck Agency TV head, are signaled out for additional honors at the A.A.'s forthcoming conclave at White Sulphur Springs later this month. ... Currently completing her fourth consecutive year as featured vocalist on "Your Hit Parade," NBC iggie TV series, Giselle Mackenzie will star in her own half-hour musical program TVia NBC late September with Scott Paper sponsoring.

Walt Framer

With two tremendously popular long-run TV quizsters still chalking up high daytime ratings nationally, "Strike It Rich" and "The Big Payoff" (10 years and six years respectively over CBS) Walt Framer is readying a third audience-participation series, "Lucky Lady," which is slated for an across-the-board spot via the ABC Channels this Fall. Sid Tamber, producer-supervisor of "Payoff" will head the production unit for "Lucky." ... Lisa Howard, regularly seen on the CBS soaps, "Edge of Night," flies to Havana today to do the femme lead in a "Captain Griev" telefilm episode for Guild Films. ... Production assistant on "Today" since his discharge from the Army two years ago, Bob Warner has been upped to commercial co-ordinator for this series. Palmer Channon succeeds Warner with the production NBC Chores.

Mann Named

(Continued from page 1)

Pierre for Kenneth More, star of the film, More is in New York for a week of promotional activities.

The first premiere will take place in the afternoon, with all proceeds going to the B.A.P. Association Benevolent Fund. Later that night, the acting British consul general, Miss Kathleen Graham, M.B.E., in association with the Rank Organization, will hold an invitational dress premiere.

Schine Bonds Filed

BUFFALO, April 2—Surety bonds totaling $73,000 were filed in Federal Court today by the Schine theatre interests pending outcome of their appeal of a criminal contempt conviction to the Second Circuit Court of Appeals. Federal Judge Harold P. Burke stayed the payment of $73,000 in fines levied last Tuesday and due today.

Ginsberg Comes Here

Producer Henry Ginsberg has arrived in New York from Hollywood to attend the funeral of his brother, Dr. Charles Ginske who will be buried at Woodlawn Thursday afternoon, April 11. Dr. Ginsberg will stay in New York until next week. Funeral services will be at the Riverside Memorial Chapel here today.

Motion Picture Daily

Wednesday, April 3, 1957

The Strange One
Horizon-Columbia

It looks like a sure thing to predict that Horizon Pictures' "The Strange One" is going to be remembered in the future as the film that introduced actor Ben Gazarra to motion picture audiences. The story served as the springboard to catapult him to stardom on Broadway some years ago when it was known as "End As a Man." Now the talented actor's fame is bound to spread much further with the release of this film version, which has been produced by Sam Spiegel for Columbia release.

The character that has made Gazarra famous (and vice-versa) is that of Jocko de Paris, a sadistic bully in a southern military school who persecutes the freshmen cadets under his control mercilessly until they finally turn on him and bring about a drastic consequence at the end. It is not a role that is calculated to win audience sympathy but rather to intrigue and fascinate. Gazarra has all the necessary equipment to do just that to audiences—features that are not so much handsome as distinctive, a voice that can purr or lash out at will, and the intelligence to get inside a good role. He looks like Hollywood's biggest new star.

Actually, while Gazarra runs away with the picture, the script does not give him much of a role. Individual moments have a pungent and morbid power—especially when the protagonist is bating one of his victims and again when the tables are turned and he is reduced to a sniveling wretch at the end. But the scenes do not add up either to a strong indictment of the military "system" (as seems intended) or a credible portrait of a sadistic man. The motivations for all his hate and hostility are only superficially explored.

Despite the dominance of Gazarra, some other fine young actors—most of them unfamiliar to theatre audiences—manage to make impressions. The best is newcomer George Peppard as the cadet who directs the revolt against the sadist, while Pat Hingle, Arthur Storch and James Olson are also good as various members of the school. And Julie Wilson, the only woman in the cast, is briefly amusing as a Southern floozy.

The picture was directed by Jack Garfin, of the legitimate stage, in his first film assignment. The screen play was by Calder Willingham, based on his novel and play.

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

Richard Gerstner

Sky' Dual Premiere

(Continued from page 1)

The film, More is in New York for a week of promotional activities.

The first premiere will take place in the afternoon, with all proceeds going to the B.A.P. Association Benevolent Fund. Later that night, the acting British consul general, Miss Kathleen Graham, M.B.E., in association with the Rank Organization, will hold an invitational dress premiere.

Schine Bonds Filed

BUFFALO, April 2—Surety bonds totaling $73,000 were filed in Federal Court today by the Schine theatre interests pending outcome of their appeal of a criminal contempt conviction to the Second Circuit Court of Appeals. Federal Judge Harold P. Burke stayed the payment of $73,000 in fines levied last Tuesday and due today.

Ginsberg Comes Here

Producer Henry Ginsberg has arrived in New York from Hollywood to attend the funeral of his brother, Dr. Charles Ginske who will be buried at Woodlawn Thursday afternoon, April 11. Dr. Ginsberg will stay in New York until next week. Funeral services will be at the Riverside Memorial Chapel here today.

Motion Picture Daily

Wednesday, April 3, 1957

The Strange One
Horizon-Columbia

It looks like a sure thing to predict that Horizon Pictures' "The Strange One" is going to be remembered in the future as the film that introduced actor Ben Gazarra to motion picture audiences. The story served as the springboard to catapult him to stardom on Broadway some years ago when it was known as "End As a Man." Now the talented actor's fame is bound to spread much further with the release of this film version, which has been produced by Sam Spiegel for Columbia release.

The character that has made Gazarra famous (and vice-versa) is that of Jocko de Paris, a sadistic bully in a southern military school who persecutes the freshmen cadets under his control mercilessly until they finally turn on him and bring about a drastic consequence at the end. It is not a role that is calculated to win audience sympathy but rather to intrigue and fascinate. Gazarra has all the necessary equipment to do just that to audiences—features that are not so much handsome as distinctive, a voice that can purr or lash out at will, and the intelligence to get inside a good role. He looks like Hollywood's biggest new star.

Actually, while Gazarra runs away with the picture, the script does not give him much of a role. Individual moments have a pungent and morbid power—especially when the protagonist is bating one of his victims and again when the tables are turned and he is reduced to a sniveling wretch at the end. But the scenes do not add up either to a strong indictment of the military "system" (as seems intended) or a credible portrait of a sadistic man. The motivations for all his hate and hostility are only superficially explored.

Despite the dominance of Gazarra, some other fine young actors—most of them unfamiliar to theatre audiences—manage to make impressions. The best is newcomer George Peppard as the cadet who directs the revolt against the sadist, while Pat Hingle, Arthur Storch and James Olson are also good as various members of the school. And Julie Wilson, the only woman in the cast, is briefly amusing as a Southern floozy.

The picture was directed by Jack Garfin, of the legitimate stage, in his first film assignment. The screen play was by Calder Willingham, based on his novel and play.

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

Richard Gerstner

Sky' Dual Premiere

(Continued from page 1)

The film, More is in New York for a week of promotional activities.

The first premiere will take place in the afternoon, with all proceeds going to the B.A.P. Association Benevolent Fund. Later that night, the acting British consul general, Miss Kathleen Graham, M.B.E., in association with the Rank Organization, will hold an invitational dress premiere.

Schine Bonds Filed

BUFFALO, April 2—Surety bonds totaling $73,000 were filed in Federal Court today by the Schine theatre interests pending outcome of their appeal of a criminal contempt conviction to the Second Circuit Court of Appeals. Federal Judge Harold P. Burke stayed the payment of $73,000 in fines levied last Tuesday and due today.

Ginsberg Comes Here

Producer Henry Ginsberg has arrived in New York from Hollywood to attend the funeral of his brother, Dr. Charles Ginske who will be buried at Woodlawn Thursday afternoon, April 11. Dr. Ginsberg will stay in New York until next week. Funeral services will be at the Riverside Memorial Chapel here today.
with the industry's biggest talents...

MICHAEL TODD

AROUND THE WORLD IN 80 DAYS

Michael Todd's "Around the World in 80 Days" in Todd-AO • starring David Niven, Cantinflas, Robert Newton, Shirley MacLaine • Technicolor® • Screenplay by James Poe, John Farrow and S. J. Perelman • From the Classic by Jules Verne • Directed by Michael Anderson • Produced by Michael Todd
Invite Variety Club Delegates To Support Will Rogers Hospital

By SHERWIN KANE

NEW ORLEANS, April 3—Delegates to the 21st annual convention of Variety Clubs International were invited by R. J. O'Donnell, former chief barker, to give their support to the Will Rogers Memorial Hospital at Saratoga Lake, N. Y., of which Abe Montague, Columbia Pictures vice-president, is president. O'Donnell said Montague will be honored with a testimonial dinner at the Waldorf Astoria Hotel in New York on June 19 for his work for the hospital.

On June 20 hospital officials and guests will make their annual visit to the Saratoga Lake institution, to be followed by the annual business meeting of directors at Herman Bob- bia's nearby Schrion Lake resort.

Late registration of many dele- gates caused cancellation of the opening business session of the con- vention at the Roosevelt Hotel here this morning. The first session got under way in the early afternoon with somewhat light attendance but with registration continuing, Father Sylvester McCarthy, Variety Club's

SBA Rejects One Loan; Two More Are Received

From THE DAILY Bureau

WASHINGTON, April 3—Two new applications for loans to theatre modernization have been received by the Small Business Administration and one loan, which has been pending for some time, has been turned down.

The applications now pending are from a California theatre, for $30,000 and from a North Carolina theatre for $19,000. A $10,000 application for a

Insured Loan Program Put in New SBA Bill

From THE DAILY Bureau

WASHINGTON, April 3—Senate Small Business Committee Chairman Sparkman (D., Ala.) has incorporated a government-insured-loan program in a new bill he introduced to make the Small Business Administration a permanent agency.

An insured loan program was one of the urgent recommendations of the recent delegation of the Theatre Owners of America which met with

Talks to Resume FCC Majority Seen Favoring Toll-TV Trial

By J. A. OTTEN

WASHINGTON, April 3—A majority of the Federal Communications Commission is disposed to authorize a public test of subscription television.

The commission has not actually taken any votes on the subject, but FCC staff members who have been present at recent meetings on Toll TV said it seems pretty clear that a majority of the seven-man group favors a public test as the next step in the lengthy, controversial proceed- ings.

The FCC will not tackle the subject again for another two weeks, since Commissioner Doerfer has just had an appendectomy, preventing his appearance, and the rest of the commission will leave shortly for atten-

Johnston May Visit Iron Curtain Nations

Eric Johnston, president of the Motion Picture Export Association, may visit a number of Iron Curtain countries during his European visit, for which he leaves on April 11. The MPEA head will be accompanied on the trip by vice-president Ralph Helzel and G. Griffith Johnson.

Johnston and party are expected

New Books on Industry Reviewed on Page 5

Two newly published books with aspects of the motion picture industry as subject matter are reviewed in this issue on page 5. The books are "The Lion's Share—The Story of an Entertainment Empire" by Bodey Crowther, and "The Wall to Wall Trap" by Morton Freedgood.
**PERSONAL MENTION**

Darryl F. Zanuck has left New York for Mexico City.

Arthur Israel, Jr., assistant to Barney Balaban, president of Paramount Pictures, will leave New York by plane at the weekend for Hollywood.

W. Robert Rich, general sales manager for Associated Artists Productions; Don Klauer, director of station sales, and Paul Kwantr, director of merchandising, will leave New York today for Chicago.

Milton Krishenburger, treasurer of Paramount International, returned to New York yesterday from Italy.

Charles L. Canavan, president of Fred Astaire Dance Studios, has arrived in New Orleans from New York.

Henry Gordon, Paramount Latin America division manager, will arrive in New York today from Caracas, Venezuela.


Harry S. Burcham, Paramount branch manager in Cleveland, was in New York yesterday from there.

Bernard "Banjie" Scholtz, former RCA service executive now associated with the New York headquarters staff of Allied Artists, returned there following a tour of upstate New York.

**Republic Board Elects Yates, Other Officers**

Republic Pictures' board of directors, at a meeting held here yesterday afternoon, re-elected Herbert J. Yates as board chairman and company president. The board also re-elected vice-presidents Richard W. Altschuler, Douglas T. Yates, Sidney P. Solow and John J. O'Connell; treasurer John Petruskas, Jr.; secretary Joseph E. McMhon; assistant treasurers Richard S. Rodgers, H. J. Glick, Harold Lange and L. T. Mauzy; assistant secretaries Herbert E. Schiller, Ira M. Johnson, Rosso and Glick.

**RKO-Universal Distribution Deal**

AKRON, April 3—The distribution agreement between RKO Radio Pictures and Universal-International will enable RKO Teleradio Pictures to realize 50 per cent saving in domestic film operation of president of RKO Teleradio, told stockholders of General Tire & Rubber Co., the parent company.

O'Neill said that the subsidiary's profits in the fiscal year ending November 30 will range from four- and-a-half million dollars. He said that the outlook for every phase of RKO Teleradio business this year was very bright except for the Mutual Broadcasting System radio network, where, he said, a new type of operation will be put into effect. "It may become a movie and news network," he said.

O'Neill told General Tire and Rubber holders that other motion picture companies, in the future, may attempt to get agreements with the city-wide organization as his company entered into with Universal. He said that high distribution costs existing today may bring this about.

**French Stars Coming By Helicopter Thursday**

Four of France's top film stars—Gerald Philippe, Jean Marais, Michele Pesce and Francois Arnoul—will arrive here by helicopter this morning at the 39th Street heliport to launch French Film Month in the U. S. and the opening official city-wide observance of events honoring the 200th anniversary of the birth of the Marquis de Lafayette.

**House Group Withholds O.K. of Anti-Merger Bill**

WASHINGTON, April 3—A House judiciary subcommittee has not approved an Allied States Association proposal to tighten up a pending anti-merger bill, chairman Celler (D., N.Y.) said.

The bill would require large firms to give the government advance notice of any proposal to take over the assets of another firm. Allied, while supporting the bill, had urged that the notice requirement also cover situations where one firm is taking over the business of another, such as the transaction under which Universal Pictures recently took over the film distribution business of RKO Radio Pictures.

Celler said he expected the subcommittee would approve the bill today, and that it would also cover only asset acquisitions and not business acquisitions. He would not say whether the subcommittee had actually considered the Allied plan and rejected it or led not even considered it.

**Senate Unit Backs Move To Block Sale of GA&F**

WASHINGTON, April 3—A Senate judiciary subcommittee has approved legislation to block the Government from selling its controlling interest in General Aniline and Film Corp.

The bill, which will go before the full judiciary committee Monday, would simply prevent the Justice Department from any further liquidations, pending final Congressional determination of the matter.

**'James' Also Mag-Optical**

Mag-optical combination prints are available on 20th Century-Fox's "The True Story of Jesse James" in addition to "Boy on a Dolphin," the company's Easter attraction in CinemaScope.

**M-G-M Sales Meet Tomorrow**

Sales executives of Loew's, Inc., will arrive in Chicago today for a sales meeting which Underwood Edsicated officially tomorrow morning. Joseph R. Vogel, president of the company, will address the first business meeting at which Charles M. Reagan, the new M-G-M sales manager, will provide. The meeting, which 58 executives will attend, is the first such domestic M-G-M convention in nearly four years.

**Toronto Greets More Today**

Kenneth More, British star of "Reach for the Sky," is in Toronto today where he will be formally welcomed and introduced to city by Mayor Nathan Phillips of that city. A press reception and radio and TV appearances are scheduled for the afternoon and evening. He will return to New York tomorrow.

**Texas Carrier Rule Amended**

The State Railroad Commission of Texas has approved an amendment to the present carrier tariff No. 16 to permit theatre equipment and parts to be transported at the film carrier rate instead of the higher common carrier motor freight rate. The amendment resulted from a plea made by Texas COPO and Texas Film Carriers Association.

**S-W Zone Heads to Meet**

A meeting of Stanley Warner zone managers and home office executives will be held here tomorrow by Harry M. Kilmine, vice-president and general manager of the circuit. Samuel Rosen, executive vice-president, will address the meeting. Zone managers attending will include: Alex Halpert, Chicago; Joe Silver, Pittsburgh; Harry Feinstein, New Haven; Charles A. Smakowitz, Newark; Ted Schaher, Philadelphia; George A. Crouch, Washington, and Pat R. Notaro, West Coast.

**$167,000 for 'Funny Face'**

Paramount's "Funny Face" grossed $167,000 in its first week at the Radio City Music Hall in New York, Paramount reports. The picture starts its second week business.
Cite Woman Publicist In Detroit Newspaper

DETROIT, April 3—Four women were photographed and written up in a recent article in “The Detroit Times” dealing with successful women prominent in the industry, one of whom was Mrs. Alice N. Gorham, publicity and advertising director for United Detroit Theatres.

In sketching her achievements during the past 18 years she has occupied her present post, the “Times” says: “She is listed in the International Motion Picture Almanac and has received two of the industry’s top honors, The Quigley Showmanship Silver Grand Award in 1948, and the National Planning Commission Audience Award in 1954-55.”

Mrs. Gorham is quoted as saying, “Don’t try to compete with men. In my very first job I just assembled all the things I was supposed to do and did them, as best I knew how. In this way, at least, I was resolving office confusion by one. Never be a pseudonym yourself.

“There is no difference between the man and woman executive. The great- est asset of either is understanding the other person’s problems. Act like a human being. Mutual understanding is all important.”

Form Brandt Group for Assistance to Needy

ALBANY, April 3—Brandt Foundation, Inc., has registered a certificate under the membership corporation law, to operate for charitable purposes of every kind “including, but not limited to, raising funds for benevolent purposes, and to voluntarily lend money to, or otherwise voluntarily aid and assist persons in need who are or were employed in the motion picture and/or theatrical and associated industries and fields.” The money will be loaned without interest.

An accompanying affidavit by Harry Brandt, New York City, on behalf of himself and members of the immediate family, gave permission for use of the name “Brandt Foundation, Inc.” Directors are Joe Huhger, Arthur Sommer, George Goldstein, Vivian Glodler and Harry Goldstein, of New York. The Foundation will operate in the United States, its office is in New York City.

SMiPTE Publishes Book On Elements of Color

A 104-page book dealing with the use of color in motion pictures has been published by The Society of Motion Pictures and Television Engineers. It represents more than a year’s work by a special committee of experts working under the SMiPTE’s color committee, according to the society.

Topics covered in the book, which is called "Elements of Color in Professional Motion Pictures," include characteristics of color; color films and processes; photographing a motion picture in color; special effects; color processing and printing; and the relationship of motion pictures and color television.

Keaton Honors Set

PERRY, Okla., April 3—Buster Keaton, famed silent screen pantomimist, will be honored next month by the State and Oklahoma and this city, his boyhood home, as one of Oklahoma’s most illustrious citizens. Permanent bronze plaques testifying to the state’s and city’s esteem for Keaton will be installed in the State Capitol in Oklahoma City and the Perry City Hall building on May 7, in conjunction with the statewide Oklahoma Semi-Centennial celebration. A highlight of the celebration will be the world premiere of Paramount's "The Buster Keaton Story."
New License Law Is Filed

From THE DAILY Bureau
WASHINGTON, April 3—The Federal Communications Commission has officially submitted to Congress legislation to extend from three to five years the maximum period for which radio and television licenses may be granted.

The legislation has been introduced in the House and Senate by key members of the Commerce Committees, FCC chairman McConnaghy has long indicated the Commission would seek authority to lengthen the period of broadcast licenses to five years.

Rising Expense a Factor
In urging the longer licensing period, the FCC argued that the construction and operation of a commercial radio or TV broadcasting station are much more expensive than formerly, and that a longer licensing period would enable operators to get better financing terms.

Commissioners Bartley and Lee dissented from the Commission recommendation, Bartley recommended a change to an indefinite licensing period.

Shafto Resigns as NARTB Review Head

From THE DAILY Bureau
WASHINGTON, April 3—G. Richard Shafto has resigned as chairman of the National Association of Radio and Television Broadcasters. He will be succeeded by William B. Quariton, who has been vice-president of the board.

Shafto’s resignation will be effective April 11. He has been the board’s chairman for two years.

'Popsicle 5' to Bow

"Popsicle Five Star Comedy Party," sponsored by the Joe Lowe Corporation, will be presented on ABC Television Saturdays, 5:30-6 P.M., EDT, starting May 18. Five name attractions will take turns headlining the program each week, including Paul Winchell and Jerry Mahoney, Senor Wences, Olsen and Johnson, Ben Blue and Jerry Colonna.

Television Today

New License Law Is Filed

From THE DAILY Bureau
WASHINGTON, April 3—The Federal Communications Commission has officially submitted to Congress legislation to extend from three to five years the maximum period for which radio and television licenses may be granted.

The legislation has been introduced in the House and Senate by key members of the Commerce Committees, FCC chairman McConnaghy has long indicated the Commission would seek authority to lengthen the period of broadcast licenses to five years.

Rising Expense a Factor
In urging the longer licensing period, the FCC argued that the construction and operation of a commercial radio or TV broadcasting station are much more expensive than formerly, and that a longer licensing period would enable operators to get better financing terms.

Commissioners Bartley and Lee dissented from the Commission recommendation, Bartley recommended a change to an indefinite licensing period.

Shafto Resigns as NARTB Review Head

From THE DAILY Bureau
WASHINGTON, April 3—G. Richard Shafto has resigned as chairman of the National Association of Radio and Television Broadcasters. He will be succeeded by William B. Quariton, who has been vice-president of the board.

Shafto’s resignation will be effective April 11. He has been the board’s chairman for two years.

'Popsicle 5' to Bow

"Popsicle Five Star Comedy Party," sponsored by the Joe Lowe Corporation, will be presented on ABC Television Saturdays, 5:30-6 P.M., EDT, starting May 18. Five name attractions will take turns headlining the program each week, including Paul Winchell and Jerry Mahoney, Senor Wences, Olsen and Johnson, Ben Blue and Jerry Colonna.

Big Promotion Slated For New NTA Features

An intensive consumer advertising and promotion campaign in support of its new feature film series was launched this week by the NTA Film Network, which is commencing commercial operations. The program is called "Premiere Performance" and will be carried by 137 television stations throughout the United States and its possessions.

Never Before on TV

The program will present a group of outstanding 20th Century-Fox motion pictures never before shown on television. The series will be sponsored by Warner-Lambert Pharmaceutical Company and Old Golds. Actors Debra Paget and Jeff Hunter will be host and hostess for the series.

Shirley Temple Signs For Fairy Tale Series

Shirley Temple has signed for the coming TV season with Henry Jaffe Enterprises to appear as host-narrator in a series of 26 one-hour dramatic and dramatic-musical fairy tales. The Jaffe office is presently reading the script for the opening show, in which Miss Temple will appear in the leading role. Subsequent programs will see her in the role of host-narrator.

Jaffe will announce time and sponsor for the Temple series in the near future.

International Sales Force Organized by TPA

Organization of a world-wide sales staff for Television Programs of America, Inc., television film producers and distributors, has been announced by Milton A. Gordon, president. Exclusive sales representatives already have been named in nine countries. Additional appointments will be made later this year in the Far East and Europe.

J. E. Palmer Heads Sales

The appointment of J. E. "Ev" Palmer as general sales manager for TPA in Canada was also disclosed. At the same time, Gordon announced the appointment of the Horace N. Stovin & Co., station representatives, to be exclusive distributors for TPA properties in Canada. Under this arrangement, Palmer will work directly with William Byles, executive vice-president of Stovin, in setting up a new division within the Stovin organization to concentrate on the sales of TPA properties in Canada. This arrangement gives TPA use of the coast-to-coast office facilities and services of the Stovin organization.

New Kennis Quarters

Kennis Film Service, Inc., the film shipping subsidiary of National Tele-film Associates, has moved to new and larger quarters at 311 West 45th Street here. Daniel Kennis continues to head the operation.
THE LION'S SHARE; The Story of an Entertainment Empire, by Bosley Crowther; 312 pages, Foreword and Index, illustrated, New York: E. P. Dutton & Co., $5.00.

"The Lion's Share—The Story of an Entertainment Empire," is a very readable story of Loew's-MGM by Bosley Crowther, film critic of the New York Times, which begins with Marcus Loew's interest in the penny arcades started by his friends, Adolph Zukor and Morris Kohn in New York at the turn of the century, some 53 years later with Joseph B. Vogel as the newly elected president of the world-wide Loew's organization.

MGM was chosen as the book's subject, the author explains in a foreword, because "its history presents a clear and characteristic pattern of how the American film industry evolved"; its distinctive and isolated position holds an overwhelming total of outstanding fascinations in American films," and the sheer drama of its story is material good enough in itself for a screen play.

Fascination Is Not Limited

There are, those particularly those with an intimate knowledge of the history and personalities of other motion picture companies, who will wonder in what respects the stories of these others are less fascinating, while in the same breath are ready to state that a very interesting and valuable book has been given of Loew's-MGM.

The book contains few surprises for industryites. There is an abundance of anecdotes of one kind or another from film executives, stars, directors, producers, and announcers. The book tells a story, a director's, producer's, and publicist's story of the film industry. It is a fascinating book of interest to everyone interested in the film industry.

Clyde Rembert a Winner

Clyde Rembert, chief Barker of the Dallas Daily, won the grand prize of a trip to the 1938 Variety International Convention in London by picking the greatest number of the members in the John Rowley Membership Drive, held Dec. 1-March 1. Rembert obtained 61 regular members and 41 associate members.

The Daily, after a winning first place, signed up 183 regular and 177 associate members, bringing its total membership to 850. Omaha was second, Detroit third and Miami fourth in the contest.
Amended U.K. Bill to Lords

(Continued from page 1)

day on estimated earnings for the fourth quarter of 1956, which were put at $1,085,000. This represents $1.04 a share.

The Board of Trade ruled that a transfer of funds may be made to finance a loan but that no transfer of funds is now contemplated and will not be until production here

Paramount

(Continued from page 1)

SBA and Senate officials. Sparkman had previously proposed such a program as a separate bill.

In addition to making SBA permanent and setting up the insured loan program Sparkman's bill would raise the maximum loan limit from $250,000 to $500,000 and abolish the Loan Policy Board, which now sets SBA lending rules.

Two-Year Extension Preferred

The Administration has indicated it would prefer a two-year extension of SBA, which is slated to go out of existence June 30, but would go along with a Congressional decision to extend the agency permanently. Sparkman said it was obvious that a year to year extension interfered with the agency's efforts to make plans and recruit personnel.

Sparkman said his proposed new program of government insurance of loans made by banks and other private lenders to small firms would go far to helping small business fill its credit needs. Under his proposal, SBA would provide the agency that finances these loans with the backing of the federal government. The Bank of England has recently said that it will make fully guaranteed loans of up to $250,000 for a premium of not more than 1% a year.

Brazil and Japan

(Continued from page 1)

a Lebanese bonus to company employees in Indonesia marking the anniversary in that country; took up the matter of salary increases in Chile; the bonding of cashiers in Italy, and the status of the Spanish market.

Denmark was also a topic with the directors concerned with the sale of American product in that country to rural exhibitors.

Acquires 'Rashomon'

Edward Harrison has acquired American distribution rights to the Academy Award-winning film "Rashomon", which is based on a Japanese novel and was produced for MGM by Kurosawa, the director. Harrison's company, E.H. Harrison, will distribute the film in the United States.

Unusual Tales

(Continued from page 1)

day on a local set where he is testing aspirants for lead roles in the picture, "A Certain Smile."

"The public doesn't care who makes a picture, but who is the star and whether the story is unusual," he added. Negulesco recently finished "Boy on a Dolphin" for 20th-Fox, for which he received the Academy Award. For the tests, Negulesco said the main ingredient was comedy. "I wanted to show how a movie is made," he said, pointing out however that it be quite a job to get all these ingredients together at one time. "The greatest problem in Hollywood is casting," Negulesco said, "for there aren't many box office stars available."

Negulesco pointed out there is a vast supply of "unusual stories" for "the usual stories are now being seen on television." "We need stories that are different and the fight to get them is great," he declared.

SBA Rejects

(Continued from page 1)

West Virginia theatre was turned down. Although SBA announced recently that it had used up its available loan funds, administration officials said they were hoping to get supplemental appropriations from Congress for further grants. To date SBA has approved 488 loans for theatre repair and modernization and has turned down five.

Golitzin 'U' Studio

Production Manager

HOLLYWOOD, April 3—Edward Mull, vice-president of Universal-International in charge of production today appointed George Golitzin, to succeed Gilbert Kurland, resigned, as studio production manager.

Golitzin, with the studio for 14 years, in charge of current production manager. Kurland will join Hecht Hill-Lancaster as production manager.

Coast Craft Workers

February Pay Rises

HOLLYWOOD, April 3—The weekly earnings of craft workers in the area covered by the $128.53 a week in February, according to the monthly report of the California Department of Industrial Relations. The figure compares with $124.85 in January and $118.91 for the preceding February.

Universal Signs Pine

HOLLYWOOD, April 3—Universal has succeeded in the signing of Hawn Pine to a producer-contract, with his first assignment to be determined shortly. Pine produced four films for a studio prior to leaving to join William Thomas in an independent production the year before last.
Funeral Monday

John Balaban

Dies of Heart Attack at 62

Was AB-PT Director And Head of Balaban & Katz

Special to THE DAILY

CHICAGO, April 4—John Balaban, a director of American Broadcasting-Paramount Theatres and president of Balaban & Katz, prominent Chicago theatre circuit and television company since 1949, died here yesterday of a heart attack at the age of 62. Balaban is survived by his wife, Bertha; a daughter, Mrs. Marjorie Scally of Chicago, and a son, Barney, president of Paramount Pictures; Elmer, executive with H. & E. Balaban Corp.; Harry, co-founder and president of H. & E. Balaban Corp.; and A. J. Balaban. (Continued on page 2)

Jameson Dies; Founded Film Service Company

Special to THE DAILY

KANSAS CITY, Mo., April 4—Fred Jameson, Sr., founder and president of Exhibitors Film Delivery and Service Company, died today in a Kansas City hospital. He was 50 years old.

Although suffering from a heart ailment since 1949, Jameson had continued to head the firm which he started in 1924. The company now owns about 500 theatres in Kansas. (Continued on page 4)

Television Today Page 4

MOTION PICTURE DAILY

VOL. 81, NO. 66

NEW YORK, U.S.A., FRIDAY, APRIL 5, 1957

TEN CENTS

Variety Clubs Int'l Spent $3,000,000

On Child Welfare Efforts in '56

By SHERWIN KANE

(Picture on page 6)

NEW ORLEANS, April 4—Members of Variety Clubs International—approximately 10,000 showmen, spent about $3,000,000 during 1956 in various efforts to aid underprivileged children. Nathan D. Golden of Washington, D.C., International Heart chairman, reported to the 21st annual convention at the Roosevelt Hotel here. He said that about 270,000 individuals were directly benefited by these welfare activities and countless other thousands indirectly aided.

Since the inception of Variety Clubs in 1924, approximately $30,-

000,000 in charitable endeavors has been spent throughout the world where Variety Tents are located, Golden noted.

Typical of the Variety efforts to aid children is the Variety School for Special Education, built and operated by the Las Vegas Tent, which is a

(Continued on page 6)

See Reelection of All International Officers

Special to THE DAILY

NEW ORLEANS, April 4—In line with Variety Club tradition of having international officers serve two consecutive terms, the present slate which was elected at the New York convention a year ago is expected to be renamed when the annual election is held at the final convention session here on Saturday. Although nomination of opposing candidates can be made from the floor, no opposition to a second term for the slate now in office is in sight.

The international officers are: John H. Bowley, chief Barker; George W. (Continued on page 6)

‘Funny Face’ to Cannes

As Official U. S. Entry

Paramount’s “Funny Face” has been accepted as the official American entry in the International Film Festival at Cannes, France, to be held May 3-17; it was announced yesterday by the Motion Picture Export Association. The film was nominated (Continued on page 4)

Charges Campaign to ‘Eliminate’ Suburban Theatres in Britain

By WILLIAM PAYS

LONDON, April 2 (By Air Mail)—Harry Mears, following his re-election for a second term as president of the Association of Independent Cinemas, has charged there has been a “deliberate set-up to eliminate the suburban and rural cinemas from the sphere of entertainment.”

It was bringing back, he said, a caucus of monopolists who wanted to run the industry in their own way. The major circuits are stretching the runs of films in the large centre cinemas and then allowing bars which prevent the showing of these films, for sometimes months, Mears said. “They have the larger cinemas with empty seats being filled to the detriment of the small cinemas,” he added.

The AIC was formed in 1953, he said, not from selfish motives to help a few individuals, but to help the largest majority of the smaller and larger independent exhibitors “who were being pushed out.”

H. C. Orr, operator of 18 cinemas in the North of England, was elected (Continued on page 4)

For Films, TV

NTA Will Put Upto $8 Million Into Expansion

Holders Vote Approval Of Common Stock Increase

By LESTER DINOFF

(Picture on Page 4)

National Telefilm Associates, Inc. will obtain up to $8,000,000 for additional working capital for its program of expansion into television and motion picture production, following stockholders' voted approval of two amendment resolutions which provided for a 100 per cent authorized common stock and for the conversion of notes or debentures to common stock.

The stockholders' action was taken yesterday at a special meeting of NTA which was presided over by president Ely A. Landau, who de (Continued on page 4)

NTA Six-Month Income Shows 275% Increase

Net income for National Telefilm Associates, Inc. for the six months ended on January 31, 1957 was 275 per cent ahead of the same period of last year, exceeding the total net income for all of the previous fiscal year, it was announced yesterday by Ely A. Landau, president.

Net income for the first fiscal half amounted to $308,631 or 77 cents per share on the 462,600 shares outstanding.

(Approve Bill Requiring Firms’ Merger Notice

From THE DAILY Bureau

WASHINGTON, April 4—A House Judiciary Subcommittee approved a bill today to require large firms to give the Government notice of their plans to merge or acquire stock or assets from another firm. The bill would require such notice when the book value of the combined assets exceeds $10,000,000. The merger would then be blocked for 60 days while the Government (Continued on page 5)
MOtion PIcture Daily

Friday, April 5, 1957

NAME FOREIGN FILM GROUP

(Continued from page 1)

and George Roth of Texas-Lux Films. This group will work with a TOA committee led by Walter Reade, Jr. At the same time, Mitchell Wolfson, chairman of Balaban and Katz-TOA at the current TOA convention, which will be held Nov. 20-23 at the Americas Hotel, Miami Beach, has appointed Sonny Shepard, district manager for Florida, to be the post of coordinator for the Foreign Film Fair.

The foreign distribution committee was also planning a meeting of leading motion picture distributors of foreign product and TOA executives. Attending that meeting were Herman Weinberg, Richard Gordon of Gordon Films; Roth; Irving Sochin of Rand Film; Almanac's Richard Davis of UMPO; Ilya Lopert and Max Fellerman of Lopert Films; Edward Kingsley of Kingsley Internationally; B. G. Bigsby; Mr. Desdoits of the French Film Office; Frank Kassel of Continental Distributing Co.; Max and William Goldblith of Pictures, Variety; and Ivan Worner of D.C.A.; and Taylor Mills of the Motion Picture Association of America.

Decca Records Buys 3,300 Univ. Shares

WASHINGTON, April 4—Decca Records purchased 3,300 shares of Universal Pictures common in February, according to a report published today by the Securities and Exchange Commission covering stock transactions by insiders from February 11, to March 10 of this year. The purchase brought Decca's Universal holdings up to a total of 743,785 shares of Universal common.

Notes 'Big Interest' in Motion Pictures News

The 75th in the series of COMPO advertisements in "Editor & Publisher," which will appear tomorrow, quotes a letter from "Parade," the Sunday picture magazine that is a feature of more than 55 newspapers. The letter points out the "tremendous interest" of the magazine's readers in the film industry and its personalities. The advertisement is part of a campaign by COMPO to obtain more extensive coverage of motion picture news in newspapers.

Greek Band at 'Dolphin'

A 10-man native Greek band will perform for viewers in front of the Roxy Theatre next Wednesday night when 20th Century-Fox’s "Boy on a Dolphin" is world premiered in a benefit performance for the Queen's Fund for Greek Orthodoxy. "Boy on a Dolphin" is the first American film made in Greece.

Dull Will Produce

HOLLYWOOD, April 4—Producer Orville O. Dull, who entered the production business as a boy in the Thomas H. Ince Co., and who has been with M-G-M since its formation, has announced, on retiring from that organization today, that he will engage in independent production.

Phil Gossett Resigns As S-G Theatres Head

CHARLOTTE, N. C., April 4—Phil C. Gossett has resigned as president of Stellings-Gossett Theatres and also from the active management and supervision of the 11 theatres owned by the company in order to devote all of his time to other business interests.

L. G. Stellings, president of Stewart Everett Theatres, has been named as successor to Gossett. At the same time, the corporation changes its name to Tar Heel Theatres, Inc. Gossett retains his interest in the company and has been elected vice-president of the organization. The 16 theatres, all of which are located in North Carolina, will be operated by Essanete Theatres, Inc.

Stars at 'Young' Bow

James MacArthur, Kim Hunter and James Daly, stars of RKO’s "The Young Stranger," being produced by Balaban-International, will be on hand for the premiere of the film here at the Guild Theatre Sunday night. The event is under the sponsorship of Mr. Harry Cohn of MacArthur, who will also attend along with William Dozier, head of production at RKO, and other notables.

Montgomery-WB Pact

HOLLYWOOD, April 4—Jack L. Warner today announced that Warner Brothers will distribute an unspecified number of George Montgomery productions, made by the latter's company starting with "Black Patch," starring Montgomery.

NT Dividend Declared

LOS ANGELES, April 4—The board of directors of National Theatres, Inc., today declared a quarterly dividend of 12½ cents per share on the outstanding common stock, payable May 2 to holders of record on April 18th.

John Balaban

(Continued from page 1)

industry consultant and associated with his brothers in their enterprises.

Funeral services will be held here on Monday at the Temple Sholom.

A prominent figure in the entertainment industry, Mr. Balaban, 1948 headed Balaban & Katz, an AP'T subsidiary. He initiated the plan wherein that corporation in May, 1940, started Chicago's first television station, and one of the first in the U.S., station WBKB, Chicago.

Balaban entered the motion picture industry as a booker-salement for General Film Co. in 1911, and five years later moved to the General Feature Film Co. He joined Balaban & Katz as a theatre manager, and later moved up to the posts of secretary and treasurer and then secretary of the Public-Great States circuits. In December, 1949, he was elected president of B & K.

Tribute by Goldenson

Leonard H. Goldenson, president of AB-PT, upon learning of the death of Balaban, said: "Jules' passing is a serious loss to the nation's entertainment industry. He was truly one of the great pioneers in the motion picture field, and later in broadcasting. His passing is a great personal loss to all of us in the industry who worked with him. I have really lost a great personal friend."
YOU'RE IN THE SHOW WITH TODD-AO!
CONGRATULATIONS TO MIKE TODD!

TODD-AO is very proud indeed to have played so important a part in the Academy Award sweep scored by the production of Mike Todd's "Around The World In 80 Days" that won FIVE golden Oscars, including the Best Picture award. This Oscar-winning version of "Around The World In 80 Days" was photographed and shown in the TODD-AO wide-film 70 mm. process. Our thanks to the Academy of Motion Picture Arts and Sciences, our friends in the industry who acknowledged this achievement—and our congratulations to Mike Todd and to United Artists Pictures.

Academy Awards for 1956
BEST PICTURE*
"Around The World In 80 Days" in TODD-AO

BEST COLOR CINEMATOGRAPHY*
"Around The World In 80 Days" in TODD-AO

BEST ADAPTED SCREENPLAY
"Around The World In 80 Days" in TODD-AO

BEST MUSIC SCORE
"Around The World In 80 Days" in TODD-AO

BEST FILM EDITING
"Around The World In 80 Days" in TODD-AO

Academy Awards for 1955
BEST SOUND*
"Oklahoma!" in TODD-AO

BEST SCORING OF A MUSICAL
"Oklahoma!" in TODD-AO

*It is the photography, sound and projection which are the TODD-AO process.

Within 1½ years, the two outstanding productions in the fabulous TODD-AO process have been acclaimed by 7 Academy Awards!
Television Today

YOU HAVE TO SPEND MONEY TO MAKE MONEY, Elly Landau told his stockholders yesterday. With him on stage at the Chanin Theatre yesterday were NTAs sales manager Harold Goldman, executive vice-president Oliver Unger, vice-president Edythe Rein, and attorney-secretary Justin Goleneck.

NTA Six-Month Income Rises

(Continued from page 1)

clarified that “negotiations are currently taking place with the Wall Street investment securities house of Bache & Co. to head a group of underwriters for the conversion.”

Landau, assisted at yesterday’s meeting by executive-vice-president Oliver Unger, stated that NTAs will also file a registration with the Securities & Exchange Commission within a month. Unger said that the company, by July 1958, will apply for a listing on the New York Stock Exchange. NTA is currently listed on the American Stock Exchange with its stock selling at $8.50 per share.

Million Shares Authorized

National Telco Associates under its capitalization has authorized 1,000,000 shares of common stock of a par value of 10 cents per share. As of Feb. 25, 1957, there were 664,825 shares of common stock issued and outstanding. Stockholders approved a resolution by a vote of 518,864 for and 10,905 against to amend the certificate of incorporation to authorize 2,000,000 common stock at a similar value.

Stockholders also approved the conversion resolution which would enable NTAs to raise up to $8,000,000 through stockholder conversion of debentures into common shares. Landau said that the conversion price would be “in excess of the current market price.” This resolution was passed by a vote of 513,491 to 153,108.

Sees Coast Supply Limited

Landau told stockholders of NTAs progress in the television distribution field and the operations of its subsidiary organizations. He declared that the supply of feature films from Hollywood for use on television is limited and that at present there are approximately 1,250 post-1949 features available for TV exhibition, but most of these are still theatrical release.

NTA, with interests in features distribution, shorts and cartoon reissues, and television film series, is embarking on a production program in joint cooperation with 20th-Century-Fox and Desilu Productions in Hollywood, he said. Landau revealed that at present there are three TV film series in the works, and that by late Spring, a feature film, based on “The Sheriff of Cochise,” television series which NTA is distributing, may be made into a feature film.

South Bend-Elkhart Sta. Purchases MGM Library

SOUTH BEND, Ind., April 4—The entire MGM feature film library has been purchased by WNDU-TV, it was announced today by Bernard C. Barth, vice-president and general manager. He said the cost was approximately $480,000.

The station, which is an NBC affiliate, serves the South Bend and Elkhart areas. It is the 24th station in the country to use the MGM library. The MGM program will get underway next Monday on the station’s regular late evening feature, “Lamplight Theatre.”

Renew U.S. Steel Hour

The United States Steel Corp. has announced renewal of its full-hour television program, the U. S. Steel Hour, for the 1957-58 season. The drama series will again be seen in the same time period, “live” from New York, on alternate Wednesday evenings at 10 P.M., EST, over channels of the Columbia Broadcasting System.

standing on January 31, comparable with $135,815 earned in the first half of the preceding year, which was equal to 20 cents per share based on the same number of shares outstanding. Second quarter net income of $283,012 was 25 per cent above the first quarter net income of $225,619.

Exhibition contracts written in the six months ended on Jan. 31 totaled $7,178,392 as against $2,433,483 in the same months of fiscal 1956, a gain of 196 per cent. In the January quarter, sales of stocks were $4,137,609, as compared with $3,040,783 in the October 31, 1956 quarter, an advance of 36 per cent, Landau said.

In the first six months of the current fiscal year, which ends July 31, 1957, film rentals were $4,511,670 or 202 per cent above film rentals of $1,404,889 in the like months of fiscal 1956. Film rentals in the second fiscal quarter showed a 46 per cent gain over the first three month period—$2,078,773 versus $1,383,697.

Income before taxes amounted to $985,631 in the first half of fiscal 1957, a rise of 450 per cent over pre-tax income of $177,410 in the like period of the prior year. In the current year, second quarter pre-tax income of $671,012 was 113 per cent higher than in the quarter’s $314,619.

Provision for Federal income taxes in the first half of fiscal 1957 was $477,000 as compared with $41,597 in the first six months of the previous fiscal year.

Second Half Started Strong

The second half of the current fiscal year beganViews of one of the movie palaces in the NTA network. NTA Networks, Inc., is preparing to distribute the film, “Laughter,” which opened recently.

NTA Plans Big Expansion

(Continued from page 1)

vice-president of the AIC. He took over from Charles Brown who withdrew because of other business.

The Association’s annual report pointed out the difficulties confronting independent cinemas. Says the report: “Overheads have continued to rise and the growth of television has caused a further overall drop in attendances but the exhibitors’ biggest enemy is the crushing burden of entertainment tax. In a period of 13 months 225 cinemas, many of them members of the AIC, have had to close. But despite this the Association has made great strides.”

‘Funny Face’

(Continued from page 1)

by the selection committee of the Motion Picture Association of America.

In addition, other MPAA nominations: United Artists’ “Buckle Party” and Allied Artists’ “Friendly Persuasion” are being invited by the festival committee. Michael Todd’s “Around the World in 80 Days,” also being distributed by U.A., has been entered for showing outside of the competition. It will not participate for any of the awards.

Jameson Dies

(Continued from page 1)

Western Missouri and Northwest Arkansas.

He was active in Masonic organizations, the Shrine and the Order of Elks. He is survived by his widow, Mrs. Julie Jameson, and a son, Earl E. Jameson, Jr., treasurer of the company.
**FEATURE REVIEWS**

**Hell's Crossroads**

**Republic—Naturama**

**Bridgeport, Conn., April 4**

The veteran producer-director team of Rudy Rastoon and Franklin Adreon has accorded freshness and imaginative plotting to this story of VirRedell who is required to help a young man up with Jesse James, served with him in the Civil War and then rode with his gang of outlaws. Photographed in the Naturama process, the picture stars Stephen McNally, Peggy Castle, Robert Vaughn, Barton MacLane and Henry Brandon.

The story finds McNally (as Redell) wounded in the leg in an attempted hold-up of the James gang. Brandon (as Jesse James) kills his own life to save McNally and then sends him to a Missouri ranch owned by another outlaw (Vaughn) to re-erupate. There he falls in love with the latter's sister (Miss Castle).

Shortly after Vaughn is captured and having been promised a pardon in return for the deed, kills Brandon. The rest of the gang believes McNally has done this and goes after him, but the sheriff arrives in time, McNally and Vaughn, granted full pardons, then plan to settle down to respectable living, the former with Miss Castle.

The screenplay by John K. Butler and Barry Shipman, is based on a story by Butler. Running time, 75 minutes. General classification. Release, in March.

A.M.W.

**Hold That Hypnotist**

**Allied Artists**

**Watertown, Conn., April 4**

The realigned Bowery Boys team, toplined by Huntz Hall and Stan Clements, is assured of a fond rating with this latest effort. Clements, apparently filling in for Leo Gorcey (who's gone on to other fields) as the straight man to Hall's individualistic clowning, has completed what can be charitably termed a shakedown or training cruise in several Boys' adventures, and with "Hold That Hypnotist," is able to display some of his promised dramatic ability.

The Dan Pepper screenplay, an obviously tongue-in-cheek lampoon of prevailing best-sellers having to do with reincarnation, gets its premise—that hypnotism can induce regression—stated with deft touches early. And there's nary a feeble moment until the windup with Hall, Clements and co.-stars in scene of control. These boys know their timing, an important ingredient in farce.

This is a Ben Schulwitz production, directed with precision by Austen Jewell. Running time, 61 minutes. General classification. Release, in March.

A.M.W.

**On the Bowery**

Lionel Rogosin

This film, which is in the realistic tradition and has the stuff of life itself as its subject matter, is a baldly factual and boldly unsparing for general audiences. It is certainly not entertainment in the accepted sense. An exploration of human misery in the Bowery section of New York, produced and directed by Lionel Rogosin in association with Richard Bagley and Mark Suroin, takes us through an average day in that neighborhood's kind of humanity, where flophouses, cheap gin mills, rehabilitation centers, littered streets and an aura of general decay infect the atmosphere.

The action is carried by the protagonists, one Ray Salyer, a derelict who, though of strong will, is unable to resist the ravages of alcoholism and lack of constructive goals, careerwise and personally. The role Salyer plays is his own real-life one.

A wonderful parade—if it can be called that—of misfits, hopheads, alcoholics, assorted vagrants, the random, the lonely, the miserable, the "stepchildren of life," passes before the eyes of the viewer. Whether any of it is worth contemplating is an open question. The exhibitor, who must meet their costs and expect to entertain audiences, will probably yell a loud no. The arty set will see all kinds of social and geographical implications spelled out. Those who want social insight into a neglected area of life in greater New York will find the picture engrossing, fascinating, and in its brutal, informative way, educational. It depends on what the viewer wants in the way of film fare.

Running time, 55 minutes. General classification. Release, in March.

**Sue RKO for Breach of ‘Brain’ Contract**

RKO Radio Pictures, Inc., was named defendant yesterday in a breach of contract suit filed by Berkshire Pictures Corp. in connection with distribution of its film, "The Brain Machine."

The suit, in which damages of $750,000 are sought, seeks a mandatory injunction to "enjoin and restrain RKO from distributing, exploiting, or licensing others to exhibit the picture."

Berkshire claims that it signed a contract with RKO in December, 1955, granting it exclusive distribution rights for five years in the United States and various foreign countries. RKO is charged with the suit with violating that contract by failing to "exploit the picture properly." The fact that RKO has since closed its distribution offices in the U. S., has no bearing on Berkshire's contract, the plaintiffs claim.

(Continued from page 1)
Variety Film Release Set
This Summer

NEW ORLEANS, April 4 - "The Heart of Show Business," Ralph Stuble's color production depicting the activities of Variety Tents throughout the country, will be released this Summer under a minimum rental of 25 per cent. Variety convention delegates were told today.

Paramount Pictures, which had a 25 per cent interest in the film deriving from its earlier production of "Variety Girl," has relinquished that interest to Variety and in turn it has been donated to the Will Rogers Memorial Hospital at Saranac Lake, N. Y. Hence, 25 per cent of proceeds from the film will go to the hospital. The remainder will be apportioned 23 per cent to Staub, 25 per cent to the local Variety and 25 to individual Variety tents. The convention approved the split and also approved the $1 fee plan to be submitted to Staub for completion expenses. This will be repaid immediately after distribution costs to Columbus have been met.

Gala Premiere Suggested

The Las Vegas Tent offered to stage a glamar world premiere of the film, "The Heart of Show Business," on April 15, told the convention that such a premiere would be staged in Las Vegas.

Work Highly Praised

Dr. Sidney Farber of the Children's Cancer Research Foundation, the Jimmy Fund Heart project of the Boston Red Sox, told the convention today that the work of Variety in the field of aid to sick children is more effective than federal government and local organizations work on a more public character.

Stan Brown, 64, Dies; Former NT Executive

HOLLYWOOD, April 4 - Stan Brown, 64, who had retired last Monday as advertising research director for National Theatres, died unexpectedly last night at his home in Long Beach after a heart attack.

Brown had spent 47 years in the industry, the last 20 having been with National Theatres. His widow and one son survive.

A Rosary service will be held tomorrow evening at St. Barnabas Catholic Church, Long Beach. The funeral mass will be on Saturday morning.

V. C. Int'l Spent $3,000,000

(Continued from page 1)
vocational guidance school for physically handicapped children where over 100 receive training each year. The London tent has established its own charity company, The Heart of Variety, Ltd., to assist smaller charitable organizations such as orphanages, hospitals, youth clubs, playgrounds for children, and a wide variety of other programs to care for unfortunate children. These two tents were jointly awarded the Variety "Charity Citation Award," last year.

Special Attention to Palsy

Several tents of Variety have as their main charity efforts care of children afflicted with cerebral palsy. This year's host tent, New Orleans, sponsors such a center where children from outside the city are brought for treatment.

Other charitable activities sponsored by Variety Clubs include the Rosella Fondrell Home and Maternity Hospital in Pittsburgh; the Blind Babies Foundation in San Francisco; the Blind Children's Foundation in Jacksonville; the Children's Cancer Foundation in Boston; Variety Village, a vocational guidance school for physically handicapped children in Toronto, Canada; the Variety Camp for Handicapped Children in Philadelphia; and the Variety Children's Hospital in Miami.

Many Ailments Treated

In Minneapolis the Variety Club Heart Hospital has made outstanding accomplishments in heart surgery techniques and research. The Des Moines Tent at the urging of local pediatricians arranges to send individual children for surgery and care. The Seattle Tent has established an out-patient heart clinic.

In addition to its activities contributing to the health of children Variety Clubs carry on an equally important program to aid in the development of the character of children that they might become useful citizens of the community in which they live. These "Heart" activities include well-equipped and supervised boys' clubs, summer camps, youth centers, and day nursery care programs. These programs, as Variety's international has plans for the enlargement of some of these objectives and for the adoption of new programs to meet the needs of the communities where Tents are located.

Member-Status Unchanged

Extended discussion at this afternoon's session resulted in a vote by the convention to disturb the status or name of associate memberships, nor to restrict the class numerically, whether gratis or paying categories.

Expect Reelection

(Continued from page 1)
Eby, first assistant; Edward Emanuel, second assistant; J. B. Dunmore, Jr., third assistant; Douglas, press guy; Nathan D. Goldberg, Heart chairman; Balmer, sergeant-at-arms. Honorary officers and international representatives also will continue in office.

Ned Sparks Dies

VICTORVILLE, Calif., April 4 - Ned Sparks, the comedian famous for his rasping voice and perpetual scowl, died last night in a local hospital of an intestinal block. He was 73 years old. Sparks had been inactive in films for many years, but at one time was in great demand. Among his pictures were "The Great Murder Case," "Wake Up and Live" and "George White's Scandals."

Vidor Directing "Arms"

HOLLYWOOD, April 4 - Charles Vidor has been signed to direct David O. Selznick's "A Farewell to Arms," replacing John Huston, Selznick announced last night.

With The Barkers at New Orleans Meeting

George Hoover, executive director of International Variety, prepared and distributed to chief barker a manual of operations and vital information for all Variety tents. The manuals are to remain the property of individual tents. They outline procedures for setting up a new tent, for establishing activities, conducting essential activities and presenting accurate Variety information of all kinds.

The tents will make their Heart project reports to the convention at tomorrow's session. Nathan D. Goldberg, chairman of the Heart Award committee, serving as judges are: George Beal, "Film Daily"; Shields, screenwriter; "Motion Picture Daily," and Hy Bosshard, "Canadian Film Digest."

Jack Beresin, chairman of Inter- national Variety's executive board, was faced to miss his first annual convention this year because of the serious illness of his wife.

Irwin F. Poche, general convention chairman, and Page Baker, his successor, received congratulations from all quarters on excellent convention arrangements, from welcoming ceremonies to convenient planning of meetings.

The convention adopted a resolution Thursday morning expressing its sorrow on the death of John Balaban. Robert J. O'Donnell, general manager of Interstate Theaters, was appointed to attend the funeral of a Variety Club representative.

Englund Leaves Brande

HOLLYWOOD, April 4 - George T. England today announced the resignation of his executive producer ship of Maxon Brande's independent producing corporation, Penbaker Co., following failure to reach an agreement on policy.
**Variety Clubs'**

**Humanitarian Award Given to Dr. Schweitzer**

*Presentation Is Made At Banquet Final Night*

By SHERWIN KANE

NEW ORLEANS, April 7 – Dr. Albert Schweitzer, internationally famed physician to natives of French Equatorial Africa to whom he has devoted the last 44 years of his life, was named recipient of Variety Clubs International 1956 Humanitarian Award at the banquet closing the organization's 21st annual convention here last night.

The award was made to Dr. Schweitzer for his achievements as "missionary, medical doctor, philosopher and musician," who, at the age... (Continued on page 5)

**NARTB Opens Meeting In Chicago Today**

*From THE DAILY Bureau*

CHICAGO, April 7 – Radio and television broadcasters from all over the United States started converging here today in preparation for the 1957 convention of the National Association of Radio and Television Broadcasters which commences at the... (Continued on page 4)

**Bonafield Resigns As RKO Pathe Vice-Pres.**

Jay Bonafield, executive vice-president of RKO Pathe, at the weekend announced his resignation effective May 1. He will open his own independent production offices after a vacation.

The veteran editor-director-producer... (Continued on page 5)

**Arbitration Meet Today**

The distribution steering committee on arbitration will meet here today with the heads of the national exhibitor organizations to discuss and set preliminary plans for the formation of an industry-wide arbitration system in accordance with the recommendations of the Senate Select Committee on Small Business.

Prior to the exploratory meeting... (Continued on page 2)

**Make New Plea for Exemption of Theatres from Minimum Wage Law**

*From THE DAILY Bureau*

WASHINGTON, April 7 – Exhibitor spokesmen over the weekend asked a House Labor Subcommittee to exempt theatres from the Federal Minimum Wage Law.

Speaking for the Theatre Owners of America and Allied States Association, Julius Blyth, emphasized that the industry is "in financial distress" and said that the profits from motion picture exhibition are "down to fractions of 1 per cent."

Frank M. Lydon, representing Allied Theatres of New England, told the committee that unless theatres are exempt from the law, 8,400 would face discrimination and would be handicapped in competing with other theatres.

Both men gave substantially the... (Continued on page 5)

**Two Tennessee Drive-Ins Are Victims of Tornado**

*Special to THE DAILY*

NASHVILLE, April 7 – Two Tennessee drive-in theatres were victims of tornado and wind storms late last week. The Sundown Drive-in, near Columbia, had the marquee and sidewalls blown down and wiring system destroyed. At Chattanooga, the marquee of the 23rd Street Drive-in toppled over on fencing and playground equipment with damage estimated at $15,000.

Other drive-ins in the state suffered only minor damage.

**Volvo Reports:**

**MGM Steps Up Production; 36 for Year**

*‘Raintree County’ Readied For Premières in Fall*

*Special to THE DAILY*

CHICAGO, April 7 – MGM-M will accelerate its production plans and release a total of 36 pictures in the 1957-58 fiscal year, many of which will go before the cameras during the summer and fall months, Joseph R. Vogel, president of Loew's Inc., said at the weekend. He made the announce following conferences with Benjamin Thau, studio administrative head and upon completion of the company sales meetings here.

At the present time M-G-M has 15 important films ready for release, Vogel said. These include 'Raintree... (Continued on page 4)

**MPAA Board to Discuss Business Plan Today**

A report on the industry business building campaign and its proposed financing will be presented to the board of directors of the Motion Picture Association of America who will meet here today. The board will also elect officers for the coming year and discuss organizational operations.

Syrros P. Skouras, 20th Century-Fox president who is chairman of the... (Continued on page 5)
Arbitration Meeting Today

(Continued from page 1)

distribution, in the ensuing hearings before the SBMC on industrial trade practices, charged "a double cross" by TOA on arbitration, and since then has held itself aloof on any exhibition proposals concerning arbitration and collective bargaining.

Today's meeting was set up following TOA and Allied requests, sent to the company presidents, early this spring, for the purpose of discussing with the company presidents, members of the board of directors of the MPAA, met and took cognizance of exhibition's policies. TOA and Allied, in their requests, expressed their willingness to sit down with representatives of distribution on arbitration and to work mutually for a betterment of industry conditions. In reply to these exhibitor requests, the company presidents and the MPAA board of directors appointed their steering committee.

Today's meeting is the company's first before the SBMC on industrial trade practices, charged "a double cross" by TOA on arbitration, and since then has held itself aloof on any exhibition proposals concerning arbitration and collective bargaining.

See Spiegel Restoring

Cuts in 'Strange One'

Spiegel, producer of "The Strange One," which will have its world premiere at the Astor Theatre here on Thursday, will go to Hollywood tomorrow to work with the chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chair

Wartn Scottish Showmen

On Sunday Town Levy

Special to the DAILY

EDINBURGH, Scotland, April 7—Exhibitors here who want to open their cinemas on Sundays have been asked not to agree to pay over a percentage of their takings to local authorities.

The warning was given at a meeting of the Edinburgh section of the Cinematograph Exhibitors' Association after members had been told that the local Dalkeith town council had agreed to Sunday openings providing 60 per cent of the takings went to them.

The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Robert McLaughlin, told the meeting: "Do more, and want nothing except the opening." The exhibitors' chairman, Rob}

Big 'Bachelor' Campaign

United Artists is employing a $4,000,000 advertising campaign to light the world premiere of "The Bachelor Party" at the Victoria Theatre here tomorrow.

Big 'Bachelor' Campaign

United Artists is employing a $4,000,000 advertising campaign to light the world premiere of "The Bachelor Party" at the Victoria Theatre here tomorrow. 

Theatre

PORTLAND, Ore., April 7—The United Artists Theatre marks for the past few years, will be razed this month. For some twenty years it was a showcase for the J. J. Parker circuit, who operated it until 1934.

Theatre

PORTLAND, Ore., April 7—The United Artists Theatre marks for the past few years, will be razed this month. For some twenty years it was a showcase for the J. J. Parker circuit, who operated it until 1934.

Theatre

PORTLAND, Ore., April 7—The United Artists Theatre marks for the past few years, will be razed this month. For some twenty years it was a showcase for the J. J. Parker circuit, who operated it until 1934.

Theatre

PORTLAND, Ore., April 7—The United Artists Theatre marks for the past few years, will be razed this month. For some twenty years it was a showcase for the J. J. Parker circuit, who operated it until 1934.
**Urges More Hollywood Films For U.S. Schools and Colleges**

**From THE DAILY Bureau**

HOLLYWOOD, April 7—As a nationwide good-will gesture, and a prestige-builder for the industry, more Hollywood movies should be made available to schools and colleges throughout the country, in the opinion of MGM producer Charles Schnee.

"Despite television, there is a tremendous demand among educational authorities for the best of Hollywood's past pictures in 16-millimeter versions, and we should supply as many as possible of these selective films rather than have them in the theaters," said Schnee.

"Past policies have been hit and miss, with some companies offering spastic cooperation to educational and cultural groups. Now is an appropriate time for the industry to take some concerted action in effecting a real nationwide liaison with these institutions." He cited numerous instances of educational institutions having the facilities to show motion pictures but are prevented from doing so by lack of facilities to show them.

"Such exhibitions would not be competitive with theatrical showings, but would stimulate further overall interest in motion pictures as such, just as the telecasting of vintage pictures on the air-channels is reviving fresh interest in the movies."

**Big TV, Radio Coverage Set for 'Spirit' Bow**

HOLLYWOOD, April 7—Extensive television and radio coverage, wherever it is estimated that an audience of 416 million people will be reached, has been arranged for the premiere festivities for Warner Bros.' "The Spirit of St. Louis," at the Egyptian Theatre here Thursday night.

TV coverage will include Lux Video Theatre, "Tonight," "It Could Be You," "Truth or Consequences," Art Linkletter's "House Party" and Dave Garaway's "Today." The show will focus on James Stewart, star of the film, and other celebrities.

**Edinburgh Film Festival Set to Start Aug. 18**

**Special to THE DAILY**

EDINBURGH, Scotland, April 7—This year's International Film Festival is set to run from August 18 to September 8. It will again be concurrent with the major Edinburgh Festival of Music and Drama.

Film showings are scheduled for August 18 and 25, and September 1 and 8. A U.S. film is likely to be chosen for one of these performances. At other performances on the intervening weekdays, featured and short films of many types and nations will be presented.

**Reopen Reade Drive-In**

The 9W Drive-In, the 900-car Walter Reade Theatre located on Saugerties Road near the Kingston By-Pass just outside of Kingston, reopened for the season Friday night. The entire theatre has been repainted and refurbished.

**Another great Saturday Evening Post feature becomes a hit movie!**

**FEAR STRIKES OUT**

Starring Anthony Perkins

Paramount Picture Corporation's exciting new release based on the life and problems of Boston Red Sox baseball star Jim Piersall is one of the many great stories first published in The Saturday Evening Post.

Year after year more motion pictures are made from material published in the Post than from any other magazine. And why? Because Hollywood knows that what interests Post readers interests all America.

So don't miss this large potential audience! Put your advertising in The Saturday Evening Post and watch it go to work for you.
NARTB Meet

(Continued from page 1)

Conrad Hilton Hotel here tomorrow and runs throughout the week.

The NARTB convention will be highlighted by clinics, affiliates meet-
ings, and forums on such topics as television, FM broadcasting, labor
relations, management and engineering, radio and film presentation.

RCA to Launch Color
TV Campaign Apr. 22

A major merchandising campaign on behalf of color television will be
launched in Milwaukee, on April 22, and extended to other sections of
the country during the late summer and fall, it was announced at the week-
end by Martin F. Benveniste, vice-president, merchandising, Radio Corpora-
tion of America.

The campaign, to be known as "Milwaukee's Carnival of Color," will
encompass the widest range of advertising and promotion techniques. Ex-
tending through the month of May, it will feature national campaigns by
Taylor Electric Co.; authorized agents of RCA and RCA Victor
products in the Milwaukee area.

"All media of advertising—newspapers, television and radio—as well
as other avenues of communication and information will be utilized in
extending the wonders of color television throughout the Milwaukee
area," Bennett said.

Terrytoons Modernizes
New Rochelle Plant

Terrytoons, a division of CBS Tele-
vision Film Sales, Inc., is near com-
pletion of $300,000 modernization
plans for its New Rochelle plant,
according to William L. Weiss, vice-
president and general manager of
the animation studio.

The three-story building has un-
dergone complete alterations to
allow for its expanding creative staff
and new sound and camera equipment
have been added.

Among those who have recently
joined the company are David Tend-
lar, formerly of Famous Studios; Eli
Bauer, from Ray Patin Productions
in Los Angeles; Tod Dockstader of
UPA Burhank; Ray Farr of Abrey
Productions, and Jules Fellifer,
recently with Transfilm.

New Wallace Show

"Mike Wallace Interviews" will be
the title of Wallace's new program
when it makes its debut on the ABC
Television Network Sunday April 29,
10-10:30 P.M., EDT. The program
will be sponsored by Philip Morris,
Inc., through N. W. Ayer & Son.

Steinbeck Expresses 'Kind'
Feelings for Oklahoma

When the Oklahoma State Semi-
centennial Commission recently in-
vited the redoubtable John Steinbeck
to participate, members of the Okla-
hama legislature with long memories
of a certain novel "Grapes of Wrath,"
raised objection. Remember, they
said, the "Okies" and such. But
Steinbeck protested that in reality he
had nothing but the kindest of feel-
ings toward Oklahoma and its peo-
ple, now or ever.

To prove it, and to persuade the
Oklahoma solos that they were wronging
their own, the author of a re-
cent John Daly ABC-TV news pro-
gram featuring Steinbeck and eluci-
dating his Oklahoma views, was dis-
patched to Oklahoma City, where
the legislature will sit at any time.

Latin American Sales
Surpass Expectations

Screen Gems' Latin-American sales
record after only six months on the
market "has far outstripped our great-
est expectations," according to John
H. Mitchell, vice-president in charge
of sales. "Screen Gems de Mexico
opened its doors in Mexico City in
February, 1956," he said, "and put
its first Spanish-dubbed property up
for sale last September."

"The bulk of Screen Gems series now
on the air in Spanish are All-Star
Theatre (Ford Theatre), The Adven-
tures of Rin Tin Tin, Jungle Jim and
Tales of the Texas Rangers. "Pro-
duction in Latin-America is like a bottomless
pit," Mitchell said. "In spite of the great
wealth of Latin-American talent . . .
there is not enough live material to
go around."

He added that although Screen
Gems' plans for the future call for
the continued doubling of their top
U. S. teleseries, "we plan eventually
to enter into the field of film produc-
tion in Latin-America itself. When
there is a large enough audience to
/warrant the creation of original pro-
grams in Spanish, Screen Gems plans to
be the first U. S. telefilm company to
go into production."

Join ABC Network

Television station WLVJ, which
will operate on channel 13 in In-
dianapolis, next fall, will be a par-
ticipating affiliate of the ABC
Television Network effective September 14, it is
announced by Robert E. Durville, presi-
dent of American Broadcasting
Corp., and Alfred R. Beckman,
vice-president in charge of station
relations for the ABC Television Net-
work.

(Continued from page 1)

MGM Steps Up

County," which is now being scored
for premiere engagements in key
cities this fall.

"As a man associated with theatre
operations for many years, I have
greatest confidence and enthusi-
asm for the product we are about
to release," Vogel stated. "Without
qual-
ifications, one can assure exhibitors
that they have every reason to look
forward with equal confidence and
enthusiasm for the pictures we have
in the show. I believe that those
now being prepared for the coming
year which I will believe
will
reflect the dedicated efforts of the
entire M-G-M organization to bring
the highest entertainment qualities
to its product."

Ben Hur Included

Included in the films being scored
for production is "Ben Hur," which
is slated to go before the cameras
after the first of the year. This
will be the first release under the
M-G-M release for this or any other year,"
Vogel said. It will be produced by
Sid Zinbalist.

A new enthusiasm and vigorous
salesmanship was sounded at the
M-G-M sales meeting here by Vogel,
Charles M. Reagan, vice-president and
general sales manager, and Howard
Dietz, vice-president and director of
advertising, publicity and exploitation.

In his opening remarks, Reagan
said, "the future will be good; by our
hard work we can make it better."

Vogel, after being introduced by
Reagan, declared, "every man in
the company has a right to expect
a square deal and a decent job, but
conditions demand hard work and
more thorough selling than ever be-
fore."

Closer Coordination Planned

A closer relationship between home
office and field men was stressed by
both Reagen and Dietz. Reagan de-
scribed the appointment of Jack
Dietz, as assistant to the general
sales managers as designed for this
purpose. Fuller information, faster
decisions and closer personal rela-
tionships will result, he declared.

He paid tribute to Edward M. Saun-
ders, who will continue to play an
important part in the sales organiza-
tion in New York. At the same time
Reagan announced the promotion
of Louis J. Weyher from assistant to
branch manager of the Dallas office.

Plans for promotion, publicity and
advertising of forthcoming films were
emphasized by Dietz, Searle, Dar
S. Terrell and Emery Austin.

58 Date 'La Strada`

The American language version of
"La Strada," the Italian film which
won the Academy Award for the
best foreign language film, has been
set to open in 58 key cities on April
19, it was announced by Richard P.
Brandt, president of Trans-Lux Dis-
tributing Corp. Other engagements
will follow on May 22.
Motion Picture Daily

Wage Law

(Continued from page 1)
same testimony they offered three weeks ago before a Senate sub-committee holding hearings on the same subject.

The committees are currently considering several proposals to extend the Minimum Wage Laws. The Labor Department has asked for coverage for all enterprises with more than $1,000,000 in out-of-state purchases and more than 100 employees. The AFL-CIO is proposing that all businesses with more than four outlets and whose lone sales be subject to the minimum wage.

Bylawl Questioned

Questioned by committee Chairman Kelley (D., Pa.), Bylawl said that no full-time employee of a theatre in any of the three exhibitor organizations is paid less than $1 an hour. Those who are less paid, he explained, are part-time employees such as ushers, cashiers, doormen, among whom there is an enormous turnover.

In most cases, Bylawl said, these part-time employees are students or handicapped persons. Told by Chairman Kelley that 16 per cent of the U.S. population is physically handicapped in some way, Bylawl said that more than four per cent of all the theatre employees are handicapped. "People in show business have big hearts," he said.

Roosevelt Queries Lydon

Congressman Roosevelt (D., Calif.) asked Lydon if it would help the industry if the Minimum Wage Law provided that part-time workers be exempt from coverage. Lydon replied that this would extend discrimination even further, because small theatres employing part-time help only on a part-time basis, too. Lydon answered that that might be "devious." Roosevelt said, however, that he felt there could be no objection to such a practice.

Bonafield Resigns

(Continued from page 1)
joined Pathe News in 1931 coming from Fox Movietone News. He was an editor on the newsreel until 1957 when he became short subjects supervisor, and in 1944 became vice-president in charge of production. In 1951 he was elected executive vice-president and a member of the board.

Since then he has continued the overall supervision of the RKO Pathe operations which recently have included several television shows. He has continued his association with RKO Radio Pictures and General Tele-radio on an independent basis.

Variety Honors Dr. Schweitzer

(Continued from page 1)
of 82, still works a 16-hour day at his hospital at Lambaréne, French Equatorial Africa, administering to the health and spiritual welfare of the natives. For the past 44 years he has devoted himself to this selfless pursuit and his accomplishments have been a bright light in relations between the black and white races. He is at present engaged in enlarging the facilities of his hospital for the care of lepers.

Accepted by Dr. Emory Ross

The award was accepted for Dr. Schweitzer by Dr. Emory Ross of New York, head of the Schweitzer Fellowship.

The humanitarian Award Committee which voted the citation to Dr. Schweitzer is composed of prominent editors, publishers and educators of this country and abroad. Dr. Schweitzer was born in Gunsbach, Alsace, France, the son of an Evangelical pastor. By the time he was 21 he had obtained degrees in philosophy, theology and music at the University of Strasbourg. For the next nine years he devoted himself to preaching, teaching, music and writing and gained international recognition for his work in all four fields.

Went to Africa in 1913

At the age of 30 he vowed he would embark on a new career of "immediate service as a man to his fellowman," and in 1913 decided to take a career as missionary doctor in Equatorial Africa. His wife, Helene, studied nursing to prepare herself to accompany him. They left for Africa in 1913.

Except for a few visits back to Europe and one trip to the United States in 1949, Dr. Schweitzer has been there ever since. In recognition of his achievements he was awarded the Nobel Peace Prize in 1952.

Para. Meet

(Continued from page 1)
cinct and Cincinnati are the other cities where meetings will be held before Owen returns to New York Saturday. Howard G. Minsky, Mid-Eastern division manager, has come here for the first meeting from Pittsburgh.

Branch managers who, with their salesmen, will attend the meetings in their respective territories are Ulrik F. Smith, Philadelphia; Herb Gillis, Washington; Dave Kimelman, Pittsburgh; Harry S. Bushbaum, Cleveland, and Edmund C. DeBerry, Cincinnati.

To Re-Release ‘Bells’

Paramount Pictures yesterday announced it plans to re-release "For Whom the Bell Tolls" next month, Sidney Densau, Paramount Western sales manager, left New York Sunday for Chicago to begin a three-week tour of Western U. S. branches for local sales meetings centering mainly on the re-issue.

Heart Award

(Continued from page 1)
heart chairman, reported to the convention that the 38 Variety tents expended $2,943,444 on heart projects which totaled 367,000 for the year. Pledged to heart projects this year, he said, is $3,034,400.

As expected, all officers of Variety Clubs International headed by John Rowley, chief Barker, were re-elected at the final business session here on Saturday.

Variety Film Well Supported

At the same time, pledges of more than 1,000 additional playdates for the Variety film, "The Heart of Show Business," were given, among them 800 dates pledged by Toronto Tent No. 28 on behalf of Canadian theatres, and 80 by Marty Levine on behalf of Brandt Theatres, New York.

All Variety Affairs

Drew Capacity Crowds

Special to THE DAILY

NEW ORLEANS, April 7—Attendance continued to increase up to the final day of the Variety Clubs International Convention, with both business and social affairs drawing capacity crowds. Even unfavorable weather Thursday night failed to depress number of spirits or spirits on the Coca-Cola-sponsored Mississippi River boat ride and buffet supper, and the Pepsi Cola Mardi Gras dinner and entertainment Friday night.

Women's social activities throughout the convention, planned and conducted by a committee under Mrs. Rodnev D. Fouts, chairman, also were well attended.

Vote to Drop Funds

(Continued from page 1)
the motion picture branch, headed by Nathan D. Golden. The department is expected to ask the House itself or the Senate to restore the cut.

The committee voted funds for the Census Bureau to prepare the 1958 census of business and manufacturing, and for the Patent Office to reduce the backlog of patent and trademark applications.

which is currently surveying distribution on possibilities of streamlining company operations. Another matter which may be taken up is union and guild payments on post-1948 motion picture features sold to television. The MPAA labor committee has been conducting meetings here and in Hollywood on this.

Up for re-election as officers of MPAA are Eric Johnston, president, who will preside over the directors meeting; vice-presidents Ralph D. Hetzel, Kenneth Clark, G. Griffith Johnson and Gladys M. Shatlock; secretary, Sidney Schreiber; treasurer, Stanley H. Weber; assistant treasurer Thomas J. McNamara; and James S. Howie, assistant secretary and treasurer (Hollywood).
TODAY as never before
THE INDISPENSABLE ELEMENT OF EVERY THEATRE PROGRAM IS

FOX MOVIETONE NEWS

MEETING THE CHALLENGE OF CHANGING TIMES WITH COVERAGE—IN DEPTH!

essential to the program of every drive-in in the country!
an important supporting attraction for every neighborhood theatre!
MOTION PICTURE DAILY

Vol. 81, No. 68
New York, U.S.A., Tuesday, April 9, 1957

Ten Cents

Concise and to the Point

Daff Reports:

Univ. to Make 33, Release 36 Films in 1957

By LESTER DINOFF

Universal Pictures will produce 33 pictures and release 36 during 1957, Alfred E. Daff, executive vice-president, said here yesterday, pointing out that the production program for Universal this year "provides for more 'blockbusters' than in previous years."

Daff, recently returned from a visit to Australia and New Zealand where he addressed the "47 Club," also said that the "outlook for Universal Pictures this year is very good. Business this year should equal that (Continued on page 2)

Over 1,000 Attend John Balaban Services

Special to the DAILY

CHICAGO, April 8—John Balaban was laid to rest today in Waldheim Cemetery, with more than a thousand people attending pre-burial services at Temple Sholom. Rabbi Binsteck, officiating at the services, noting that Balaban came from "a family blessed with genius for greatness in the field of entertainment," said he was a man who "constructed" great palaces where people were lifted up from ordinary (Continued on page 2)

MPA Board Will Discuss Jubilee Financing Thurs.

Financing of the Golden Jubilee industry business building program and a progress report from the Advertising and Publicity directors Committees will be taken up on Thursday morning at a reconvening of the board of directors of the Motion Picture Association of America.

“These matters were scheduled for discussion at yesterday's MPA board meeting, but were put over because several board members were attending (Continued on page 5)

Nassour-King Bros. Suit Ended; Leaves Robert Rich Still Mystery

By WILLIAM R. WEAVER

HOLLYWOOD April 8—Hollywood's expectation that the official identification of the author whose story for "The Brave One" won the Academy Award would be made when Nassour Brothers' $750,000 plagiarism suit against King Brothers went to trial was upset over the weekend when litigants agreed on an out-of-court settlement. Nassour counsel Harold A. Feudler told Motion Picture Daily settlement in a "substantial and highly satisfactory amount" was made by the Kings following a Saturday meeting which had been set up for the taking of depositions. Feudler declined to state the exact amount, or to reveal whether the recent controversy over authorship attributed to Robert Rich but disclaimed by a local person bearing that name, figured in the settlement. Feudler said Nassour Brothers (Continued on page 5)

Plan New Attempt

Arbitration

Meet Slated For May 13

Exhibitors, Distributors Have 'Friendly Discussion'

Exhibition and distribution will make another attempt to build the framework of an arbitration and conciliation system next month, at a meeting tentatively set for May 13, it was announced here following a meeting of representatives of Allied States Association, Theatre Owners of America, and Motion Picture Association of America.

Arbitration was an integral part of the original consent decree in the case of U.S. vs. Paramount, et al, and expired when the decree expired in 1943. Two recent attempts to establish an arbitration system were made in 1952 and in 1954, and, in both instances, the arbitration drafts which were prepared did not receive all-industry approval and aborted.

The decision to proceed with arbitration was made (Continued on page 5)

Films, TV Independent, Skouras Tells NARTB

From THE DAILY Bureau

CHICAGO, April 8—Spyros P. Skouras, president of 20th Century-Fox, today warned that it would be a "great disaster if motion pictures or television absorbed each other." "Both media," said Skouras, "offer great possibilities and service to the public and should be independent of each other."

Speaking this afternoon at an informal reception given for television (Continued on page 4)

Hoover to Be Honored For Broadcasting Aid

From THE DAILY Bureau

CHICAGO April 8 — While the 35th annual convention of the National Association of Radio and Television Broadcasters will open formally on Tuesday, some 2,000 radio and television executives will meet to hear a list of speakers, including President Eisenhower, at a luncheon to be given Monday afternoon by the National Association of Broadcasters. Hoover to be honored for broadcasting aid (Continued on page 4)
PERSONAL MENTION

PYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from Chicago.

BARNEY BALABAN, president of Paramount Pictures, will return to New York today from Chicago, where he attended the funeral of his brother, JOHN BALABAN.

CHARLES BOASBERG, Paramount’s worldwide sales head for Cecil B. DeMille’s ‘The Ten Commandments’ will leave here today for Atlanta, Birmingham and New Orleans.

HAROLD J. MIRIBC, Allied Artists vice-president, has arrived in New York from the Coast.

JAMES R. VELDE, United Artists general sales manager, is in Pittsburgh today from New York.

MICHAEL TODD, producer, tomorrow will lecture at Harvard University, Cambridge, Mass., on the subject, "Show Business in Management."

KENNETH MORE will return to London today from New York via B.O.A.C.

SIDDY Deneau, Paramount’s Western sales manager, will arrive in Milwaukee today from Chicago.

CHARLES WICK, president of Splendor Enterprises, left Hollywood by plane last night for New York.

MPEA Concludes Fund Agreements with Japan

The Motion Picture Export Association has announced the signing between the Japanese government whereby under 1.3 billion yen, which equals $3,600,000 in dollars, will be remitted immediately to the American motion picture companies and 2.4 billion yen, which is about $6,600,000, will be loaned to the Electric Power Development Co. of Tokyo under terms similar to those of last year.

The new 1957 agreement takes effect immediately and it was worked out by MPEA vice-president Irving A. Maas, who is currently in Tokyo.

Last year’s loan was for six years with repayment commencing at the end of the third year. The interest and principal of the loan also are remittable in dollars when paid.

of 1956, and indications are that it will surpass last year’s figures, even though it is still early.

The Universal executive said that the company’s production schedule is higher than last year and that the Universal releasing program for 1957 is higher. This is due both to company product and the six films are presently scheduled for distribution acquired under the agreement with RKO Pictures. The company’s films this year are planned for overseas production, in Europe, he said.

Commenting on his Australian visit, Daff said that the industry “down there is rapidly growing. Drive-in theatres are giving exhibition a new look.” The fast growing outdoor theatres are having no effect on the business of “hard tops,” which are also doing excellent business at the present time.

Daff said that Universal business this year is constantly increasing despite television, which is now in two cities, and a static 16mm market. He said that television has had its effect on business in its populated areas, but not in areas which are isolated, such as sheep stations, etc.

Daff will leave here on Wednesday for Hollywood. He plans to go to Europe in May for a European sales meeting.

Newsreel Operation 'In Black,' Daff Says

Universal Newsreel is “operating in the black” and has picked up a good portion of the business since the demise of the Paramount Newsreel. According to Alfred E. Daff, executive vice-president of Universal Pictures, parent company.

Daff yesterday stated that exhibitors shouldn’t write newsreels off for they play an important part in the theater’s program. “Don’t sell them short,” Daff said, “for the public still wants to and likes to see a newsreel.”

The veteran film executive pointed out that there still is a demand for newsreels despite television news coverage. He pointed out that TV newscasts doesn’t compare to a newsreel quality-wise.

Universal Signs New Credit Agreement

Special to THE DAILY

WASHINGTON, April 8—Universal Pictures has entered into a new credit agreement with the First National Bank of Boston and the Guaranty Trust Co. of New York dated March 15, 1957, under which the company borrowed $10,000,000, according to a report filed with the Securities and Exchange Commission.

Of the $10,000,000, Universal sold the SEC, $6,500,000 was used in liquidating the borrowings under the 1955 credit agreements with the same two banks and the remaining $3,500,000 was added to the working capital to be used for general corporate purposes.

Universal also announced a reduction of capital by retiring 1,400 shares of the outstanding 41% per cent cumulative preferred stock in its filing with the SEC.

Las Vegas Gets 1959 Variety Convention

SPECIAL TO THE DAILY

NEW ORLEANS, April 8—Variety Club International with its 1959 convention in Las Vegas, Nev., it was decided at the organization’s meeting here which wound up at the weekend. The 1958 convention, as previously announced, will be held in London, England. About 15 chief bankers indicated they would lead delegations to London from American tent.

Chaim S. Cazanave, president of Fred Astaire Dance Studios, New York, told the Variety convention here that his company’s 125 studios around the country stood ready to stage local charity balls as fund raising projects for Variety tents.

John H. Rowley, who heads the slate of reelected Variety International officers, thanked Coca Cola and Pepsi Cola companies for providing the outstanding social events of this year’s convention, and also expressed the international’s appreciation to the New Orleans Top for staging the affair.

Max Youngstein’s Sister

Funeral services for Mrs. Martin Hugel, 38, of Fresh Meadow, L. I., sister of Max Youngstein, vice-president of United Artists, were held at Riverside Memorial Chapel here yesterday afternoon. Mrs. Hugel, who leaves a husband, Irving, and daughter, Louise, died Sunday at University Hospital, New York, following a lengthy illness.

Technicolor Dividend

The board of directors of Technicolor, Inc., yesterday declared a dividend of 12 1/2 cents a share on common stock payable April 30, to stockholders of record at the close of business April 16. Shares outstanding yesterday were 2,035,571, compared to 2,035,903 at the close of 1956.

UNIV. TO MAKE 33, RELEASE 36

(Continued from page 1)

Theatre operators were among the many notables who attended the services. Active pallbearers were Arthur Goldberg, Abe Platt, Nat Urban, Charlie Peckel and Hal Balaban.

Spyros Skouras and Jimmy Durante were among the many notables who attended the services. Active pallbearers were Arthur Goldberg, Abe Platt, Nat Urban, Charlie Peckel and Hal Balaban.

Balaban Rites

(Continued from page 1)

cares and sordid surroundings to dreams of higher thought and vision.” Balaban handed Hal Balaban’s generousness and recalled that he headed such drives as the combined Jewish Appeal, Red Cross and Brotherhood movement.

Trans-Lux stockholders will hold their annual meeting here on April 25 to elect 11 directors, auditors and to amend by-laws of the company according to the Trans-Lux meeting notice.

For re-election as directors are Chester Bland, Harry Brandt, Richard Brant, Robert Daine, Jay Emanuel, Percival E. Fubur, Aquila Giles, Edison Rice, Jacob Stahl, Ralph Weiner and Milton C. Weismann.

NEW YORK THEATRES
BOY, WHAT "SHRINKING" BUSINESS!

The Incredible SHRINKING MAN is topping every U-I picture except "To Hell and Back" and "Away All Boats" in multiple first-run Los Angeles, and Holding over all over...

Minneapolis, Orpheum; Kansas City, Tower, Fairway, Uptown, Granada; San Francisco, Golden Gate; Seattle, Music Box; Detroit, Palms; Tulsa, Orpheum; New York, Globe; Baltimore, Mayfair; Philadelphia, Fox.

A UNIVERSAL-INTERNATIONAL PICTURE

STARRING GRANT WILLIAMS • RANDY STUART
with APRIL KENT • PAUL LANGTON • RAYMOND BAILEY

DIRECTED BY JACK ARNOLD • SCREENPLAY BY RICHARD MATHESON • PRODUCED BY ALBERT ZUGSMITH
It’s interesting to note that in an industry where anything as much as three months old is regarded just slightly less remote than the Age of Pericles, the only events of interest in the New York area last week were provided by three motion pictures, with a combined age of 61 years and by a couple of troupers, whose combined age only a cad would speculate on.

**Freshness Undiminished**

The three films were two from the M-G-M library, "The Great Ziegfeld" (1936) and "Camille" (1937) and one from Columbia, "The Awful Truth" (1937). The first two were features of NBC-TV's "The Late Show" and the latter of WABBC-TV's "Night Show." These theatrical riches have a value far exceeding their already huge historical interest: they are almost as good today as they happened to turn out to be when first available —living proof of the taste and sometimes genius of the men who made them.

New York residents, of course, are forced to rearrange their sleeping schedules to see most of these films. Network programming being what it is—and understandably—the film programs are of necessity second-best time spots. Nevertheless, the reasonably alert viewer cannot help but be conscious of the great gulf that exists between 90 per cent of current TV drama and the ancient product out of Hollywood. If the latter are not responsible for the complete demise of live TV drama—and it is fervently hoped they won’t be—the competition can only sharpen the wits, the daring and the ambition of the medium's live producers.

**The Lunts a Real Treat**

The two troopers who brightened the week were, obviously, Alfred Lunt and Lynn Fontanne, who appeared in a comparatively new vehicle of Stanley Steamer design, "The Great Sebastians" (NBC-TV) Monday, Apr. 1. They were up to their old stage tricks: odd and more peculiar emphasis on unexpected words, mastodons gun phrasing with the surprised halt in mid-sentence, the inevitable talking-over the other's cue line, and all of it loud, clear, articulate and meaningful in the context of the script. There is a validity to their style which, while not directly pertinent to a Horton Foote or Paddy Chayevsky drama, at least should be studied with respect by the many TV leaders who had registered by Sunday afternoon.

Highlighting the convention will be addresses by General Alfred M. Gruenther, president of the American Research Cross, George C. McGovern, chairman of the Federal Communications Commission; Harold E. Fellows, president of the NARTB; Frank J. Starzel, general manager of the Associated Press, and Arch N. Booth, executive vice-president of the U.S. Chamber of Commerce.

General Gruenther will deliver the opening address Tuesday morning. His talk will be followed by the presentation of the NARTB Keynote Award for distinguished service to former President Herbert Hoover. Hoover, who cannot be present, will be honored for the "major role he played in supporting the infant broadcasting industry as Secretary of Commerce from 1922 to 1927."

Meetings by related industry groups began Sunday. Also opening Sunday was the Convention of Broadcast Equipment and Facilities. Millions of dollars worth of broadcast equipment, services and facilities are shown by 130 exhibitors. McGovern, whose speech was taped for broadcasting by the Columbia network tomorrow, will tell the convention that the five-year-old Television Code and 20-year-old Radio Standards of Practice are "sincere and effective attempts upon the part of radio and television broadcasters to improve their service to the all public."

**Films and TV**

(Continued from page 1)

executives by National Telefilm Associates at the convention of National Association of Radio and Television Broadcasters in New York last week. He聲 his faith in the NTIA film network and paid high tribute to NTIA officials for their "wholesalehearted cooperation and integrity" in the negotiations which led to the acceptance of 20th Century-Fox films by NTIA for distribution to television.

Skouras declared that his company will make available to TV its entire physical, financial and creative resources, provided there is a demand. He added, "We can provide at least 20 new shows a year for the network."

Speaking of feature pictures, Skouras said that Fox can supply NTIA with at least one or two films each week for a period of many years to come." He said, "We have 350 pre-1948 pictures available and after we come to an agreement with the various guilds on the picture schedules, we will be able to have a permanent supply available."

**Sees ABC-TV 'Truly National' in 1957-58**

CHICAGO, April 8—"1957-58 will mark the first season when ABC-TV will present, with maximum strength, a full schedule of programming via a truly national network," Mr. Treyz, ABC vice-president in charge of television, said here today at a meeting of ABC-TV affiliates.

For the first time, said Treyz, ABC-TV will be completely competitive in program quality throughout its evening schedule, as well as a major portion of the daytime hours. He explained that because of action taken by the Federal Communications Commission, "1957-58 promises to be the first season when ABC-TV will have exclusive affiliation in every major market with a population of over 500,000."

**Stanton, Jones, Others Praised By CBS Assn.**

CHICAGO, April 8—Meeting here prior to the opening of the annual convention of the National Television Telefilm Associates Association passed two resolutions here yesterday. The first praised the efforts of Dr. Frank Stanton, Merle Jones and "other members of the CBS-TV executive group" for "the precedent and original plan initiated by CBS Television to deal with the troublesome problems inherent in national time differentials accentuated by daylight saving."

The second resolution called attention to Dr. Stanton's testimony before the Federal Communications Commission last year, praising the value to the industry and to the public.

**Five from Zanuck in '57**

HOLLYWOOD, April 8—Darryl F. Zanuck, in a statement made here at the weekend, revealed that he will have five features completed or in photography during 1957.

*Filmack* produces the best in Special Trailers in the fastest time ever. Try us on your next special trailer order.

By WILLIAM R. WEAVER

LOS ANGELES, April 8—More than 50 exhibitors, including heads of the three largest circuits in the country, have visited Telemeter headquarters for first hand inspection of the company's new theatre-to-home wired-television system since its first demonstration March 21. Telemeter vice-president Paul MacNamara told MOTION PICTURE DAILY today.

Although no licensing contracts have been signed, he said, previous months toward working out final details of the franchise plans is being made through discussions with exhibitors representing widely different types of locations.

For the present only the Los Angeles demonstration will be available to exhibitors, but it is probable another one will be set up in New York in three or four months, according to MacNamara.

Kaufman, Zukor Kin, Is Dead in Hollywood

HOLLYWOOD, April 8—Funeral arrangements are being made for Albert A. Kaufman, 88, pioneer film executive and brother-in-law of Adolph Zukor, who died Sunday night at Good Samaritan Hospital. Kaufman entered the industry in 1907 when he took his partner's penny arcade in New York, and later also was associated with business interests of the industry in various capacities, including general management of the Paramount studio 1928-1934.

Kaufman retired in 1935 to enter the real estate field. A son and three daughters survive.

Broidy in Dallas Today

DALLAS, April 8—Steve Broidy, president of Allied Artists, Lansing, producer, and John Broido, associate producer, tomorrow will inaugurate here a series of meetings which will be continued throughout the country. Broidy will brief A.A. sales personnel and exhibitors on the company's schedule of forthcoming features and on trend in the industry as a whole.

MacNamara Says Leading Exhibitors Eye Telemeter

Tuesday, April 9, 1957
Arbitration Meeting May 13

Nassour-King

(Continued from page 1)

had bought a story entitled "Story of Emilio Guloso" from Willis H. O'Brien in 1944, registering it under that title with the Screen Writers Guild at that time and under other titles subsequently, and had submitted it twice to King Brothers. He said Nassour, following the property's rejection by King Brothers, started their own production of it, in their own Regiscope process, and that it now is nearing completion.

The disclaimer by one Robert Rich that he wrote "The Brave One," followed by the King Brothers' statement that another Robert Rich now abroad did write it, cannot make a difference to the speculation that one or another of the "攻势 Amendment writers" may have hidden behind that pseudonym. This has left Academy Board of Governors in a difficult position due to their policy, as exercised in the case of Michael Wilson, against issuing awards to persons who refuse to answer proper questions put by government bodies. The Nassour-King suit is the trial in which, presumably, the actual writer of "The Brave One" would have had to appear as a key witness.

MPA Board to Discuss

(Continued from page 1)

the John Balaban film services in Chicago.

Spyros P. Skouras, chairman of the MPA business building coordinating committee, and Roger H. Lewis, advertising-publicity group chairman, will report to the board. A number of proposals regarding the business building program, including the one advanced by Ernest G. Stellings, president of Theatre Owners of America, which is based on a levy on film rentals, will be discussed.

Product Screened for

Rank's Regional Men

Prior to Rank Film Distributors' first sales conference which begins tomorrow at the Park Sheraton Hotel here, regional and branch managers are being shown their company's product. Irving Sochin, general sales manager, said at a luncheon last week that "for the first time in the annals of distribution sales meetings, men responsible for sales will view every foot of film they are going to sell." Sochin also announced the promotion of G. Clock Jr., as his assistant in charge of circuit sales.

Settled Bischoff Suit

HOLLYWOOD, April 8—A breach of contract suit brought by Samuel Bischoff against Warner Bros., scheduled for trial here tomorrow, was modificarly settled over the weekend on terms described by Bischoff's counsel as "extremely satisfactory." The plaintiff had charged the studio had violated the contract under which he was to have produced "Helen of Troy."
Fly TWA fast, non-stop Ambassador between New York and Los Angeles. De luxe Super-G Constellation service offering tempting meals and beverages, gracious hostess service and the delightful Starlight Lounge. Exclusive!... full-length sleeper berths (extra charge) available on overnight Ambassadors.

For full information on Ambassador service, or any of TWA’s many other First Class and thrifty Sky Tourist flights, see your travel agent or nearby TWA office today.

FAMILY TRAVELERS: Special savings for you with TWA’s Family-Fare Plan.
Tax Relief for English Exhibitors

Granted for This and Future Years

By PETER BURNUP

LONDON, April 9—Chancellor of the Exchequer Peter Thorneycroft opened his budget in the House of Commons this morning to reveal entertainment tax remission for motion picture exhibitors of £2,000,000 this year and £5,000,000 in future years. The new budget is scheduled to go into effect on May 5.

The new budget completely eliminates the living theatre, including concerts, and sports events from the excise.

(Continued on page 2)

High Tribute Paid A.A.

In Dallas by O'Donnell

Special to THE DAILY

DALLAS, April 9—Seventy-five exhibitors and circuit executives attending a luncheon for Steve Brody, Allied Artists president, and producers Lindsay Ervin and John H. Burn-rows, today heard R. J. "Bob," O'Donnell, general manager of the Interstate Circuit, declare that "Allied Artists as a company stands between the exhibitor and starvation."

The luncheon meeting was hosted by James A. Prichard, Allied Artists

(Continued on page 6)

Oppose Expansion of USIA, Film Division

From THE DAILY Bureau

WASHINGTON, April 9—Proposed expansion of the U. S. Information Agency, and of the agency's Motion Picture Division, ran into sharp criticism and opposition from members of a House Appropriations Subcommittee.

Remarks of the subcommittee members, contained in hearings made public today, clearly indicated that most, if not all, of the increase would be denied.

The agency, which carries on the

(Continued on page 2)

Jersey Allied Pushes 'Cinderella' Protest

Allied Theatre Owners of New Jersey yesterday voted to retain legal counsel to study possible legal action against Buena Vista Film Distribution Co. for allegedly refusing to serve "Cinderella" to customers on availability.

President Sidney Stern said this yesterday.

Stern said that ATOI also voted

(Continued on page 2)

Justice Sees Exhibitor Opposition to AB-PT

Proposal to Acquire Theatre in Chicago

From THE DAILY Bureau

WASHINGTON, April 9—Exhibitor opposition is likely to be presented to the proposal of American Broadcasting-Paramount Theatres to acquire the Mercury Theatre in Chicago, Justice Department officials believe.

The matter comes up for hearing in New York District Court Monday, and exhibitor opposition is expected at that time. Justice officials said. They declared that they have had "inquiries and discussions with a number of exhibitors" on the proposed purchase, and that these discussions have led them to anticipate exhibitor opposition in court Monday.

They refused to say what stand Justice would take. The Mercury acquisition is the first acquisition proposed by AB-PT since completing its divestiture program.

New Top Films Between Now—June 1

May Ask Distribution Aid;

March Business Off 12%

By LESTER DINOFF

Theatre Owners of America may ask the distribution companies to release top 'A' product between now and June 1 to help alleviate the shortage of top films and the decline in box office business, Ernest G. Stellings, president, said here yesterday. "Motion picture business in March, as compared to the good business period in January and February, showed a decline of from 10 to 12 per cent," Stellings declared.

"At present, the main exhibition concern is the lack of enough good top 'A' pictures between now and

(Continued on page 6)

Ask 3 Independents

Join in Arbitration

Theatre Owners of America and Allied States Association have opened the door to Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association and Southern California Theatre Operators Association to participate in the forthcoming talks with distributors on the formation of an industry arbitration and conciliation plan.

(Continued on page 6)
PERSONAL MENTION

A BRAM F. MYERS, general counsel of Allied States Association, returned to Washington yesterday from New York.

JEROME PICKMAN, Paramount vice-president in charge of advertising-publicity, and Sub Blumenstock, advertising manager, have arrived in Hollywood from New York, where they will be for the remainder of the week.

HAROLD DRAYSON, syndicate store sales manager for MGM Records, has taken over the Long Island Jewish Hospital for treatment.

ROSEMARY CLOONEY has arrived in London from New York via B.O.A.C.

ERNST G. STELLINGS, president of Theatre Owners of America, left here yesterday for New York.

MRS. MAX M. WILLIAMS, national president of the Federation of Motion Picture Councils, will leave Detroit today for New York.

Decca May Buy More Shares in Universal

Decca Records, which currently owns 80 per cent of the outstanding stock of Universal Pictures, "may buy some more shares in the motion picture company this year and eventually may take the company over," Milton R. Rackmil, president, told Decca stockholders here yesterday.

Rackmil, declaring that Decca's first quarter sales and profits are up over last year's comparable period, predicted that the company's earnings in 1957 will equal and may better the overall 1956 figures.

He also said that Universal Pictures earnings for 1957 will equal that of last year. Rackmil told the Decca holders that Universal's first quarter earnings "were down, but that the second quarter earnings were up considerably."

Mrs. Selznick on Mend

HOLLYWOOD, April 9 -- Mrs. Florence A. Selznick, 78, mother of David O. Selznick, tonight is recovering satisfactorily from surgery performed this morning at Cedars of Lebanon Hospital by Dr. Marcus A. Rubwin. Producer Selznick, who returned from Europe to be with his mother at this time, is expected to leave for his "A Farewell to Arms" location in two or three days.

U.S.I.A. Hit

(Continued from page 1)

Government's Overseas Information Program, is seeking appropriations of $140,000,000 for the coming fiscal year. This compares with $131,000,000 appropriated and $85,000,000 authorized for the current fiscal year.

For the film division, the agency is seeking $9,446,000 for the coming year, 35 per cent over the $7,004,320 available this year and over 100 per cent above the past year's appropriation of $4,507,569. Broadcasting funds would go up to $16,849,470 last year and $21,316,264 this year to $27,973,847.

Film Division chief Turner Sedlton told the subcommittee most of the increase in film funds would go for production and acquisition of documentaries, foreign language prints, and production and projection equipment.

Tax Relief Granted

(Continued from page 1)

tertainment tax burden, however, in an attempt to adjust television's "contribution" to the nation's economy -by being unattainable in the ordinary box collection of entertainment taxes-the budget increases the cost of the annual domestic reception licenses from $4.85 to $4.95 per year.

The new scale of entertainment tax on motion picture theatre seats, which, incidentally, now carry the entire load of the tax, is based on a formula giving the greatest relief to the cheaper seats, thus designed to help particularly small, hard-pressed exhibitors. Under the formula, future rates will be half of the amount by which the admission price exceeds eleven pence. Thus, for example, the tax on a one shilling admission is fixed at one halfpenny; on a one shilling and six pence admission, the tax is three pence halfpenny, etc.

Enlarge Loew's

(Continued from page 1)

under, have been elected. Leopold Friedman, president, and Eugene Picker and John M. Murphy, vice-presidents, continue as directors, as well as Thomas L. Norton, Thomas J. Connellan and George T. Baker.

WB's 'Prince' Benefit

At Music Hall in June

WARNER BROS., "The Prince and the Showgirl," starring Marilyn Monroe and Laurence Olivier, will have its world premiere at Radio City Music Hall in June for the benefit of the Free Milk Fund for Babies, Inc. The Milk Fund, of which Mrs. William Randolph Hearst, 86, is founder and president, has reserved the entire first mezzanine for the 9 P.M. performance on opening day.

Say USIA Funds Went To Entertainment 'Flop'

From THE DAILY BUREAU

WASHINGTON, April 9--The U.S. Information Agency indicated it had paid $100,000 to help out a major U.S. film producer who had made an anti-Communist entertainment film that had flopped in this country.

This was revealed in testimony before a House Appropriations Subcommittee. Details of the deal, however, were disclosed in repeated "off the record" references that the entire transaction was sharply criticized by subcommittee chairman Rooney (D., N.Y.).

Film chief Turner Sedlton assured Rooney that this was the only instance he knew of where the U.S.I.A. had paid money to help out with a regular theatrical film being shown in American theatres. The deal took place in 1952 or 1953, he said.

Shelton explained he wanted the discussion off the record because the film was still being distributed on foreign countries, and the U.S.I.A. does not want the government's connection with it known.

Says German Producers Aim at U.S. Market

German film producers today are making an effort to produce pictures that will have greater appeal to the American market, according to Gale Treibs, production chief and co-owner of Real-Film of Hamburg. Speaking at a trade press conference yesterday, he said German producers cannot compete with American-type films such as spectacles and musicals and that German films should have a "face of their own."

He said stories that have problems and conflicts similar to those in the U.S. are Germany's best method of reaching the American public. Only 18 German-language theatres are showing films today and German producers are hoping to invade the art theatre market here. He also said the German industry is planning film festival weeks in New York either in the fall of 1957 or spring of next year.

Levine Is Host

(Continued from page 1)

RKO Radio, Levine told the group that Embassy has now completed 12 saturation campaigns in New England.

By FIne, of New England Theatres was master of ceremonies. Speakers included Edward W. Leder, Samuel Paninski, Michael Redstone, Martin Mullin, Nat Levy, Budd Rogers, George L. Bloomfield, Joseph J. Maloney, and Martin Quigley, Jr., vice-president of the Yankee Network.

Says German Producers Aim at U.S. Market

German film producers today are making an effort to produce pictures that will have greater appeal to the American market, according to Gale Treibs, production chief and co-owner of Real-Film of Hamburg. Speaking at a trade press conference yesterday, he said German producers cannot compete with American-type films such as spectacles and musicals and that German films should have a "face of their own."

He said stories that have problems and conflicts similar to those in the U.S. are Germany's best method of reaching the American public. Only 18 German-language theatres are showing films today and German producers are hoping to invade the art theatre market here. He also said the German industry is planning film festival weeks in New York either in the fall of 1957 or spring of next year.

Levine Is Host

(Continued from page 1)

RKO Radio, Levine told the group that Embassy has now completed 12 saturation campaigns in New England.

By FIne, of New England Theatres was master of ceremonies. Speakers included Edward W. Leder, Samuel Paninski, Michael Redstone, Martin Mullin, Nat Levy, Budd Rogers, George L. Bloomfield, Joseph J. Maloney, and Martin Quigley, Jr., vice-president of the Yankee Network.
Endorse Plan

(Continued from page 1)

luncheon meetings in other areas throughout the country is being sought with the aim of possibly obtaining national support. Arthur Lockwood of Boston and Jay Emanuel of Philadelphia agreed to arrange meetings for their cities.

Details of the financing plan were not disclosed for fear it was the identity of producing-distributing organizations that might participate. Unconfirmed reports were that the plan encompassed both cash subscriptions for production financing and guaranteed playing time such as that contemplated in the recent but unsuccessful Makelim Plan.

DCA Officials Attend

Officials of D.C.A. attended the meeting giving rise to reports that that company might be under consideration for a production-distribution role in the plan.

Rank of America

(Continued from page 1)

and selling aimed at effecting a sales program for RFD’s releases for 1937. Product was screened during the past week in New York for the Rank district and branch managers.

During the meetings a special session will be taken up with advertising, publicity and exploitation in discussions to be headed by Geoffrey Martin, advertising, publicity and exploitation director, assisted by Steve Edwards, advertising and publicity manager, and Leo Ratner, exploitation manager. Norman Poller of the publicity department will also attend the sessions.

Says ‘Acre’ Film Will
Be Done in ‘Good Taste’

Erskine Caldwell, who wrote “Gods’ Little Acre,” introduced himself to trade and news writers yesterday at luncheon in the Plaza, and in them he would like to assume censorship doesn’t exist, and that he and partners Anthony Mann, Sydney Harmon, and United Artists will make a picture from his book realistic but in good taste. “We are not trying to do anything that is not in our mode of living,” he said.

He added he had previously refused picture offers because in “the old days a studio bought your story, could do anything it wanted with it, and all it left you with was a little money.”

20-Year-Old Level

He feels entertainment is more advanced than 20 years ago, and probably has come from a teen to a 20 year old this season. Years ago, people have always been books people disliked and they probably wouldn’t like pictures made from such books.

Asked whether he would approve an ad that featured a 20-year-old, he answered this was the advertising department’s proposition, and he is not an advertising nor a motion picture man.—F. S.

Schary Plans to Write, Produce, Play, Film on Franklin Roosevelt

By FLOYD STONE

Dore Schary is writing and will produce and probably make a picture about Franklin D. Roosevelt, he told newsmen whom he called to his Ritz Towers suite yesterday morning.

It will be “Sunrise at Campobello”; he has the Roosevelt family’s approval, and he and the Theatre Guild hope to open it in New York in the late president’s birthday, January 30, 1938. He said he expects the family will give him facts historically interesting and entertaining and till now he had not approached it.

The story tells of Roosevelt’s life primarily from 1921 through 1924, when polio struck him from public life, he battled it, recovered through willpower and character and renewed public life.

Sees ‘Political Tract’ Unsuitable

It will not be a political tract, Schary promised. He doesn’t feel that suitable now.

Newsmen questioned him about his suddenly shortened career at M-G-M and about his move to Hollywood to the current “Reporter” magazine. He confirmed officers and directors of the company criticized his Democratic campaign activities, but he believed these were only superficial reasons for leaving.

His 29-minute, $45,000 short subject, “The Pursuit of Happiness,” which he made for the Democrats, he alleged, cost him his job. Every detail from use of a projectionist to the purchase of film, was done outside the studio and didn’t cost a cent.

Likes ‘Working for a Cause’

He said he didn’t play golf or cards, and enjoyed writing, speaking, working for a cause, and the motion picture industry of which he is a part and which he hopes to reenter possibly this fall, with picture activity in addition to the Roosevelt effort.

He leaves April 18 for Israel and Europe, as writer for the Los Angeles Mirror News syndicate.

He said he told in November his M-G-M difficulties were insoluble, and left his desk Dec. 31. He took $150,000 down and has $850,000 coming over eight period one-half years.

He is a consultant and if M-G-M needs him it is entitled to call him. He added they haven’t, and probably have been busy on other matters.

Industry Has “Matured,”
Not “Reformed,” Schary Says

Dore Schary disagrees with Robert Ardrey’s contention in an earlier issue of “The Reporter” that Hollywood lost its adult audiences when it reformed and turned away from old-fashioned wickedness. Writing in the current issue of “The Reporter” under the title “Hollywood: Fade Out, Fade In,” Schary contends that Hollywood has not reformed, “it has grown up.”

Pictures made in the last decade, he believes, will outweigh those made in the past and now unless Hollywood is to be responsible for most of the industry’s recent transformations, together with the postwar changes in public leisure and recreation tastes, and the exigencies necessary which gave rise to the vastly expanded system of independent production.

Decrees Sales to TV

Schary attributes the sale of film backlogs to TV to studios “panic over the changing economy,” and says he believes outright sales to TV is a shortsighted policy, for television as well as motion pictures. But Schary predicts the industry will survive and prosper. New executives and new talents will combine with new attitudes on the part of studio heads to bring about improvements in production. Electronic developments, introduced in stages, will modernize methods. An industry school may provide future manpower. Streamlining distribution and cultivating exhibition also may help ensure the future, Schary says.

Seven Regional Bows
For ‘Boy’ This Week

Vice - President Richard Nixon, Greek ambassador George Melas, governor Goodwin J. Knight of California and Governor George Leader of Penn.sylvania will be among the thousands of dignitaries attending this week’s series of seven key city charity premiers of 20th Century-Fox’s “Boy on a Dolphin” for the American-Sponsored festival.

The CineScope production debuts today in Boston, Pittsburgh, Chicago, Cleveland and Cincinnati. Tomorrow night, the picture will open in Philadelphia and Los Angeles, D. C. The regional premiers are in addition to tonight’s special New York Bow showing of the picture for the Queen’s Fund for Greek Orphans.

Adults-Only Ordinance
Studied in Milwaukee

MILWAUKEE, April 9 — A proposed ordinance which would limit certain motion pictures to adult audiences has been submitted by the common council license committee to the members of the motion picture committee, who will study the proposal with the city attorney.

The consideration of the proposal for the ordinance and its provisions by a group of Milwaukee exhibitors, headed by Ben Marcus, who pointed out that the ordinance would involve so many intangibles that its enforcement would be virtually impossible.

Valentine Wells, head of the motion picture commissioners, has voiced support of the ordinance.

To Honor Five Films

The Federation of Motion Picture Councils, Inc., has selected five films, one option for ext to be honored at its annual conference tomorrow and Friday at the Henry Hudson Hotel here. The selection is based on previous activity of the council. A committee from the member councils in the major cities of the United States. The films include “Around the World in 80 Days,” “Friendly Persuasion,” “Giant,” “The Ten Commandments” and the unreleased “Boy on a Dolphin.”

‘Face’ in 152 Theatres

Paramount’s “Funny Face,” currently showing at New York’s Radio City Music Hall and Salt Lake City’s Utah Theatre, has been booked in approximately 152 situations around the country Easter Week. The picture took in a gross of $100,000 in the first four days of its second week in New York and $5,900 at the Utah in its first three days.

Three Win in UA Contest

United Artists’ sponsorship of art competitions and scholarships at Pratt Institute has been launched with the award of cash prizes to three students. Interpretations of Hecht, Hill and Lancaster’s “The Bachelor Party.” Prizes were won by Nelson Davis, Wallace Littman and Eugene Zvara.

Shaw and Brown Named

Harry F. Shaw, division manager, and Lou Brown, advertising-publicity chief of Loew’s Poli-New England Theatres, have been named directors of the annual Gold Medal Awards dinner of the New Haven (Conn.) Advertising Club.

Boyd Fry on Leave

Boyd Fry, with the Loew’s circuit for 27 years and presently manager of the Grand Theatre, Atlanta, has been granted an eight-week leave of absence for extended vacation. Howard Rutherford will fill his post in the interim.

Cleveland Meet Set

CLEVELAND, April 9—The Salesmen’s Club of Cleveland will hold its first social affair since the installation of the new facilities at the Variety Club Rooms of the Tudor Arms Hotel. Jim Levitt is entertainment chairman. The new president is Irving Marcus of National Screen Service.
WONDER WHAT
AVA IS
THINKING ABOUT?
She’s the best-dressed girl on a desert island. In fact she’s the only girl on the island. She has to choose between two love-starved men shipwrecked with her. Poor Ava, lost all her clothes. Lucky she looks so good in grass in M-G-M’s “THE LITTLE HUT.” For fun and female allure this is box-office for sure!

M-G-M Presents
AVA GARDNER
STEWART GRANGER
DAVID NIVEN

in
“THE LITTLE HUT”

Introducing WALTER CHIARI
Screen Play by F. HUGH HERBERT
Based on the Play by ANDRE ROUSSIN + English Stage Adaptation by NANCY MITFORD
Photographed in EASTMAN COLOR
A HERBSON S. A. PRODUCTION
Directed by MARK ROBSON
Produced by F. HUGH HERBERT and MARK ROBSON

An M-G-M Release
**Television Today**

**Ask TV Rating Units To Explain Methods**

WASHINGTON, April 9 - Senate Commerce Committee chairman Mag- nuson (D., Wash.) said he has asked major television program rating services to explain their methods of operating.

The committee is continuing its broad study of the television industry. Magnuson said "a number of inquiries or complaints" had been received about the rating methods, and had prompted his query.

**CBS-TV Promotes Two In Engineering Division**

A. B. Chamberlin, chief engineer of CBS Television, has been named di- rector of engineering, it was an- nounced by William B. Lodge, vice- president in charge of station relations and engineering.

Additionally, Lodge disclosed that Howard A. Chinn, formerly chief en- gineer, audio-video division, has assumed the new title of chief engineer, CBS Television.

**CBS Discount Plan Brings $250,000 Sales**

"The Six Star Plan," new discount structure set up by CBS Television Film Sales, Inc., to encourage stations to go into package programming, has resulted in sales of over $250,000 since its inception less than six weeks ago, Thomas Moore, general sales manager of the film company, has announced.

The plan, announced at the company's sales clinic in February, allows for discounts up to 30 percent based on the number of half-hours per week that a station programs CBS film programs. The maximum number of half-hours needed for full discount are six per week, and the discount applies after all re-run discounts have been taken.

**Tillstrom in ASCAP**

Burr Tillstrom of Chicago has been elected to membership in the Amer- ican Society of Composers, Authors and Publishers, Paul Cunningham, ASCAP's president has announced.

Tillstrom is creator of the kukla and Ollie puppets seen on Kukla, Fran and Ollie.

**Stellings Asks More Top Films**

(Continued from page 1)

Stellings said his efforts to con- trol subscription television was definitely estab- lished, it would cause a great product shortage and would also result in "a avalanche of low suits" due to clea- nance problems.

Stellings also said TOA is still con- tinuing its search for an executive director. He is considering a new candidate now. He added that the procurement of a public relations advisor is dependent on the filling of the executive directorship.

**Sweepstakes 'Partial Success'**

Commenting on the business build- ing program, he said that the Acad- emy Awards Sweepstakes "was a partial success." He explained that there wasn't enough time to really, get the program rolling and that next time it might be better. Stellings also reported his business building finan- cing plan—a levy on film rentals—has been favorably received by all TOA mem- bers. He said that Julius M. Gordon, president of Allied States As- sociation, has also indicated approval.

**Independents**

(Continued from page 1)

Talks have been set for May 15 in New York.

Julius M. Gordon, Allied president and Ernest G. Stellings, TOA presi- dent, in a letter to the three inde- pendent exhibitors groups, state: "Today, at the Harvard Club, there was a very pleasant meeting between Allied, TOA, and distributor representatives, looking forward to a discussion of industry arbitration. A tentative meeting has been set up between these groups for New York on May 13th. It was suggested that the organization might be better handled at these conferences. If you care to attend will you please notify Mr. Abe Montague, chairman of the distributor's commit- tees, and the undersigned.

**Taylor Joins Astaire**

Hatten Taylor, former district sales executive for RKO Radio, has been named special sales representative in the U. S. and Canada for Fred Astaire Dance Studios.

**Ace Tunsmith Bob Russell, in from Hollywood to set up production plans for a new Broadway musical based on his book, for which he's acquired the legal rights. Bob only wrote "Brazil," "Time Was," "Ballarina," "Don't Get Around Much Anymore," "Brodsky"; among others. . . . Dine & Kalmus have set up a two-way phone hook-up linking the Hunt Room of Club 21 with the Seattle (Wash.) Air Club today at 4:00 P.M. when Pat Weaver will announce his new project and will answer questions of newshawks here.**
Welcoming the New U.S. Rank Company

By Sherwin Kane

Rank Film Distributors of America, in convention for the first time before offering its initial release to American exhibitors, seems from every viewpoint to be making a well planned beginning.

In the space of only a few months, Kenneth Hargreaves, president of the new company, and Geoffrey Martin, is advertising-publicity head, have developed a solid, national sales and merchandising organization whose members are men of proven ability, well and favorably known throughout the industry.

They will bring to their new work all the experience, enthusiasm and know-how that they have accumulated in their years of association with leading American distributors.

Moreover, with exhibitors throughout the country still determinedly encouraging new sources of product in order to relieve the shortage which exists, RFDA's sales representatives will receive a friendly hearing in every theatre office at which they call.

Witness this week's enthusiastic gathering in New York of 100 metropolitan area exhibitors intent upon advancing their own plan to finance additional production.

This, with many prior manifestations of exhibitor desire to encourage new sources of film supply, leaves no doubt that any superficial reasons which in the past may have kept an exhibitor from giving genuine consideration to the booking of British films, will now be swept aside.

If the product can be sold to the American public, American exhibitors will be quick to recognize that fact and to cooperate wholeheartedly with the Rank sales and merchandising organizations here in doing it.

So the time is auspicious for FFA.

If the product has merit and is properly presented to the exhibitor, through his trade press, naturally, he should be no doubt about the reception awaiting it.

Motion Picture Daily joins with many others in the industry who wish the new company and its plan good luck and a bright future.

Cable, Toll TV Systems Could Bring Doom to Film Theatres: Stellings

Exhibitors should adopt "a watchful policy" in the cable theatre subscription television issue, Ernest G. Stellings, president of Theatre Owners of America, declares in a report compiled following a membership survey on the cable theatre issue. Theatremen should "not be panicked nor should they be left out in the cold," he stated.

Stellings said that "cable theatre" and toll-TV are the same basic idea and that if either becomes successful on a wide basis, "motion picture theatres may well be doomed." Citing the interest in the forthcoming cable theatre test in Bartlesville, Okla., by (Continued on page 7)

Says Rank in U.S. to Stay

"British films compete on equal terms with comparable Hollywood films in every market of the world except the one in the United States," Kenneth H. Hargreaves, president of Rank Film Distributors of America, told the company's first sales conference yesterday at the Park Sheraton Hotel here.

He pointed out that the company is here to adjust the situation and that he has faith in the success of the new organization. He added that the operation of the company will not be a short-term enterprise and "given any luck the organization is here to stay and succeed."

He told the group that the pattern for Rank is "a two-pronged job"—(Continued on page 6)

See Pay TV Decision Finally Up to Congress

From The Daily Bureau

CHICAGO, April 10—One of the highlights of the convention agenda this week of the National Association of Radio and Television Broadcasters was today's panel discussion on pay television in which Federal Communications Commission Chairman Comm. (Continued on page 6)

New M.P. Daily Column Of Comment Starts Soon

Starting next week in Motion Picture Daily, Tradewise, a new department of column by Outlooker. It will appear several times weekly. Watch for it.

Study Financing

16 Pictures Readied in Exhibitor Plan

Eastern Unit to Distribute Its Product Through DCA

By Lester Dinoff

Max A. Cohen, president of Cinema Circuit and one of a group of Eastern theatremen sponsoring a new exhibitor motion picture financing program, said here yesterday that "16 pictures are ready to move, once the program receives adequate financing."

The distribution of the independently produced product—to be made in Hollywood, New York and Europe by American producers and "with recognized talents"—will be handled by Distributors Corporation of America, which is headed by Fred Schwartz, he said.

The veteran exhibitor, and Samuel (Continued on page 2)

20th-Fox Will Complete Two Selznick Features

By Samuel D. Berns

HOLLYWOOD, April 10—David O. Selznick, leaving tonight for Italy with his wife, Jennifer Jones, where she will resume her starring role in "A Farewell to Arms," told the press today he will prepare his (Continued on page 2)

Greek Orphans Aided By "Dolphin" Premiere

The Queen's Fund for Greek Orphans, under the presidency of Mrs. Spyros P. Skoukas, benefited last night from the world premiere of "Boy on a Dolphin," held at the Roxy Theatre here. The lobby ceremonies (Continued on page 2)

Television Today

Page 6

Review:

BOY ON A DOLPHIN

20th Century-Fox—CinemaScope

Sromes about a search for hidden treasure have been the basis for many an adventure film before, but it has been a long time since one has been given the kind of plush production values that 20th Century-Fox has expended on "Boy on a Dolphin." To begin with, it has box-office stalwarts Alan Ladd and Clifton Webb pitted against each other in a contest to be the first to recover an ancient golden statue from the bottom of the Aegean Sea. In the second place, it introduces sultry Sophia Loren, the Italian actress, to general American audiences; and she certainly lives up to the fabulous job of publicity that has already made her name (and figure) famous throughout the world.

But, best of all, Fox has filmed this diverting picture on the spot (Continued on page 6)
**Personal Mention**

**Eric Johnston**

President of Motion Picture Association of America will be a principal speaker today at the opening of the third annual conference of the Federation of Motion Picture Councils, which opens at the Roosevelt Hotel here today.

Arthur H. Debra, director of community relations for the MPAA, and other industry officials will attend the conference.

This evening, the Federation will present awards to "The Ten Commandments," "Giant," "Around the World in 80 Days" and "Friendly Persuasion." Michael Todd will also speak at the presentation ceremonies.

Tomorrow Si Seawell of M-G-M and Robert Cooney of the Council of Motion Picture Organizations will discuss the industry business building program. Later, Milton Schupp, president of Jerrold Electronics Corp., will discuss the future of films and television.

**Fox-Selznick**

(Continued from page 1)

Yeager, Willard Snaper, Emanuel Frisch and Maury Miller, who are also sponsors of the program, were hosts at a luncheon Tuesday for some 100 metropolitan New York exhibitors who entered the production plan 100 per cent and also pledged subscriptions.

Cohen said the plan provides for each theatre to put up a certain sum of money for an investment. He declined to say what would be needed from each theatre as a minimum investment or how much is needed to get the plan rolling financially. He did reveal that it is "my hope that at least 5,000 theatres throughout the country join in the program."

At Work for Six Months

The head of the Cinematograph Circuit pointed out that he and his associates have been working on the program for over three months and that they have participated in the thinking and development," Cohen said, adding that talks were held with a number of independent producers who expressed interest in joining with them in the plan.

He said these producers have 16 films "ready to move" once the program is definitely rolling.

Cohen said that exhibitors meetings on the financing plan will be held in all 33 exchange cities.

"The major producers have it tough to make films in Hollywood. With our program, it may encourage them to make more product," he stated. Exhibitor investment in the plan, he added, is "like buying an insurance policy to stay in business. It is time that exhibitors and producers, faced with the shortage of pictures and the Wall Street interests who are out for money," Cohen declared.

The exhibitor that said that representative from the national clients were in attendance at last Wednesday's meeting during which the plan was outlined and they "gave us their blessing. They went back to their offices for attorneys with joining in with us," Cohen said the circuits are governed by the Consent Decree.

Say $500,000 Pledged

Meanwhile, it was reported here yesterday that New York exchange area exhibitors have pledged $500,000 toward support of the national circuit. According to an exhibitor, the minimum investment for a stock subscription would be $250.

Cohen pointed out that the plan does not guarantee an exhibitor first exhibition rights on his investment such as that contemplated in the recent but unsuccessful Makelin Plan. Similarity, however, is drawn with the Exhibitors Financial Group, the Theatre Owners of America-sponsored film financing plan, which also failed.

Goldwyn Appeal Heard

San Francisco, April 10 — Arguments were heard here today before the U. S. Ninth Circuit Court of Appeals on Samuel Goldwyn's writ of mandamus action to include 20 films in his anti-trust suit against Fox. The case was drawn from the Exhibitor's Financial Group, the Theatre Owners of America-sponsored film financing plan, which also failed.

**Greek Orphans**

(Continued from page 1)

were enlivened by a 10-man Greek bandle in native costume. A distinguished audience attended.

Peter Burnup, president of Greek Phos, opened the regular run at the Rovv on April 19, following "Heaven Knows, Mr. Allan."
MOTION PICTURE DAILY

Thursday, April 11, 1935

3

Call U.K. Tax Cut Too Small

By PETER BURNUP

LONDON, April 10—The General Council of the Cinematograph Exhibitors Association today expressed in telegrams to the Prime Minister and the Chancellor of the Exchequer their disappointment at "the harsh discrimination against cinemas" in the entertainment tax provisions of the new budget.

A new levy, announced Tuesday in the House of Commons, eliminates the ticket tax for legitimate theatres and reduces it slightly for cinemas by setting the tax at one-half the amount by which the ticket price exceeds eleven pence.

"Totally Inadequate"

The telegrams called the reduction "totally inadequate" and deplored the "fact that the film industry is the victim of grave discrimination as the only section of the entertainment business now subjected to an entertainment tax." They added that "the ignoring of the industry's special proposals directed toward the salvation of smaller cinemas is particularly regretted."

The report also includes several recommendations for future efforts made by participating exhibitors. They suggested that more time be allowed for promotion; that certain programs be kept because something be done so that only pictures which have been generally released will be listed for consideration; and that national prizes of considerable value be offered to supplement local prizes promoted by theatres.

Many Circuits Enthusiastic

"Like all promotions," says the COMPO report, "the Sweepstakes was a great success in some areas and a failure in others." Reporting enthusiastically on the success of the project were Balaban & Katz in Chicago, Interstate and other circuits in Texas, and theatres in Washington, D.C. City, Savannah, Atlanta, Nashville, and New Orleans.

On the other hand, according to COMPO, Richmond, Va., "was disappointed, and some of the circuits, notably those west Coast, Fox Intercont., Mountain and Fox Midwest did not participate at all. Exchange territories where relatively few theatres partic

Award for COMPO

The American Heritage Foundation has selected COMPO to receive a major American Heritage Foundation Award in appreciation of its "outstanding public service in the 1935 nonpartisan register, inform yourself and vote program." The award is a 12-by-18 inch reproduction of the illustration, "George Washington, the Soldier" by the artist, Arthur Szyk, and carries the Foundation's citation of appreciation.

Teddy, by" aid '12 Men"

A series of 53 "Teddy, by aid '12 Men," statements voiced extemporaneously by prominent radio personalities in the course of Oonol-Noon on commercially owned WOR will be aired on 14 major programs broadcast by four New York stations, it was disclosed yesterday by United Artists distributor. The shows will be on WCA, WOR, WNEW and WGM.

Authors League to Meet

A national assembly of authors and dramatists will be held here under the auspices of the Authors League of America May 6-8 at the Biltmore Hotel. It is the first convention in the 45-year history of the League. Cochairmen of the assembly committee are Russell Crouse and Rex Stout.

Drive for Dual Opens

An 80-theatre saturation campaign for "Kronos" and "She Devil," 20th Century-Fox's science-fiction combination package in Regalscope, will begin today in the Albany-Buffalo exchange area, radio, television and newspaper advertising will be utilized.

"Strange" Bow Tonight

Leading personalities from the legitimate theatre will attend the world premiere of Columbia's "The Strange One" at the Astor Theatre here at midnight tonight. The $1,530,000 equity Library Theatre will receive the proceeds from the opening.

Earlier Start at M. H.

Radio City Music Hall here will open at 8 A.M. on Saturday, April 13, to accommodate audiences for its Easter program. "Extra performances of the holiday stage show, "Glory of Easter," and the film, "Funny Face," thus will be made available.

Tally Shows Theatres Liked Sweepstakes Three-to-One

Theatres participating in the Academy Award Sweepstakes have voted three to one that the contest will be continued, and should be, the Council of Motion Picture Organizations said yesterday in releasing a final report on results of the campaign. "Even many of those theatres that reported it was not successful indicated they thought it was an excellent promotion which should be repeated as an annual event," COMPO said.

The report, which covers 20 pages, is being mailed to the officers and executives of COMPO. Still member organizations and members of the Motion Picture Association's advertising and publicity directors committee. It traces the history of the project, gives highlights of some of the successful promotions and points up the excellent newspaper cooperation in several key cities.

Promotional Sums Listed

Figures compiled by COMPO, indicate that small theatres spent an average of $30 to promote the contest, most of this being for accessories. (This expense was exclusive of prizes.) The average expenditure for larger theatres was from $100 to $150. In all, it is estimated theatres spent between $75,000 and $80,000 to promote the Sweepstakes.

Accessories distributed by National Screen were said to be readily approved by exhibitors, COMPO pointed out.

From a publicity standpoint, COMPO said, the Sweepstakes was especially successful, with 37 newspapers, representing a combined circulation of well over 5,500,000 daily, sponsoring the contest. No exact estimate of the dollar value of the publicity space can be estimated. COMPO observed, but "since 28 cities reported a total of $116,421 as the value of strictly advertising space devoted to the contest by newspapers, it can be seen that the dollar value of the Sweepstakes newspaper publicity was enormous."

Kelleher Sells Hartford Theatre; Moving to Fla.

HARTFORD, April 10—The Hartford Federal Savings and Loan Assn. has acquired the 700-seat Princess Theatre, downtown, subsequent-run house in Connecticut, for H. Kelleher, for an undisclosed sum. The banking firm will use the property for expansion purposes.

Kelleher is a half-century veteran of show business. He began as a operator of the Torrington Theatre, Torrington, Conn., in 1908, and partnered with I. J. Hoffman in downtown Hartford, Minnesota. At one time he served as Connecticut branch manager for First National Pictures and later United Artists.

He worked for Louis B. Mayer (later as M.P.L. Western) in distribution of United World Films in New England prior to World War I. Kelleher is moving to Florida.

UA and MPAA at Odds Over 'Bachelor' Ads

United Artists and the Motion Picture Association of America have come to odds over the advertising copy and stills being used for "The Bachelor Party," starring George Raft, president of UA, has notified Ralph Hettel, vice-president of the MPAA, that UA intends to go ahead with its ads on the film despite MPAA requests and requests for revision, a UA spokesman said.

Dorothy Sebastian, 51

HOLLYWOOD, April 10—Dorothy Sebastian, a star of the silent movies and the former wife of William (Hopalong Cassidy) Boyd, died here Monday after a long illness. She was 51 years old. One of her last pictures was "They Never Come Back," with Regis Toomey, in 1932.

Face' Gets $168,000

Paramount's "Funny Face" achieved a $168,000 gross for its first week at the Radio City Music Hall here. The figure topped the first week gross by $1,000.

NEWS ROUNDUP

...
20th has the indu
Easter attraction in
“3 Coins In The Fountain”

ALAN LADD

BOY ON A DOLPHIN
COLOR by DE LUXE
CINemascope
co-starring ALEXIS MINOTIS, JORGE MISTRAL
Produced by SAMUEL G. ENGEL, Directed by JEAN NEGRESCO
Screenplay by IVAN MOFFAT and DWIGHT TAYLOR

Heaven knows, Mr. Exhibitor, 20th brings you the entire history! “Heaven Knows, Mr. Allison” is the “A Dolphin” for Easter! Then “Desk Set”! Darryl! “The Wayward Bus”! “Bernardine”! And many more!
Audience applause! National promotions! Personal
try's exceptional
he tradition of
most of the best pictures in its
w sensation! Followed by "Boy On
nuck's "Island In The Sun"!
 supported by rave reviews!
urs! Awards!
Television Today

Shaflo Says TV Code Is Generally Observed

From THE DAILY BUREAU

CHICAGO, April 10—Richard Shaflo, chairman of the Television Code Review Board, today told a panel session at the National Association of Radio and Television Broadcasters that the review board maintained nearly 5,000 hours of televising by 41 stations, hearing 8,000 commercial programs. Only 271 exceeded the Code's advertising time allowance, while only 20 of 10,000 station breaks exceeded the Code's provision of two spots plus sponsored ten-second identification, he said.

See Pay-TV

(Continued from page 1)

Broadcasting Control ‘In People': Fellows

CHICAGO, April 10—Ultimate control of radio and television programming in this country is vested in the people themselves, Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, told a nationwide radio and television audience today.

Fellows' address was given at a luncheon session of NARTB's 35th annual convention being held at the Conrad Hilton Hotel here and was carried on radio and TV by the American Broadcasting Company and on radio by the Mutual Broadcasting System and the Columbia Broadcasting System.

Praises the Code

No one is more sensitive to the demands of the public than the operating executives of the nation's networks and stations, Fellows said. He cited the NARTB Standards of Good Practice for Radio and the Television Code as evidence of the broadcaster's "vital concern" with serving the public.

Today, Fellows reported, there are 3,700 AM and FM radio stations and 500 television stations, many of them interconnected by seven vast radio and TV networks. He said there is "little likelihood of any central control of broadcasting in this country because at least 15,000 people, not many stockholders with lesser interests, are involved in the ownership."

He said the public has invested an estimated $15,000,000,000 in TV sets and several billions more in radio receivers. There are now some 145,000,000 radios and 45,000,000 TV sets in the U.S.

Nine Resolutions Passed

Meanwhile, the industry pledged to continue its efforts "zealously" in behalf of charity, welfare and character building organizations. Members also urged continuing public support of such programs which are "mutual efforts best calculated to serve the interests of our people."

The pledge was one of nine resolutions approved by membership upon recommendation of 1937 convention resolutions committee headed by Dr. Leonard Murdoch, KSL-TV, Salt Lake City.

Another resolution urged membership to continue "to support wholeheartedly the Crusade for Freedom and Radio Free Europe."

New ‘Program Service' Announced by Weaver

SEATTLE, April 10—Sylvester L. Weaver, Jr., former chairman of the National Broadcasting Co. tonight announced the formation of a new television program service designed to provide the American public and advertisers with what he called a "genuine alternative" to today's television programming.

Weaver spoke before the tenth annual conference awards banquet of the Advertising and Sales Club of Seattle. Program service, he explained, means Greece—in Athens, on the nearby island of Hydra and other picturesque areas. So many stunning travelogue shots—in CinemaScope and Delco color—have not been seen in a feature film since the same studio we're to Rome to make "Three Coins in the Fountain." With that, that picture they sent moviegoers daydreaming of a trip to the Eternal City (for those who could afford it) actually going there. Now it is passable to Greece that will be difficult to come by.

As for the story—taken strictly as a tale of suspense, it is not altogether a success. For one thing the plot is short on surprising development in the script that Ivan Moffat and Dwight Taylor have written for the novel by David Divine. It is too plain (most of the time) exactly what is going to happen from the very beginning when Miss Lore, a poor Greek girl who dives for sponges as part of her livelihood, discovers the statue of the boy on a dolphin in the ruins of an ancient ship. Ladd, a dedicated American archaeologist, wants the treasure recovered and put into a museum for all to enjoy. Webb, an arrogant American dilettante, wants it for his private pleasure. At first Miss Lore helps Webb, who has promised her money, and she tries to deceive Ladd as to the treasure's whereabouts. Then the love-light begins to glow in Ladd's eyes, however, and she switches sides. After some further double dealing and trickery, the statue is recovered by the local villagers who view the feat as a matter of national pride.

Again, taken as a suspense story, the picture moves at far too leisure a pace. However, that seems to have been deliberate on the part of the director, Jean Negulesco. By refusing to hurry he had plenty of time to take in that magnificent scenery—from ruins in Athens; to the fantastic monastery at Meteora; to some brilliant shots of the blue Aegean sea, both above and underwater. The pace Negulesco set also affords opportunities to pause for Miss Loren to sing and dance a bit and demonstrate her Key personality in a number of other ways.

Such sights are well worth slowing down for. This picture, which we produced by Samuel G. Engel, belongs to Miss Loren—and to Greece. Running time, 111 minutes. General classification. Release, in April.

RICHARD GEITNE

Boy on a Dolphin (CONTINUED FROM PAGE)

Rank in U.S.

(Continued from page 1)

operate in the black as a separate organization and to send back to producers a share sufficient for investment in more and better pictures to release in the United States.

Hargreaves cited situations throughout the country where exhibitors have shown faith in British films and convinced that if people in the U.S. could see the pictures a public following could be developed. He said that in Canada today British films enjoy an equal popularity with Hollywood film "Teach for the Sky," which has its premiere at the Sutton Theatre here.

April 29, was the third largest gross of all pictures shown in the Rank circuit of 235 theatres in Canada in 1959, he said.

According to Hargreaves, one of the most important programs scheduled for the building of young players and the promotion of established stars such as Kenneth More and Dirk Bogarde.

Mrs. Barrett Dies

DETROIT, April 10—Funeral services have been held here for Mrs. Lucille Barrett, wife of S. H. Barrett, founder of the Detroit Theatres of Michigan and the Suburban Circuit, who died on Saturday.
AUGMENTING an extensive national promotion campaign, 20th Century-Fox's "Boy on a Dolphin" in CinemaScope, starring Alan Ladd, Cliff Webb and Sophia Loren, was given a gala world premiere showing last night (10) at New York's Loew's State Theatre in a benefit for the Queen's Fund for Greek Orphans of which Mrs. Spyros P. Skouras is president. The glittering audience for the debut of the first American production to be made in Greece included Archbishop Michael, head of the Greek Orthodox Church of North and South America, United Nations ambassadors from 31 countries, and array of top-ranking show business, social and civic personnages. Ray Heatherton described the festivities for the Mutual network while Voice of America and Armed Forces Radio Service provided emotional coverage. Movietone newsreel camera also filmed highlights of the thrilling evening use on more than 100 TV stations across the entry. A Greek band, dressed in native costumes, added color to the affair as they serenaded arriving guests.

"Boy on a Dolphin" is the first U. S. production ever made in Greece.

Spyros P. Skouras, 20th Century-Fox president, and Mrs. Skouras (right) meet vivacious Ginger Rogers at the gala charity showing for the Queen's Fund for Greek Orphans, of which Mrs. Skouras is president.

Charles Einfeld (right), 20th Century-Fox vice-president, greets glamorous Joan Crawford and her husband, Alfred Steele, at the Roxy shortly before the premiere showing.

Alex Harrison, 20th Century-Fox general sales manager, and gorgeous Arlene Dahl pose for the photographers in the lobby. "Boy on a Dolphin" begins its regular Easter engagement at the Roxy on April 19.
UA MAKES THE BIGGEST PRODUCTION NEWS

NUMBER 67 IN A SERIES OF IMPORTANT ANNOUNCEMENTS

with the industry's biggest talents...

RICHARD WIDMARK

NOW SHOOTING

TIME LIMIT

Co-starring Richard Basehart with June Lockhart • Produced by Richard Widmark and William Reynolds • Directed by Karl Malden • A Heath Production
Wall St. Uninterested
Loew's Denies Control-Buy Is in Prospect

No Liquidation of Stock, Says Company Spokesman

Officials of and spokesmen for investment firms and private foundations owning or representing large blocks of Loew's, Inc., stock told Motion Picture Daily yesterday they were "not interested" in proposals to sell their stock to backers of schemes for acquisition of control of Loew's for the purpose of liquidating the company.

A spokesman for Loew's, Inc., said, "Some months ago the rumors of the formation of a syndicate to gain control of the company were brought to us. These rumors proved to be unfounded. The revival of the story yesterday on investigation has proved equally unfounded."

The project publicized yesterday, not in Motion Picture Daily, that of the Calco Corp. of Los Angeles, was similarly snubbed in Wall Street where the proposal to seek funds was

(Continued on page 8)

Arbitration Prospects 'Most Favorable Ever': Johnston

Prospects for the formation of an industry arbitration andconciliation system are the "most favorable" ever, Eric Johnston, president of the Motion Picture Association of America, said here yesterday prior to his departure for Europe.

Johnston, who will return to the U.S. on April 28, said that he usually is an optimist but, based on the reaction of the representatives of exhibition and distribution following an exploratory meeting earlier this week, "we have the best chance ever for an arbitration plan."

(Continued on page 8)

Plagiarism Charged to Rich, Oscar Winner

Now the law has joined the Academy of M. P. Arts & Sciences in the search for the mysterious Robert Rich, who was voted the Academy's best motion picture story award for "The Brave One."

King Bros., producers of the film, RKO Radio, its original distributor, and Universal, current distributor, have been served with notice that the award winning story is felt by Tom Terris, writer, to have plagiarized his 'Bravest of the Bulls,' which he sold to Command magazine, and which published it in its February, 1954, issue.

Saul Rogers, industry attorney and

(Continued on page 8)

TV-Industry Group Will Talk Terms with Ascap

From THE DAILY Bureau

CHICAGO, April 11—An all-television-industry meeting voted today to establish a committee with authority to review, study, and enter into negotiations with the American Society of Authors, Composers and Publishers covering terms of new music license

(Continued on page 6)

Harrison 'Shocked' By Film Shortage Charge

Alex Harrison, general sales manager of 20th Century-Fox, expressed "astounding" surprise yesterday over the statement of Ernest Stellings, president of Theatre Owners of America, earlier this week to the effect that film companies should release top pictures

(Continued on page 8)

Speaks at FMPC

Attendance Is Up Over Last Year: Johnston

Stresses Role of Films In World Understanding

By LESTER DINOFF

The motion picture, whether produced in America or in any other nation, is a tremendous vehicle for bringing about an understanding between the peoples of the world, Eric Johnston, president of the Motion Picture Association of America, yesterday told the third annual conference of the Federation of Motion Picture Councils.

Johnston, who was also honored by the Federation, said that theatre

(Continued on page 2)

Schappe to Answer TOA Cable Report Today

Milton Schappe, president of Jerrold Electronic Corp., will hold a press conference at the Henry Hudson Hotel here this afternoon following his speech before the Federation of Motion Picture Councils. Schappe will discuss the cable theatre system with reporters and in particular wishes to reply to a report on the system issued earlier this week by Ernest Stellings, president of Theatre Owners of America, a

(Continued on page 8)

New M. P. Daily Column

Of Comment Starts Tuesday

Starting on Tuesday in MOTION PICTURE DAILY, Tradewise, a new department of commentary by Outlooker. It will appear several times weekly. Watch for it.
**PERSONAL MENTION**

NATHANIEL LAPIN, vice-president of Stanley Warner Cinerama Corp., has arrived on the Coast from New York.

ALFRED E. DUFF, executive vice-president of Universal Pictures, has arrived in Hollywood from New York.

LIEUT. COL. JAMES CARRERAS, managing director of Exclusive Films, Ltd., London, will return to England today from New York via B.O.A.C.

DAVID A. LIPTON, vice-president of Universal Pictures, will leave the Coast at the weekend for New York.

ALFRED KATZ, United Artists home office foreign department executive, has returned to New York from Central and South America.

O. N. SHER, a director of Southern California Theatre Owners Association, will leave Los Angeles with Mrs. Shapiro on Tuesday for New York, and will sail from here the next day aboard the “United States” for Europe.

FEDERICO FILLINI and GIULIETTA MASINA, director and star, respectively, of “La Strada,” have returned to Italy from New York.

W. ROBERT RICH, general sales manager of Associated Artists Productions, and JAY H. SMOLEN, director of advertising, will return to New York today from Chicago.

NATHAN COHEN, managing director of Anglo-American Productions, Ltd., will return to London today from New York via B.O.A.C.

SEYMOUR BERKOWITZ, United Artists film salesman here, has left New York with his family for a vacation in Miami.

ARNOLD MARKS, motion picture editor of the “Oregon Journal,” Portland, has resigned that post and is leaving for New York to join the staff of “The New York Chronicle.”

**Ambassadors at Studios**

HOLLYWOOD, April 11 — Four studios tomorrow will share in entertaining the ambassadors, representing The Organization of American States, who are here to celebrate Pan-American Day.

**JOHNSON SEES ATTENDANCE UP**

(Continued from page 1)

attendance in America thus far in 1957 has increased over last year. The MPAA head pointed out that attendance in June was 3% low in 1954, started to rise in 1955.

Complimenting the Federation for “performing a worthwhile service in making pictures better than ever,” Johnston told some 150 people at a Henry Hudson Hotel luncheon here yesterday that the Motion Picture Association, with the official sanction of the nation’s government, has concluded film agreements with three Iron Curtain nations—Czechoslovakia, Poland and Hungary.

Silent Regarding Terms

He declined to state what the terms, conditions, etc., of the agreements are.

Following his address, Johnston, before rushing to catch an overseas plane, said that these foreign matters, still something the production policies, which the American companies, through the MPEA, have offered for sale.

In a press conference last November, Johnston said that the MPEA was negotiating three-year agreements for sale of American product to the Iron Curtain countries. These agreements of the U.S. Film exceed to these countries since 1948. He also said that the industry the first year should receive about $500,000 in film revenues from these countries.

Johnston, recounting some of his experiences around the world, told the Federation’s delegates that the motion picture is playing a vital role in economic and political situations throughout the world “and will be an important factor in bringing about an eventual solution to difficulties.” Film are a potent force in the circulation field, the MPAA head declared.

**Presented an Award**

The Federation’s president, Mrs. M. Williams, presented to Johnston an award for “his distinguished leadership in this country in maintaining the high standards of motion picture entertainment and in the development of policies which have enhanced the popularity of American motion pictures throughout the world.”

**Seltzer and Glass Join Brando’s Pennybaker**

HOLLYWOOD, April 11—Marlon Brando, Sr., president of Pennybaker Productions, has announced that George Seltzer and Walter Seltzer, who combined forces recently in a public relations enterprise after careers in production and publicity, will join the Brando producing company as executive producers. Glass, long-time partner of Stanley Kramer, and Seltzer, who for 10 years represented Hal B. Wallis Productions, jointly handled the campaign for Hecht-Lancaster’s “Travestie.”

Each a Vice-President

Brando said Seltzer and Glass have been the vice-presidents of Pennybaker, and will move to the Paramount studio this month. Present Banger-Glass clients will continue to be serviced during the remaking of the present contracts. Similarly, Glass and Seltzer will complete production commitments already made by each.

**AA VENEZUELA DEAL**

Allied Artists International Corporation has concluded a long-term agreement with Tropical Films of Caracas, Venezuela, for the exclusive distribution of AA product in that territory, Norton V. Ritchey, president of AA International, has announced.

**NEW INDOOR THEATRE STARTED BY CENTURY**

Century Theatres has started construction of a new indoor theatre in Hicksville, Long Island, according to Leslie B. Schwartz, president of Century.

The theatre will be located on South Oyster Bay Road and Woodbury Road about one-half mile south of Exit 30, Northern State Parkway, in a large shopping area. Seating capacity will be 1,750.

**SPIEGEL TO CANNES**

MPEA president Eric Johnston yesterday designated Marc M. Spiegel, MPEA continental manager, as his personal representative at the International Film Festival at Cannes next month. Johnston plans to be in Europe for the next two weeks, but commitments require him to return to the United States before the festival opens on May 2.

**TAPLINGER, WARNER TALK**

Robert S. Taplinger, Warner Brothers vice-president and director of advertising and publicity relations, has arrived at the company’s Burbank studios for conferences with Jack L. Warner, president, and studio executives on merchandising plans for company’s forthcoming product.

Taplinger will return to New York next week.

**Favors Pay for ‘Trust’ Victors**

From THE DAILY BUREAU

WASHINGTON, April 11—The Justice Department told Congress it supported legislation to permit plaintiffs to collect costs if they succeed in winning injunction anti-trust suits.

At present, a successful anti-trust plaintiff can collect costs if he wins and Wittenham, but not if he loses, and wins only injunctive relief. Anti-trust chief Victor Hansen told a House Small Business Subcommittee the Department feels that there should be no penalty placed on the litigant who chooses to seek injunctive relief rather than damages.

At the same time, Hansen opposed another bill which would curb the department’s authority to enter into consent decrees. The bill would suspend consent decrees for 30 days, and during that period, any interested party could challenge the decree.

**‘Strange’ Has Midnight Premiere at Astor Here**

Broadway celebrities joined regular patrons for last night’s world premiere of Columbia’s “The Strange One” at the Astor Theatre here. The proceeds were turned over to the beneficiary Equity Library Theatre, which will use the money for new equipment for the Lenox Hill Playhouse.

Producer Sam Spiegel, star Ben Gazzara and Julie Wilson, who has the feminine lead, were all present.

**TOA Receives Award**

The American Heritage Foundation has selected Theatre Owners of America to receive an award in appreciation of its “outstanding public service in the 1956 non partisan register, in form yourself and vote program.”

**Party on Coast Today**

Hecht, Hill and Lancaster’s “The Bachelor Party” will have its West Coast premiere today at the Fine Arts Theatre in Los Angeles following an intensive United Artists advance campaign.

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL—Rockefeller Center**

AUDREY HEPBURN — FRED ASTAIRE

*FANNY FACE* co-starring KAY THOMPSON

Sunday, April 14, 1957

**FAN FOR SALE**

and THE MUSIC HALL’S GREAT EASTER SING ALONG

MOTION PICTURE DAILY, Morton Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Irres, Managing Editor; Richard Gerth, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Ferek, Advertising Manager; Gus H. Faust, Production Manager; Sheriff Herman, Vincent Candy, Eastern Editors, Hollywood Bureau; Yvonne Vase Building, Samuel D. Beres, Manager; William W. Weaver, Editor, Telephone Hollywood 2-3245, Washington 1, J. A. Dovem, National Press Manager; Pleasantville, N. J., London Bureau, H. L. Bishop, Managing Editor, with correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y., President, Morton Quigley; President; Martin Quigley, Editor; William Pay, News Editor, John C. Dower, Business Manager, Marion Quigley, Treasurer, Nona J. Jullian, Vice-President and Treasurer; Leo J. Brady, Secretary, Other Quigley Publications: Motion Picture Herald, Better Theaters and Better Refreshment Merchandising, each published weekly; The Motion Picture Scrapbook, published bi-weekly. 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, $6 in the Americas and $12 foreign. Single copies, 10c.
BERGMAN AND COOPER
AT THEIR WONDERFUL BEST!

SO HOT IN STAR INTEREST, SO PACKED WITH ACTION AND ROMANCE...PARAMOUNT IS PRESENTING YOU WITH A BIG OPPORTUNITY FOR BIG GROSSES RIGHT AWAY. SPARKLING ADS, HARDSELLING TRAILER, STRIKING ACCESSORIES—EVERYTHING YOU NEED TO GUARANTEE THE PAY-OFF OF STRONG BOXOFFICE RETURNS!

PROVEN IN FOUR KEY METROPOLITAN ENGAGEMENTS—TO TOP TOP-BUSINESS!

GARY COOPER has in his arms INGRID BERGMAN the most beautiful woman in the world in ERNEST HEMINGWAY'S FOR WHOM THE BELL TOLLS... one of the outstanding motion pictures of love and adventure!

AVAILABLE NOW FROM PARAMOUNT!
COLUMBIA JOINS THE NAVY IN PROMOTIONAL CAMPAIGN FOR

The bands start playing... and the crowds start coming—for the twin-premiere launching in early April! Then watch the rest of the country salute the HELLCATS OF THE NAVY!

1. NEW LONDON PREMIERE! Big newspaper, TV and radio personality junket from New York! 3-hour submarine cruise on actual sub used in HELLCAT raids! High Navy personnel! Naval honor guard! Huge array of special lobby and front displays!

2. SAN DIEGO PREMIERE! Stars Ronald Reagan and Nancy Davis to spark ceremonies! Co-author of the book upon which the film is based will appear! High Navy brass, local dignitaries and representatives of newspapers, radio and TV to attend big cocktail reception and dinner! Navy marching band! Public, on-stage "swearing-in" ceremony for new enlistees!

3. NATIONWIDE TV AND RADIO PUBLICITY! Millions of viewers and listeners to get pre-premiere and subsequent coverage via such programs as MASQUERADE PARTY, TONIGHT, TODAY, MONITOR, etc.

4. SPECIAL NATIONAL NEWSPAPER COVERAGE! Famous syndicated writers will cover the events for millions of readers: Vivian Brown, Associated Press; Ken Lucas, Wide World Photo Service; Alice Hughes, King Features; Gay Pauley, United Press; Bob Sylvester, New York News; Earl Wilson, New York Post and other papers; Frank Farrell, New York World-Telegram & Sun, and Scripps-Howard Syndicate; Ilka Chase, syndicated columnist; Motion Picture Trade Paper Representatives.

5. HEAVY RONALD REAGAN TV-RADIO PLUGS! Reagan plugs planted on radio stations everywhere! Coast-to-coast TV plug by Reagan on General Electric show, plus countrywide Cooperative Advertising, Contests and Window Displays.

6. ADMIRAL NIMITZ-RONALD REAGAN TV INTERVIEW, NATIONWIDE!

7. ED SULLIVAN-CBS NETWORK TV PLUG!

8. NAVY VARIETY SHOW to plug HELLCATS in 16 state capitals, 37 states and 47 cities over a period of 51 days!

9. HELLCATS OF THE NAVY recruiting drive, sponsored by U. S. Navy in 43 cities, with a spectacular ceremony in each!

10. FULL U. S. NAVY CO-OPERATION in every situation! Local recruiting stations to lend support with ceremonies, parades, banners, posting A-boards, etc.

"ONE OF THE MOST DARING OPERATIONS OF THE WAR!"

CHESTER W. NIMITZ
Fleet Admiral, U. S. N.
THE YEAR'S MOST EXTENSIVE
HELLCATS OF THE NAVY!

HELLCATS OF THE NAVY!

starring
RONALD REAGAN

co-starring
Nancy
Arthur

DAVIS • FRANZ

Screen Play by DAVID LANG and RAYMOND MARCUS • Screen Story by DAVID LANG
Based on a book by CHARLES A. LOCKWOOD, Vice-Admiral, USN, Ret., and HANS CHRISTIAN ADAMSON, Col. USAF, Ret.
Produced by CHARLES H. SCHNEER • Directed by NATHAN JURAN • A MORNINGSIDE PRODUCTION
A COLUMBIA PICTURE
**Sales Methods**

(Continued from page 1)

it clear that not all Rank pictures would open there.

Sochon further announced that a leasing arrangement had been worked out with the World Theatre in Philadelphia where alterations will be made, with the theatre re-opening early in July. He emphasized that wherever difficulties exist in establishing markets for Rank product, it may be necessary to develop first-run product before one.

He stressed the commercial potential of the product under discussion and the importance of regional selling backed up by strong advertising and publicity campaigns.

The morning session was devoted to problems of distribution, screenings, release prints and regional selling. The afternoon session was given over to techniques and procedures to be conducted between the field and home office. An evening session was called in order to conduct matters under discussion so that today should be devoted to a complete presentation of advertising, publicity, and exploitation, under the aegis of Geofrey Martin, director.

**Compromise Wage Bill**

(Continued from page 1)

wound up hearings on extension of Federal minimum wage coverage. He said he felt his new bill was a "reasonable bill" and would receive early and favorable action.

His bill, the Massachusetts Democratic, was a compromise between the "inadequacy of proposals of the administration" and the more far-reaching proposals of the AFL-CIO.

The theatres are now exempt from Federal minimum wage and overtime provisions. Exhibitor spokesmen have urged Congress to maintain this exemption.

The AFL-CIO is pushing a proposal to cover theatre firms with more than $500,000 in annual sales or more than four units. The administration has urged coverage for theatres with more than $1,000,000 in annual out-of-state purchases and more than 100 employees.

**Plagiarism Charged**

(Continued from page 1)

counsel for Terry, said an injunction and accounting are on behalf of his client will be sought.

**ABC Radio Separate Subsidiary of AB-PT**


Eastman is resigning as executive vice-president of John Blair & Co., radio station representatives, to take over his ABC Radio post.

"The ever-widening broadcasting activities of our company make it desirable to create this autonomous subsidiary," Goldenson said.

**One Man's TViews**

By Pinky Herman

**Television Today**

**TV and Ascap**

(Continued from page 1)

agreements to be presented for consideration by individual stations. The meeting voted to establish an interim committee whose members will be nominees for the permanent committee subject to a vote of all television stations.

In addition, television stations will be permitted to write in other candidates, but membership on the permanent committee will be limited to the 15 with largest number of votes.

**Move Made at Convention**

The meeting was called because the ad hoc television music licensing committee of the National Association of Radio and Television Broadcasters asked that time be made available during the convention for an all-television-station session to discuss TV music licensing matters.

ASCAP and Broadcast Music, Inc., hold music license contracts with stations, 70% of which have been worked out in negotiations between representatives of stations and representatives of these organizations. The ASCAP contract expires Dec. 31 of this year.

**ABC Radio Separate Subsidiary of AB-PT**


Eastman is resigning as executive vice-president of John Blair & Co., radio station representatives, to take over his ABC Radio post.

"The ever-widening broadcasting activities of our company make it desirable to create this autonomous subsidiary," Goldenson said.

**Vote FCC Probe Funds**

WASHINGTON, April 11.—The House today voted to give the House Commerce Committee $250,000 to carry on a sweeping investigation of the Federal Communications Commission and other government regulatory agencies. The investigation is to determine how well these agencies have carried out the laws they were set up to administer.

**ABC Radio Separate Subsidiary of AB-PT**


Eastman is resigning as executive vice-president of John Blair & Co., radio station representatives, to take over his ABC Radio post.

"The ever-widening broadcasting activities of our company make it desirable to create this autonomous subsidiary," Goldenson said.

**Vote FCC Probe Funds**

WASHINGTON, April 11.—The House today voted to give the House Commerce Committee $250,000 to carry on a sweeping investigation of the Federal Communications Commission and other government regulatory agencies. The investigation is to determine how well these agencies have carried out the laws they were set up to administer.

**ABC Radio Separate Subsidiary of AB-PT**


Eastman is resigning as executive vice-president of John Blair & Co., radio station representatives, to take over his ABC Radio post.

"The ever-widening broadcasting activities of our company make it desirable to create this autonomous subsidiary," Goldenson said.

**Vote FCC Probe Funds**

WASHINGTON, April 11.—The House today voted to give the House Commerce Committee $250,000 to carry on a sweeping investigation of the Federal Communications Commission and other government regulatory agencies. The investigation is to determine how well these agencies have carried out the laws they were set up to administer.

**ABC Radio Separate Subsidiary of AB-PT**


Eastman is resigning as executive vice-president of John Blair & Co., radio station representatives, to take over his ABC Radio post.

"The ever-widening broadcasting activities of our company make it desirable to create this autonomous subsidiary," Goldenson said.

**Vote FCC Probe Funds**

WASHINGTON, April 11.—The House today voted to give the House Commerce Committee $250,000 to carry on a sweeping investigation of the Federal Communications Commission and other government regulatory agencies. The investigation is to determine how well these agencies have carried out the laws they were set up to administer.

**ABC Radio Separate Subsidiary of AB-PT**


Eastman is resigning as executive vice-president of John Blair & Co., radio station representatives, to take over his ABC Radio post.

"The ever-widening broadcasting activities of our company make it desirable to create this autonomous subsidiary," Goldenson said.

**Vote FCC Probe Funds**

WASHINGTON, April 11.—The House today voted to give the House Commerce Committee $250,000 to carry on a sweeping investigation of the Federal Communications Commission and other government regulatory agencies. The investigation is to determine how well these agencies have carried out the laws they were set up to administer.

**ABC Radio Separate Subsidiary of AB-PT**


Eastman is resigning as executive vice-president of John Blair & Co., radio station representatives, to take over his ABC Radio post.

"The ever-widening broadcasting activities of our company make it desirable to create this autonomous subsidiary," Goldenson said.

**Vote FCC Probe Funds**

WASHINGTON, April 11.—The House today voted to give the House Commerce Committee $250,000 to carry on a sweeping investigation of the Federal Communications Commission and other government regulatory agencies. The investigation is to determine how well these agencies have carried out the laws they were set up to administer.
There's a vast new audience of admirers of Hedy Lamarr—and other great stars of that magnitude—who are getting to know Hedy and her glamorous contemporaries for the first time on television. Add to the younger audience the multitudes of steadfast fans—from-the-beginning, and you have an inkling of why Warner Bros. features, starring the greatest names in Hollywood, outdraw rival films consistently in market after market from coast to coast.

A case in point: a Warner Bros. picture, "The Conspirators," starring Hedy Lamarr and Paul Henreid, shown on KOIN-TV in Portland, Ore., drew an ARB average of 15.7, against 5.8 and 5.3 for the two competing channels—opposing such top network shows as "Twenty-One". For more case histories and details on availabilities, write or phone...
Loew's Stock

(Continued from page 1)

ecient to buy 1,000,000 shares of Loew's in large blocks for $25 per share, has caused not a ripple, either in the realm of trading or in price fluctuations.

Brokers Indifferent

Brokers regard this as a definite indication that there is nothing substantial behind either the Calcon or any other scheme for acquisition or control of Loew's for purposes of liquidation.

Robert Lehman, partner in Lehman Bros., investment firm which represents substantial blocks of Loew's stock, told Motion Picture Daily: "We don't know anything about Calcon. We haven't been approached by anyone of this kind and if we were we would not be interested in it."

A similar response was made by a spokesman for Lazard Freres, which also represents large holdings of Loew's stock, when queried.

"Now on Ice," Says Weiss

He confirmed that some time ago consideration had been given by his associates to endeavoring to acquire control of Loew's, at which time an inquiry was made into the company's assets, to determine their size and liquidation value. "The matter is now on ice," Weiss said.

Similar comments were made by Ahner Greshler, Hollywood agent, who was named as a member of the Calcon board.

Chicago principals in the Calcon scheme stated flatly that the idea is as good as "dead." They said they have no interest in it now although it seemed feasible to some of them three months ago when it was first broached. They added that as they got deeper into it they cooled off to the point where no negotiations were undertaken.

Erroneous, Says Chicago, L. A.

Calcon principals in both Los Angeles and Chicago said the story of their scheme published yesterday was unauthorized and erroneous.

The Calcon plan was to endeavor to raise sufficient cash to purchase, exclusively from large holders, at least 1,000,000 shares at $25 per share of the more than 5,000,000 shares of Loew's outstanding. The stock was selling in light demand on the New York Stock Exchange yesterday at 18¾, near its 1957 low. It has sold off almost two points in the past month and in the past week has declined, but not in a manner which would indicate that the market was indicating a serious shortage of stock. It appears that some of those who have sold, and who have sold heavily, have sold at prices much higher than the current exchange level of 18¾. This situation has been brought to the attention of the exchanges and the National Association of Securities Dealers and it is expected that some action will be taken to stop the type of selling which has occurred recently.

In the case of the Calcon scheme, it is evident that the plan is based upon the assumption that Loew's stock can be bought at a price substantially below the current exchange level. The Calcon plan would involve the purchase of a substantial number of shares at a price substantially below the current exchange level, and it is expected that the Calcon plan would be opposed by the existing management of Loew's, who would have an interest in maintaining the price of the stock at the current exchange level.

The Calcon plan, if it is successful, would result in the sale of a substantial number of shares at a price substantially below the current exchange level, and it is expected that the Calcon plan would be opposed by the existing management of Loew's, who would have an interest in maintaining the price of the stock at the current exchange level.

Col. to Distribute Six Films by Levy, Ventura

Columbia Pictures has signed an agreement with Raoul Levy and Ray Ventura for the distribution of at least six pictures to be produced by them within the next three years. All of the pictures will be for world distribution by Columbia except for the second to be produced, "In Case of Accident . . . . . .", which Columbia will not distribute in France and Belgium.

The first of the films will be "Moonlight Jewelers," starring Brigette Bardot, to be made in Spain. Some of the pictures will be in English and some in French, it was said.

Review:

This Could Be The Night

M-G-M—CinemaScope

INGRATIATING STARS are a great backbone for any picture to have and this comedy with music boasts four: Jean Simmons and Paul Douglas, two well-established and popular stars, and Anthony Franciosa and Julie Wilson, two talented and promising newcomers. In addition this film, which was photographed in black-and-white CinemaScope, has the cachet of producer Joseph Pasternak all over it, and director Robert Wise has kept it moving at a crisp and lively pace most of the way.

These assets and several others help immeasurably to disguise a thin and inconsequential story based on the old idea of placing a character of strong provincial inclinations in big-city surroundings. Writer Isobel Lennart (working from short stories by Cordelia Baird Gross) uses this variation: She puts a proper young female teacher from Massachusetts (played by Miss Simmons) among the eccentric characters working in a rowdy Broadway night club where she has taken a job as secretary to the boss (played by Douglas).

In telling this story Miss Lennart's most felicitous touch is the way she has peopled it with as zany a group of characters (primarily those employed in the night club) as has been seen on the screen since the Marx Brothers retired. These revels are only too real for them and they are played with zest and verve by such stars as Joan Blondell, J. Carrol Naite, Rafael Campos, Tom Helmore, and another new and pixie-ish actress called Neile Adams.

At first these characters don't take to the out-of-town prima Miss Simmons, but the point of the plot is that she eventually wins them over with her charm. Her biggest battle in this respect is with Franciosa, who plays Douglas' business associate and the one with whom she falls in love. Their romance is complicated by two things—his reluctance to become involved and the jealousy of Douglas. In the last third of the picture these emotional crises take over almost completely, and the pace noticeably slows down.

But prior to that the gags have been thick and fast and interest has been perked by several good musical numbers, including a dance that Douglas' charmer does while belting out the song, "Hustlin' Newsie." Miss Wilson sings both blue and hot songs in a throaty voice which should appeal to audiences, and her best is a rendition of the old standard, "I've Got You Under My Skin."

However, the strongest impression in the picture is made by Franciosa, who comes from the New York stage. Even in this conventional "tough guy" role, he projects the authority, the looks and the talent that portend a new star.

Running time, 103 minutes. Adult classification. Release, in May.

Richard Gertner

Submarine

(Continued from page 1)

service following today's impressive ceremonies.

In attendance for the event were wire service and syndicate feature writers, members of the trade press, and the cast of the television show, "Masquerade Party," which dedicated this week's program to the new feature film.

Other festivities today included a three-hour submarine ride in the afternoon and an admiral's reception and dinner at night.


Alex Harrison

(Continued from page 1)

"A" product between now and June 1 to alleviate a shortage of top flat pictures."

"I was shocked at Stellings' statement," said Harrison, "as 20th Century-Fox is releasing 11 major products between now and June and this in keeping with Spurgeon's shows. Skouras' pledge made several weeks ago to exhibitors to make available to them at least one major product every week."

Schappe to Answer

(Continued from page 1)

spokesman for Jerrold said yesterday that in the TOA report, which follows a survey of its membership on a cable theatre issue, Stellings advised exhibitors to adopt a "watchful policy" and warned that either cable theatre or toll-TY becomes success on a wide basis "motion picture theatres may well be doomed."

Du Mont Stockholders To Meet on May 6

Stockholders of Allen B. DuMont Laboratories, Inc., will meet on May 6 in Clifton, N. J., to elect a slate of directors and to transact company business, according to a notice of annual meeting.


The DuMont notice reveals that Paramount Pictures Corp. owns 628,500 shares of common stock, the company out of the 2,636,500 shares outstanding on Feb. 3, 1955.

Attends 'St. Louis' Boat

Jan Golus, a native of Lapee, Neb., has been selected to represent United Airlines for the "Miss Sp of St. Louis" Award, which will be presented to the world's ideal airline stewardess at final judging ceremonies at the Park-Sheraton Hotel in New York on April 23. Miss Golus, a night-club performer, is the fashion picture industry of the Warner Bros. film, "It's Spirit of St. Louis," and appeared on television.

Goldwyn Award Mondo

LOS ANGELES, April 11. — The annual $1,000 Samuel Goldwyn Great Writing Award will be presented by UCLA's Business Association Economics Building 121 at 2 P.M. April 22, it has been announced by Chancellor Raymond B. Allen. Samuel Goldwyn, who established the award in 1935 "to encourage your creative, literary talent at the college level," will make the presentation.
Stanley Warner Income Up 25% in 26-Week Period

An increase of 27% per cent in net income of Stanley Warner Corp., and its subsidiaries for the 26 weeks ended February 23, as compared to the same period for the previous year was announced at the weekend by S. H. Fabian, president. Theatres admissions and merchandise sales, rents from tenants, and other income increased by 17.5 per cent, to $35,679,300 for the current 26-week period as compared with $47,-350,400 for the same period in the previous year.

The company's net profit for the 26 weeks ended Feb. 23, after all charges, (Continued on page 4)

Columbia and Warwick Renew Agreement

Columbia Pictures announced at the weekend that the company and Warwick Productions have agreed to extend their current producing-releasing agreement for another two years, continuing through 1959.

The announcement followed by about 30 days a statement that the two organizations had agreed to terminate their present deal at the end of this year after a five year relationship.

It was stated that the new agreement is only to carry over past agreements.

(Continued on page 4)

Crescent Amusement Co. Celebrating 50th Anniversary; Brochures Given to Patrons

Special to THE DAILY

NASHVILLE, Tenn., April 11—Crescent Amusement Co., late last week began celebration of 50 years in the motion picture industry in Nashville. They started with the opening of the Dixie Theatre on 5th Avenue, April 11, 1907, by Tony Sudekum, admission 5 cents, and the sole offering an “Illustrated Song—Montana.”

A printed brochure is being distributed at all Crescent houses telling the Nashville movie story from that day until the present, showing the Dixie front and a side glance at the newest Crescent house, the Tennessee Theatre. All Crescent theatres are displaying special “50th Anniversary” pennants and Nashville newspapers carried a full page, three color ad in memory of the late Tony Sudekum, Crescent’s founder.

(Continued on page 2)

Plan Expansion

RKO Theatres Mulls Buying Drive-In Units

Quarterly Profit Ended March 31, $1,268,000

(RKO Theatres is giving consideration to purchasing drive-in theatres under its plan for circuit growth and expansion. Sol A. Schwartz, president, told stockholders of List Industries Corp., the parent company, at a meeting held here Friday.

Schwartz declared that RKO Theatres has been approached in recent months with a number of offers concerning the circuit’s acquisition of new houses “but thus far none of the situations offered would have been profitable for us.”

Albert A. List, chairman of the board and president of List Industries, who presided over the meeting, also stated that RKO would expand if such theatres were available and (Continued on page 4)

Local Theatre Vital to Industry, U.S.: Harrison

“The local motion picture theatre is not only vital to the film industry as a place of entertainment and the industry’s direct contact with the public, but through the years it has become more and more a focal point in the community, a safe gathering place for teenagers, an institution, second only to the churches and schools.”

With these words, Alex Harrison, general sales manager of 20th Century-Fox, addressing the Federation (Continued on page 2)

New M. P. Daily Column Of Comment Begins Tomorrow

Starting tomorrow in MOTION PICTURE DAILY, Tradewise, a new department of comment by Onlooker. It will appear several times weekly. Watch for it.
Six FMPC Delegates Against 'All Pay-TV''

A survey of six women delegates to the Federation of Motion Picture Councils, released on Friday by MOTION PICTURE DAILY disclosed that all "would not pay one red cent" to see films presented by a subscription television method, whether on cables or through the airwaves.

The women, from Cleveland, Youngstown, Detroit, New York, and Washington, D.C., following a speech by Milton Shapp of Jerrold Electronics which is supervising a cable theatre test in Bar-

tlesville, Okla., in which subscribers would pay $9.50 per month for 13 first-run films which they would receive on television.

Won't Cut 'Grass' For N. Y. Censors

By FLOYD STONE

New York censor has asked him to cut some "of Bed of Grass," a Greek picture he feels has a message and also artistic integrity, and even after conferences with the Regents he hasn't been able to change their decision, and he's "mad and sick" about it. Richard Brandt, Friday at the offices of Trans-Lux, which he heads. He added he wouldn't distribute the picture here, but will elsewhere after screening it in Washington with a splash.

The decision disturbs him, he said, because Trans-Lux is not in business "to make a fast buck," and its reputation in the trade is at least known. He doesn't know whether to go to court, who does that, he knows, gained newspaper space and he's been down censorship, but for his company to do so might create "false sensationalism."

Compares Film to 'Bitter Rice'

His picture shows parts of Greece and a way of life little known and may be compared, he believes, with "Bitter Rice."

And sales manager George Roth also told trade writers they have withdrawn "La Strada," except for New York, where it continues at the New Amsterdam, and have dubbed it uniquely, and now have sold it virtually as an English language picture, and have obtained probably 6,000 bookings. They are importing next a French-Spanish co-production with Betsy Blair, and an Italian picture with Edmond Gwenn. Harry Brandt will attend the Cannes Festival and hopes they said, to pick up product for 1958.

Moss to Europe for Tour of Film Centers

Charles B. Moss, executive director of the B. S. Moss Theatres and the Columbia Theatre on Broadway, will sail on the Queen Mary on Wednesday, April 24, for a four-week tour of European film production centers. He will view recently completed foreign films for comparison viewing at his theatres.

Moss will attend the annual Cannes Film Festival while abroad and will visit London and Moscow. He will inspect the newly constructed National Theatre.

Shapp Claims

(Continued from page 1)

to believe that theatre fare is also bad.

Reciting statistics to show the decline in theatre attendance, Shapp said that "the showing of top quality new films on television will serve to get people back into the theatres."

Pointing to the forthcoming cable theatre test in Bar- lottesville, Okla., by Video Independent Theatres—sched- uled to start in late summer or early Labor Day, the Jerrold executive stated: "I fundamentally agree with Ernest G. Stellungen, president of Theatre Owners of America, that exhibitors should adopt a watchful at- titude and proceed with caution. I am also in accord with him that there are problems involved. I, however, oppose his viewpoint on the methods of control, and I feel that this viewpoint is based on his lack of knowledge of cable theatres."

Draus Distinction

Shapp also said "there is a difference between wire pay-TV and subscription television. That is, in cable, a producer buys a film and shows it on his own cable system, whereas, in subscription television an exhibitor buys his own product and shows what he feels is best. In toll-TV, the programmer or franchiser selects the entertainment."

In discussing the Bar- lottesville test, the Jerrold executive said that the installation costs are four-fold to a theatre—from $11,000 to $50,000 for studio and production; $3,000 or $4,000 for wiring the town; $26 or $27 for tapping into a home, and addi-
tional miscellaneous costs.

Local Theatre Vital

(Continued from page 1) of Motion Picture Councils here, on Friday accepting in behalf of Spyros F. Skouras, 20th-Fox president, its annual award presented this year to 20th Century Fox for having "produced the greatest development and the greatest merit in 1956 to which the Federa-
tion could give unreserved endorse-
ment."

Harrison, in his talk, outlined the rise of the film industry since its early days, its struggle against the depression, radio and television, told of the halcyon days of the 40s, cable development, how the new cable and pay TV processes bring the medium to the present technical eminence. "The wonderful films we are making available to theatres everywhere this year," said Harrison, "makes the future look brighter than ever."

Harrison accepted the award at the Henry Hudson Hotel here, expression of his belief that there has been ability to be in the East to accept the citation in person.

MOTION PICTURE DAILY, Martin Olwigle, Editor-in-Chief and Publisher; Sherwin Know, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd S. Snoot, Photo Editor; Herbert V. Fuchs, Advertising Manager; Gus H. Fassel, Production Manager; TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Hanler, Vincent Cashby, Eastern Edition; Hollywood Bureau; Yvonne Vimbledon, Samuel D. Beres, Managing Editor; William H. Wells, Editor, Telephone (Hollywood) 7-2145; Washington, D. C., Office, National Press Club, Washington, D. C.; London Bureau, 5, Bent St., Leicester Square, W. 1, Hope Williams, Burmester, Editor; Peter Burmester, Editor; William Pay, News Editor.

(Continued from page 1) to believe that theatre fare is also bad.

Reciting statistics to show the decline in theatre attendance, Shapp said that "the showing of top quality new films on television will serve to get people back into the theatres."

Pointing to the forthcoming cable theatre test in Bar- lottesville, Okla., by Video Independent Theatres—sched- uled to start in late summer or early Labor Day, the Jerrold executive stated: "I fundamentally agree with Ernest G. Stellungen, president of Theatre Owners of America, that exhibitors should adopt a watchful at- titude and proceed with caution. I am also in accord with him that there are problems involved. I, however, oppose his viewpoint on the methods of control, and I feel that this viewpoint is based on his lack of knowledge of cable theatres."

Draus Distinction

Shapp also said "there is a difference between wire pay-TV and subscription television. That is, in cable, a producer buys a film and shows it on his own cable system, whereas, in subscription television an exhibitor buys his own product and shows what he feels is best. In toll-TV, the programmer or franchiser selects the entertainment."

In discussing the Bar- lottesville test, the Jerrold executive said that the installation costs are four-fold to a theatre—from $11,000 to $50,000 for studio and production; $3,000 or $4,000 for wiring the town; $26 or $27 for tapping into a home, and addi-
tional miscellaneous costs.

Local Theatre Vital

(Continued from page 1) of Motion Picture Councils here, on Friday accepting in behalf of Spyros F. Skouras, 20th-Fox president, its annual award presented this year to 20th Century Fox for having "produced the greatest development and the greatest merit in 1956 to which the Federa-
tion could give unreserved endorse-
ment."

Harrison, in his talk, outlined the rise of the film industry since its early days, its struggle against the depression, radio and television, told of the halcyon days of the 40s, cable development, how the new cable and pay TV processes bring the medium to the present technical eminence. "The wonderful films we are making available to theatres everywhere this year," said Harrison, "makes the future look brighter than ever."

Harrison accepted the award at the Henry Hudson Hotel here, expression of his belief that there has been ability to be in the East to accept the citation in person.
THE N.S.S. PRIZE BABY

SALUTES...

SPYROS SKOURAS'

FIFTEEN YEAR LEADERSHIP

of

20th CENTURY FOX
S-W Income

(Continued from page 1)

was $2,007,700, equivalent to 83c per share on the outstanding common stock. This compares with $1,029,100, equivalent to 74c per share, on the common stock outstanding one year ago. This is a gain of 8c per share on the 2,153,099 shares of common stock now outstanding.

26-Week Net $4,207,700

The consolidated net profit of Stanley Whitman Corporation, and its subsidiaries for the 26 weeks ended Feb. 23 amounted to $4,207,700 after deducting depreciation and amortization amounts to $2,498,600, but before deducting Federal and foreign income taxes. This compares with a similar profit of $3,529,100 earned during the comparable period of the previous year when depreciation and amortization totaled $2,445,700. Provision for Federal and foreign income taxes was $2,200,000 as compared to $1,900,000 for the same period in 1957.

For the 13-week period ended Feb. 23 Stanley Whitman had a net income after Federal and foreign income taxes of $1,088,158. This compares with $815,388 in the same period for the previous year.

Equals 48 Cents Per Share

The current income is equivalent to 48c per share on 2,153,099 shares of common stock outstanding, as compared with 37c and 2,188,852 shares in the comparable period for the year before.

Income from theatre admissions and merchandise sales, returns from tenants, etc., for the 13 weeks amounted to $23,903,716 as compared with $23,468,115 for the same period in the previous year.

Stanley Whitman, which operates approximately 200 theatres in the United States, is also the producer and exhibitor of Cinemar pictures. The International Latex Corporation is another wholly owned subsidiary.

Small Plans to Appeal Code Cuts of ‘Monkey’

HOLLYWOOD, April 14—Edward Small, producer of “Monkey on my Back,” formerly titled “Barney Ross Story,” has announced he will appeal from the Production Code Administration ruling calling for the elimination of certain scenes deemed in violation of the code.

Small said: “Our story does not glorify the user of narcotics.” Particularly, he said, “Geoffrey Shurlock is a man I have always respected. In ruling against the film because of one scene which shows the method of taking morphine, he was living up to the rules of the book. Our scene shows Ross at his lowest ebb, at the moment when he recognizes that his life is gone. It is essential to the story that every member of the audience be repelled by the spectacle of a man caught by his habit.” Small said United Artists will file an appeal on his behalf.

ABC Vending’s Sales ‘Highest in History’

ABC Vending Corporation in 1956 had the highest annual sales in its history at $35,645,941, Charles L. O’Reilly, chairman, and Jacob Beroza, president, will inform shareholders in the tenth annual report, which will be issued today.

Sales represented a 6.9 per cent increase over the $30,172,202 reported in 1955. Net income after taxes for 1956 of $1,632,172 was equal to $1.62 per share on 1,010,190 shares of common stock. This compares with earnings of $1,364,039 in 1955, or $1.54 a share on the stock currently outstanding.

About 75 per cent of 1956 sales of ABC came from personally-attended stands in indoor theatres, drive-in theatres, transportation terminals and industrial plants, while the balance was derived from the ownership and operation of automatic vending machines.

Rossi Appointed RKO Latin America Head

Francisco Rossi has been promoted to the post of supervisor of Latin America for RKO Radio Pictures, effective immediately, Walter Branson, vice-president in charge of world-wide distribution, announced at the weekend.

Rossi, who has been manager of the Panama office since he joined RKO in 1930, will continue to have his headquarters in Panama. In his new position he replaces Michael Huvas, who resigned at the beginning of the year.

Rank Slates

(Continued from page 1)

will be "Reach for the Sky," "Pursuit of the Graf Spee" and "A Town Like Alice." Geoffrey Martin, director of advertising, publicity and exploitation, discussed plans for promotion of the product. The assembled group of regional and branch managers also honored the late Steve Edwards, advertising and publicity manager; Leo Pilkot, exploitation manager, and Leslie Roberts, secretary-treasurer.

Goldwyn Loses

(Continued from page 1)

previously had announced that they would appeal to the U. S. Supreme Court if today’s ruling went against them, there was a “no comment” from the office of Goldwyn’s chief attorney Joseph L. Allito.

Meanwhile, Judge Murphy set June 10 for the start of the trial during a meeting with counsel for both sides to agree on an appeals court ruling on Friday had been announced on the mandamus action.

Columbia, Warwick

(Continued from page 1)

egotiations between Lew Wasserman, president of the Motion Picture Corporation of America, and attorney Harold Berkowitz, representing Irving Allen and Albert R. Broccoli, the principals of Warwick, and Columbia executives at the studio.

Ray Luetke, 61

WASHINGTON, D. C., April 14—Ray E. Luetke, motion picture technical advisor for the U. S. Information Agency, died here Thursday at the age of 61. He will be buried in New York City at a time to be announced at a later date.

Before joining the government in the motion picture department of the Office of War Information in 1943, Luetke held several posts in the film industry.

Luetke first worked for Paramount Publix as an accountant and after that was with United Artists and Columbia.

Kronenberg Resigns

Albe Kronenberg, director of special events of Warner Bros. Pictures, Inc., for the past 12 years, has resigned from the company, it was announced at the weekend. He previously was promotion and exploitation manager for the WB short subjects department. He will announce his future plans shortly.

Jurists See ‘12 Men’

More than 40 prominent New York jurists and officials of the Legal Aid Society joined star Henry Fonda, producer Reginald Rose and director Sidney Lumet at the premiere of United Artists’ "12 Angry Men" at the Capitol Theatre here on Saturday.

RKO Theatres Eye Drive-ins

(Continued from page 1)

if it were not in violation of the consent decree.”

List gave stockholders an optimistic picture on operations of List Industries for 1957 and on "its policy of diversification." He said that earnings for the first three months of 1957 ended March 31, amounted to $2,076,000 before taxes. He said that RKO Theatres’ profit in this period was $1,268,000.

List, in reply to stockholder questions, said that the company is in a strong position, having $21,000,000 in cash on hand. He also said that the company spent $1,561,000 for advertising in 1956 and that RKO Theatres is involved in anti-trust suits seeking a total of $181,000,000 in damages.

The stockholders elected a slate of 13 directors which include William A. Broadfoot, Theodore R. Colburn, William J. Durnacher, David J. Greene, Dudley G. Layman, Albert A. List, Vera G. List, Royal B. Lord, A. Louis Oresman, A. H. Parker, Jr., Edward C. Haferty, Andrew Scala and Schwartz. Also, they approved amendments to the incentive stock option plan, a number of the options were granted six months ago.

At the directors’ meeting held in the afternoon, the following officers were re-elected: Albert A. List, chairman of the board and president, William A. Broadfoot, vice-chairman of the board, Sol A. Schwartz, executive vice-president, Dudley G. Layman, financial vice-president, William F. Whitman, secretary and general counsel, Fred E. Squire, treasurer, H. E. Newcomb, comptroller, Louis Joffe and Lloyd G. Wilson, assistant secretaries and Edward W. Avery and E. R. Chadwick, assistant treasurers.

At a meeting of the board of directors of RKO Theatres, Inc., held the same day Sol A. Schwartz was re-elected president and the following officers were also re-elected: Albert A. List, chairman of the board, Dudley G. Layman, financial vice-president, William W. Howard, vice-president, T. F. O’Connor, vice-president, William F. Whitman, secretary, Fred E. Squire, treasurer and H. E. Newcomb, comptroller.

M.P. DAILY picture

REPLIES COURTEOUS, and reassuring, came Friday morning from RKO’s Sol A. Schwartz, and Albert List, standing, and other List Industries officers, to inquiring stockholders. With them, A. Louis Oresman, A. H. Parker, Jr., and William F. Whitman.
Screens have doubled in width over the past eleven years. These larger screens impose stringent demands on projector carbons for increased light at minimum cost. This challenge has been met by "National" carbons.

**Here's How:**
- The New "Suprex" 7mm Carbon
- The New "Suprex" 8mm Carbon
- The New 10mm High Intensity Carbon
- The New 11mm High Intensity Carbon

**These Carbons Provide:**
- Up to 20% more light.
- Up to 25% slower burn.

This all adds up to a cost per unit of light that's the lowest obtainable anywhere.

**THE PICTURE IS LIGHT... GIVE IT ALL YOU CAN WITH "NATIONAL" CARBONS**

The terms "National", "Suprex" and "Union Carbide" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY • A Division of Union Carbide and Carbon Corporation • 30 East 42nd Street, New York 17, N. Y.

SALES OFFICES: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • IN CANADA: Union Carbide Canada Limited, Toronto
'Wild Bill’ to Screen Gems

Screen Gems, Inc., television subsidiary of Columbia Pictures, has purchased the assets of William F. Brolly Productions, Inc., which include 100 films produced to date for the "Wild Bill Hickok" series.

The studio will continue to produce the show in full color for the Kellogg Co. through the Leo Burnett Agency. Guy Madison and Andy Devine will continue as co-stars of the series.

New Atlantic Package

The Atlantic Television Corporation expects to have 13 additional top film features to offer by the year's end. The package will be known as the Blockbuster Package.

To California in the lap of luxury

This is United's Red Carpet Service: softly spacious seats, soothing music before takeoff. Cocktails and superb meals with the compliments of United's own master chef. Club lounge, games, delicious snacks. Service that's thoughtful and swift. And you're there before you know it, in the magnificent DC-7, world's fastest airliner. (A final friendly Red Carpet plus: extra fast luggage delivery.)

Next time, pamper yourself with Red Carpet Service. It costs not a cent extra. For reservations, call United or an authorized travel agent.

NBC Stations to Carry Educational Programs

Some—and perhaps all—of the five regular weekly education programs prepared by the NBC Educational Television Project are being, or soon will be, carried by six NBC-owned stations on a delayed basis by kinescope recording. The programs were undertaken in cooperation with the Educational Television and Radio Center at Ann Arbor, Mich.

The six stations are WRCV-TV, Philadelphia; WRC-TV, Washington, D. C.; WNBQ, Hartford, Conn.; WBUF, Buffalo, N. Y.; KJCA, Los Angeles, and—as previously announced—WRC-TV, New York. The seventh station, WNBQ, Chicago, cannot carry the programs, since they are already being telecast by WTTW, Chicago's educational television station.

SPYROS P. SKOURAS, the redoubtable, energetic and showman-wise president of 20th Century-Fox Film Corporation, and responsible for that company's half ownership in the NTA Film Network, was chatting more or less informally during a breakfast session at the NARTB convention in Chicago last week. What he had to say made remarkably good sense (usually does), and acquired special significance in view of the background and present position of the speaker.

He declared it would be a "great disaster if motion pictures or television absorbed each other." That's what we've been saying for quite a spell now. Each one, we contend, has a well-defined and to an extent mutually exclusive place in the entertainment scheme of things. Mr. Skouras put it another way: "Both media offer great possibilities and service to the public and should be independent of each other."

The 20th Century-Fox president said that this company will make available to television its entire physical, financial and creative resources, provided there is a demand. The last phrase is significantly to be taken into account.

There can be little question of the demand. It stands simply to reason that television, network-wise, cannot and should not supply that inestimable TV maw with all the fuel it requires for sustenance, without the aid and assistance of that gigantic source of entertainment on film—the motion picture industry. It is inevitable that a way should be found, as it has, for television to utilize that product. The inexorable economic law of supply and demand must work its will in this instance as in all others.

But that, of itself, absolutely need not mean in any sense the demise of theatrical motion pictures, as such, or the film theatre, although there may be some changes in the theatrical motion picture theatre picture across the country. There is room and to spare for both forms of entertainment, and each will continue to do well in its appropriate place. Mr. Skouras cites a four to five-year lapse between theatrical release and TV showing as "perfect," and that seems reasonable and sensible, while he points out that motion pictures are not "old," that there is always a fresh audience for them, and that "at most, only about 15 per cent of the population see a film in theatrical release."

Automation in industry does not destroy labor, it makes more jobs for more people. Television need not destroy motion pictures, it can whet the appetite of more people to see more pictures—in the theatre as well as at home.

—Charles S. Aronson

N.Y. 1st-Runs Slated by Fox

20th Century-Fox has set New York first-run engagements for 12 CinemaScope productions through August. The Rosy leads with five to follow the current "Heaven Knows, Mr. Allen." They are "Boy on a Dolphin," "Desk Set," "I Died in the Sun," "An Affair to Remember" and "The Sun Also Rises." Beginning in May the Paramount will play "China Gate," "The Way to the Gold," and "Bermuda." The Victoria will pick up "The Wayward Bus" for May, and either it or the Astor will play "A Hatful of Rain" in July. Currently at the Palace is "The River's Edge."
THANK YOU T.V. FILM INDUSTRY

Class of Service
This is a 7Day Service which is intended for despatch in 7 days. A delay of one (1) day is allowed before despatch. Despatch is not guaranteed. If at all possible, you will be advised if any delay will occur.

S27CC 7S NL PD
WUX NEW YORK NY MAR 29 1957
SAUL JEFFEE MOVIELAB FILM LABS INC
DLR 10A MON 619 WEST 54 ST NYK
DELIGHTED TO INFORM YOU THAT BY VOTE OF THE NATION'S TOP TELEVISION PROGRAM AND COMMERCIALS PRODUCERS, MOVIELAB HAS BEEN NAMED FIRST AMONG ALL EASTERN LABORATORIES FOR QUALITY, SPEED AND ECONOMY IN PROCESSING TV COMMERCIALS. DETAILS IN THE BILLBOARD APRIL 6 ISSUE. CONGRATULATIONS AND BEST REGARDS.
SAM CHASE TV EDITOR THE BILLBOARD
350A MAR 31

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

for voting MOVIELAB
the quality leader of the East Coast laboratories.

FIRST - Quality Processing
FIRST - Fastest Service
FIRST - Most Economical Service

WATCH MOVIELAB
FOR COLOR IN 1957

Movielab Film Laboratories, Inc. • MOVIELAB BUILDING • 619 West 54th St., New York • JUdson 6-0360
with the industry's biggest talents...

ANTHONY QUINN

THE RIDE BACK

The Associates and Aldrich Company presents Anthony Quinn starring in "The Ride Back" • co-starring William Conrad with Lita Milan • Written by Anthony Ellis • Produced by William Conrad • Directed by Allen H. Miner
Producers Tour
Find 1st-Runs In Suburbs
Good Practice

Exhibitors Report Grosses Boosted by Such Bookings

By LESTER DINOFF
The opening of pictures on a first-run basis in suburban theatres located in populated areas instead of in downtown metropolitan houses is boosting grosses "on good, commercial product," according to independent producer Lindsay Parsons and associate producer John H. Burrows. The two men are now touring the country meeting exhibitors and gaining first-hand knowledge of field conditions.

Parsons and Burrows, who recently completed three films for Allied Artists release and have scheduled three more for production within the next few months, declared:

"The industry is getting itself into

Illinois Variety Sets
John Balaban Fund

From THE DAILY Press
CHICAGO, April 15—A John Balaban Memorial Fund has been established by the Variety Club of Illinois, with James Coston, head of Coston Enterprises, as chairman. Others on the committee are Jack Kirsch, (Continued on page 7)

NTA Files with SEC
To Offer Debentures

National Telefilm Associates, Inc., has filed a registration statement with the Securities and Exchange Commission covering a proposed offering of $7,500,000 of convertible subordinated debentures. (Continued on page 10)

Television Today
Page 10

See Mexico's Churubusco Studio Forced to Close Down by Deficits

MEXICO CITY, April 12 (By Air Mail)—The Churubusco Motion Picture Studio, newest and largest in Mexico, is facing the possibility of having to close, due to a progressively worsening financial deficit, according to an announcement by Emilio Azcarraga, chairman of the board. He is also the studio's principal stockholder and a leading local exhibitor.

Since the studio opened in 1946 and until the close of business last Dec. 31, it has lost $940,000, Azcarraga said. Competing studios that are not so well equipped are doing much better than Churubusco, he added. He cited "unfair competition" and "labor troubles" as the chief reasons for the studio's difficulties.

Meanwhile, the Motion Picture Producers and Distributors Assn., here issued a statement denouncing "alarmist" comments. (Continued on page 7)

100 Industry Leaders Join UJA Campaign

More than 100 motion picture and other amusement industry leaders have joined Leon Goldberg, vice-president of United Artists and chairman of the group's drive for the United Jewish Appeal, in the current campaign on behalf of the world-wide humanitarian organization. The efforts of the executives will reach a climax at the annual luncheon meeting of UJA's Motion Picture and Amusement Division on Thursday, May 23, at the Park Lane Hotel here.

Members of the UJA steering committee are Barney Balaban, Robert S. Benjamin, Harry Brandt, Simon H. Fabian, Abe Berkman, John Pick, Barrett White, Samuel Rosen, Adolph Schinell, (Continued on page 7)

British Tax Reduction Proves No Help
To Cinerama Theatre; Now Paying More!

By WILLIAM PAY

LONDON, April 12 (By Air Mail)—Already reputed to be the highest taxed theatre in the world, the Casino, London home of Cinerama, is in the unique position of having to pay more entertainment tax as a result of the Chancellor's £5,000,000 tax remission.

Fat Spellman, manager of the Casino, complains: "The tax reduction means that we actually are worse off by £15 ($12) a performance. While there is a reduction of a halfpenny (5d.) and onepenny (1d.) respectively on the 6s. 6d. (six-shillings and sixpence) and 8s. 6d. (eight shillings and sixpence) there is an increase of onepenny (1d.) on the 12s. 6d. (twelve-shillings and sixpence) and 15s. (fifteen shillings) seats."

Seat prices at the Casino are high by cinema standards. They range from 6s. 6d. (six shillings and sixpence) to 15s. (fifteen shillings), and the tax remission has been designed to give greatest relief on the cheaper seats. Cinerama opened at the Casino in September 1954. It was replaced by "Cinerama Holiday" a year ago.

Reserve Decision
Justice Not Against New AB-PT House

Exhibitors Claim Would Restrain Competition

By JAY REMER

The anti-trust division of the Department of Justice said yesterday that it is not opposed to American Broadcasting - Paramount Theatres' proposed acquisition of the Mercury Theatre in Chicago.

In a hearing before Judge Palubiak in Federal District Court in New York, Maurice Silverman, counsel representing the government, said Justice had given it careful consideration and had concluded that competition would not be unduly restrained. (Continued on page 10)

Eysell on N. Y. Fund
Corporations Committee

G. S. Eysell, president of Rockefeller Center, Inc., and chairman of the board of Radio City Music Hall, is a member of the corporations committee of the 1957 campaign of The Greater New York Fund, according to Percy J. Ethbott, campaign chairman. Eysell holds membership on the board of directors of many prominent clubs and associations, including The New York Convention and Visitors Bureau and The Fifth Avenue Association.

New M. P. Daily Column
Begins Today on Page 2

Tradewise, a new department of comment by Oonboker, begins today on Page 2. It will also appear several times weekly. Watch for it.
The jovial and well informed Gerald M. Loeb, amusement securities specialist of E. F. Hutton & Co., brokers, makes no secret of the favorable opinion he holds currently of 20th Century-Fox prospects. Loeb says the world of motion picture finance has required only a minor part of his time of late but he expects that to be changed almost at once. Brightening prospects on all sides, he says, make the film securities field well worth observing closely now. Judged by recent market behavior, there are others in the financial know who share his views of the outlook for 20th-Fox. It and Paramount, in case you haven’t noticed, have been active and strong for some time.

Loeb plans to make his annual Hollywood visit in mid-summer this year. He makes the trip by motor, passing often to note theatres in out of the way towns while crossing the continent, noting their current attractions, the condition of the theatres, indications of the state of business, and evidences of film promotion activity by the exhibitors, if any. In Hollywood, he gets around to most of the studios, to screenings of new product and into conversation with most of the key film makers. These are but a few of the reasons why he’s usually up on what’s going on in the industry and what the effect may be on amusement securities, his business.

DISTRIBUTION CIRCLES are wondering about the report that Universal earns only 15 per cent on the older (already sold) RKO Radio releases. The earlier impression was that the minimum distribution fee was 18 per cent or more. Actually the charge is higher for handling those films which were unsold as of the time the RKO sales force was disbanded. . . . The Chicago trade says David War- lerner is most likely to succeed the late John Balaban as head of Balaban & Katz, with an advancement for Nate Platt not unexpected, either. . . . Steve Broidy told Hollywood exhibitors last week that Allied Artists is “at the crossroads. It can either take the course taken by other companies (presumably, RKO Radio and Re- public), or consider whether its future is a good calculated risk from a stockholders’ standpoint. Exhibitor support in the immediate future can pretty well decide which it will be, Broidy said.

INDUSTRY GAGSTERS, aware of the flock of rumors of possible proxy contests always in circulation in this season of stockholders’ meetings, were quick to seize upon United Artists’ first public issue of securities to get a laugh. “Have you heard,” they’re asking before the stock is on the market, “about the threatened U.A. proxy fight? . . .”

GENIAL Jim Mulvey, just back from the Coast, after sitting in on last week’s hearing in San Francisco, called an industry reporter from Associated Studios, anti-trust complaint against Fox West Coast Theatres, be- lies a trial of the case this year is not improbable, despite the complexities of the litigation to date and the virtual certainty of an appeal to the U. S. Supreme Court on the issue of whether seven or 27 pictures may be included in the action.

THE MINISTRATIONS OF an experienced arbitrator were very nearly required in an aftermath to the top level conference last week on reviving the industry arbitration conferences. Seems Ernest Stel- lings of TOA was about to inscribe invitations to the regional exhibitor organizations to attend the initial conference on May 13 when Allied States’ Julius Gordon protested that it was not a party being given by the two national exhibitor organizations. Words were exchanged and eventually the agreement was reached not to issue “invitations” but to notify the regionals of the scheduled meet- ing, letting them know they were welcome to attend it and, if interested, to let MPAA’s Ralph Hietzel know. After all, the idea for last week’s meeting was Eric Johnston’s, not TOA’s, or Allied’s.

Wisc. Variety Will Open Epilepsy Clinic

MILWAUKEE, April 15.—Under the sponsorship of the Wisconsin Variety Club, Tent No. 14, a diagnostic center for epilepsy and related disorders will be opened at Mount Sinai Hospital here Wednesday.

The clinic will be the first non-governmental center of its kind in Wisconsin. Vari- ety will donate and has pledged $10,000 to equip, furnish and decorate the center, which will be on the second floor of the newly remodel- ed section of the hospital. The club will give a minimum of $25,000 a year to maintain it.

‘Face’ in Tri-City Bow

“”A Face in the Crowd,” Elia Ka- zan’s production of Budd Schulberg’s story for Warner Brothers, will have a tri-city “Your Favorite Charity” benefi- t world premiere on Tuesday, May 28, here, in Chicago and in Holly- wood, with the opening night proceeds going to organizations by individual ticket-holders.
Four years ago, Paramount gave the western new boxoffice stature with a picture called “Shane.” Since then, it has been the criterion for all westerns to aim for—though up to now, none has equalled its success.

Now Hal Wallis, whose talent for combining the unusual with sure-fire boxoffice handling, has made a western which takes a giant stride beyond “Shane.” He has given it great stars, lavish production and dramatic perception that put it in a class by itself.

It’s the story behind the strange events which made guns go off one deadly day at the O.K. Corral. It’s the picture that creates a new boxoffice yardstick against which all big westerns of the future will be measured.
TWO TOWERING
IN A HUG
PROD

It's the Biggest thing you could play for
DECORATION DAY
Holiday crowds see it
May 29th at New York's Capitol Theatre

VISTAVISION

BURT LANCASTER • KIRK DOUGLAS

Co starring
RHONDA FLEMING • JO VAN FLEET • JOHN IRELAND • TECHNICOLOR®
Trigger-taut drama of the strangest alliance—between the West’s most famous lawman and its deadliest gambling killer. A story enormous in scope, unusual in concept, is incomparably played by the greatest team who ever went into action to sell tickets at your boxoffice!
**FEATURE REVIEWS**

**Man Afraid**
*Universal-International*

Built on a simple thesis, sensitively directed by Harry Keller, and firmly acted by George Nader, Tim Hovey and Gloria Talbott, this adds up to a solid, if unspectacular melodrama.

The story thread, logical enough in the beginning, sags a bit under the strain of supporting its quota of suspense. Yet, as this term is maintained by excellent photography and, in the chase sequences, by Tim Hovey’s small boy acting. Nader is a minister who, in fighting off a prowler in his home, unintentionally kills him. Edward Franz as the father of the prowler, demented by the loss of his son, means the life of Nader’s son. Hovey, newly attempted a rape with Franz, his fear for his own son, and a dramatic chase lead with heightening suspense to the climax.

Except for the faltering story line, unhappy sudsy subplots, conflict with fear, heightened when he is unable to convince the police there is any real danger to his son, the production is cut and well paced. Phyllis Thaxter is excellent as the mother whose eyes are injured in the attack by the prowler. Production is by Gordon Kaye and the screenplay by Harry Mead from a story by Dan Ullman. Running time, 84 minutes. General classification, Release, in June.

J. D. IVENS

**The Big Caper**
*United Artists*

Aron, death by strangling, purposeless floggings, bombing of a school, a detailed study of the robbery of a bank vault, and tender romance are the diverse ingredients of this venture into crime which, in formula at least, closely resembles a recent French import devoted to safecracking.

Beverly Colannon and Mary Costa carry the romance and the grotesque character parts are well played by Robert Harris as a hideously solemn arsonist, and Corey Allen as a degenerate strong-arm man. Miss Costa, lately of television, shows great promise in spite of the limitations of her part. She and Calhoun are planted in a small town as a respectable married couple by James Gregory, leader of the gang planning a million dollar bank robbery. Proximity leads to romance and the desire to go straight, although Miss Costa is Gregory’s moll. But they are so deeply enmeshed in the plot that they dare not quit. At the last moment Calhoun tries to stop the plan, fails and after a vicious fight with Gregory, calls the cops.

The atmosphere of realism is spoiled by the overdrawn characters and the emphasis on unmotivated cruelty. Running time, 84 minutes. Class A. Color. Release, in June.

J. D. L.

**Shoot-Out at Medicine Bend**
*Warner Bros.*

Randolph Scott, as sturdy and venerable as the Western itself, is once more cleaning up a herd of villainy and scalddraggery in one of those picture-perfectly titled Western towns, this time Medicine Bend. There is no difficulty in guessing the outcome or even some of the plot manipulations in the middle. But there’s a pleasantly old-fashioned aura about the film, it’s nicely directed by Richard L. Bare, there’s a good deal of action and it’s acted as well.

Scott, an Army captain, and his two sidekicks return from the Indian wars looking for peaceful civilian days only to discover Scott’s brother killed by some attacking Sioux. Scott discovers his brother’s gun is loaded with faulty ammunition and learns the small community’s supplies are bought in Medicine Bend. They take over the town and have their clothes stolen on the way. Some Quakers provide them with clothes and the gang provides them with a good mask until they discover the trouble.

This isn’t difficult to locate as James Craig, the local big shot, seems to run everything in Medicine Bend. Some hard riding, shooting and fighting ensue before all the bloodshed and crime and Medicine Bend gets law and order. Angie Dickinson and Dan Crayne provide the meagre love interest, and James Garner and Gordon Jones are Scott’s helpmates. Richard Whorf produced and John Tucker Battle and D. D. Beauchamp wrote the screenplay.

Running time, 87 minutes. General classification. Release, in May.

JAY FRISER

**Hellcats of the Navy**
*Columbia*

Hollywood, April 15

Produced with full cooperation of the U.S. Navy, and about to be made the subject of an intensive exploitation campaign emphasizing its authenticity and its basic veracity, this Morningstar Production by Charles H. Schnee measures up snugly to the standard set by Admiral Chester A. Nimitz’ proud introduction footage. The picture is based on a book by Charles A. Lockwood, vice-admiral, USN, Ret., and Harry Christiansen, USAF, Ret., and it abounds in action sequences in and around and concerning a submarine, that purveys the impact of genuine combat footage. With Ronald Reagan, Arthur Franz and Nancy Davis as names for the marquee, the film figures to serve satisfactorily the audiences its title will attract.

The picture is by David Lang and Raymond Marcus, ably directed by Nathan Juran, to do with the 1944 undertaking to invade the Sea of Japan by submarine to cut off Japan’s supply line from the mainland of Asia.

When submarine and project are abruptly threatened with disaster, Reagan orders the sub to descend at once, leaving one of his officers behind. Franz attributes a revenge motive to Reagan, who tries to convince him it was necessary to save the sub and the 64 other men aboard it at any cost.

This differentiation of opinion is the core of the conflict that stands between the two men until, in the climax, when Reagan orders Franz to take the ship down without waiting for him, the necessity of maintaining steadfast duty dawns upon him and the men are reconciled. Miss Davis is charming in the single feminine role, running time, 84 minutes. General classification. Release, in April.

WILLIAM R. WILSON

**PEOPLE**

Barney Balaban, president of Paramount Pictures, Syros P. Skouras, president of 20th Century-Fox, Eric Johnston, president of Motion Picture Association of America, and Taylor M. Mills, director of the association’s public relations department, are the recipients of special awards from the American Heritage Foundation for "outstanding performance in the 1956 non-partisan Register, Inform yourself and Vote Campaign.

Alice Godham, advertising and publicity director of United Detroit Theatres since 1939, has been voted "Advertising Woman of the Year" by the Women’s Advertising Club of Detroit.

James J. Larkin, theatrical representative for B.O.A.C., has been declared one of the three winners in that airline’s sales incentive contest. Prize is an extra week vacation and trip for two to any point served by the company.

Ivan Foxwell, British producer, will come here later this month in connection with his new international production, "The Stolen." 

Fred Galvan, assistant to Lawrence Lipskin, head of public relations for Columbia International, has resigned. Now on a brief vacation, he will announce new plans upon his return.

C. Elmer Nolte, Jr., executive with Durkee Enterprisers, Maryland circuit, and former president of Allied Theatre Owners of Maryland, will be honored with a testimonial dinner given him by A.T.O.M. at the Baltimore Variety Club.

Henry Kogel, staff engineer of the Society of Motion Picture and Television Engineers, has resigned to accept a position with Century Lighting Co. of New York.
Find 1st Runs

(Continued from page 1)
a healthy condition. There are still markets for good product even though there have been statements about 'product shortages.' There is product available, but many exhibitors in first-run situations have had them pinched by the long-running 'roadshow.' Product these situations haven't kept pace with the shifts in productions from downtown, metropolitan areas to 'suburbs.'

Many Shifts Seen Profitable

'Theaters which have shifted, and films which have by-passed downtown situations by going into these houses have enjoyed good grosses,' they said.

'The independent producer can afford to have slow-moving films,' Parsons stated.

Burrows said that the swing around the country was to find out why some of his product wasn't moving, and has been a monthly meeting already held in Dallas, New Orleans, and Atlanta, bookings on several films 'have picked up considerably,' he added.

Parsons said he has found that 'exhibitors are getting more and getting back to selling the merchandise they have.' He also cited the trend in teenagers becoming the major motion picture theater goers and the exhibitor request for more 'new faces.'

Will Visit Extensively

Both Parsons and Burrows said they hope to visit with exhibitors in every exchange area this year with the visits spaced between their production chores. They left here yesterday for Chicago and Detroit enroute to Hollywood.

Illinois Variety

(Continued from page 1)

President of Allied Theatres of Illinois; Jack Rose, Manta & Rose; Manny Smerling, Confection Cabinet Co., and William Batliz, who was in charge of advertising and publicity, Berbalan & Katz until his recent retirement.

Representatives of the fund will confer with Mrs. Berbalan, the widow, to determine what form the memorial will take.

DAR Cites 2 Films

WASHINGTON, April 15—Cecil B. DeMille's "Ten Commandments" has been chosen as a Daughter of the American Revolution as the best patriotic film of last year. Warner's "Goodbye My Lady," has been named the best children's film. Presentation of the awards will be made Thursday during the D.A.R. convention proceedings here.

Open Schulberg Office

Schulberg Productions, headed by Bold and Stuart Schulberg, have moved their offices at 513 Madison Avenue here. The newly formed production company has signed a two picture deal with Warner Bros.

100 Aiding Campaign of UJA

(Continued from page 1)


Top Executives Volunteer


Solomon Strausberg is chairman of the independent exhibitors committee.

Book 41 Showings for 20th-Fox 'Big Show'

"The Big Show," 20th-Century Fox's 90-minute Cinemascope product feature outlining the company's program of 55 productions during the next 12 months, has been scheduled for a series of 41 showings in the U.S. and Canada starting May 8, according to Spyros P. Skouras, 30th president.

The product feature will be shown to stockholders, representatives of the press, radio and TV and community opinion-makers.

With all showings beginning at 9:15 A.M., the schedule includes: May 8, 20th-Fox's "The Stork Market" at Philadelphia, Chicago, San Francisco; May 9, New York, New Haven, Cincinnati, Washington, Portland, 10, Albany, Cleveland, Memphis, Seattle; 13, Toronto, Buffalo, Detroit, Atlanta, Salt Lake; 14, Pittsburgh, Milwaukee, Jacksonville, Denver; 15, Winnipeg, Indianapolis, Minneapolis, Charlotte, Omaha; 16, St. Louis, Des Moines, New Orleans; 17, Calgary, Kansas City, Houston; 20, Dallas; 21, Vancouver, Oklahoma City; 23, Montreal; 24, St. John.

Curtis Writes Article

Edward P. Curtis, director of the Eastman Kodak Company in charge of motion-picture film business and supervisor of general operations in Europe, Latin America and the Far East, has an article called 'What to Do About Overcrowded Skies' in the April issue of "Science & Wonder World Magazine". Curtis is special advisor to President Eisenhower on air traffic control.

MEXICO CITY

The 20th-Century-Fox release was a great success, according to a Variety article.

Mrs. Wagner Chairman

Mrs. Robert F. Wagner, Jr., wife of the Mayor of New York City, has been named by the Fourteenth Annual award for Babies, Inc., as honorary chairman of the benefit committee for the world premiere of Warner Bros. "The Prince and the Showgirl" in June at Radio City Music Hall here. The Milk Fund, of which Mrs. William Randolph Hearst is founder and president, has reserved the entire first mezzanine for the 9 P.M. performance on opening night.

Flaherty Award Wel.

The winner of the 1956 Robert J. Flaherty Award sponsored by the City College Institute of Film Technology for effective achievement in documentary film-making will be announced tomorrow night at a screening of prize-winning films in the auditorium of the Fashion Institute of Technology. The presentation will be made by Arthur L. Mayer, president of the Independent Motion Picture Distributors Association of America.

Yawkey Given Heart Award

Special to THE DAILY

BOSTON, April 15—The annual Great Heart Award of the Red Sox Club of New England was presented to Thomas A. Yawkey, president of the Boston Red Sox, at the Hotel Statler, attended by nearly 1,000 persons.

Ted Williams was toastmaster and introduced the speakers, including Michael Redstone, chief Barker, Arthur Lockwood, president of the Children's Cancer Research Foundation; Rev. Francis Lilly, president of Variety, International, Mayor John B. Hynes of Boston, Louis Perini of the Milwaukee Braves, Danny Kaye and Dr. Sidney Farber, scientific director of the Children's Cancer Research Foundation and the Jimmy Fund who presented the award to Yawkey.

In accepting, Yawkey said 'I am greatly honored to receive this prize. I have done nothing exceptional but I have always felt it is each individual's responsibility to do his best for others.'

Bolstad Wins Variety Award in Toronto

TORONTO, April 15—Reuben E. Bolstad, vice-president and treasurer of Famous Players Canadian Corp., is Heart Award winner for 1956 of the Variety Club of Toronto. In making the presentation, James B. Nairn, chairman of the seven-man committee, said Bolstad had 'willingly taken on every job he was ever asked to do . . . and even created many other assignments for himself.'

Bolstad is one of the original members of the award—28. Some of the things cited by Nairn that Bolstad has done included the selling of tickets for Variety Club shows, selling of space in programs, found jobs for graduates of Variety-Clay and, as above, given advice freely.

DuArt Film Directors, Officers Are Re-Elected

Directors and officers of the DuArt Film Laboratories, Inc. were re-elected at the company's recent annual meeting here, at which a dividend of 5 cents per share on the firm's common stock was declared.

Directors re-elected were Al Young, J. Anny Jeffries, Milton N. Mounau, Irwin Young, Jack Fellers, Lawrence A. Meyers, Robert M. Young.

Also re-elected were these officers: Al Young, president, Irwin Young, executive vice-president Paul Kardyn, vice-president, Louis Feldman, vice-president of sales, Jack Fellers, treasurer.

Tudor Acquires Films

Tudor Pictures has acquired "Juliet, Where Art Thou?", "Lust of a Dead Man" and "Doll Merchant" for distribution, it has been announced by president Moe Kerman.
THE GIRL IN THE
AN EXPLOITATION

A TERRIFICALLY TIMED DELUGE
OF PUBLICITY IN MORE THAN
900 NEWSPAPERS
FROM COAST TO COAST... REPRESENTING

COVERAGE BY EVERY MAJOR WIRE SERVICE
AND NEWS SYNDICATE IN THE NATION!

IT'S A RED-HOT PROMOTION POWERHOUSE
IS STALIN ALIVE?

DOS THIS FACE HIDE THE WORLD'S GREATEST CONSPIRACY?

Stalin's weird fetishism bored— as thrill-rituals, held behind Kremlin walls— are shockingly revealed!

GIRL IN THE KREMLIN

LEX BARKER • ZSA ZSA GABOR • JEFFREY STONE

Screenplay by GENE L. COON and ROBERT HILL • Produced by ALBERT ZUGSMITH • A UNIVERSAL INTERNATIONAL PICTURE

READY TO MAKE BOX OFFICES BOOM EVERYWHERE!
AB-PT House

(Continued from page 1)

if AB-PT acquired the Mercury, Judge Palmieri reserved decision on the application.

Cyprus Vance, of Simpson, Thacher and Bartlett, counsel for AB-PT, also said there would be no restraint of competition in that area. According to the divestiture decree, AB-PT is allowed four houses in that area and they now have one. The proposal to acquire the Mercury is the first AB-PT has made since it completed its divestiture program.

Speaking for the exhibitor opposition was Monroe Stein, representing three independent theatres from that vicinity, the Montclair, Rocke and Rose, all separately owned. He contended AB-PT's acquisition of the Mercury would cause competition to be restricted. He told the court that first-runs are the key theatres and are the ones which are going to survive and that Balaban & Katz, subsidiary of AB-PT and operators of the theatre if the acquisition were approved, is attempting to squeeze out other first-runs in that district.

He also alleged that independent first-runs in the Loop are told when they can get the pictures they want. Also representing the opposition was Seymour Simon, counsel for the Harding theatre, owned by George Phillips in the same area. He said Balaban & Katz's acquisition would only serve to make it more powerful.

Murphy Heads Slate Of New MPIC Officers

From THE DAILY Bureau

HOLLYWOOD, April 13—George Murphy will head the new slate of officers as president of the Motion Picture Industry Council at installation ceremonies in the Beverly Hilton Hotel, April 18.

Other officers include Leon Ames, vice-president; Jesse L. Lasky, Jr., secretary, and Merrill Pyo, treasurer. Lou Greenspan continues to guide MPIC activities as executive secretary.

Critics Will Be Actors In P-S's 'Teachers Pet'

From THE DAILY Bureau

HOLLYWOOD April 15—Fifty of the nation's motion picture editors and critics, drawn from replies to over 200 invitations, to appear in Perlsberg Seaton's forthcoming production, "Teacher's Pet," will be flown to Hollywood for appearance as newsmen in the film. The scribes will receive standard Actors Guild wages, plus all expenses for the week, starting May 2.

Clark Gable, Doris Day and Mamie Van Doren, stars of the film, assisted in the drawing at the Paramount studio luncheon.

Television Today

NTA at SEC

(Continued from page 1)

debentures, due May 1, 1957. The interest rate, offering price and conversion features are to be announced at a later date.

Teche & Company will head the underwriting group. NTA has previously financed through short term loans and the new debentures will represent its first issue of long term debt.

According to the registration statement, the net proceeds are expected to be utilized substantially as follows: $2,540,000 to pay the final installment due on a group of Debentures issued to Century-Fox and approximately $3,500,000 to retire certain existing indebtedness and to purchase participations in film exhibition receipts. The balance of the proceeds will be added to general funds to provide additional working capital for the company's expanding volume of business.

In connection with the planned debenture offering, a special meeting of stockholders was held on April 4 at which stockholders approved an increase in the authorized common stock from 1,000,000 shares to 2,000,000 shares and the conferring of conversion rights on any debentures or notes that may be issued up to $5,000,000.

Godfrey Drops Show

Arthur Godfrey has notified the sponsors of "The Arthur Godfrey Show" that this hour-long variety program, seen each Wednesday night on the CBS Television Network since January 1, 1948, will be discontinued after the broadcast of June 26, 1957.

A.A. Acquires 3 Films

HOLLYWOOD, April 15—Walter Mirisch, Allied Artists executive producer, has announced completion of negotiations with D. Jersey Grett, executive producer for C. B. Pictures, for release of three films by that company. The initial film, "No Place to Die," starring Sterling Hayden, starts April 24, at the AA studio, with Carl Hittleman producing and Sidney Franklin, Jr., making his debut as a director.

Luettke Service Today

Funeral services will be held today at the Kennedy Funeral Home, Woodside, Long Island, at 1:30 P.M. for Ray E. Luettke, motion picture technical advisor for the U. S. Information Agency. He died in Washington late last week.

British Film at Guild

British Information Services' "Impression of London" has opened at the Guild Theatre here as a companion short to "The Young Stranger."
"Spirit" Dazzles in Hollywood Bow!

THE Spirit of St. Louis bowed before a distinguished celebrity audience at the Egyptian Theatre in a dazzling premiere performance which established new high standards in Hollywood showmanship. A glittering assemblage of screen stars and industry leaders were guests at the affair, designated as a special premiere for the motion picture industry. More than 400 million people around the world saw and heard the festivities through the greatest lineup of television and radio facilities ever arranged for such an occasion. "The Spirit of St. Louis," a Leland Hayward-Billy Wilder production in CinemaScope-WarnerColor for Warner Bros., which will be nationally released this weekend, stars James Stewart in the role of Charles A. Lindbergh. His performance has been heralded as the finest in his notable career.

Gary Cooper, James Stewart, the picture's star, and WB president Jack L. Warner in the lobby of the Egyptian.


Electrical illumination of the Egyptian Theatre setting was the most spectacular ever arranged for a premiere.


Ann Blyth, who stars in the title role of WB's forthcoming "The Helen Morgan Story," waves to her fans.

Monica Lewis, soon to be seen in Jack Webb's "D.I." for WB, arriving with her husband, Jennings Lang.
$7.50 is all it costs to ship 100 lbs. of film from New York to Chicago... only $18.40 from Los Angeles to New York.

Greatest coverage of key cities enables American to serve film distributors better than any other airline!

To be sure of fast forwarding and dependable on-time deliveries, specify American Airlines Airfreight. Because only American offers direct, one-carrier service to 17 of the top 20 retail markets, 13 of the first 15 wholesale markets, and 18 of the leading 20 manufacturing centers.

American Airlines Airfreight
-flies more freight than any other airline in the world
Tell Montague
ITOA to Join
In Talks on
Arbitration

Other Regional Groups
Consider Participation

By LESTER DINOFF
Independent Theatre Owners Association has notified A. Montague, chairman of the distribution steering
committee on arbitration, that the re-

gional exhibitor organization will par-
ticipate in the May 13 discussions on the
formation of an industry arbitra-
tion and conciliation system, accord-
ing to ITOA president Harry Brandt.
Brandt said that the ITOA representa-
tives at the arbitration discussions will
be Max A. Cohen and himself.
ITOA is the sole exhibitor group
still on record as being in approval
of the last arbitration draft.
The Metropolitan Motion Picture
Theatre Association will hold a board
of directors meeting on May 1 to disc-
uss the ITOA proposal.

Zoellner Named MGM
Atlanta Branch Head

The appointment of William B.
Zoellner as MGM branch manager at
Atlanta was announced yesterday by
Charles M. Reagon, vice-president
and general sales manager of Loew's,
Inc. Zoellner, head of short subject
sales for MGM since 1946, succeeds
R. Russell Grau, who has been trans ferred to Cincinnati as branch manager.

Edwin M. Booth, formerly branch
(Continued on page 2)

U.S. Theatre Attendance Down
For Quarter But Income Is Level

By PETER BURNUP

LONDON, April 16—Statistics relating to the fourth quarter of 1956 for the British film industry, revealing a
12 per cent less than in the correspond-
ing quarter of 1955.
Total admissions for the whole of
the year 1956 were 1,101,114, which
is 81 million or 7 per cent less than
in 1955.
A contributory factor, the “Jour-
nal” continues, was the net closure
(Continued on page 2)
**PERSONAL MENTION**

SYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from Hollywood.

ROBERT S. TAPLINGER, Warner Brothers vice-president, returned to New York yesterday from the Coast.

M. J. FRANKOWICH, vice-president of Columbia International, will leave here today for London via B.O.A.C.

JOHN C. FLINN, Allied Artists advertising-publicity director, will return to New York today from Detroit.

HARRY BRANDT, president of Independent Theatres Ass'n, will leave here today for Europe.

IRVING H. LUDWIG, Buena Vista domestic sales manager, has returned to New York following a four-week trip to company branch offices.

MICHAEL T. PARKER and ELIZABETH TAYLOR, his wife, left New York for Europe today aboard the "Queen Elizabeth."

ILYA LOPERT, Mrs. Lopert and their daughter, Tana, will leave New York for Europe tomorrow aboard the "United States."

DR. A. W. TRUEMAN, head of Canada's National Film Board, has been named permanent director of the Canada Council.

JAMES D. BAHMAL, salesman with the Baltimore branch of National Theatre Supply Co., has resigned.

**DAR Cites Progress Of Film Producers**

WASHINGTON, April 16—The Daughters of the American Revolution today congratulated film producers for progress in eliminating "unsalable material" for their films.

The Society's annual convention approved a resolution to "compliment and express admiration for those producers of films, radio and TV programs, and publishers of so-called comic books who have shown marked progress in eliminating undesirable material and stressing moral values and good citizenship standards."

---

**U.K. Theatres**

*(Continued from page 1)*

during 1956 of 185 theatres (representing about 3 per cent of the total seating capacity available at the beginning of the year) although there was also a drop in the average number of admissions per cinema compared with a year earlier, a drop which was accentuated in the fourth quarter.

Increased seat prices introduced during June 1956 maintained gross receipts at £24,127,000, a level only 4 per cent less than in the corresponding quarter of 1955.

The statistics were compiled from 4,325 theatres with a seating capacity of 4,021,000.

The number of admissions in the fourth quarter was 17 per cent less than the gross takings for the preceding quarter and gross takings were 16 per cent less, which is rather more than the normal seasonal decrease.

Larger Houses More Fortunate

There was no wide variation in the fall in admissions by size of cinema. Compared with the last quarter of 1955, the fall averaged 12 per cent except in the size group seating 1,251 to 1,500 where it was only 5 per cent. This size group, the "Journal" points out, has for the past year been less affected than others by the general trend.

The net number of cinemas closed rose, it is stated, from 33 in 1955 to 185 in 1956, or about one in 25 of the total number of cinemas.

The rate of closure was greater for theatres seating fewer than 500 people, of which about one in every 18 closed during the year.

**Zoeller Named**

*(Continued from page 1)*

manager in the latter city, has been given sales assignment at Indianapolis.

The changes will be effective Monday, April 29.

Zoeller, who joined the Goldwyn Co. in 1920 as a salesman at Washing-ton, and subsequently joined as branch manager at Oklahoma City and Atlanta, came to the home office in 1946 to head short subject sales. In the recent realignment of MGM's executive sales set-up, the post was abolished and Zoeller is returning to the Southern city where he was branch manager for more than three years.

Gaus has been associated with MGM since 1935, first as a salesman at Oklahoma. Following service as a captain, U.S. Army Air Force during World War II, he was a salesman at Los Angeles. He was promoted to branch manager at Oklahoma in 1951 and on the same position at Atlanta in 1951. His pre-

deecessor at Cincinnati, Booth, joined MGM as a salesman at Cleveland early in 1926. He was promoted to branch manager in 1937, and served continuously in that post since that date. He now goes to Indianapolis on a sales assignment in the territory of Manager Foster B. Cnaker is branch manager.

---

**See Archway Distributing Chaplin Film in Britain**

*From THE DAILY Bureaus*

LONDON, April 16 — Although no official confirmation is available, it is authoritatively understood that the Charles Chaplin film, "A King in New York," will be handled here by the relatively minor company, Archway Film Distributors, which hitherto has been primarily concerned with foreign language pictures.

It had been generally assumed in the trade here that the film would go through United Artists as earlier Chaplin pictures did.

---

**Grainger and RKO End Production Agreement**

*From THE DAILY Bureaus*

HOLLYWOOD, April 16 — RKO Radio and Edmund Grainger Productions terminated their production-distribution agreement by mutual consent, in a joint announcement by William Dozier, RKO vice-president in charge of production, and Edmund Grainger today.

Two films affected under the agreement, "Galveston" and "Ten Days in August," both RKO properties, will be assigned other producers, Dozier said.

Grainger originally joined RKO as executive producer of production in 1939 under an agreement made with Howard Hughes, and subsequently set up his own independent unit.

Grainger will leave next week for New York to set up future production plans.

**Brodly to England**

Steve Brodly, president of Allied Artists, left last night for England to hold distribution conferences with executives of Associated British Pictures Corp., and its associate organization, Associated British Pathé, which distributes Allied Artists' products in Great Britain.

**Set AA Segall Drive**

Allied Artists has announced that May 15 through June 15 has been titled the "Etta V. Segall Date Drive Month" in honor of the head booker at the company's New York exchange, who is celebrating her 15th anniversary with the company.

---

**Connecticut Theatre Sold**

Phil Simon has acquired interest held by Robert Cloth and Louis Re- gow in the 750-car-capacity Pk Theatre. In taking over majority control, Simon changed the corporate name from the Turnpike Theatre Corp. to the Pk Theatre Corp. He is listed as president and treasurer, with Paul W. Amadeo, general manager for the past eight years, continuing in the post.

---

**Two Named by L. & G**

Lockwood & Gordon has named Robert Duffy, former manager of the Pix Drive-In, Bridgeport, Conn., a similar post at the East Winds (Conn.) Drive-In. Howard Denning, the theatre manager of L. & G's East Hartford Family Drive-In, Sout Windsor, Conn.

---

**Start Norwich Construction**

Construction has started, and a large opening is planned, for a 70-car drive-in theatre in the Taft's St. section of Norwich, Conn. Owner is Edmond C. Seroszenski, Dudley, Mass.

---

**Michigan Unit Resuming**

Friday marks the opening date for the Silver Drive-In, Linden, Mich., opened last summer in Lansing, Mich., with the Theatre Service of Detroit is buys and booking.

---

**Ballston Spa Drive-In Ready**

A new 1,000-car drive-in will be opened on May 15 by Joseph Warr in Ballston Spa, N. Y. Warr, who operates another drive-in at Pittsfield, now lives in Ballston.

---

**Building in Woodbury, N. J.**

M. R. Zio, of North Wilber-Bar, Mass., is building a 750-car drive-in at Woodbury, N. J.

---

**Motion Picture Daily**

Wednesday, April 17, 1951

**of Drive-ins**

**Connecticut Theatre Sold**

Phil Simon has acquired interest held by Robert Cloth and Louis Regow in the 750-car-capacity Pk Theatre. In taking over majority control, Simon changed the corporate name from the Turnpike Theatre Corp. to the Pk Theatre Corp. He is listed as president and treasurer, with Paul W. Amadeo, general manager for the past eight years, continuing in the post.

---

**Two Named by L. & G**

Lockwood & Gordon has named Robert Duffy, former manager of the Pix Drive-In, Bridgeport, Conn., a similar post at the East Winds (Conn.) Drive-In. Howard Denning, the theatre manager of L. & G's East Hartford Family Drive-In, Sout Windsor, Conn.

---

**Start Norwich Construction**

Construction has started, and a large opening is planned, for a 70-car drive-in theatre in the Taft's St. section of Norwich, Conn. Owner is Edmond C. Seroszenski, Dudley, Mass.

---

**Michigan Unit Resuming**

Friday marks the opening date for the Silver Drive-In, Linden, Mich., opened last summer in Lansing, Mich., with the Theatre Service of Detroit is buys and booking.

---

**Ballston Spa Drive-In Ready**

A new 1,000-car drive-in will be opened on May 15 by Joseph Warr in Ballston Spa, N. Y. Warr, who operates another drive-in at Pittsfield, now lives in Ballston.

---

**Building in Woodbury, N. J.**

M. R. Zio, of North Wilber-Bar, Mass., is building a 750-car drive-in at Woodbury, N. J.

---

**Showplace of the East**

**FOR YOUR SCREENINGS**

- Three Channel interlock projection
- 16, 17½ & 35 mm tape interlock
- 16 mm interlock projection

**MOVILAB**

619 W. 54th St., New York 1, N. Y.

**Judson 6-0367**
SEVEN INDONESIAN STUDIOS CLOSE;
CLAIM U. S. FILMS ARE FAVORED

Tokyo, April 12 (By Air Mail)—Seven Indonesian film producers have filed suit against government action which they claim allowed film importers—mostly of American films—more leeway while promulgating measures they claim are unfavorable to local film-makers.

Indonesian National Film Enterprises (Perfil) and Indonesian Artists Studio (Persarl), Indonesia’s Big Two, were among the seven who protested against the high import duties on equipment imported by the studios.

The studios also claim they want protection from foreign film imports, especially from America, as these films so surpass theirs in the interest of the public that they deem them “unfair competition.”

VIRGINIA THEATRE GROUP
LISTS MEETING PLANS

Richmond, April 16—The Virginia Motion Picture Theatre Association has reserved all the rooms in the Chamberlain Hotel in Old Dominion, Va., for its meeting to be held there June 10-13. Because of the many attractions in that section of the state, the first day of the convention will have no planned meeting and has been set aside for sightseeing.

Directors to Meet

Among the official events scheduled are a board of directors meeting, business meetings, a publicity and promotion session and the election of officers and board members. There will also be a number of social events.

Arthur Kalman Dies;
Headed AAP Division

Arthur A. Kalman, 46, Eastern division sales manager for Associated Artists Productions, died of a heart attack at his home in Malverne, L.I., yesterday. Funeral services will be held tomorrow at 1 P.M. at Schwartz’s Funeral Home, to Forest Hills, N.Y. Survivors include his wife, Ann; three children, and a brother.

TO RAZE ALBANY HOUSE

Albany, April 16—The Fabian-owned Grand Theatre, dark since January, 1956, will be torn down and the space it occupies will be converted into a 75-car parking lot here, if city officials give the expected approval.

The Fabian management believes a parking lot on the site would be a convenience to patrons of its Palace Theatre, located virtually across the street from the shuttered house.

ARMSTRONG BUYS 3 MORE

BOWLING GREEN, O., April 16—Jack Armstrong, northern Ohio theatre circuit owner, has confirmed to the exchange his purchase of the Strand and Valentine theatres in Defiance, and also of the Defiance Drive-In from Mallers Brothers, Fort Wayne, Ind. This brings his circuit to a total of 12 indoor and 4 outdoor theatres.

Cleveland Bank Robbery Is Scoop for Movietone News

Twentieth Century-Fox Movietone News has a news scoop in its current issue by obtaining exclusive rights to film depicting an actual holdup this week at a Cleveland bank.

The film of the robbery, which was taken by a hidden movie camera, shows a masked man and woman walking into the St. Clair Savings and Loan Co. and scooping up more than $2,000 from the cash drawers. With the aid of this film, Cleveland police rounded up the alleged robbers within 36 hours. Movietone promptly secured Cleveland authorities permission to include the film in the newsreel.

CINEMA NEWS ROUNDUP

Report ‘Hellcats’ Doing Well

Columbia’s “Hellcats of the Navy” achieved four-day grosses of $8,500 and $3,100, respectively, in the premiere theatres, the Spreckels, San Diego, and the Garde, New London. Another four-day gross reported was more than $1,600 at the Vendome, Nashville.

Atlas Plans Japan Films

William F. Parker of Atlas International Films has announced plans for three feature films to be made in Japan for U.S. consumption. The first is “Manjiro,” the second, “Imperial Hotel,” and a third about film making in Japan.

Astaire, Circuit in Deal

Charles L. Casanave, president of the Fred Astaire Dance Studios, has announced completion of negotiations with Henry G. Pitt, president of Paramount-Gulf Theatres, Inc., whereby the theatre circuit organization will open its first Astaire-franchised dance studio. The pact marks the second Astaire deal with a major theatre circuit organization, the first being with Interstate Theatres of Texas, whose Fred Astaire Almeda Dance Studio is in operation now in Houston.

JAPAN GROUP IN 2 DRIVES

Japan Exhibitors Association has formed a committee for abolition of admission tax and has protested against two private railway companies for new theatres in Tokyo where “theatre patronage is already spread out too thin over the present number of theatres.”

COLUMBIA’S “HELLCATS” REPORTED

Columbia’s "Hellcats of the Navy," achieved four-day grosses of $8,500 and $3,100 respectively, in premiere theatres, the Spreckels, San Diego, and the Garde, New London. Another four-day gross reported was more than $1,600 at the Vendome, Nashville.

ATLAS PLANS JAPAN FILMS

William F. Parker of Atlas International Films announced plans for three feature films to be made in Japan for U.S. consumption. The first is "Manjiro," the second, "Imperial Hotel," and a third about film making in Japan.

ASTAIRE, CIRCUIT IN DEAL

Charles L. Casanave, president of the Fred Astaire Dance Studios, announced completion of negotiations with Henry G. Pitt, president of Paramount-Gulf Theatres, Inc., whereby the theatre circuit organization will open its first Astaire-franchised dance studio. The pact marks the second Astaire deal with a major theatre circuit organization, the first being with Interstate Theatres of Texas, whose Fred Astaire Almeda Dance Studio is in operation now in Houston.

JAPAN GROUP IN 2 DRIVES

Japan Exhibitors Association has formed a committee for abolition of admission tax and has protested against two private railway companies for new theatres in Tokyo where "theatre patronage is already spread out too thin over the present number of theatres."

COLUMBIA’S “HELLCATS” REPORTED

Columbia’s "Hellcats of the Navy," achieved four-day grosses of $8,500 and $3,100 respectively, in premiere theatres, the Spreckels, San Diego, and the Garde, New London. Another four-day gross reported was more than $1,600 at the Vendome, Nashville.

ATLAS PLANS JAPAN FILMS

William F. Parker of Atlas International Films announced plans for three feature films to be made in Japan for U.S. consumption. The first is "Manjiro," the second, "Imperial Hotel," and a third about film making in Japan.

ASTAIRE, CIRCUIT IN DEAL

Charles L. Casanave, president of the Fred Astaire Dance Studios, announced completion of negotiations with Henry G. Pitt, president of Paramount-Gulf Theatres, Inc., whereby the theatre circuit organization will open its first Astaire-franchised dance studio. The pact marks the second Astaire deal with a major theatre circuit organization, the first being with Interstate Theatres of Texas, whose Fred Astaire Almeda Dance Studio is in operation now in Houston.

JAPAN GROUP IN 2 DRIVES

Japan Exhibitors Association has formed a committee for abolition of admission tax and has protested against two private railway companies for new theatres in Tokyo where "theatre patronage is already spread out too thin over the present number of theatres."
“REACH FOR ME!”
THE YOUTH AUDIENCE!

ANOTHER M-G-M SHOWMANSHIP FIRST!

DISC JOCKEY MOVIE PARTIES

ALL OVER AMERICA TO LAUNCH M-G-M’s SOCK COMEDY DRAMA!

“THIS COULD BE THE NIGHT”

HERE’S WHY WE’RE DOING IT!
The Preview in New York was sensational, a riot of laughs, drama, romance. Now we’re extending its fame nationwide in a new and novel way!
PLANS FOR BIG SHOW!

★ TOP DISC JOCKEYS IN 35 CITIES TO SPONSOR INVITATIONAL PREVIEWS!
We're going to reach America's mass audience (Exchange cities and others) by creating word-of-mouth and want-to-see through the penetration of the disc jockeys with their tremendous youth following.

★ PUBLIC INVITATIONS OFFERED ON THE AIR!
Hundreds in each city will have an opportunity to get invitations to these special showings of this wonderful entertainment.

★ EXHIBITORS! ASK YOUR M-G-M BRANCH FOR DETAILS!

M-G-M presents
JEAN PAUL ANTHONY
SIMMONS DOUGLAS FRANCIOSA
"THIS COULD BE THE NIGHT"

With
JULIE WILSON · NEILE ADAMS · JOAN BLONDPELL
J. CARROL NAISH · RAFAEL CAMPOS · ZASU PITTS
And RAY ANTHONY and His Orchestra
Screen Play by ISOBEL LENNART · From Short Stories by CORDELIA BAIRD GROSS
in CinemaScope
Directed by ROBERT WISE · Produced by JOE PASTERNAK

Jean Simmons
Pretty school teacher among the mobsters.
Silken-voiced Julie Wilson as Ivy the Torch singer
The new romantic sensation from Broadway Anthony Franciosa
The guy from "Solid Gold Cadillac"
The doll from "Guys and Dolls"
Ray When The Saints Come Marching In Anthony... and his hot band!
Jean Blondell as the ex-burlesque queen of the Prohibition era.
Rafael Campos of "Blackboard Jungle" fame as the bus boy.
Neile Adams, Broadway's dancing star, as "Patsy," the stripper.
**Television Today**

**Who's Where**

Morris Sher has been named business manager of Station WMGM, New York. He formerly was a member of the legal staff of Loew's Inc., where he served as liaison with Station WMGM and M-G-M Records. He joined Loew's Inc. in 1937.

Al Naroff has been appointed West Coast Manager for Trans-Lux Television Corp., and will be in charge of sales and operations in the eleven Western states under the supervision of Trans-Lux vice-president, Richard Carlton.

Lester S. Tobis has been appointed Western division manager for A.A.P.'s sales office in Los Angeles. He replaced Robert Kronenberg, who resigned from the company early this month.

Marc Daniels has been awarded a long-term contract, extending through 1958, as head of the Program Department of TNT Tele-Sessions, Inc.

Harold C. Lund, vice-president-Pittsburgh, for the Westhouse Broadcasting Company, Inc., has been appointed to the WBC board of directors.

**Screen Gems to Film 'Ivanhoe' in England**

In what is said to be the first time an American major television company will make a complete series in England, Screen Gems, Inc., is going into immediate production with 26 'Ivanhoe' programs there, according to Irving Strauss, head of production for Screen Gems.

Ralph Cohn, vice-president and general manager for the Columbia Pictures TV subsidiary, will leave for London shortly to arrange facilities for filming of the series.

Based on the classic Sir Walter Scott novel, the 'Ivanhoe' programs will be produced in Eastman color and filmed in London and the British countryside.

**TV Sets Total 464,697**

WASHINGTON, April 14—February output of television sets totaled 464,007, the Radio-Electronic-Television Manufacturers Association reported. This compared with 450,180 in January, 576,282 in February, 1956.

**New Western Series**

"Have Gun — Will Travel," a new dramatic western series starring Richard Boone, will make its debut this fall on Saturday evenings from 9:30 to 10:00 p.m. over CBS Television.

**To Discuss Videotape At SMPTE Convention**

The pros and cons of Videotape recording will be debated by the five men affiliated with Ampex Corp., who worked together on the controversial new development, during the flight of the Society of Motion Picture and Television Engineers to be held April 29-May 3 at the Shoreham Hotel, Washington, D.C. This session will take place the first evening at 7:30 P.M.

Charles P. Ginsberg will describe extensions of present Videotape Recording, including improved means for switching to and from the recorder, the possibility of "dead sync" between picture and sound, color recording, extension of bandwidth, improved dubbing techniques, and the reduction of noise through improvements in tape and the use of electronic devices.

Anderson, Miner to Be Heard

Charles Anderson will discuss signal translation through the demodulator. Robert A. Miner will discuss the economic implications of the new development and the possible effects on affiliated and independent stations.

Kurt R. Macelni will describe the technique for Videotape and Richards will describe mechanisms developed to insure acceptable Video waveform at the output of the Videotape recorder.

**AAP Prospects Good for Increased 'Cash Flow'**

Prospects for increasing the cash flow of Associated Artists Productions are good, according to vice-president Maxwell Goldfarb, who said that the net profits of the company in the first quarter of this year were about the same as the $1,000,000 or $2,50 per share earned for all 1956.

In an interview with the "Wall Street Journal" yesterday Goldfarb said that it is "reasonable" to multiply the figure by four to project profit for the full year.

Goldfarb said that AAP, which spent $25,300,000 in 1956 in purchasing the Warner Bros. film library and the Pop-eye cartoon library from Paramount Pictures, is not in a state of "cashless prosperity."

Cash flow has risen sharply to a current level of about $10,000,000 annually and has the rate of repayment of the $9,000,000 loan incurred with the purchase of the Warner library, he said.

**Foreign Market Considered**

Goldfarb said that AAP currently has about $24,000,000 in business under film contract for rental to film libraries in the United States and television stations. He said that other possible sources of income include sale of story rights, dubbing in sound of some silent films, and foreign market.

A special stockholders meeting of AAA will be held in Wilmington, Del., today to take action on a four-for-one stock split which reduces the voting power of 1,000,000 outstanding shares out of an authorized 4,000,000.

**Censor-Need**

(Continued from page 1)

Fairly we don’t need it. There is common morality backed by the police. It wouldn’t hurt, he said, to allow a few producers to make that fast dollar. They would know they wouldn’t be playing time.

He doesn’t particularly like, but wouldn’t object to labeling pictures, "exhibition," and so on, by law, be pointed out. He did tell exhibitors who booked "The Moon is Blue," and "The Man with the Golden Arm" they could use a "warning." An irony of the situation, he feels, is that in strict Chicago the police, who interfered with "The Miracle," didn’t interfere with his pictures. But the Code, he did not at present to point out.

Preminger felt that the Motion Picture Association doesn’t represent the industry so long as it has no independent producers.

**Calls Appeals Board 'That Club'**

Independents esthetically and economically now are important, he theorized, and the independents might try to do industry's censorship.

For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige. For majors to control the industry's self-censorship is unreasonable, he averred, and unless the independents try to do this work, the independent is not likely to try its prestige.

**ITOA to Join**

(Continued from page 1)

Discuss the May 13 meeting and whether or not it will be held. MMPTA had observers at the 1954 arbitration talks and at that time did not participate actively in the industry meeting. As its charter forbids entry into trade practice matters.

Southern California Theatre Owners Association is also considering participation in the May 13 meeting, and has not notified the distribution committee whether it will participate, it is understood.

**To Produce 'Candido'**

Continental Distributing, Inc., in its presentation of four television film rights to "Me Candido," Walt Anderson's stage comedy now playing at New York’s Mews Theatre, Frank Kassler, Continental president, has announced the production will begin in the late summer. Anderson is now working on the screenplay.
VERSATILE performer Donald O'Connor is certain to leave audiences of all ages laughing at his characterization of the famed frozen-faced vaudeville comedian Buster Keaton, whose career is the basis for this black-and-white VistaVision film. The picture is highlighted by O'Connor'srestaging of a dozen or more of Keaton's memorable comedy routines. In all of these highly humorous sequences, O'Connor, in keeping with the Keaton tradition, never cracks a smile.

This picture features a portion of the career of Keaton—his start in show business, entry into the silent film industry, and his decline with the advent of "talkies." O'Connor must be congratulated for his fine performance as Keaton in the comedy acts and in the other stages of the vaudevillian's life. He is ably assisted by Ann Blyth, who portrays the girl who married Keaton; television actor Larry Keating, the studio head; glamorous Rhonda Fleming; Richard Anderson, Peter Lorre, Dave Willock and Claire Carleton. Cecile B. DeMille is also seen in an early bit, as a cameraman in the film.

Co-producers Robert Smith and Sidney Sheldon wrote the original screenplay from a story idea by Smith, and Sheldon functioned also as the director.

The story begins in 1904 when the two Keatons are playing the vaudeville circuit and living in dingy hotel rooms, and featuring a knock-about act. Seventeen-year-old Buster makes his first attempt at getting into the silent films and though rehired initially, he finds that there is a place for his pantomime comedy. He soon rises to the top as a star, but with the entry of "talkies," his popularity in the industry declines and he takes to drink. Standing by him at all times is his wife, who leaves him following one of Buster's drunken bouts, but returns to the comedian when he decides to go back to vaudeville.

Running time, 91 minutes. General classification. Release, in May.

Lester Dinoff

USIA Budget

Administration must look to the Senate to repair the damage.

The House agreed to give the agency $105,000,000 for the year starting July 1, a reduction of $35,000,000 from the budget request and a cut of $8,000,000 below this year's appropriations.

The President had asked the appropriations committee on Friday and asked his legislative leaders this morning to try to get more money for the agency, but no one even attempted this in the House. Majority Leader Frank Mervell of Massachusetts said he knew such a move was doomed to fail. In fact, several amendments were offered—all defeated—to cut the agency still further.

The cut would fall particularly heavily on the film program, which is seeking an increase from this year's $7,004,320 to $9,416,000.

Senator Bridges of New Hampshire, ranking Republican on the Senate Appropriations Committee, said he thought the Senate might restore some of the House cut, but certainly not all of it.

Utah Anti-Trust

The Villa Theatre in a Salt Lake suburb, is seeking $450,000 in damages alleging monopoly in violation of anti-trust acts. One ruling by the judge was overturned on appeal. Two subsequent hearings met jury deadlocks.

Seek Holders

(Continued from page 1) 39 films in its backlog in various stages of release plus seven films which have never been presented before. He said that he hopes to have the group of seven released in six to eight week intervals. The entire group of films was produced in Italy, Germany, England and France.

He also added that IFE currently has available a group of 26 post-1948 features for leasing to television, of which 12 are included in the backlog of 39 films slated for theatrical release. Poe said that all of these 26 films have been dubbed into the English language.

Not Closing, He Says

"Trade reports of IFE's closing down are highly exaggerated, even though we haven't released a film for a number of months," Poe said. "Independent distribution is a costly process and we have been getting a lot of change for a change of format. We believe that by letting franchise holders distribute IFE product, we will be getting a better revenue from the U. S. market which has had deep penetration of Italian films," he said.

Poe said that he intends to convert IFE offices in New York, Chicago, and Los Angeles to supervisory basis. He indicated that by mid-May, the negotiations with "states rights" will be completed as Dr. Renzo Rufini, head of IFE in Rome, will arrive here to see the new operation.
**There's a LOT HOT at "THE HOT LOT!"**

**ANASTASIA**
*CinemaScope* Color by De Luxe

**HEAVEN KNOWS, MR. ALLISON**
*CinemaScope* Color by De Luxe

**CHINA GATE**
*CinemaScope* Globe Enterprises Production - Released by 20th Century-Fox

**THE WAY TO THE GOLD**
*CinemaScope* De Luxe

**DESK SET**
*CinemaScope* Color by De Luxe

**THE WAYWARD BUS**
*CinemaScope*

**ISLAND IN THE SUN**
*CinemaScope* Color by De Luxe
Darryl F. Zanuck Productions Inc. - Released by 20th Century-Fox

**BERNARDINE**
*CinemaScope* Color by De Luxe

**A HATFUL OF RAIN**
*CinemaScope* De Luxe

**AN AFFAIR TO REMEMBER**
*CinemaScope* Color by De Luxe
Jerry Wald Productions, Inc. - Released by 20th Century-Fox

---

**THE TRADE VIEWS**

- EVERY once in a while a studio gets hot; a production company begins to stand out; a company begins to leap in business.

The hottest studio we’ve ever seen since the days of Irving Thalberg at MGM is 20th-Fox currently. It’s the talk of the industry generally and the focal point of conversations here in Hollywood. This, of course, does not mean that the other major plants are not moving along in the manner designed for their production progress. But the hot lot is 20th.

When a studio gets hot it seems that everyone wants to get in on the activity. Authors begin to show a preference for having their creations photographed on the hot lot; agents seem to run to such a lot first with whatever they have to sell—not so much that they want to give it the preference, but they are just attracted by the heat. Producers, directors and players get the same attraction.

An indication of what’s going on out at 20th, now under the wing of Buddy Adler, the youngest (in years of service) of any major head, can be summed up with: 20 active producers, headed by Zanuck, Selznick, George Stevens, Jerry Wald and 14 other top creators now making product for the company. The studio has 26 directors under contract, working on 31 recently bought stories or plays and 38 other stories either finished and unreleased, in production, or screenplayed, cast and ready for shooting.

Of big importance in an effort to keep this lot hot is the signing of 30 "new faces" within the last year; several already have made their mark, such as Pat Boone, Jayne Mansfield, Don Murray, Dana Wynter, Joanne Woodward, and more and more. Of immediate importance is the rush of big star names to this lot: Ava Gardner, Rock Hudson, Cary Grant, John Wayne, Katie Hepburn, Alan Ladd, Sophia Loren, Clark Gable, Harry Belafonte, Tyrone Power, Eva Marie Saint, Bob Mitchum, Ingrid Bergman—just to mention a few "outside" names that are being joined with the more than 30 names of star value already under contract for long periods of production.

Just how does a studio get hot? It's a combination of a lot of things, principally brains and hard work in the top echelon, but this hooked up with a lot of production luck and, OF COURSE, a New York setup that's cooperative with decisions and WITH money.

---

from 20th...“THE HOTTEST STUDIO”!
EDITORIAL

Variety Tents' Story Is Worth Telling

By Sherwin Kane

A has been frequently pointed out in the industry's press and by other observers of the industry scene, one of the most remarkable activities carried on by members of our business is the humanitarian work of the Variety Tents at home and abroad.

How much good will and public esteem for the entire industry is inherent in the wonderful work being done by Variety for thousands of handicapped and underprivileged children is brought home when, at such times as the recent International Variety Clubs annual convention in New Orleans, one has the opportunity to witness the surprise and admiration of the local press and public when they learn for the first time of this dedicated humanitarian work constantly being carried on, without fanfare of any kind, by showmen whom few among the general public ever suspected previously were aware of staked children.

Nathan D. Golden, Variety International's Heart chairman, told this year's convention that since 1928, when the first Tent was begun, Variety clubs have expended nearly $39,000,000 in helping unfortunate youngsters.

Last year the Tents spent $3,000,000 on their Heart Projects and will raise and expend a comparable sum this year.

Such figures eloquently testify to the scope of the Heart Projects.

Many Variety barkers are reluctant to see too much publicity given to the Heart Projects. They believe, and understandably so, that good works are their own reward and those who help perform them do so without desire for public recognition.

But the Variety Heart Projects story can be told factually, in good taste, and the telling will reflect credit not only upon the barkers and the industry to which they belong but will, in the long run, benefit the projects themselves and those they are intended to help by bringing them to the attention of many in need of their good works who otherwise would not hear of them.

Plans Trade Study Abroad

O. N. (Bill) Sere, prominent West Coast theatre owner, will leave here today for a six-week tour of Europe to survey exhibitor operations and showmanship "with an eye towards bringing back some ideas which will bolster our business."

Sere, who is an official of the Southern California Theatre Owners Association, said here yesterday that he will visit friends in England, Italy, France, Holland and Denmark to see how they are doing business with the same type of product he plays in his theatres.

"Business has been spotty. If we have a good picture, we make some money, but overall, we are not taking

Prepare TOA Analysis Of Loew's TV Suit

An analysis and explanation of the anti-trust suit which the Federal government has launched against Loew's, Inc., alleging that the film company has illegally refused to sell motion pictures to television stations except on a "block booking" basis, has been prepared by Herman M. Levy, general counsel for Theatre Owners of America. The "Industry Case Digest" is being distributed to TOA members to familiarize exhibitors with contents of the complaint.

Levy, in analyzing the civil suit filed

House Passes Bill with Cut in Funds for USIA

WASHINGTON, April 17.—The House passed and sent to the Senate a bill appropriating only $105,000,000 of the $144,000,000 sought for the U.S. Information Agency in the coming fiscal year.

Administration officials will ask the

N. Y. Business Picks Up Despite Bad Weather

Despite the inclement weather yesterday, and the fact that Holy Week is traditionally the worst in the year for the theatre business, local grosses picked up considerably as the Easter holiday period started.

Broadway was crowded by a large number of school children who have started their holiday vacations early and their presence was evident in many theatres. Exhibitors are anticipating that this pick up in business will continue for at least two weeks as New York City schools close down next week for the holidays.

Says Rentals Essential To Arbitration Plan

From THE DAILY Bureau

LOS ANGELES, April 17.—The position of American exhibitors will not be improved by any industry arbitration system which does not include provisions for the arbitration of film rentals and sales policies, in the opinion of a portion of the membership of Southern California Theatre Owners Association.

SCTOA, which has been notified by Theatre Owners of America and Allied States Association of the start of

Herb Pickman New WB Special Events Head

Herb Pickman, of the Warner Bros. home office field exploitation department, has been promoted to the post of director of special projects for the company, it was announced yesterday by Meyer M. Hiner, national publicity manager.

Pickman was recently coordinator and liaison for national promotion activities in connection with "The Spirit of St. Louis." He succeeds Abe Kronenberg, who has resigned.

Pickman, who joined Warner Bros.

Television Today

Detroit, May 7-9

Arbitration, COMPO Head

Allied Agenda

Gordon Will Report on Talks with Distributors

Re-affiliation with the Council of Motion Picture Organizations and a report on arbitration will highlight the agenda of the Allied States Association board of directors meeting to take place in conjunction with the annual convention of Allied Theatres of Michigan at the Whittier Hotel in Detroit, May 7-9.

Formation of the agenda is currently being worked out by the heads of Allied's regional units who are notifying board chairman and general counsel Abram F. Myers, in

Goldwyn Won't Appeal Ruling in FWC Case

Samuel Goldwyn Pros. has decided not to appeal to the U.S. Supreme Court from the recent decision of the Federal Circuit Court of Appeals in California upholding a ruling that 20 of 27 films named in the Goldwyn anti-trust complaint against Fox West Coast are not actionable because of the statute of limitations.

This was revealed by James Mulvey, in

Crescent Names Hosse Successor to Grainger

Special to THE DAILY

NASHVILLE, April 17.—Webb Hayes, executive vice-president of Crescent Amusement Co., has announced that Robert Hosse will assume the duties of general manager.

Tradewise on Page 2

Tradewise, the new department of comment by Ouhlaker, appears in this issue on page 2.
WHAT happened to business in March and early April? January and February were good months for most of the nation's theatres. The tobooggan started in March and the slide is not yet ended. Many sales executives shrug and ask, "What can you expect in Lent?" Exhibitors, on the other hand, say they're not so sure Lent is the whole explanation, or even the major one. They insist it's the same story that has been evident for the past several years—that the business with the long-term managers, like the lesser ones will do nowhere near as much as they once did.

Therefore, when the bottom drops out of business as it did in March, it's probably because there just aren't enough blockbusters made to keep theatre business at a strong level constantly. Exhibitors go on to complain that the volume of product available to any given theatre nowadays is insufficient to permit it to resort to the remedy of more frequent changes of program when the blockbusters move on or the reparraters fail to draw. Most of them are convinced that it added up to a powerful argument in favor of spacing releases of the really top product to avoid those arid weeks that slow up theatre attendance just when it appears to be making a good run for recovery of its former place in popular favor.

The recent reports from Minneapolis quoting Ben Berger as favoring a withdrawal from Allied States membership was responsible for a lot of head-scratching in exhibitor and distributor circles that follow exhibitor organization affairs. Berger was widely regarded as one of the national Allied stalwarts. The reason given for his stand—because he considered Abram Myers, Allied's chairman and general counsel, "too conservative," caused even more widespread perplexity. But Allied's capable new president, Julius G. Callahan, visited some of local strife and achieved a modicum of the national organization by dissuading the leaders of the walkout movement from carrying out their intention. Although he named chairman of the reorganized North Central Allied, Harold Field looks like the emerging strong man. He is conservative in his thinking, once—about 18 months ago—advocated a TOA tie for the North Central exhibitors. Ted Mann, the new president, is conservative on some points. He promises to see what policies he will advocate. Stanley Kane, executive officer in the long Berger NCA reign, will be less prominent henceforth, with Henry Greene now in the paid post of executive secretary. It was a unique organizational experience, that near defection of one of Allied's oldest and historically staunchest affiliates. It remains to be seen just what course the new administration chooses to follow and just how much progress it can make.

They say that the big test of the production financing program sponsored by New York metropolitan exhibitors will come when it's time to convert pledges into cash. Experience with earlier plans for exhibitor-financed production have collapsed at that stage. There are a certain number of well-financed circuits and independents who set the good example in such things by laying it on the line, substantially and early. After this, the subscriptions hereofore have dwindled to a trickle and neither exhortation, increasing product crises nor glowing descriptions of what life can be like in a buyer's market have succeeded in moving the exhibitor en masse into putting such a project over the initial financial hurdle. Veterans whose memories go back to First National days agree it can be done. Moderns, whose experience includes such projects as E.F.F.E.C., the Makelin Plan and the more recent E.F.F.G., add the proviso—if the exhibitors will put up the cash.
Plea for Higher Morality in Films
Voiced by 3 Ohio State Senators

COLUMBUS, April 17—The public would have greater confidence in films shown in Ohio if state censorship were reenacted, said Sen. Robert Shaw (Rep.), Columbus, co-author of SB 115 at an initial hearing before the Senate Education Committee. He said responsibility for the moral tone of films does not rest with the church, school or home and that "there has been some breakdown of safeguards under the present anti-obscenity law," which he termed "ineffective."

Sen. Charles A. Mosher (Rep.), Oberlin, committee chairman, said there have been four prosecutions under the anti-obscenity law passed at the last session of the legislature.

See Day Nearing for Tape to Replace Film

The day when magnetic video tape will replace film in many branches of cinematography may be rapidly approaching. In Hollywood this week, Kurt R. Machen, an engineer for Ampex Corporation, was quoted as saying that in the near future means will be perfected for the successful cutting and splicing of video tape without distortions or aberrations. At present, the use of Ampex tape recording machines has been limited to uninterrupted recording.

Machen, who will deliver a paper on the subject at the SMPTE convention in Washington April 29, said the cutting and splicing problem already has been solved in the laboratory.

U. S. Postpones Sale Of Gen. Aniline Stock

WASHINGTON, April 17 — The Government postponed its proposed sale of three-fourths of its controlling interest in General Aniline and Film Corp.

Bids had been asked for May 13. Attorney General Brownell said the postponement would be such as to permit the Supreme Court to rule on a suit by individual stockholders in Interhandel, Swiss holding company.

This would presumably put the sale off until well into the fall. The Government also will block any sale until Congress decides on the ultimate disposition of all vested property.

Can. United Amusement Net Profit $274,641

OTTAWA, April 17 — United Amusement Ltd., of Canada, has reported net profits of $274,641 for 1956 as compared with $228,793 in 1955 and a working capital of $1,508,148 compared with $1,170,713. Investments in associated enterprises, etc., are carried at $1,444,305.

The company is negotiating to sell theatres where operations are not profitable.

Cartoon Show Trailer

The Filmack Trailer Company has announced a new cartoon show trailer with full color and sound now available. The trailer is designed to promote Saturday kid matinees, and is worked so it can be used for all subsequent cartoon shows.

Re-Book ‘Bullfight’ in Maine

Jans Films, Cambridge, Mass., said yesterday that "Bullfight," reported as having been barred from exhibition in the state of Maine, is being re-booked there following a ruling by Judge Walter Murrell that the film does not violate any statute of the state. It has been scheduled says Jans in Lewiston, Augusta, Bangor and many of the smaller neighboring cities.

Ross to Plug ‘Monkey’


Reader Completes ‘Disaster’

Harrison J. Reader, executive producer of the Peak Productions (London) film, "Date with Disaster," has completed shooting on the picture and will return to the U.S. at the end of this month for meetings with a major distributor.

Bankers Trust Unit Moving

The Amusement Industries Group of the Bankers Trust Co., which has been located on the second floor of 51 Rockefeller Plaza, will move on Monday to new and larger quarters on the second floor of 415 Madison Ave., above the bank’s newly-opened branch.

‘China Gate’ Bow in Frisco

"China Gate," Globe Enterprises’ CinemaScope production released by 20th Century-Fox, will have its world premiere at the Fox Theatre in San Francisco on May 8.

N.C.W.U.S. Hails ‘Allison’

The National Council of Women of the United States has sent letters to its more than 1,000 member organizations officially recommending 20th Century-Fox’s "Heaven Knows, Mr. Allison."

U. K. Films at Fair

A series of films on aspects of life in Britain will be shown without charge for visitors to the World Trade Fair now underway at the New York City Coliseum. These are being made available by British Information Services, British Travel Association and British Overseas Airways Corporation. Showings are held daily through April 27 in the motion picture theatre at the fair.
THE SPIRIT OF ST. LOUIS
James Stewart as Lucky Lindy, a Leland Hayward-Billy Wilder production based on the Pulitzer Prize-winning book by Charles A. Lindbergh.

THE PAJAMA GAME
Starring Doris Day, John Raitt, Carol Haney in the Sensational Broadway musical success produced and directed by George Abbott and Stanley Donen.

THE PRINCE AND THE SHOWGIRL
Starring Marilyn Monroe and Laurence Olivier, two of the screen's most famous personalities. A Marilyn Monroe Productions, Inc. picture.

ALL THESE GREAT BOOKS...ALL THESE GREAT PLAYS...ADDING TO THE GREATNESS OF WARNER BROS.

THE WHIP

THE FBI STORY
An absorbing book by Don Whitehead which has received brilliant reviews and is at the top of the national best-seller list. To be produced and directed by Mervyn LeRoy.

THE D.I.* (*Drill Instruc
Starring Jack Webb, who also directs. This daring and dynamic adaptation of the novel has wide appeal, presents a surprising Jack Webb.
<table>
<thead>
<tr>
<th>Title</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>A FACE IN THE CROWD</td>
<td>Another dynamic Elia Kazan production from story and screen play by Budd Schulberg, starring Andy Griffith, Patricia Neal. Directed by Elia Kazan.</td>
</tr>
<tr>
<td>AUNTIE MAME</td>
<td>The laugh hit of the nation. Two years a best-seller as a novel, by Patrick Dennis, and the current number-one comedy success of the Broadway theatre. To star Rosalind Russell. To be directed by Morton DaCosta.</td>
</tr>
<tr>
<td>MARJORIE MORNINGSTAR</td>
<td>Best-selling novel by Herman Wouk, author of &quot;The Caine Mutiny.&quot; To be directed by Daniel Mann, produced by Hilton Sperling.</td>
</tr>
<tr>
<td>DAMN YANKEES</td>
<td>Another tremendously successful musical Broadway hit. To be produced by George Abbott in association with Frederick Brisson, Robert E. Griffith, Harold S. Prince.</td>
</tr>
<tr>
<td>THE OLD MAN AND THE SEA</td>
<td>Starring Spencer Tracy in the film version of most famous work of Pulitzer and Nobel Prize-winning author Ernest Hemingway. Produced by Leland Hayward. Directed by John Sturges.</td>
</tr>
<tr>
<td>NO TIME FOR SERGEANTS</td>
<td>Produced and directed by Mervyn LeRoy. The famous Broadway comedy hit and best-selling book by Mac Hyman, starring Andy Griffith and others of the N.Y. cast. Screen play by John Lee Mahin.</td>
</tr>
<tr>
<td>THE NUN'S STORY</td>
<td>From the season's current best-seller by Kathryn Hulme. Audrey Hepburn to star. Fred Zinnemann to direct.</td>
</tr>
<tr>
<td>ONIONHEAD</td>
<td>From the exciting new novel by Weldon Hill, regarded as a certain best-seller. Does for the Coast Guard what &quot;Mister Roberts&quot; did for the Navy.</td>
</tr>
<tr>
<td>DARBY'S RANGERS</td>
<td>William A. Wellman's production based on the real-life exploits of Col. William O. Darby, World War II hero. To be produced by Martin Rackin, directed by Wellman. To star Charlton Heston.</td>
</tr>
<tr>
<td>THE DEEP SIX</td>
<td>Arriving vehicle for Alan Alda. From the novel by Martin Dibner, to be produced by Martin Raskin, directed by Rudolph Mate.</td>
</tr>
<tr>
<td>TOO MUCH TOO SOON</td>
<td>One of the most eagerly anticipated books of the year. To be produced by Henry Blanke, directed by Irving Rapper.</td>
</tr>
<tr>
<td>THE PHILADELPHIAN</td>
<td>Newest of the important Warner acquisitions is this dramatic novel by Richard Powell which is climbing on top of the best-seller lists.</td>
</tr>
</tbody>
</table>
Television Today

To Hold ‘Sneak Preview’ Of New TV Commercials

Madison Avenue is borrowing one of Hollywood’s most cherished customs: the sneak preview. Tomorrow night three new 60-second commercials for the Purex Corporation’s “new blue Dutch” will be given a public preview at the Palms Theatre, Culver City, Cal.

The commercials, produced by UFA, are destined to be seen eventually on NBC-TV’s Arthur Murray Houseparty. Tomorrow night’s audience will be asked to fill out cards, telling which of the commercials they liked best, and why—just like real movies.

14 Peabody Awards Include Script Writer

A total of 14 Peabody awards were made Tuesday at a meeting of the Radio and Television Executives Society of New York at the Roosevelt Hotel here. For the first time, the Peabody committee presented an award for script writing to Rod Serling for “Requiem for a Heavyweight,” seen on CBS’ Playhouse 90.


“Are You There?” (CBS), television education; “Young Wants to Know” (NBC), youth and/or children’s programs; “World in Crisis” (CBS), television public service; “Bob and Ray” (Mutual and NBC), radio entertainment; “Books in Profile” (WNYC, New York), radio education; “Little Orchestra Society Children’s Concerts” (WNYC), radio youth and/or children’s programs; “Perspective: Raindrops” (WOW, Omaha), radio-television local-regional public service.

Special awards went to Jack Gould, radio-television critic of the “New York Times” and to United Nations Radio and Television for promotion of international understanding.

Renew ‘Wyatt Earp’

General Mills Inc., of Minneapolis, and The Procter and Gamble Company of Cincinnati have signed 52-week renewal contracts for sponsorship of “The Life and Legend of Wyatt Earp” in the 1957-58 season, on ABC Television.

Credit Stations’ Record Business

To Quality, Adherence to Code

CHICAGO, April 17—Quality programming and adhering to the TV code have put WGN and WGN-TV in the enviable position of showing an all-time high for record business, according to Ward Quaal, vice-president and general manager of WGN, Inc. The station became a full adherent to the code last fall.

Quaal, who took the command post at WGN, Inc., in August of 1956, declared at a press conference today that business for the radio station reached its highest point in 33 years, and the WGN-TV also established a peak record in its nine years of existence. As an example, Quaal cited that March of 1957 was 16.7 per cent higher than in 1956, and that in billings, April will produce the biggest gross in the history of WGN.

Revenue Up 10 Per Cent

In stating that WGN is no longer “just a jokebox operation,” Quaal said that the station’s revenue increased 10 per cent despite the fact that they “threw out pitch and mail order business amounting to $555,000.”

Quaal emphasized optimism for broadcasting out of Chicago, in this connection that “Chicago can produce radio and television better at a lower cost than anywhere else in the nation.” He added, “We have the talent, the knowhow and the experience here.”

In outlining future plans for WGN and WGN-TV, Quaal disclosed they will originate programs daily from the Chicagooland Fair at the Navy Pier June 28 to July 14. Also from the Fermerama to be held in McHenry County from August 30 to September 5, where Vice-President Richard Nixon is scheduled to speak.

Seeking More Properties

He said, further, “WGN is seeking additional radio and TV properties. We are having conversations with the owners of several stations. These are not in the Chicago area, since Federal Communications Commission monopoly rules prohibit additional ownership here.

In regard to the fourth television network, connected with Sylvester L. (Pat) Weaver, Quaal said no commitments had been made. He mentioned, however, that he is interested in the Weaver plans, and he made specific reference to interest in “Ding Dong School.”

New Series for Kiley

DALLAS, Texas, April 17—Richard Kiley has been signed as the star of the new television series produced in this city by Dallas Film Industries, Inc., it was announced by Joe Graham, president of the new Dallas film company.

AJC Merit Award Is Presented to CBS

In recognition of “distinguished public service programming,” the Columbia Broadcasting System, Inc., has received a citation of merit from the American Jewish Committee on the occasion of the organization’s half-century anniversary observance.

The award, the first ever given by the AJC to any organization or mass communications media, was accepted by Richard S. Salant, CBS vice-president, on behalf of Dr. Frank Stanton, president of CBS. The presentation of the only award given by the AJC at their meeting at the Waldorf-Astoria Hotel here was made by Jesse Steinbart, vice-president of AJC.

ABC Renewes for Opera

Complete performances of the Metropolitan Opera will be broadcast next fall, for the eighteenth consecutive season under the sponsorship of The Texas Company in the United States and McGaill-Frontenac Oil Company, Ltd., in Canada. George Contos, vice-president in charge of sales of the ABC Radio Network, has announced. The broadcasts will be carried over the full ABC Radio Network from coast to coast and throughout Canada by the Canadian Broadcasting Co.

‘Nightline’ to Bow

A new 85-minute evening series, “Nightline,” with veteran showman Walter O’Keefe as program host, will be presented, the NBC Radio every Tuesday, Wednesday and Thursday beginning Tuesday, April 30. It will present reports from nightclubs, interviews with celebrities, general human interest features and on-the-spot news coverage of events.

Goldwyn Won’t Appeal

(Continued from page 1)

Goldwyn Prods, president, who returned here from the Coast this week. Trial of the Goldwyn action against FVC has been set to start June 10.

Mulevuy denied reports current in New York that closing of a deal for the sale of the Goldwyn film backlog to television was imminent. Nothing is likely to happen in the immediate future, he reported.

Goldwyn is continuing to examine properties with a view to deciding upon his next production but has made no definite selection yet. In the mean time, the Goldwyn organization may release some of its pictures. No successor to Robert Mohrige, former sales head, will be named until Goldwyn new backlog is ready for the film market, Mulevuy said. Mohrige recently joined M-G-M as an executive assistant to Charles M. Reagan, vice president in charge of domestic sales.

REVIEW: The Iron Sheriff

United Artists—Grand

A pleasant little Western, with which Forreston, has been fashioned here from the standard ingredients—courtroom, mystery and Westerner. Although the action isn’t abundant, the story has enough suspense to hold the more avid fan.

The title role is played by Sterling Hayden, a sheriff, who becomes involved in a moral situation when he discovers the accusation of robbing stage and killing its driver. The odyssey is circumstantial, the boy pleads his innocence and Hayden believes him, but the boy’s future father-in-law on his deathbed tells Hayden the lad commits the crimes. The sheriff hires a famous trial lawyer at an expert range detective to help him prove his son’s innocence. Hayden at odds with his conscience, finally veals at the trial what the dead man told him. The boy is sentenced hang until another clue is unearth which proves only one of the two men involved, one of the dead man.

Performances in the film were turned in by Hayden and John Dehner as the lawyer who drinks away his sorrows. Constance Ford is waste as Hayden’s sweetheart, and Taylor is properly hisssable as the newspaperman who vindictively tries to build up a case against the boy because of his (Taylor’s) futile love for Sapphire.


Jay Remi

Crescent Names

(Continued from page 1)

following the departure for New York of E. O. Grainger, who held a one-year contract ending May 1, as general manager of the circuit. Hosome states that “Crescent will continue to o erate with its present personnel.”

Crescent Amusement Co., it was disclosed, has awarded a contract for a $450,000 office building for lease to Procter & Gamble Co., for trade purposes in New York.

‘All Guys’ Opens Mon.

‘If All The Guys in The World French import being distributed by Buena Vista, will open at the Trade Lux Normandie Theatre here on Monday.

Mulevuy denied reports current in New York that closing of a deal for the sale of the Goldwyn film backlog to television was imminent. Nothing is likely to happen in the immediate future, he reported.

Goldwyn is continuing to examine properties with a view to deciding upon his next production but has made no definite selection yet. In the mean time, the Goldwyn organization may release some of its pictures. No successor to Robert Mohrige, former sales head, will be named until Goldwyn new backlog is ready for the film market, Mulevuy said. Mohrige recently joined M-G-M as an executive assistant to Charles M. Reagan, vice president in charge of domestic sales.
Arbitration (Continued from page 1)

The full story of the company’s dispute with the Screen Actors Guild has been edited for space in this issue. However, the complete text is available in the May 18 issue of THE BIG ONE.

TOA Analysis of Loew’s Suit (Continued from page 1)

by the government late last month, says the U.S. alleges that "films are a very important part of the programming of all of the 471 commercial television stations in the U.S."); that, "these stations need us for programming a large portion of approximately 5,000 hours per year which they broadcast”; that, Loew’s, Inc., has refused to deal with television stations other than on the basis of "block booking”; that, in addition, at least three corporations owning television stations have "issued or transferred" 25 per cent of their voting stock to Loew’s, Inc., in exchange for licenses to exhibit Loew’s films on television.

The TOA council also reports that the government claims the following effects from Loew’s conduct: "Television stations have been forced to buy large numbers of feature films they did not want; the playing times of television stations have been arbitrarily prescheduled”.

Says Rentals (Continued from page 1)

arbitration talks with the distribution companies on May 13 in New York, is currently debating whether or not it will participate in the discussions.

According to one SCTOA board member, who said that his opinion on arbitration is shared by a number of other exhibitor members of the group, "an arbitration system without film rentals and sales policies will not be beneficial to theatres as long as it’s a seller’s market.”

The board of directors, chaired by Harry Arthur, may meet here within the next two weeks on participating in the talks.

Helped Draw Up Former Draft SCTOA took part in preparations for and discussions of the last arbitration draft, the start of which commenced following three days of conferences at the Sheraton Astor Hotel in New York in late May, 1954.

ATTENDING these conferences as representatives of SCTOA were Harry C. Arthur, Jr., Al Hanson and James H. Arthur.

Harry Arthur, at the start of the 1954 talks, would not commit his organization to any of the arbitration proposals then brought up. On the second day of the conference A. Montague of Columbia charged Arthur with plans for "indirectly or directly” bringing the matter of film rentals into the agenda as an arbitrable matter.

House Passes Bill (Continued from page 1)

Senate to cancel the cut, and presumably Senators will restore some, though not all, of the money. The agency has a $113,000,000 appropriation this year.

The Film Division, which is seeking an increase from this year’s $8,700,430 figure to $9,446,000, would be obviously hard hit by the overall cut, though the House did not specify exact cuts for the film program or other units. Apportionment of the overall cut would be left to USIA officials.

Herb Pickman (Continued from page 1)

14 years ago as field representative for the Southern area working out of Atlanta, became a member of the home office exploitation staff in 1945. Prior to joining Warners, he was a reporter for the "Brooklyn Daily Eagle" and later was a member of the Twentieth Century-Fox home office exploitation department.

Once before the committee and testified "without recourse to the House committee yesterday, said it has information to the effect that Foreman "stands today just where he stood in 1931” and asks that the committee prevent "the illusion of a special standard for Foreman” by making public his last testimony and the letter to Columbia.

Columbia officials in the home office here said yesterday they had no comment to make on Awaner’s letter.
She Stuns The Screen In A Great New Role!

BETTY HUTTON
DANA ANDREWS

SPRING REUNION

JEAN HAGEN

“This is real... this is a man, these are his arms, his lips... this may be my last chance... this time I can't afford to let love pass me by!”
Justice Files Five New TV Block-Booking Suits

Wallerstein Heads B&K

David B. Wallerstein will succeed the late John H. Katz Corp., it was announced here yesterday by Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres. Wallerstein has been vice-president and general manager for the past seven years of B & K and Public Great States Theatres, subsidiaries of

NTA, AAP, C&C, Screen Gems, and UA Named as Defendants with Charges Identical to Ones Against Loew's

The Justice Department, stepping up its drive against alleged block-booking in the sale of feature films to television stations, filed five new civil anti-trust suits in New York District Court here yesterday.

USIA Defends Payment To Private Producer

From THE DAILY

WASHINGTON, April 15.—The U.S. Information Agency defended its payment of over $100,000 to help out a private film producer making an anti-Communist film for commercial showing.

During recent hearings and debate on the U.S.I.A., appropriations, the agency came in for heavy criticism for this payment. Members charged that the payment was designed to bail out the producer when his film flopped in American theatres.

A U.S.I.A. statement put in the

Vote Daylight Saving For Urban Minnesota

Special to THE DAILY

MINNEAPOLIS, April 15.—Both houses of the Minnesota Legislature today passed a bill granting Daylight Saving Time in Minneapolis, St. Paul and Duluth and to the suburban and rural areas in nine counties surrounding the twin cities. The measure was passed after heavy labor and business pressure smothered rural opposition.

Engineering,' Product Problems Delay Telemovies in Southwest

Special to THE DAILY

OKLAHOMA CITY, April 18—Despite the numerous recent and current applications for closed circuit home installations throughout Oklahoma, Texas and Arkansas, there are no plans for actual installations by theatres of telecasting equipment and local wiring operations at this time other than the original experimental unit of Video Independent Theatres at Bartlesville, Okla., as far as we can learn here.

Video itself has postponed the Bartlesville experiment from next March to an as-yet-undateable late summer because of difficulties encountered in engineering work involved in the moving of telephone lines and power lines on the poles to be used. The work was described as being more complicated than had been anticipated, thus accounting for the postponement.

C. O. Fulghum, in charge of public relations for the Bartlesville test, said that Video has no plans for any other installations until it has had reasonable experience with telemovies there.

Fulghum declined to identify first run product that might be available for the theatre to home TV screen by closed circuit test in Bartlesville. He would say only that "A number of major companies have agreed to supply films for the test."
Study New Egypt Pact

The board of directors of the Motion Picture Export Association of America has requested Continental managers to take up the matter of sending an overseas representative to Egypt to launch negotiations for a new film agreement with that country. The MPEA agreement on export licenses and remittances expired on April 14 and the companies are seeking more favorable and better terms in a new film pact.

The MPEA directors, at their meeting here on Wednesday, also agreed to participate in the Berlin Film Festival, which will be held June 21 through July 2. Each member company will submit one feature and one short to the MPEA screening company for selection as an entry in the Berlin competition.

SBA Funds Bill Is Sent to White House

WASHINGTON, April 18—Congress finally sent to the White House a bill appropriating money for the Small Business Administration to resume lending operations.

The agency has been out of funds since late February, and has been processing loans but unable to grant the actual money. Meanwhile, the House and Senate wrangled over other provisions of the bill containing the $475,000,000 in funds for SBA through the rest of this fiscal year.

Today House and Senate came to terms and sent the bill to the White House. Presumably it will be signed promptly, and SBA will start making loans.

Wallster Heads

Wallster's appointment was forecast in Motion Picture Daily's Tradewide column last Tuesday.

In Motion Picture Herald Better Theatre, the post-TV was featured again. William Hays (D., O.) said the film in question was being sold by millions of foreign view- ers over the world, and since it has a "compelling anti-Communist theme," will "certainly have a most useful impact on persons in other countries and advance the foreign pol-

Usia Defends

(Continued from page 1)
Congressional Record by Rep. Hays (D., O.) said the film in question was being sold by millions of foreign view-

ers over the world, and since it has a "compelling anti-Communist theme," will "certainly have a most useful impact on persons in other countries and advance the foreign pol-

Address by President=

Charles R. "Buddy" Barry, vice-president of Loew's, Inc., in charge of television operations, will return to New York today from Chi-

cago.

John C. Flinn, Allied Artists advertising-publicity director, will return to the Coast tonight from New York.

William Goldman, head of William Goldman Theatres, Philadelphia, has been elected president of the re-

organized 21 member board of WHGY-TV, the city's projected non-

commercial educational television sta-

tion.

Stephen Bousstow, president of United Productions of America, will leave here for London via B.O.A.C.

Carl H. Winston, assistant pub-

licity manager of Columbia Pictures, became a grandfather this week with the birth of a son to the wife of Carl, Jr., King City, Calif., newsman.

George Roberts, general manager of Riban Theatres, Boston, has been reelected president of the Greater Bos-

ton B'hai B'rith council.

Sam Katzman, producer, will arrive here from Paris on Saturday.

Miss. Barnet Yanovsky, wife of co-

operator of the Round Hill Drive-In, Springfield, Mass., gave birth to a son this week. It is their second child.

Loew's International

Has 3rd German House

Loew's International opened its third theatre in Germany earlier this week when it presented "High Soci-

ety," at a special initial attraction at the M-G-M Theatre in Frankfurt, the film company announced. The opening of the Frankfurt house brings to 45 the number of M-G-M theatres overseas.

Boston Theatre to Davis

BOSTON, April 18—Richard Da-

vis, president of UMPO, has signed a long term lease on the Shubert-owned Copley Theatre, Copley Square, as a showcase for UMPO product. Tom Dowd, representing UMPO, is now in town preparing the theatre for the opening. This 1,050-seat theatre, long closed, is to be entirely redecorated, air conditioning is to be installed and new equipment added where necessary.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherman Kane, Editor; James D. Ivers, Managing Editor; Richard Germer, News Editor; Ford E. Stone, Photo Editor; Herbert V. Fiske, Advertising Manager; Gus H. Faust, Production Manager. TELEVISION TODAY, Charles S. Aaronsen, Editor-in-Chief; PAUL K. FINCH, Managing Editor; ALAN N. MILLER, Art Director; ALFRED S. HAMMOND, Associate Editor. Copyright 1957. All rights reserved. Reprints available. Printed in the United States of America.
Distributors

Five New TV Block-Booking Suits Filed Here

(continued from page 1)

firms to television stations. NTA does not engage in compulsory block booking. Its licenses do usually cover a number of films, but this is for the convenience of the television stations as well as NTA and is not a requirement of NTA.

Calls Group Sales "Natural"

"The need of television stations for a continuity of programming which will meet the historical pattern of 13, 20 and 39 or 52 weeks cycles makes the sales of films in groups a natural diagnostic method in the industry without any element of compulsion. If the government should proceed with the case after acquiring a more complete knowledge of NTA's being practices, we believe the case can and will be successfully defended by NTA."

A spokesman for Screen Gens, Inc., which has returned to the Columbus Pictures, indicated that in as much as no papers have been served as yet, no statement is possible.

Anti-Trust Laws Studied

He said, however, that Screen Gens, like its parent company, has carefully established its sales structure within the framework of applicable anti-trust laws.

An official of C & C TV Corp., the television subsidiary of C & C Super Continentals, denied the government's action when inform'd of it.

A United Artists spokesman said "we have not yet been served with a complaint in the government action. From what we understand the action does not affect our method of doing business. It seems that we have been lumped with every similar action. We had no prior notice."

"It would seem to us that the government action will not affect our company operations," he said.

No Forcing, Says Chesler

Louis Chesler, chairman of the board of Associated Artists Productions, Inc., said that over $25,000,000 of television exhibition contracts, they have been made for as little as one picture to a single station and in varying numbers. In many cases we have sold part of our cartoon library and no feature films and in others, just films and no cartoons. Thus, it is apparent that no product has ever been forced on anyone and it is anticipated that there will be difficulty in persuading the government of this fact. Full compliance with any requests made by the government should not in no way affect the future activities of our company or its earnings."

AA Signs for Three

Allied Artists executive producer Walter Mirisch yesterday announced negotiations have been completed with D. Jersey Grat, executive producer for C. B. Pictures, for the release of three films that company will make.

(continued from page 1)

order to get those they did want. The suits asked that the companies be required to offer films to TV stations on a picture-by-picture basis.

Even as the suit was filed, anti-trust chief Victor R. Hansen was telling a Federal Communications Association that these block-booking suits were just part of the anti-trust division's overall investigation of broadcasting, but that the department was moving up-freight against them to make sure "that television broadcasters will not be subject to the type of economic restraints that encumbered motion picture exhibitors."

In the official Justice Department comment on the five new suits, acting attorney general William P. Rogers said that "the present actions are related cases following up our recent action in Loew's case and are intended to compel compulsory block-booking in the television industry. As we stated when the Loew's case was filed, the purpose of these civil complaints is to prevent the forcing of feature motion pictures in blocks upon television stations on a picture-by-picture basis.

Say Selectivity Is Sought

"Such relief will not prevent television stations from licensing a large number of pictures at one time for administrative convenience; the only restriction now proposed would be that distributors must permit the station to select the pictures making up the group and permit negotiations picture by picture."

Hansen's official comment declared that "the compulsory block-booking of copyrighted feature motion pictures was declared to be illegal in the well-known Paramount Case which involved monopolization aspects of the motion picture industry. We believe that the rule of that case as to block-booking is equally applicable to television. If we do not proceed in an educational way to block-booking, non-network television stations (many of which are UHF stations) in particular should be benefited since they do not have network programs and rely heavily upon feature films as a means of competing with network stations."

All Charged with Violation

As in the Loew's suit, the Department's five new complaints today charged each company with entering into and refusing "to deal other than on the basis of, block-booking contracts; that unreasonable restraint of trade and all in violation of the Sherman anti-trust act. The companies practices "forced" television stations to buy large numbers of films they didn't want. The Department said, and "arbitrarily precluded" television playing time. Television stations which were unable to pay for the large quantity of films were "prevented from obtaining any," the Department continued, and those which were able to purchase the film libraries exhibited "many feature films of inferior quality" which they would not otherwise broadcast.

The Department asked in each case that the companies he enjoined from refusing to license feature films to television on a picture-by-picture, station-by-station basis. The depart-

ments directed to renegotiate existing contracts for block-booking to give stations the right to license on individual films; and that the court grant an order "that the nature of the case may require."

750 WB Features Licensed

Associated Artists has licensed over 750 Warner Brothers feature pictures to television stations, Justice said, and except in two instances has required the purchase of at least one 13 blocks, each consisting of 58 pictures. Over 700 RKO pictures have been licensed to stations by C. and C. Super, the Department went on, which has required the purchase of either the entire group of 13 or blocks ranging from 150 to 440 pictures. Screen Gens has licensed more than 200 Columbia pictures to stations, Justice said, and with the exception of two cases has required the purchase of a block of at least 30 pictures.

National Telefilm Associates has licensed over 100 Fox pictures, Justice declared, and has required block purchases only 54 films.

About 75 United Artists pictures have been licensed, the Department went on, and with two exceptions the purchase of a block of 30 pictures was required.

Hansen Discusses the Six Suits

In his address to the FCC Bar Association, Hansen said he would dwell on the six block-booking suits "because, at first glance, they may not appear to be in the main stream of our investigations of the broadcasting industries."

Until the libraries of the film majors came into the television market about a year ago, he said, all television stations were in constant search for programs, with the need especially great among unaffiliated, independent stations.

"Advent of first-class feature films on television last year proved conclusively that TV audiences enjoy and want these films," he said. "There is now little doubt that this product holds a place of great economic importance in the television industry."

Discusses Distributor Attitude

Hansen called the attitude of some distributors of feature films for television "one of confusion and agitation." He said "they admit they have sold their films in large blocks but deny that any broadcasters were compelled to take any undesired films and control every one of their purchasers are satisfied customers."

Justice does not wish to prevent television broadcasters from purchasing as many films from one distributor as they choose, but Hansen emphasized, but merely wants to make sure they don't have to take any they don't want. He quoted from Attorney General John F. Wade's statement on the Loew's case that "the distributor must permit the station to select the pictures making up the group and permit negotiations picture-by-picture."

No 'Time Table,' He Says

Hansen said there is no time-table for the Department's future activities in the TV investigation but that it intended to continue "as long as it was satisfied that 'television broadcasting is operating in free and open competition.' The Department's work on alleged tie-ins between the sale of network time and programs is not complete as yet, he said, but "we are far more knowledgeable than we were in September. In addition, he said, the Department is now studying "voluntary" information collected by the Federal Bureau of Investigation on the networks' "must buy" policy.

Claims Widespread Benefits

Justice already had indications, he continued, that not only television networks but groups and individuals would benefit from a prohibition of "block-booking" of TV feature films. As an example, he said, those Japanese-Americans, the League's praise Justice for bringing its suit against Loew's. The League had tried to persuade stations not to broadcast some feature films produced during World War II which "besmirched" Japanese-Americans, he said, but it had been unsuccessful because "stations have no economic choice but to buy, pay for and hence to exhibit a whole package of pre-1945 films."

PEOPLE

Ellkan Reiner, formerly head of the Warner Brothers home office reproduction department, has been named personnel director of all departments now located at the company's new annex here at 841 Broadway, Hershey Cohen, formerly assistant to Reiner, will head the home office reproduction department.

John Farlow, director, has been selected by the Danman Dutton Society, which aids victims of leprosy throughout the world, for its 1957 award. Farlow was chosen "for recognition of his literary writings which have inspired many to follow in the footsteps of Father Damien and Brother Dutton, who devoted their lives to caring for the victims of leprosy."

Jo Heidi, one-time advertising-publicity director for the Theatre Guild, has joined the Columbia Pictures alphabetical publicity department as co-coordinator of promotion activities on Warwick Productions.
Close harmony...

To achieve desired effects on the wide, wide screen requires many talents—working in close harmony! Often, entirely new ideas must be explored. In fact, many of today's most effective technics were developed just this way—through close co-operation with groups such as the Eastman Technical Service for Motion Picture Film. Offices located at strategic centers. Inquiries invited.

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

Allied Artists—CinemaScope

HOLLYWOOD, April 18—Joel McCrea, Barbara Hale and a large cast of expert players make the Oklahoma of 1870 come convincingly alive in this well ordered melodrama produced in CinemaScope and De-Luxe color by Walter Mirisch. It is directed deliberately and with conviction by Fredric D. Lonsdale from a screenplay by the dependable Daniel B. Ullman, and it departs frequently and to good advantage from story patterns worn to tatters in Western films. The climactic sequence compensates for many past disappointments in frontier fiction by staying strictly within probabilities and plausibilities in the 1870's or any other year.

The story presents McCrea, a doctor whose wife had died in giving birth to their daughter in a covered wagon, as a leading citizen and beloved benefactor for the small Oklahoma town where he has decided to live. Trouble arises from his friendship with an Indian whose daughter lives with him to take care of his daughter, and from the Indian's slaying in self defense, of a brother of the local cattle king, who's intent on buying the Indian's property because, as the Indian doesn't know, there's oil on it.

There is plenty of action in the story, but there are other values, also, as great or greater from the entertainment point of view: McCrea is an excellent as the doctor, and Brad Dexter, as the cattle capitalist, plays a difficult role expertly.

Running time, 80 minutes. General classification, Release, in April.

William R. Weaver

Footsteps in the Night

Allied Artists

PROVIDENCE, R. I., April 18—Bill Elliott, one-time hero of western series, changes his switch to modern-day dress and times in this new melodrama. He plays a lieutenant with the Los Angeles Sheriff's Homicide Bureau, whose job it becomes to track down a stranger responsible for strangling a friend of Douglas Dick who has been found dead in the Sheriff's office.

Several false starts and clues serve to sidetrack Elliott's gumshoeing, but no harm's done as he relentlessly ties up the case, eventually pinning blame on a rather smarmy but nice-looking crook. A restless of the latter (Gregg Palmer) leads to release of the suspected killer, Dick, much to the relief of his fiancée, Eleanor Tasie.

The screenplay by Albert Band and Elwood Ullman is properly functional, it's based on a story by Band. Bon Ton which produced and Jean Yarbrough directed. Running time, 62 minutes. General classification. Release, in March.

A. W. W.

The Girl in the Kremlin

Universal

A fascinating theory that Joseph Stalin didn't die but escaped the wrath of his Communist brethren by murdering a double is given free rein in thisContacts. The theory is that events and actions which abound in excitement, foolishness and familiar plotting and scads of der- ring-do, stars Lex Barker and Zsa Zsa Gabor, are actually the film that, when the latter, a naturalized American, starts searching for her twin sister and seeks the aid of Barker, a private missing persons bureau. He, in turn, enlists the help of Jeffrey Stone, leader of the anti-communist underground in Berlin. Believing Stalin is alive and accompanied by the sister, among others, they broadcast the information to the world hoping the Communists will seek them.

Their wishes come true as both Stalin, Buncham and an MVD man come running hot on their trail. The former proves to be an old friend of Barker's and really an anti-commu- nist but the latter, a true commie, is foiled in his murder scheme by a thoroughly ridiculous but successful plot maneuver. Through him, the various heroes hear some baffled news from Greece and immediately head for there.

Once there it's no time at all before they are led right to the hiding place of Stalin, now unrecognized because of plastic surgery. There ensues a lurid succession of chases, gun battles, fights, beatings and general pandemonium before the old premier is revealed. But up pops his long, lost son, hate in his gun belt, and proceeds to drive the two of them over a cliff. Barker and Miss Gabor walk away arm in arm and another legend fades away.

Albert Zugsmith produced, Russell Birdwell directed and Gene L. Coon and Robert Hill wrote the screenplay which was based on a story by Harry Ruskin and DeWitt Bodeen. Running time, 81 minutes. General classification. Release, in May.

Jay Reser

The Ride Back

Aldrich & Associates—UA

Having just won the Academy Award for his performance in "Lost for Life" and being the star of another Academy winner, "La Strada," Anthony Quinn may be expected to at- tract a whole mess of upper middle-powered Western dramas than otherwise might be the case. "The Ride Back," a comparatively off-beat in outline, is, however, helmed by the late Maxwell %. However, William Conrad, who rides alone into Mexican territory, to re- trieve a man wanted for murder in the States, The irony is that on the ride back the latter, played by Quin, ends

up by saving the sheriff and showing him what real courage is.

As written by Antony Ellis and directed by Allen H. Sharp, the drama, with the exception of a couple of short skirmishes with some Indians, is understated to the point of tedium. Neither the sheriff nor the buckle is presented as a particularly appealing person and neither character is revealed with the kind of psychological insight which would create interest, if not sympathy. Some attempt to create mood is made in the use of an accompanying ballad, sung plaintively on the sound track by Eddie Albert, and describing the story events, and by the use of sepia photography. However, since the central situation is so thin, these accretions seem after a while to be simply pretentious. Conrad, the co-star, also produced.

In the supporting cast are Lita Mil- lan, as Quinn's Mexican girl friend, who follows the star on the ride back and tries unsuccessfully to tree key lover; Victor Millan, as a Mexican padre; and Ellen Hope Monroe, a lit- tle girl whose parents have been killed by Indians and whose faith in the so-called criminal makes Quinn decide to face up to the trial back home. Running time, 79 minutes. General classification. Release, in May.

Vincent Canby

The net profit of RKO Teleradio Pictures, Inc., wholly-owned subsidiary of the General Tire & Rubber Co., was $1,102,591 for the three months ended Dec. 31, 1956. This was revealed in a report to shareholders issued by the company.

The report pointed out that RKO Teleradio is expected to "enjoy sizeable gains in both sales and earnings in 1957."

Feb. TV Shipments

Bigger Than Jan.

WASHINGTON, April 18—Televi-
sion set shipments broke in Feb-
bruary increased substantially over the January level, but declined somewhat from the February 1956 deliveries, RETMA reported today.

Fixed sales, 132,116, were sent to dealers in February totaled 498,511, in-
cluding 989 sent to the territories, compared with 453,075 receivers shipped in January and 529,220 sent to dealers by manufacturers in Feb-
uary last year.

Decline During First Two Months

Cumulative set shipments during the first two months of this year declined to 922,230 units from 1,153,016 TV receivers shipped during the corre-
sponding two-month period in 1956, RETMA reported.

No CBS Talks for Para.

Backlog Now: Paley

Questioned at the annual meeting of stockholders of Columbia Broad-
casting by none profits after sales for Paramount's film backlog, for te-
vision, William S. Paley, CBS board chairman, replied that there had been almost $1,100,000 in profit after sales for Paramount's film backlog, and he does not care to pre-
dict what might happen in the future.

CBS Quarter Profits

32% Over Last Year

The estimated profits after taxes of the Columbia Broadcasting System for the first 1957 quarter are approxi-
mately $52 per cent higher than for the corresponding period last year, Dr. Frank Stanton, president, told the annual meeting of stockholders in New York.

Stanton reported also that net reve-
ue and sales for the first 1957 quar-
ter will be up about eight per cent over the comparable 1956 quarter. Final figures on the period will be ready May 8. He said that earnings per share for the first 1957 quarter will be 77 cents, compared with 60 cents per share last year.

Unless there is some drastic change in the economic climate of the nation or there is interference from Washing-
ton, he said, there should be further improvement for the rest of 1957, "even over our record year of 1956."

Four-for-1 Stock Split

Approved for AAP

WILMINGTON, April 18—Stock-
holders of Associated Artists Produc-
tions yesterday approved a four-for-one split in the capital stock of the television distribution company at a special meeting held here. AAP is distributing to TV stations the War-
er Bros. film library, which it ac-
quired last year.

Maxwell Goldfarb, vice president, told stockholders that for the first quarter of 1957 profits after taxes amounted to $1,000,000 or $2.50 a share. The company has 400,000 shares outstanding.

Film Center Opened

In N. Y. Lincoln Square

MPO Television Films, Inc., has opened a commercial television film center in New York's Lincoln Square in a building on 62nd Street.

The center houses in one structure three shooting stages, a scenic con-
struction shop, complete sound record-
ing system, electrical and camera shop, and sets for commercial films.

Friday, April 19, 1957
IT'S THE THIRD CONSECUTIVE YEAR WE'VE WON BILLBOARD'S FIRST PLACE AWARD IN EVERY LAB CATEGORY

All of us at CFI are more than proud of winning the coveted Billboard award in every laboratory category... 7 in all. And we want to express our sincere thanks to all of you in the TV industry whose votes made our "grand slam" possible.

At CFI our one desire is to achieve maximum economy for our clients by providing complete lab service at the greatest speed consistent with quality. But it takes more than desire to make a winner. We know we could not have won without the finest equipment, the determination to please and dedicated personnel comprising the best creative technicians in the world. So a very special thanks to Ted Hirsh, Lab Superintendent; Ted Fogelman, 16mm Supervisor; Ed Reichard, Chief Engineer and their respective staffs.

SID SOLOW/ V.P. & Gen. Mgr.

The CFI Billboard Award Record

1953 CFI won the first place award for quality. 1954 Three laboratory categories. CFI scored a "grand slam" winning all 3 first place awards for quality, speed, and economy.
1955 Three laboratory categories. CFI again scored a "grand slam" winning all 3 first place awards for quality, speed, and economy.
1956 Seven laboratory categories. CFI scores its third consecutive "grand slam" winning all 7 first place awards...

1. HIGHEST QUALITY PROCESSING BLACK-AND-WHITE TV COMMERCIALS
2. FASTEST SERVICE PROCESSING BLACK-AND-WHITE TV COMMERCIALS
3. GREATEST ECONOMY PROCESSING BLACK-AND-WHITE TV COMMERCIALS
4. HIGHEST QUALITY PROCESSING TV PROGRAMS
5. FASTEST SERVICE PROCESSING TV PROGRAMS
6. GREATEST ECONOMY PROCESSING TV PROGRAMS
7. HIGHEST QUALITY PROCESSING COLOR TV COMMERCIALS

CONSOLIDATED FILM INDUSTRIES
HOLLYWOOD: 959 SEWARD ST. HOLLYWOOD 9 1441
NEW YORK: 521 W. 57TH ST. CIRCLE 74600
UA MAKES THE BIGGEST PRODUCTION NEWS

THRU

UA

with the industry's biggest talents...

TONY CURTIS

SWEET SMELL OF SUCCESS

Co-starring Burt Lancaster • Directed by Alexander Mackendrick • Produced by James Hill • Executive Producer Harold Hecht • A Hecht, Hill and Lancaster Companies Presentation
Raibourn Says:

**Telemovie Stir Unique In Southwest**

Sees Exhibitor Interest Limited to That Region

Exhibitor interest in personal involvement in cable television currently is limited to the Southwest because that region offers the least complicated exhibition patterns and therefore the most practical setups for testing the new method of transmitting motion picture entertainment from a local theatre direct to home television screens.

So believes Paul Raibourn, vice.(Continued on page 4)

**Rosen Going Abroad To Scan New Product**

Sam Rosen, executive v-p, president of Stanley Warner Corp., will leave New York Wednesday for a five-week trip through Great Britain and Continental Europe to look at new foreign product and scout possible locations for more Cinerama theatre installations.

Rosen, reporting here at the week.(Continued on page 5)

**Television Today**

Page 4

**MOTION PICTURE DAILY**

NEW YORK, U.S.A., MONDAY, APRIL 22, 1957

VOL. 81, NO. 77

TEN CENTS

**English Exhibitors Unite in Renewed Battle Against Tax**

By WILLIAM PAY

LONDON, April 18 (By Air Mail)—Exhibitors throughout Britain are protesting against the inadequacy of the Chancellor’s entertainments tax concessions of £65 million ($18,200,000).

In London, following a meeting of the London and Home Counties CEA (Cinematograph Exhibitors Association) branch, this telegram was sent to the Chancellor of the Exchequer:

"At a well-attended general meeting representing cinemas in London, Middlesex, Essex, Berkshire, Oxfordshire and South Buckinghamshire, members expressed their profound regret and dissatisfaction that you have not afforded adequate relief in cinema entertainments duty. Your proposals will do little to relieve ex."

(Continued on page 3)

**Name 2 New Officers Of WB International**

The elections of Tom O'Sullivan as vice-president and treasurer of Warner Bros. Pictures International Corp. and Max Greenberg as vice-president were announced at the weekend by Wolfe Cohen, president.

Greenberg was named to succeed L. H. Goldenson, president, said in a report to stockholders issued at the weekend. He said that the level of theatre business "basically reflects the number of quality pictures available to the public." AB-PT's estimate net operating (Continued on page 2)

To Ask S. C. Ban on 'Island in the Sun' Special to THE DAILY

COLUMBIA, S. C., April 21—Representative John Hart, a member of the Union County delegation in the General Assembly, has proposed a ban of the 20th Century-Fox film "Island in the Sun" in South Carolina on the grounds that it deals with miscegenation. A $5,000 fine for showing the film is sought.

**Tradewise on Page 2**

Tradewise, the new department of comment by Onlooker, appears in this issue on page 2.

**Net Profit for Quarter Reported $1,743,000**

Theatre business for American Broadcasting - Paramount Theatres, Inc., in the first quarter of 1957 compared favorably with the same quarter of last year. Leonard H. Goldenson, president, said in a report to stockholders issued at the weekend. He said that the level of theatre business "basically reflects the number of quality pictures available to the public." AB-PT's estimate net operating (Continued on page 2)

**IATSE Charters New Language Spec. Local**

The L.A.T.S.E. has issued a local-union charter, No. 867, to the Society of Language Specialists, a group composed of translators, dubbers, narrators, commentators, program directors and news editors in the foreign lan.

(Continued on page 5)

**AB-PT Theatres**

Quality Films Keep Grosses Up: Goldenson

**UIEC Conducts Survey On Industry Problems**

The Unione Internationale de l’Exploitation Cinematographique is currently conducting a survey among its worldwide membership to investigate problems in motion picture exhibition and production. The survey, which is in the form of an eight-part questionnaire, is expected to be completed by the time UIEC meets this spring.

The eight questions are: "Is there (Continued on page 3)

**Pathe**

**LABORATORIES, INC.**

NEW YORK AND HOLLYWOOD

Call Pathé Now for Every Film Need: In B&W or Color Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Optical • Title Stand Work
PERSONAL MENTION

STEVE BRODY, Allied Artists president, is scheduled to return here from London today by plane and will leave for the Coast tomorrow.

L. B. MATEN left New York on Friday for Miami Beach.

CYNTHIA JO HAZEN, daughter of Joseph H. Hazen, producer, was married here on Friday to Leon Bernard Polsky, attorney with the American Arbitration Association.

LINDSEY PARSONS and John H. Burbows, producers, returned to Hollywood at the weekend from Chicago.

Melton K. Robinson, secretary and general counsel of Eastman Kodak Co., has announced his plans to retire following 38 years with the company.

PAT BOONE, actor in 20th Century-Fox's "Bermudiana," who is now in New York, was interviewed at the Warwick Hotel here Friday by fan and national magazine editors.

DAVID A. LIPTON, Universal Pictures vice-president, returned to Hollywood at the weekend from New York.


Industry Dividends

$6,910,000 in Quarter

WASHINGTON, April 21—Publicly reported dividends paid by industry companies in the first quarter of 1957 totalled $6,910,000, the Commerce Department has reported, compared with $7,033,000 paid out in the first quarter last year.

Commerce said that $3,836,000 was paid in March this year, with $3,424,000 last March. $1,304,000 was paid this February, compared with $1,746,000 paid last February, the Department reported.

'Dolphin' a Hit in Miami

"Boy on a Dolphin" garnered an opening-day gross of $8,500 at three theatres in Miami—the Carib, Miracle and Miami—It was reported here on Friday by 20th Century-Fox. The company also said the picture took $1,850 in its opening day at the Circle Theatre, Indianapolis.

IN January when the decision to terminate RKO Radio's sales and distribution operations was announced officially it was emphatically denied that liquidation of the company was in prospect. That still is the official position of the company's owners. However, The Hollywood reports are that Edmund Grainger terminated his production deal with the company because he was unable to obtain approval of the way by the AB-PT, and has now rescheduled his schedule for RKO. According to the reports, the idleness irked and Grainger's due in town today to arrange for a resumption of production elsewhere. The Grainger development brings to mind that not one of the 12 to 15 productions that RKO Radio officials announced the company would make this year have been started in the three months since the distribution arm was amputated. 'The Naked and the Dead' supposedly has a June 1 starting date. Not even a cast for it has been announced yet. Meanwhile, the company's foreign distribution organization, still intact, is running low on product. Unless new pictures are supplied soon the situation abroad will be comparable to that which prevailed here during the Howard Hughes administration of RKO Radio, when a fine domestic distribution organization had almost nothing to sell. What the RKO Radio studio turns out—do doesn't turn out—in the next three months will be the tip-off on whether or not further liquidation is in the cards, most observers believe.

WHEN ARTHUR DeBRA leaves his community relations post at Motion Picture Association of America here next week, ending an association of more than 30 years, the ranks of the veterans of the old MPPDA—the "Hays Office"—will be left about as thin as those of the G.A.R. on Memorial Day next. Veterans remaining in the sizable New York organization are Sidney Schreiber, general attorney, Gordon White, Advertising Advisory director, and Jack McCullough, technical services department. . . Many foreign film distributors, fretting about the high cost of dubbing foreign language films for this market, are recalling wishfully the tongue-in-cheek observation made by the late Jack Cohn on his return from a European trip in 1955. There he said, he be one universal language—English. . . Sam Pinanski's suggestion, reported in Motion Picture Daily last Wednesday, that the theatre-to-home televising of films may wind up as an adjunct of wire services of the big utilities captured the imagination of a lot of industries. Wanna know sumpin' Pinanski wasn't kidding.

THE TELEMOVIES situation at the moment is far more talk than action, as even the boys in Oklahoma, Texas and Arkansas who have failed for years for facilities of the world, Motion Pictures, by Quigley Publishing Co., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100, Cable address: "Quiggeno, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Thos. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary, Other Quigley Publications: Motion Picture Herald, Better Theaters and Better Refreshment Merchandising.

Single copies, 10c.
English Exhibitors Battle Tax

(Continued from page 1)

The problem is an exceptionally difficult economic state of the cinemas in these areas which have been particularly affected by reduced admissions and will not prevent further cinemas closing.

Not 'Lucky,' He Says

From Wales came a demand to "Hit below the belt." Speaking at Cardiff, Wyndham Lewis said: "The public are saying--you lucky people; you have £69 millions. But there would be the increased levy to come out, and then by the time they had met the demands of NATKE (National Association of Theatrical and Kine Employees) and possibly faced those of the PBS; rate increases, and demands in other forms--one very important being increases on film hire--they were likely to be worse off at the end of the year."

"The time has come," he continued, "when we should fight this thing even if we have to hit below the belt.

In Yorkshire, however, chairman of the Leeds and District CEA branch Jack Prendergast counselled prudence for the same being and said that nothing should be done at this stage that would spoil our case while the budget was being debated by members of Parliament. But he urged the necessity of letting M. P.'s know how disillusioned exhibitors were with the relief given.

Mark Time, Speaksman Urges

Then at the North-Western CEA branch W. J. Speaksman, treasurer of the association, warned members not to contemplate changes in seat prices until the Board of Trade's levy proposals were known. This, he added, might not be until October and exhibitors who immediately adjusted seat prices might be faced with making further revisions later in the year.

Meanwhile the Chancellor's budget continues its passage through Parliament with the Labour Opposition, to date, not quarelling with the proposed entertainments tax changes.

Heller Quarter Income

Reported at $652,047

CHICAGO, April 21 -- Walter E. Heller & Co. and subsidiaries earned $652,047 after provision for income taxes in the three months ended March 31, 1957, compared with $683,591 in the corresponding quarter of last year; before, Walter E. Heller, president, reported on Friday.

These latest earnings, after preferred dividend requirements of $81,274 were equal to 45 cents a share on 1,269,091 shares of common stock outstanding. This compares with per-share earnings of 49 cents a share in the corresponding quarter the year before, based on 1,226,686 shares and after preferred dividend requirements of $82,055.

Heller, the largest firm dealing exclusively in commercial financing, reported net earnings before income taxes for the first quarter of 1957 of $1,498,047 as compared with $1,560,591 for the same period in 1956.

Harriman Vetoes Bill

Hiking State Film Fee

ALBANY, April 21 -- For the second consecutive year, Gov. Averell Harriman vetoed a bill increasing the fee collected by the State Education Department's motion picture division from three to four dollars per thousand feet on original film, but decreasing that for prints from two dollars a thousand feet to four dollars for "each additional entire copy."

In disagreeing with the measure, sponsored by Sen. Thomas A. Duffy, Long Island City Democrat, and Assemblyman Alonzo L. Water, Medina Repub-"}

"Cine-Panorama' Completed

Special to THE DAILY

MOSCOW, April 21--The first experimental "cine-panorama" has been completed here. It is described as something like U.S. Cinerama, except that it will have nine sound channels and loudspeakers instead of six. The film has been shot at the USFB film and photo research institute, and was designed by the staff of the Institute.

The special camera will shoot the picture on three films simultaneously, and each of the three films is run separately from its own projection camera during showing. The screen is prepared out of a special type of white plastic. It is 60 feet wide and over 21 feet high, and consists of three parts. The central part is made of one piece, but it has more than 32,000 holes the size of a pinhead to allow the sound through.

UEIC Survey

(Continued from page 1)

at the present time on the market a sufficient number of films to meet the requirements of the industry? Did it occur, in 1956, a decrease in the circulation of national films and in the movement of imported films? Did it occur in 1956 an overall decrease in films which made a big hit, and if so, what is the proportion in comparison with previous years?

In regard with the previous cinematographique season, did an increase in the booking of seats at the movies occur, and if so, state the reasons that motivated the increase and its importance? Was the number of moving picture theatres showing exclusive films? How long, in the average, does an exclusive film last on the programnation? Do you thing it is advisable that the film industry should take a closer interest in regard to the production of films? If you think so, what should be the proceedings and the terms of negotiations to be taken by the industry to this effect?

'Miss St. Louis' Award

To Be Made Tomorrow

The "Miss Spirit of St. Louis" Award will be presented to the world's "ideal airline stewardess" at 10 a.m. tomorrow in the grand ball-room of the Park-Sherton Hotel here at final judging ceremonies in which 35 stewardesses from the world's major airlines will participate. The award will be made following a breakfast for representatives of the press, radio and television.

The 35 semifinalists and finalists will be honored tonight at Toet's Shoe's Restaurant at a press reception to be given by the Airline Stewards and Stewardesses Association and Warner Bros., co-sponsors of the "Miss Spirit of St. Louis" Award.

Attorneys Organize in Magazine Libel Legislation

HOLLYWOOD, April 21--Jerry Giesler has been named by fellow Beverly Hills attorneys to seek legislation under which scandal magazines could be served through the Secretary of State and made to answer in California for libelous charges.

The committee was formed after Giesler reported to the Beverly Hills Bar Association of his failure in attempts to bring "confidential" magazine to quarter in behalf of his clients.

CofC 'Great American'

Award Goes to DeMille

WASHINGTON, April 21--Film producer Cecil B. DeMille was named by the U.S. Chamber of Commerce as one of nine Americans to be the first to receive the chamber's "Awards to Great Living Americans."

Presentation on May 1

The awards will be presented at a dinner May 1. DeMille was cited "for achievement in motion pictures, notably 'The Ten Commandments,' carrying a significant religious message to all mankind."

Looks like a smash, T.D.! Color . . . wide screen . . . cast of thousands . . . !

All it needs now is attendance in millions!

Means advertising! Let's see . . . good family story . . . hits every age group . . . !

Mmmmm. Good family story! Calls for a family magazine!

Sounds like The Saturday Evening Post! Has all-around appeal . . . gets tremendous readership from all ages! And sells over $5 million copies a week, too!

It's a natural! Come to think of it, my two biggest hits last year were made out of stories that came from the Post!
Spot...fast in MOTION PICTURE DAILY thus providing immediate coverage of the motion picture industry and related fields in reports "concise and to the point"—responsibly edited—written and typographically designed for fast, easy reading...with a staff photographer to add points of interest that only the camera can tell. Correspondents throughout the world.

Interpretive...comprehensive in MOTION PICTURE HERALD presenting the news as current history of the motion picture and its business, using a greater allotment of time to gather together all the facts pertinent to the ultimate meaning of events and opinion, in all of the interests of the American industry, at home and abroad.

QUIGLEY PUBLICATIONS In the service of the motion picture industry for more than 41 years

Television Today

Telemovies

(Continued from page 1) president of Paramount Pictures and president of Paramount Television Productions, Paramount's International Telemeter already has conducted its test of theatre-to-home entertainment in Palm Springs, Cal., whereas Video Independent Theatres' test at Bartlesville, Okla., is still awaiting the setting of a starting date, which will be at least three months away.

Points to Geographical Differences Raibourn pointed out that numerous problems which are involved in even a tryout of telemovies in populous metropolitan centers are not present in closed situations such as Video Independents' Bartlesville. Nor are they in Palm Springs. Competitive factors being non-existent, the trial of the system is unimpeded. A situation comparable to Bartlesville hardly could be found in the populous East and North.

The numerous problems which will arise the moment a telemovies operation is considered for a complex, competitive situation, whether in the Southwest or anywhere else, are apparent to all but there are no easy solutions in sight, Raibourn conceded.

Runs, availability, distributor's split, prices for programs as well as many other considerations will have to be determined under competitive conditions, it would appear.

Holds Product Supply No Problem Raibourn does not believe that product supply or the possibility of admissions being charged to view a first run film program in the home of a subscriber are major problems of the pay television operation.

"I don't think a producer can refuse to sell to an exhibitor who offers a fair deal," Raibourn said. "And as for re-selling the program in the home for paid admissions, things of that kind would be detected quickly. It is not an important problem." He also believes that telemovies will be in a good competitive position should subscription television eventually be authorized by the Federal Communications Commission. The public's entertainment cannot be "block booked," he pointed out, hence pay TV competition could be met on a local, individual basis by a community telemovies operation.

Talking Sale-to-TV Questioned concerning developments in regard to the possible sale of Paramount's film backlog to television, Raibourn said the company is just about to wind up its study of the various rights involved in its backlog films, which is a preliminary to the making of any deal. He reiterated that Paramount has talked to many prospective bidders but has made no commitments yet.

Who's Where

Carroll Case, television and motion picture producer, has been signed to a term contract by Jack L. Warner and assigned by Warner Bros. TV executive producer William T. Orr to production of Warners' fourth hour-long western television series, "The Texan."

Sam J. Slate, who for the past five years has been director of programs for WCBS Radio, has been named general manager of the CBS Radio flagship station in New York. He succeeds Carl S. Ward, who has been promoted to manager of station relations for CBS Television.

Complaints Served in Five Anti-Trust Suits

The defendants in the five anti-trust suits filed by the Department of Justice in connection with the alleged block booking of films to television were served with the civil action complaints early Friday.

The television film distributors involved in the actions are National Telefilm Associates, distributors of 20th Century-Fox product; Screen Gems, distributors of Columbia product; Associated Artists Productions, distributors of the Warner Bros. library; C & C Super Corp., distributors of the RKO Radio Pictures library, and United Artists Corp.

According to a representative of one of the defendant firms, an informal meeting of attorneys representing the TV film distributors named in the actions met here at the weekend to discuss the case.

Newark Station Still Available for Sale

The management of WATV, Newark, confirmed reports late last week that it was interested in selling the television station "under appropriate conditions." The station, which operates on Channel 13, has studios in Newark and its transmitting tower is located atop the Empire State Building in New York.

It also is affiliated with radio station WAAT, Newark, Irving R. Rosenhaus, president of the stations, said that all negotiations so far had been "preliminary."
Prudential Unveils Its In(and Out)door Drive-in

By FLOYD STONE

They promised to open it and they did, at 5:00 P.M. Saturday, that singular and probably fabulous “All-Weather Theatre,” out in Babylon. But Thursday evening in the cold and damp as friends and contractors, sub-contractors and workmen—and reporters—stumbled through churned-up tar, gravel, asphalt, and mud, and waded through up-ended tables and masonry on floors not walls, it seemed difficult to believe.

Everyone got through to the cocktails and knishes and stayed to gape at a well-designed stadium type indoor house seating 1,200, an outdoor area holding 2,000 cars, a huge lower floor cafeteria, and a comfortable upper floor patio for dining and viewing.

There are 28 acres in this enterprise, which in the East is unique and may be the world’s largest. Joseph Seider, who heads Associated Prudential, said this ought to keep the family together, and that’s his aim. Families can leave home together and if they desire, spend the day and some of the night at his place. He’ll open at 2:00 in the afternoon, and the kids can play in the modernistic and functional “conversation piece” playground, while the adults see the picture inside. The family can apportion the day so it gets home in time to put the kids to bed.

The only thing he can’t see his way to providing, as an entertainment impresario is a swimming pool, Seider said. Otherwise, he’s keeping in time, he says. This is the circuit’s 14th drive-in. The predict flow is continuing, it is sufficient, and it is good; and it is the exhibitor’s job to change format, Seider declares. He even has Todd-AO in his Syosset house. The new drive-in, by the way, has wide screens indoors and out on which CinemaScope short subjects appeared beautifully.

Skouras Enthusiastic Contagious

Spyros S. Skouras, president of the circuit bearing his name, collared this reporter and asked him whether he had ever seen anything like it. No, was the answer.

“Aren’t you thrilled?” Skouras asked.

Yes.

Repeal of Tax

(Continued from page 1)

also aid motion picture theatres in New York.

Mayor Robert F. Wagner’s specially appointed citizen’s committee, which is studying the effect of the five per cent admissions tax and the alleged hardship it imposes on local theatre-men, expects to have its fact-finding report ready by early next month, it was reported at the weekend.

Working with Exhibitors

The committee, which is composited of Thomas Jefferson Miley, Francis W. H. Adams and David Dubinsky, has been working closely with representatives of Independent Theatre Owners Association and Metropolitan Motion

Gorelick Named Rank Manager in Chicago

Irvings Sochin, general sales manager of Rank Film Distributors of America, announced at the weekend the appointment of Sam Gorelick as Chicago regional manager for the company, effective May 13, to cover the Milwaukee, Minneapolis and St. Louis areas.

Gorelick is a veteran of 30 years with RKO Radio Pictures. His most recent association with that company was district manager covering the same territory.

Picture Theatres Association on the tax situation. The committee report is to be presented to the Board of Estimate and Mayor Wagner for evaluation.

To Continue M-G-M Sales Meets on Coast

Four M-G-M home offices executives will leave for the coast today to continue meetings on promotional plans for product, which were begun here last week between Howard Dietz, vice-president and director of advertising, publicity and exploitation, members of his staff and Donahue & Co. Advertising Agency with Howard Strickling, studio publicity head.

Leaving for the coast today are Dietz, Charles M. Reagan, vice-president in charge of sales, and John P. Byrne and Robert Mochrie, assistant sales managers. The first of the series of west coast meetings will get under way tomorrow at the studio with Strickling and his staff.

Sierra Stranger

Columbia

HARTFORD, Conn., April 21

Howard Duff, who has ably demonstrated his marquee power, tops the cast of this Norma T. Herman production, geared from start to finish with the ingredients that appeal to the action fan, be he an out-and-out Western devotee or one who merely prefers to have matters continually on the move.

Lee Sholem has directed the Richard J. Dorso screenplay (based on a Dorso story), with proficiency. Carrying additional and sure appeal are such well-known character players as Barton MacLane, Dick Foran, John Hoyt and George E. Stone.

A Sierra Mountains prospectors, Duff is in the trading center, Colton, to file a claim when he meets a lynch party headed by MacLane, about to string up young Ed Kemmer. Duff rescues Kemmer. Later MacLane accuses Duff and Kemmer of claim-jumping, and from this point, events lead toward a rather suspenseful conclusion which finds Duff cleared of charges, the MacLane crew routed, and future prospects bright indeed for Duff and Gloria McGhee.

Running time, 78 minutes. General classification. Release, in May.

A.M.W.

Rosen Going Abroad

(Continued from page 1)

end that he aims to see what European exhibitors are doing so that some of their operational methods could perhaps be incorporated in American theatre operations, said he will return to the U.S. in early June.

The SW executive will also attend the Cannes Film Festival, visit International Latex plans in Glasgow and Europe, and study television operations during his trip.

IATSE Charters

(Continued from page 1)

gauge field. They are employed chiefly by the export subsidiaries of the major film distributors, as well as by radio stations.

Ken Smith has been elected president of the new local; Grisip A. Santos, vice-president; John Brunk, secretary-treasurer; Agustin Llosip de Oli- vares, business agent, and Joseph Pel- lo, sergeant-at-arms.

Zanuck Plans ’Scope 55

HOLLYWOOD, April 21—Darrel F. Zanuck will produce “De Luxe Tour” next year in CinemaScope 55 for 20th Century-Fox, it was announced here at the weekend.

A SALES EXECUTIVE WITH THIS KIND OF EXPERIENCE IS RARE

Formerly with RKO Radio Pictures for many years, has had responsibilities in all phases of sales and distribution— including audition to division manager, division sales manager, manager of contract approval. This knowledge and experience can work for you. Box 242, M. P. Daily, 1770 Wilshire Ave., N. Y. 20.
UA MAKES THE BIGGEST PRODUCTION NEWS

NUMBER 38 IN A SERIES OF IMPORTANT ANNOUNCEMENTS

with the industry's biggest talents...

SOPHIA LOREN

NOW SHOOTING

LEGEND OF THE LOST
Starring John Wayne • Sophia Loren • Rossano Brazzi • Technirama®
Technicolor® • Produced and Directed by Henry Hathaway
Screenplay by Ben Hecht • Director of Photography Jack Cardiff
A Batjac-Panama Production
To Meet May 13
Para. Would Dispose of Music Firms

Would Increase Holdings in Du Mont Broadcasting

Paramount Pictures would dispose of its interests in Paramount Television Prods., Inc., which owns and operates television station KTLA, Los Angeles, and in three music publishing firms, including its wholly owned subsidiary Famous Music Corp., to DuMont Broadcasting Corp. for between 700,000 and 800,000 shares of the latter if DuMont stockholders authorize the issuance of the shares at their annual meeting here on May 13.

Paramount now owns 251,400 shares, or 36.6 per cent, of DuMont broadcasting.

The other music publishing companies (Continued on page 2)

Won't Review Suit of Scott Against RKO

From THE DAILY Bureau
WASHINGTON, April 22 – The Supreme Court today refused to review the damage suit of Adrian Scott against RKO Pictures.

This leaves in effect the decision of the Ninth Circuit Court of Appeals dismissing the contract violation suit (Continued on page 2)

Tenn. TOA Will Meet
At Nashville May 28

Special to THE DAILY
ATLANTA, Ga., April 22 – The annual meeting of the Tennessee Theatre Owners Association will be held beginning at 10 A.M. May 28, at the Hermitage Hotel in Nashville, Tenn. The meeting will be for one day only (Continued on page 4)

Frontier Sets June Jubilee

Special to THE DAILY
DALLAS, April 22 – Frontier Theatres, which in past years has conducted successful promotional campaigns, will launch a “June Milestone Jubilee” for the closing of schools and the start of the summer season. The promotion will be handled by Louis C. Higdon, general manager of the circuit.

The Tujunga, Los Angeles, has sponsored the Jubi lee” in 1945 and 1955 and put high grosses in the company’s record book.

A Frontier Theatres executive has stated that a great many exhibitors throughout the U.S. and Canada have availed themselves of the promotions (Continued on page 2)

‘Quality’ TV Programs
Goal of Sam Marx

The return of industry veteran Sam Marx to the MGM Culver City, Calif., lot, is underscored by a desire to create TV programming on a quality level comparable to Irving Thalberg’s initial prestige-building area, he pointed out.

“We are devoting our TV production,” Marx said here yesterday, “with the specific hope of instilling the quality atmosphere that has distin-

Says Small Exhibitors in U. K.
Cities Not Aided by Tax Cuts

Special to THE DAILY
GLASGOW, Scotland, April 22 – Something must be done now to save the small exhibitors in areas not benefitting from the new budget tax concessions, according to Sir Alexander King, cinema magnate, and leading figure in the British exhibitors’ association.

He said here, at a meeting of exhibitors, that the British Treasury had saved the small exhibitor in the rural area, but had done nothing else. There shall be no difference between the small cinema to a rural district and a small cinema taking the same amount of money in a competitive area, he pointed out.

Sir Alexander wants no more reference to “entertainment tax.” It must, from now on, be cinema tax, he said, since this was the only British entertainment now affected. Horse-racing and dog-racing were tax-free. He called on all his exhibitor colleagues to be aggressive and try to keep contacting their members of Parliament.

The most disappointing feature was that the public and some of the lay press thought exhibitors should reduce prices.

There would be much to reduce by the time all this is whittled down,” said Sir Alexander.

George Singleton, independent (Continued on page 4)

Expect Record $216,000
At Music Hall This Week

The Radio City Music Hall expects to set a new all-time weekly grossing record this week of $216,000, according to Russell V. Downie, president and managing director.

Downie said yesterday that Paramount’s “Funny Face” and the Music Hall Easter show took in $130,000 over the past weekend, and $216,000 is anticipated as the fourth week’s total. He said that the previous weekly record at the Music Hall was $210,000, set last Christmas.

Anti-Pay TV Group Is Neutral on Telemovies

Special to THE DAILY
FRANKLIN, Ind., April 22 – The Committee Against Pay-TV has taken no position with respect to the cable theatre, considering activity in that area to be the sole concern of the individual exhibitor, Trueman T. Rembusch, co-chairman of the committee, said here.

Rembusch said the stand is based on the committee’s position that “It is unalterably opposed to the use of the free air waves as a transmission medium for any form of slot machine TV. Furthermore, that the committee is not opposed to the use of cables as a transmission medium for the pay-as-you-see gimmick. The committee’s (Continued on page 4)

Sunny Skies
Easter Crowds Hike Grosses On Broadway

But Neighborhoods Report Business Was ‘Only Fair’

The Easter Sunday holiday weekend, marked by warm temperatures and sunny skies, swelled New York first-run grosses with happy crowds lining up at Broadway showcase houses. Neighborhood business, on the other hand, was reported only fair.

20th Century-Fox’s “Boy On A Dolphin” at the Roxy Theatre, set a new Sunday record for the National Theatres house by grossing a high $31,000. Over the entire weekend, from Friday through Easter Sunday, the film took in an outstanding gross of $75,000 to enable theatre officials to anticipate an opening week’s gross of $145,000. The previous Sunday (Continued on page 5)

UA Making Revisions
In Stock Prospectus

United Artists’ management team expects to complete work by late today day on amendments to the company’s stock prospectus which have been recommended, following a preliminary study, by the Securities and Exchange Commission, it was learned here yesterday. According to a UA official, the SEC last week notified the company to amend certain portions of its “red

‘Adult’ OK in Memphis
For a Cut ‘Baby Doll’

Special to THE DAILY
MEMPHIS, April 22 – Members of the Memphis board of censors have passed a cut version of the Warner Brothers film, “Baby Doll,” which had previously been banned here.

“Four major cuts of the worst features which we could not accept,” said Mrs. Walter Gray, censor, resulted in Memphis approval for showing the film “for adults only.” Mrs. Gray said that the same cuts had been ordered in Atlanta.

Television Today
Para. Firms

(Continued from page 1)

Companies involved are Paramount-Roy
Music Co., Inc., in both of which Param-
mount owns all the Class A stock, which
constitutes 50 per cent of the outstanding
stock of both. Negotia-
tions are continuing between DuMont
Broadcasting and Paramount and, if
concluded and the stock issuance is
authorized by holders of DuMont, the
deal would require the approval of the
Federal Communications Commis-
ion also.

Will Consider WNEW Purchase

Also to be placed before the Du-
 Broadcasting annual meeting is a
posal for the acquisition of radio
Station WNEW, New York, by
purchase of all of the station's outstanding
shares for $210,147 shares of Du-
Broadcasting capital stock,
deemed to have a value of $8.25 per
share, and $1,052,057 in cash.

In addition, DuMont Broadcasting
would cause to be paid liabilities and
obligations of WNEW which will ag-
gregate $1,760,694 as of May 1. A pro-
ceded by an exchange of dupli-
cators for advantages will be discharged by
the issuance of 11,742 shares of Du-
Broadcasting capital stock.

Stockholders will be directed at the
meeting with the following being the
nominates: Barney Balaban, Rich-
d A. Buckley, Allen B. DuMont,
Armand C. Erpelding, Jr., Global
Smith, Jr., Bernard Goodwin, Robert
G. Jones, Paul Balbour, Percy M.
Stewart and Edwin L. Wiels.

Buckley Would Head Station

Buckley, heretofore president of
WNEW, will become beneficial own-
er of 151,696 shares of DuMont if
the stock purchase deal is com-
menced. Conditioned upon the con-
summation of the deal, Buckley would re-
ceive a five-year contract as presi-
dent of the proposed WNEW divi-
sion. The exchange is on a 51/2 per
cent of the gross sales of WNEW
station time and talent, less exchange
trade advertising, but not in excess
of $200,000 annually.

The annual meeting also will act
upon a proposal to ratify a restricted stock
option plan for DuMont em-
ployees.

Fox to Resume Own
16mm Sales in Canada

TORONTO, April 22 — The sale
of 16mm Twentieth Century-Fox
films will be resumed in Canada by
the company November 1. For
the past 10 years, these have been
marketed by General Films Ltd.

Fifty years of General with but
one company's product to handle—
that of Paramount.
Defeated AFM, Says Republic

Republic Pictures has won a technical legal victory against the American Federation of Musicians, the film company said in a statement issued yesterday, in the suit for declaratory judgment and the legality of the music performance trust fund agreements. Justice Benedict V. Dineen of the Supreme Court, New York County, has ruled that Republic has successfully pleaded its case in three counter-clauses, and he denied AFM's contention that because of the numerous contracts involved, 30 different causes of action should have been separately stated, the Republic statement said.

Instituted by Rosenbaum

The law suit, known as Rosenbaum v. Melnikoff, etc., was instituted by Samuel R. Rosenbaum as trustee under the trust fund agreements made with various studio and TV distributors of old theatrical reissues, under which 5 per cent of the gross TV revenues are required to be paid to the trustee to pay unemployed AFM musicians for performing in free public concerts. Rosenbaum is seeking a declaratory judgment as to the validity of these agreements. Defendants include Harry Melnikoff and other individual musicians as well as numerous producers and distributors and the AFM.

Republic is seeking an affirmative declaration of illegality of the trust fund and TV labor agreements, as well as the clause in the studio contracts made with AFM since 1946 prohibiting the release of theatrical films to TV without the consent of AFM. A counter-claim for damages of $5,848,729.36 against Rosenbaum and AFM has also been asserted by Republic.

Mexican Actor Dies

MEXICO CITY, April 22.—Pedro Infante, 42, dean of Mexican romantic picture actors—singers, was instantly killed April 15 in the takeoff crash at Merida, capital of Yucatan State, of the cargo plane of the company in which he was a large stockholder. He had boarded the plane when he missed the regular passenger line. The plane crashed into a cottage, killing a woman there and gravely injuring her young son. Five persons died in the crash and six were injured.

Cathedral-Pathe Deal

A three-year deal for Pathe Laboratories, Inc., to handle all Cathedral Film's laboratory processing requirements was announced yesterday by Dr. James K. Friedrich, president of Cathedral, and O. W. Murray, executive vice-president of Pathe. The deal, which was worked out by Cathedral executive vice-president Ben Odell, permits increased production in all types of products by the religious film firm.

Equity, British Federation Sign Agreement on Hours, Overtime Pay

By PETER BURNUP

LONDON, April 20 (By Air Mail)—Agreement has been reached between Equity and the Federation of British Film Makers—the breakaway body from the British Film Producers' Association—on a basis of settlement in the working hours and overtime pay dispute. But, a statement from Equity says, the union is still in dispute with BFPA and artists continue to be under instruction not to accept engagements from producing companies other than those who are represented by the Federation.

The statement said: "In outline, the settlement provides for a six-day week and a ten-hour day, with an immediate reduction to one hour of the additional time for make-up." Further negotiations will begin not later than January 1, 1958, with a view to the elimination of the remaining hour of additional time allowed for make-up.

Location Work Separate

"Payment for overtime has been agreed on for artists engaged by the day and for all other artists on salaries up to $2,500 ($700) per week. The few, effective safeguards for artists above these salary levels and special arrangements have been agreed for location work.

It applies only to the production of the Federation: namely, Sir Michael Balcon's Ealing Films; Ivan Foxwell Productions; Launder and Gilliat Productions; the

Seek to Set Up MPAA

Ad Directors Meeting

The Motion Picture Association of America is attempting to set up a meeting of the advertising and publicity directors committee for May 14 to discuss the industry business building program and its financial aspects.

The meeting, if definitely arranged, will precede a meeting of the board of directors of the MPAA during which the industry's coordinating business building group, chaired by Spiros P. Skouras, president of 20th Century-Fox, will report.

However, according to an MPAA spokesman, the Association is contacting the member companies to check on the earliest available time during which the advertising-publicity directors group could meet.

U-I Acquires 'Doctor'

"Doctor at Large," the J. Arthur Rank Organization comedy, will be distributed in the United States by Universal Pictures, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager.

George Lougee, 45

HARTFORD, April 22.—George H. Lougee, manager of the E. M. Loew's Milford (Conn.) Drive-In for the past six years, died suddenly last Thursday.

Wisconsin Opening May 15

Construction has been started on a 500-car drive-in at Howiton, Wis. The 10-acre tract was purchased by the J. O'Neil Investment Co. of St. Paul, Minn. A May 15 opening has been scheduled by Ralph Piefow, buyer and booker.

Reopening Aids Charity

Proceeds of reopening night's performance at the Danbury Drive-In, Danbury, Conn., were turned over to the Beaverbrook (Conn.) Volunteer Fire Department by Doug Amos, general manager of Lockwood & Gordon Theatres.

Construction Starts in Minn.

Leo Aved, of Minneapolis, has started grading operations at the Coon Rapids site he acquired three seasons ago located on the East bank of the Mississippi River midway between Minneapolis and Anoka.

Reopens; Refreshments Free

The Canaan Drive-In, Canaan, Conn., reopening for 1957, distributed free refreshments, including coffee, candy and favors. This year's policy calls for $.1 per carload admission, regardless of number of passengers on Wednesdays and Thursdays.

SEE OUTERSPACE MONSTER AMOK IN RUINS OF ROME!

Not since King Kong has the screen seen anything like it!

20 MILLION MILES TO EARTH from COLUMBIA of course!
Walt Disney and Rodgers & Hammerstein are wrong. The great American folk tale is not—nor has it ever been—one of those foreign monarchist legends such as Cinderella or Snow White. The great American folk tale is truly native in origin, symbolizing, as it does, the national guilt complex of a man who has struck it rich and is both afraid and sure the bonanza is actually a comic cigar about to explode in his face. The old folk tale which has taken many forms and presentations. When first played about a hundred years ago it was called "Ten Nights in a Bar Room." Indeed, of course "Ten Nights in a Bar Room" itself is done strictly for laughs by college and civic theatre groups and by one or two surviving Mississippi showboats. The plays, however, have not let the tale hang low. They have developed a new approach to the booby old rickets-and-ruin that is threatening to become a special section in our national literature, if not an art form in itself. Catering to the public's interest in these grotesque confessionals are book publishers, motion picture producers and the very same television sponsors who tell us life can be beautiful if we dye our hair.

Sees the Light Late

These thought were brought to mind Sunday night in the course of NBC-TV's Goodyear production of "The Gene Austin Story." Austin, a long-winded plager of "singer's delight" nonsense in the late twenties and early thirties, had prettily heartily embraced Demon Rum before he got his third act message, which is according to the classic pattern of this form of entertainment.

As a matter of fact, the script by Ernest Kinoy was a good one. It had moments of real pathos. The dialogue, a dialogue of how little is used in motion pictures, was spaced by a lot of music with which Austin is identified, including a few wonderfully tinny old recordings. The performances by George Grizzard and Phyllis Newman were fine and Herbert Hirschman's direction was always sound. What, then, is the beef? There is

-- Drive-ins demanded it!!--Here it is

A live-action all-talking all-color refreshment trailer from FilmacK of course

It is quite easy to see why Buena Vista picked up this French production for distribution in the United States. "If All The Guys in The World" is expert drama which somehow manages to present a lesson in goodwill among men in terms that are about as full of suspense and excitement as the result of an 85-minute film.

The story is that of a grubby French fishing boat, somewhere off Norway, the crew of which is suddenly stricken by food poisoning. Its regular radio is out of order so the captain resorts to the short wave set. How their message is received at a distant French outport in Africa, and how help is relayed to them via Paris, Munich, Berlin, Copenhagen and Oslo, in the form of much-needed serum, forms the drama. The pornographic aspect of the piece is that the crew is saved almost wholesale through the efforts of amateur "Ham" radio operators who, in this case, have formed a chain of helping hands reaching from the North Sea to Africa and back again, even crossing the Iron Curtain.

The characters of the men aboard the stricken ship are neatly outlined in bold, bright strokes, as are those of the people who help along the way: the excitable French storekeeper in Africa, saddled with a lasciviously deceptious wife, the young Parisian boy who is also a ham operator; the latter's radio pal in Munich, a blinded German war veteran; an American G.I., who almost starts an international incident when he goes into Berlin's Red Zone to fetch the serum. These, and many more, give reality to a series of events which otherwise might stretch credulity too far.

Being a French import and having no stars of renown, this side, "If All The Guys in The World" is not a part of course presents the special selling problem which all subitled pictures face in the general U.S. market. The exhibitor, however, can unequivocally guarantee his audience a large slice of entertainment and good will when he gets them inside. It's a credit to Buena Vista to be handling it.

The picture was produced by Alexander Muochkine and directed by Christian-Jaque from a story by Jacques Biny, with adaptation and dialogue by H. G. Clousot (of "Dialloiques") and Christian-Jaque. Most of the faces in the cast are Andre Valmy, as the skipper, and Jean Caves, as his first mate.

Running time, 95 minutes. General classification. Release, in April.

Vincent Canby
UA Revising

(Continued from page 1)

lived" prospectus, which was filed on April 1.
The film company, the last major motion picture company remaining in private hands, filed with the SEC a registration statement which reported that UA seeks to offer for public sale $10,000,000 of six per cent convertible debentures due in 1969 and 350,000 shares of common stock at a hoped for par value of $20 per share. The net proceeds to UA from the sale of debentures and common stock in the company's first public stock offering, which is proposed for this week, will amount to approximately $14,000,000, after commissions and before expenses.
The UA official said that once work is completed on amendments to the prospectus, the revised prospectus will be sent to the SEC, and it is hoped that a favorable decision will be handed down "within the next few days."

Cleveland First Runs Report Excellent Takes

CLEVELAND, April 22 -- Downtown first-run theatres here competed successfully with perfect Eastertide weather, most of them reporting the best Sunday business in several years.

Two grossers included "Heaven Knows Mr. Allison," that broke a three-year Sunday record at the Hippodrome, and "Boy on a Dolphin," at the Allen Theatre, where it was reported as doing the best Sunday business since January. Crowds flocked to see "The Ten Commandments" and "This Is Cinerama," each in its 23rd week.
The above two grossers reported very good business, but the neighborhood theatres estimated a 30 per cent decrease in grosses.

Albany Easter Grosses Best for the Drive-ins

ALBANY, April 22 -- Midsummer weather boosted Easter business at area drive-ins but cut it down at a number of conventional theatres, according to reports here today. The thermometer registered 81 degrees in the afternoon.

Among the conventional theatres, "The Ten Commandments" moved well in its fourth week at the Ritz, Albany, and drew similarly the first four days of a run at Keller's Uptown, Utica. It opened Holy Thursday. "Funny Face" notched satisfactory takes at Schine houses in Amsterdam, Gens Falls and Watertown, it was reported.

Changes to 1st-Run

HARTFORD, April 22 -- Metropolitan Hartford has its ninth first-run operation. Lockwood & Gordon's suburban Webb's Playhouse, a 728-seat suburban theatre, has changed to first-run art policy, offering foreign product on a full-week basis. The theatre has a new name, Cine Webb.

Easter Crowds Hike Grosses

(Continued from page 1)

record at the Roxy was $22,000 and it was set on Sunday of the Labor Day weekend of 1956.
The Radio City Music Hall, with Paramount's "Funny Face," in its fourth week, expects to establish a new all-time weekly high by grossing $216,000. Over the weekend, from Thursday through Sunday, the film took in $125,000 for the four days.

'Bachelor Party' Strong

United Artists' "The Bachelor Party," which is concluding its second week today at the Victoria Theatre, took in a high $33,000 for the week. The Hecht-Hill-Lancaster production grossed $17,500 over the weekend. UA anticipates that during the coming holiday week, the picture will gross close to $40,000 at the theatres.

All Broadway exhibitors reported that the excellent weekend weather bolstered business in the first-runs. The public went walking in their finery and afterwards came into the theatres, they reported. However, small neighborhood circuits and theatre operators reported that the business was good on Saturday, but "nothing" on Easter Sunday.

'Pretty Good,' Say Circuits

Executives at RKO Palace, Stanley-Warner Theatres and other circuits reported that weekend business was "pretty good" and "fair around the country," all pointing out that matinee business was "tops" wherever "Blockbuster" product was the attraction.

All circuits and the Broadway first-runs expect to do outstanding business throughout Easter Week as schools are out and children and tourists swell the crowds along Broadway. The Mayfair Theatre, which opened "The Buster Keaton Story" on Saturday and took in $3,000 over the weekend, anticipates a high $18,000 for the week. The Globe, which is presenting the latest "Tarzan" feature, "Tarzan and The Lost Safari," grossed $9,200 over the weekend and expects $16,000 for the week.

The Paramount Theatre with Columbia's "Abandon Ship" took in $37,000 for the holiday weekend and predicts $35,000 for the week. Loew's State, which is featuring a "rock and roll" show along with "Funny at Showdown," took in $35,000 over the weekend and expects $70,000 for the week ending Thursday. The Capitol Theatre with "12 Angry Men" took in $17,500 from Friday through Sunday and expects $40,000 for its second week gross. The Astor playing Columbia's "The Strange One" took in $9,700 over the weekend and forecasts a second week's gross of $20,000.

"Last Fare Life," in its 31st week at the Plaza Theatre, grossed $9,500 for the week.

Palace Has Liberase

The RKO Palace, which is presently staging a show only, headlined by Liberez, reported that weekend business was "good.

The three Broadway theatres operating on a reserved seat policy, the Rivoli with "Around the World in 80 Days," the Warner with "Seven Wonders of the World," and the Criterion with "The Ten Commandments," also reported good business over the weekend. All have scheduled extra performances throughout Easter Week.

Walt Disney's "Cinderella," which opened in 90 theatres in the metropolitan New York and New Jersey area at the weekend, is expected to gross between $4 and $5 million dollars during Easter Week, according to officials at Buena Vista, the distributor.

Good Weather Hurts Business in Boston

BOSTON, April 22 -- Theatre business was not up to expectations over the Easter weekend here, and exhibitors blamed the weather, which was a warm 88 degrees. However, "Around the World in 80 Days," which opened Saturday night at the Saxon Theatre, was a complete sellout.

New films opening included "The Spirit of St. Louis," which took in $11,000 in three days at the Metropolis Theatre; "The Million Dollar Face," which did over $10,000 in three days at the twin Paramount and Fenway: "Desiring Woman," which grossed $11,000 in two days at the twin Loew's State and Orpheum; and "Boy on a Dolphin," which registered $13,000 in four days at the Memorial, "The Bachelor Party" at the smaller Kenmore, took in $5,000 in two days.

Reports from the neighborhoods were disappointing, as the weather on Sunday drew thousands to the beaches and onto the highways.

Easter Week Business In S. F. Exceptional

SAN FRANCISCO, April 22 -- San Francisco area film theatres had one of the most lucrative Easter seasons in the past 10 years. Better product generally was attributed to the heavy grosses, with the varying exhibitor opinions including the thought that audience appeal no longer is cemented to television.

Fox West Coast scored heavily with "Cinderella" in all key spots. The local Fox Theatre grossed $17,000 for the holiday week and then followed with "Boy on a Dolphin," which had gross record at the best for the opening two days. Three theatres with reserve seat operations previously had been assured of near capacity business: the Orpheum, "Seven Wonders of the World" and the Titian, "The Ten Commandments" and the Coronet, "Around the World in 80 Days."

"St. Louis" To Follow "Funny Face"

After profitable attendance with "Funny Face" the Paramount looks forward to Wednesday's opening of "The Spirit of St. Louis."

Exhibitor Maury Schwartz reported his art house drew "Beyond our expectations for the holiday season."

Business Up in Atlanta Much Optimism for Future

SPECIAL TO THE DAILY

ATLANTA, April 22 -- Theatre business in this area is presently at 15 per cent ahead of last year, exhibitors report, and many of them are optimistic on the outlook for the future.

Three blocks to go to the Music Hall box office, where they set a new record for a holiday week, these fees are collected already. The picture is Paramount's "Funny Face" and the scene was repeated over the holiday weekend at most of the Broadway theatres.
FLY WITH THE PILOTS WHO FLY THE WORLD

TWA CAPTAIN EARL W. FLEET, now flying out of Kansas City, has found time during his distinguished career with TWA to hunt big game, fish for mountain trout, and build up a unique collection of miniature figure carvings from all over the world. A personable, vital man, he has 26,000 flying hours to his credit (nearly three full years off the ground). Captain Fleet is the kind of experienced pilot TWA traditionally puts on the flight deck, the kind of man you always like to have in command.

Fly TWA fast, non-stop Ambassador between New York and Los Angeles. De luxe Super-G Constellation service offering tempting meals and beverages, gracious hostess service and the delightful Starlight Lounge. Exclusive! ... full-length sleeper berths (extra charge) available on overnight Ambassadors.

For full information on Ambassador service, or any of TWA's many other First Class and thrifty Sky Tourist flights, see your travel agent or nearby TWA office today.

FAMILY TRAVELERS: Special savings for you with TWA's Family-Fare Plan.
Star Revitalization Plan Is Launched by O'Donnell

HOLLYWOOD, April 23—Robert J. O'Donnell's plan for a star revitalization program was launched today when Vera Miles was honored at a luncheon at the Paramount Studios dining room with many top circuit executives present.

O'Donnell, vice-president and general manager of Interstate Circuit, Dallas, had planned to kill off the campaign in Texas because Miss Miles is pregnant, but the affair was switched to Hollywood. She is currently co-starring in Paramount's "Beau James" which prompted O'Donnell to inaugurate his program by honoring her.

O'Donnell told the guests he had (Continued on page 6).

'Substitute Censor Bill Considered in Ohio

Special to THE DAILY
COLUMBUS, O., April 23—Ohio Senate Education Committee, after debating a motion to table S.B. 113, which would re-establish prior censorship in Ohio, voted to consider a substitute bill offered by Sen. Delbert (Continued on page 2).

Distribution 'Streamlining' Report Due in Mid-May

The Booz, Allen & Hamilton survey report on "streamlining" distribution company operations at the home offices and in the field is "expected to be ready by mid-May" for submission to the Motion Picture Association, it was reported here yesterday. Preliminary reports have been handed in to the MPAA on the distribution survey by Booz, Allen & Hamilton, it was stated. However, the final one is to be ready by the time the MPAA board meets.
**PERSONAL MENTION**

BERNARD G. KRANZE, vice-president of Stanley Warner Cinemas, will leave New York for Dallas.

L. DOUGLAS NETTER, Jr., vice-president of Todd-AO Corp., has returned to New York following a trip to St. Louis, Omaha and Minneapolis.

C. R. B. SALMON, of Odeon Theatres (Canada) Ltd., will leave New York, tomorrow for London via B.O.A.C.

TERRY O'NEILL, vice-president of Associated British Picture Corp., and American representative of the company here, will be married on Saturday to Fran Michelle, New York model, in St. Malachy's Chapel.

ROBERT LANTZ, vice-president of Figaro, Inc., left here yesterday for the Coast.

CHARLES DIETZ, publicity director in the Detroit area for M-G-M, and a brother of Howard Dietz, vice-president of Loew's, Inc., has entered St. Mary's Memorial Hospital, Detroit, for treatment of a heart ailment.

SAM KATZMAN, producer, has returned to New York from London via B.O.A.C.

MRS. GAIL LESTER, wife of Irving Lester of "Pictorial Review," has given birth to a boy at Brooklyn Jewish Hospital.

CHARLES CRICHTON, British director, has arrived here from London via B.O.A.C.

ARNOLD FERREY, formerly with BKO Radio in Buffalo, has joined United Artists as a salesman in the Rochester and Syracuse areas.

LEONARD PICKER, legal representative for United Artists in Hollywood, and MARILLE EAGLE, actress, were married in the chapel of Southern Methodist University, Dallas.

**Canada CT Dividend**

OTTAWA, April 22—Consolidated Theatres, Ltd., declared a dividend of 12 cents on Class A common and 10 cents on Class B common, both payable June 1 to shareholders of record May 1.

**CHOOSING THE WORLD'S IDEAL AIRLINE STEWARDESS**

Yesterday morning, over scrambled eggs and chicken livers at the Park Sheraton involved judges distinguished in press, publicity, pageantry, portraiture, the theatre, and also flying: an audience of assorted opinion makers and fashion arbiters, and was a sort of climax to one of Warners' biggest promotions. The winner, who now is "Miss Spirit of St. Louis," was Jo Ann Anne Clark of North Central Airlines, more ideal than 35 other finalists and 1,000 entrants, and she wins a 1957 Hillman, a complete wardrobe contributed by 27 manufacturers, a gold ring, portrait, luggage, gloves, earrings and bracelet, and a portrait. And a Warner green test.

**Report Berger and Son**

**In Wyoming TV Venture**

MINNEAPOLIS, April 23—Benjamin N. Berger, independent circuit owner of this city and retiring president of North Central Allied, is reported as acquiring an interest in the newly-established television station at Casper, Wyo.

Associated with Berger in the venture is his son, Robert, Hollywood TV film distributor.

**Ohio Censors**

**Ohio Censors**

(Continued from page 1)

Latta (Rep.), Bowling Green, committee member. The committee will hold hearings on the Latta bill May 1. The substitute measure would require film distributors to register with the Secretary of State, and permits the attorney general to file petitions in the common pleas court against any film which he considers is in violation of the present state anti-obscenity law.

A court hearing within five days is provided. The jury in the case is empowered to consider the merits of the petition.

Latta said his proposal would strengthen the present law and would eliminate need for action by city or county law enforcement officials against "questionable" films.

Civic Support for Bill

Supporters of censorship who spoke before the committee included Sen. David Morgan (Rep.), Columbus, who said if the censorship bill is not approved "the public will rise up and smite the film industry."

Paul J. Lynch, of the Ohio State Council, Knights of Columbus, said censorship is needed because parents are "able or unwilling" to exercise parental authority over children's choice of filmgoing.

**Metro Opens**

(Continued from page 1)

night. The theatre has a capacity of 1,000 cars and is the 14th in the Australian chain and the 46th in M-G-M's overseas chain. The only drive-in in Australia that is larger is the Metro Twin drive-in, Chullora, Sydney, with a total capacity of 1,400 cars.

**Ohio Censors**

(Continued from page 1)

Latta (Rep.), Bowling Green, committee member. The committee will hold hearings on the Latta bill May 1. The substitute measure would require film distributors to register with the Secretary of State, and permits the attorney general to file petitions in the common pleas court against any film which he considers is in violation of the present state anti-obscenity law.

A court hearing within five days is provided. The jury in the case is empowered to consider the merits of the petition.

Latta said his proposal would strengthen the present law and would eliminate need for action by city or county law enforcement officials against "questionable" films.

Civic Support for Bill

Supporters of censorship who spoke before the committee included Sen. David Morgan (Rep.), Columbus, who said if the censorship bill is not approved "the public will rise up and smite the film industry."

Paul J. Lynch, of the Ohio State Council, Knights of Columbus, said censorship is needed because parents are "able or unwilling" to exercise parental authority over children's choice of filmgoing.

**Metro Opens**

(Continued from page 1)

night. The theatre has a capacity of 1,000 cars and is the 14th in the Australian chain and the 46th in M-G-M's overseas chain. The only drive-in in Australia that is larger is the Metro Twin drive-in, Chullora, Sydney, with a total capacity of 1,400 cars.

**Reopening Aided**

(Continued from page 1)

theatres, Alex Harrison, general manager, said yesterday.

The 61 houses have been elo funeral services for Harrison He also said that a number of sub- sequent runs, mostly in Canada, he converted successfully to first run. One reopened house is in 17 ex areas west of the Mississippi. The other reopenings, following the Harrison report, total 11.

Memphis Names Censor

MEMPHIS, April 23—Mrs. M. Hooker today was named to the Mem plus Board of Censors. Mrs. Hooker appointment brings the membership four, one under full strength.

**SPG to Meet May 6**

HOLLYWOOD, April 23—T Screen Producers Guild will hold annual membership meeting a section of officers on May 6th, president Samuel Engel announced.

Showplace of the East

FOR YOUR SCREENINGS

- 16 Channel interlock projection
- 16, 17.5 & 35 mm tape interlock
- 16 mm interlock projection
- CUTTING & STORAGE ROOMS

619 W. 54th St., New York 1, N. Y. 2nd floor

Single copies, 10c
FACTS ABOUT THE WARDROBE:

"Designing Woman" — Gregory Peck, Lauren Bacall, Dolores Gray.

"This Could Be The Night" — Jean Simmons, Paul Douglas, Anthony Franciosa.


"Tarzan And The Lost Safari" — Gordon Scott as the new Tarzan. (A Sol Lesser Production).

"The Vintage" — Pier Angeli, Mel Ferrer, John Kerr, Michele Morgan.

"Something Of Value" — Rock Hudson, Dana Wynter, Sidney Poitier.

"The Seventh Sin" — Eleanor Parker, Bill Travers, George Sanders, Jean Pierre Aumont.

"Man On Fire" — Bing Crosby. (A Sol C. Siegel Production).


"The Happy Road" — Gene Kelly. (A Kerry Production).

BEST DRESSED GAL IN THE INDUSTRY!

"Compare! You'll see that for April, May, June, July, 'The M-G-M Look' outshines them all!"
TRANS-LUX

HAS “LA STRADA”, THE LONGEST RUN HIT IN THE COUNTRY, READY FOR YOUR THEATRE NOW!
SHATTERING RECORD GROSSES EVERYWHERE!

VENICE PRIZEWINNER
SMASH HIT
SUSPENSE COMEDY FOR SEPTEMBER RELEASE

ALSO AVAILABLE FOR

BED OF GRASS

NOT ONLY WILL IT EXCITE YOUR AUDIENCE, BUT IT WILL ALSO EXCITE YOU!

TRANS-LUX DISTRIBUTING CORP • 625 MADISON AVENUE • NEW YORK 22, N.Y.
1966 SOUTH VERMONT AVENUE • LOS ANGELES, CALIF.
NOW AVAILABLE IN ENGLISH

BEST FOREIGN PICTURE
starring ANTHONY QUINN
(ACADEMY AWARD WINNER Best Supporting Actor)
RICHARD BASEHART
GIULIETTA MASINA

ACADEMY AWARD WINNER!

LA STRADA

NEW YORK Now in its 10th Month • SAN FRANCISCO 9 Months!
LOS ANGELES 7 Months • and more all around the country.

For Everybody Who Loved "Little Fugitive"

Lovers and Lollipops

NOW PLAYING MAJOR CIRCUITS!
Dance Little Lady

WILL APPEAL TO ANY TYPE OF AUDIENCE
DANGER FLIGHT 931

A must for your better programs!
ENCYCLOPAEDIA BRITANNICA FILMS
Short Subjects of Distinction
Star Revitalization Plan

(Continued from page 1)

seen "Bean James" several weeks ago in Dallas and was "singularly impressed by the vital personality and inspired trumping of Vera Miles. . . . We decided then and there that some important recognition must be given new stars if the Hollywood star system, on which our industry was founded and nurtured is to survive."

He said the start system is in danger of withering up and dying and "it is therefore incumbent upon all of us who draw our living from motion pictures and the allied arts to do something about revitalizing it." He pointed out that they intend to continue with the idea of "coming-out parties" to signalize the arrival of new stars and because "it is our hope that other exhibitors will take up the idea," he outlined what was planned in Dallas. Leading exhibitors, exchange per-

Allow AB-PT

(Continued from page 1)

duly restrain competition. It is ordered and adjudged that AB-PT be permitted to acquire the house."

According to the consent decree, AB-PT is allowed four theatres in the Chicago area and they now have one. The proposal to acquire the Mercury is the first AB-PT has made since it completed its incorporation program. Exhibitors in the Chicago area opposed the AB-PT proposal to acquire the Mercury on the grounds that it would cause competition to be re-stared.

Plan Three Films

MEXICO CITY, April 23—Gregorio Wallerstein, top film producer, who is currently president of the Producers Assn., and Marga Lopez, actress, have formed an association to make three films this year at a total cost of $400,000. The first, to cost $120,000, will be in color and CinemaScope.

CPE Billings

(Continued from page 1)

Hermann G. Place, president, held stockholders yesterday that billings in the next fiscal quarter of this year will be "better yet."

Place, presiding over the annual meeting, informed stockholders that as of March 31, 1957, the company has a backlog in billings amounting to $174,000,000, an increase of $40,000,000 over the past 12 month period.

"It is hoped that gross billings in 1957 will amount to $200,000,000," Place said. Billings in 1956 amounted to $153,261,864 for CPE.

Says 10% from Film Industry

The CPE chief officer and board chairman told stockholders that at present less than 4% of the gross billings comes from the motion picture industry.

Stockholders of CPE approved a management resolution authorizing the hiring of directors to act at their own discretion in issuing a $20,000,000 long term debt to 4.75 preferred stock holders in subordinated debentures. All CPE directors were re-elected at the meeting.

Documentary Label

(Continued from page 1)

lease, "On the Bowery," as a documentary is "not only box office poison, but a hopeless corruption of an all that has come to be identified with pamphlet films and dull narrative," Dickinson said. He added that "a fresh slant on the film medium is a motivational force and a creative art is in order."

In addition to workshops, the Assembly is holding its Golden Reel Film Festival this week. Over 250 films are being screened from 2 P. M. through 10 P. M. daily. Tomorrow the 23 "Golden Reels" — the 18mm field's Oscars — will be awarded. The Assembly which is the fourth annual such affair, is sponsored by the Film Council of America.

Television Today

Steering Committee

For Promotion Assoc.

The appointment of a steering committee for the Broadcasters' Promotion Association, following a business meeting of Association officers and directors during the recent NARTB convention in Chicago, has been announced by BPA president. David E. Partridge, advertising and sales promotion manager for the Westinghouse Broadcasting Co.

"The members of the committee, whose function will be to aid in the planning and development of association activities and services are: BPA first vice-president, Charles A. Wilson, promotion manager of WGN and WGN-TV, Chicago, chairman; Joe 'Great Movies' Series

Started in Canada

TORONTO, April 23—A series of "great movies" has been scheduled over a network of 14 Canadian TV stations. The 14 obtained from three film distributing companies, Rank Film Distribution, Screen Gems and International Film Distributors—fill in the Saturday evening period formerly occupied by the National Hockey Games. Three sponsors are participating in the presentation of the series.

Zimmerman, promotion manager of WFIL andWFIL-TV, Philadelphia; and Bruce Wallace, promotion manager of WTMJ and WTMJ-TV, Milwaukee.

EILEEN HECKART of the Broadway hits, "Bus Stop" and "Picnic," has been signed to star on the "CBS Stage One" TV program, "The Out Of Towners" scripted by Ted Mosel and slated for May 6 . . . . Easily one of the better radio programs beamed out of KMOX, St. Louis every night at 11:30, is "Man About Town," featuring Don DeLone and night club host, piped in from Gotham to the Chase Hotel, where Harry Fender does the interviewing. Makes for happy chatter, snappy patter and fine music. . . . Patti Page will be the hostess of a new TV CBS series, "The Big Record," which will be seen in the "Goodfrey and His Friends" Wednesnight spot (8:00-9:00) starting in Sept. with Lee Cooley producing the musical variety show created by Les Golsthe. As for the summer replacement for the red-head's mid-week doin's, Vic Damone will emce a variety stint starting July 3. . . . Transfilm has produced a most interesting and heart-warming 15-minute documentary telefilm, "What Kind of a Day Has It Been?," written by Emmett ("Walk East On Beacn") Murphy and narrated by John K. M. McCaffrey which will serve as the Greater N. Y. Fair's 1957 Campaign film and will be available to all TV stations. The feature, "Tic Tac Dough" TV viewed daily over NBC, will start an additional series, to be seen 7:30-8:00 P.M. on Thursdays starting Sept. 12 with Warner-Lambert sponsoring on alternate weeks. This is the second-audience-participation TV vehicle, "Twenty-One" produced by the same firm, which started as a daytime and added a nighttime seg to its sked.

FLY BOA-C

The Monarch

ARISTOCRAT OF THE AIR

Direct New York • London

BRITISH OVERSEAS AIRWAYS CORPORATION

Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 17, N. Y., tel. MU 7-8909

One Man's TVViews

By Pinky Fox

LESLY JACOBEY of the Broadway hits, "Bus Stop" and "Picnic," has been signed to star on a new situation comedy series, "Slezak And Son" which starts a Tuesday night (8:30-9:00) series in the fall. Among the other scheduled TV programs for the season is "Second Generation." The program will feature Walter's 10-year-old son, Leo, and is written and produced by Howard Teichman, writer of "The Solid Gold Cadillac." . . . Recommended: John Elven's simple and intelligent delivery each morning of the WNEW's. . . Russ Case's new LP album of pop and show tunes which VEE records will release in August. A MUST for every record library in Radio and TV. . . . Don Morrow set to play "Lt. Richard Ford Crane," U.S.N." in forthcoming RKO Documentary "Polar Outpost," dealing with U.S. Radar defenses. . . . MMMarelene Dietrich, a daily dailer at Maestro Paul Tafshen's popular Penthouse Club.
Holiday Gross

(Continued from page 1)

is expected to wind up with $32,500 at the Paramount Theatre, Hollywood, and "Boy on a Dolphin," at Grauman's Chinese, looks like $22,500 or better.

"Around the World in 80 Days" continues doing capacity business at the Cather Circle Theatre, bettering $25,000 for its 17th week.

Kansas City Easter Takes Excellent; 'Ten Commandments' Scored Heavily

KANSAS CITY, April 23 — A marked improvement in attendance and box office receipts was noted by most theatres in and around Kansas City over the Easter weekend and during the first two days of the current week. In general, the business upturn was most noticeable at theatres presenting pictures of widespread appeal or being offered on a roadshow basis.

A case in point was the Roxy Theatre, where "The Ten Commandments" now is in the third month. A spectacularly scheduled Monday morning performance, with special rates prevailing for students and children, resulted in a sell-out house. The management originally had set aside only half the seats to be sold at reduced price, but had to throw open the whole theatre because of the jam.

Weekend Revenue Rises

The Cool 1 Friday receipts for "The Ten Commandments" were $1,000 ahead of the previous Friday, the Saturday returns were $500 greater than the previous Saturday and the Sunday gross was $600 above the previous Sunday.

At the Uptown, where the re-released Disney "Cinderella" is playing, capacity crowds were the rule at most performances over the weekend, and the picture is still continuing to attract great patronage.

At the Paramount, showing "Funny Face" for the second time in the Missouri, "Cinerama Holiday" is playing the sixth week, also had increases in boxoffice receipts, but the city's Midland fared poorly with "Twelve Angry Men."

An interesting development among neighborhood houses occurred at the National Theatre, a marginal operation, which hit a boxoffice jackpot with a double bill of "The Robe" and "David and Bathsheba." The theatre is holding the program, which began last Saturday.

Two M-G-M Dates Here

M-G-M announced New York opening dates for two of its new productions yesterday; "The Little Hut" will open at the Capitol on May 3, and "Something of Value" at the Astor on May 10.

Katzman Conference

Sam Katzman, producer for Columbia Pictures, will hold a trade press conference in the company's home office here this Friday afternoon.

Flow of Film

(Continued from page 1)

of 30 "A" pictures and the 25 "showmanship" pictures to be produced in 1957. He said that the "showmanship" product will cost approximately $60,000,000 or less, in the aggregate.

Twentieth Century-Fox is giving its support to the present campaign to reorganize the theatre trade and the picture business generally in small towns and the communities surrounding them," he said. "We have never faltered in our desire to help in the welfare and importance of the small theatre to our industry," he added.

Calls of Foreign Business

Reporting on foreign theatre operations, Skouras said that 20th-Fox operates 140 theatres in South Africa, including eight in Southern Rhodesia and four in Kenya with others in construction or planning. In addition to theatres in South Africa, 20th-Fox has 50 theatres in New Zealand and 180 in Australia.

"These three circuits are very important in terms of cumulative screen weeks and they represent a total investment of 80,992,000," Skouras said. "We have pointed out that the investment in South Africa alone is 8,749,000 which includes advances of 4,200,000 repayable between November 1957 and December 1959 at the rate of 16,000 monthly."

Skouras said that combined gross receipts of those same three circuits aggregated approximately $375,000,000 and net earnings were approximately $700,000 in excess of dividends of $713,000 received during the year.

The annual earnings of 20th-Fox during 1956 were reported in the Motion Picture Daily on March 29.

From Wells, $3,920,589

Commenting on the 20th-Fox oil developments, Skouras told stockholders that four additional wells were completed in developing the Company's fields and that well No. 12 is drilled ahead now at 9,500 feet. As of Feb. 28, 1957, total production value of oil and gas was $5,920,589, he said.

Total gross revenues less one-half of the operating costs would be in excess of $1,600,000 per year, Skouras said, adding that additional income from oil development would be forthcoming in 1957 due to the launching of a second drill site which is expected to be placed in operation this year. He said that the first drill site can accommodate at least 28 wells.

Arizona Mother Signed

HOLLYWOOD, April 23—Patrick Ford, producing C. V. Whitney Pictures "Missouri Traveler," for Warner Brothers release, disclosed today that a woman in a "Mother" type role in the film will be played by Mrs. Mary Hosford, 31, mother of four children, a Phoenix, Ariz., housewife, discovered in a nationwide search conducted by Ford to find an appropriate person to portray a Missouri gentlewoman in the picture.

Baltimore Box-Office

Not Up to Hopes

BALTIMORE, April 23—The Easter weekend business was better than grosses of recent weeks—but not quite as good as expected. A sudden flash of hot-weather-92 degrees-apparently resulted in amusement seekers deserting the movies—and even neglecting the annual Easter parade.

Night audiences on Saturday and Sunday were much better than matinees and responsible for boosting the boxoffice.

Art Attractions Draw Well

A check-around finds two art attractions gaining major attention— "The Gold Of Naples" and "Twelve Angry Men—both drawing capacity over the weekend.

A rehearsal of "Cinderella" was packed with youngsters for matinees and "dropped" for evening shows. "Funny Face" is doing well— likewise "The Spirit Of St. Louis" and "Debbie Reynolds Woman"—although neither of those first-runs met expectations of the Easter rush.

Charlotte First-Runs

Find Business Good

CHARLOTTE, N. C., April 23—The Easter holidays brought better business to at least some of Charlotte's first-run theatres, a survey revealed today.

Carolina Theatre manager Kermit High said our business is up some, adding that Easter 1957 is better than Easter '56 because the theatre is showing a better picture. "Boy on a Dolphin" is the current attraction.

Good Weather Hurts B.O.

However, High said business on Easter Sunday itself was definitely off because of the fine sunny weather which kept many persons outside.

The Pizza Theatre has also reported higher grosses of late because of the low cost of the picture done by "Designing Woman."

However, Easter's sunshine also cut attendance. At the Manor theatre, manager Bill Prinom said business was "terrible. "Helicopter Butt" packed 'em in and the crowds kept streaming in during Monday afternoon."
VACATION TIME
will be "TAMMY" TIME
for happy families everywhere...
from **U-I**!

The story of a little Mississippi Riverboat Gal who taught a sophisticated Bachelor about love!

...a dignified town about FUN and an ultra modern family about **HAPPINESS**!

**Debbie REYNOLDS**
**Tammy and the Bachelor**

**Leslie Nielsen • Walter Brennan**
**Mala Powers • Sidney Blackmer • Mildred Natwick**
(with Fay Wray • Louise Beavers)

Directed by **Joseph Pevney** • Screenplay by **Oscar Brodney** • Produced by **Ross Hunter**

A UNIVERSAL-INTERNATIONAL PICTURE

Ask your U.I. Branch Manager about special "Tammy" screenings **...for you!**
Meany Wires:
AFL-CIO in Stand Against Toll Video
Message Asks FCC to Reject It; 'Against Public Interest'
From THE DAILY Bureau
WASHINGTON, April 24 - The AFL-CIO urged the Federal Communications Commission today to reject subscription television.
In telegrams to individual commission members, AFL-CIO president George Meany noted that the AFL-CIO convention had adopted a resolution against toll TV. "We believe," he said, "that the granting of..."

FCC Proposes Station Allocation on New Basis
From THE DAILY Bureau
WASHINGTON, April 24 - The Federal Communications Commission proposed today to allocate television stations on the basis of individual applications rather than on a fixed table of channel assignments, as at present.
The Commission asked comments on the proposal by June 3. Three commissioners - Hyde, Bartley and Lee - dissented.
At present, a fixed table assigns particular channels to particular cities or areas, and only those channels can be..."

New Holiday Business Reports Still Reflect Varied Gropes
Theater business over the country for the Easter Holiday week has varied sharply from area to area, regional reports received by Motion Picture Daily have shown, with strong grosses credited to "big" pictures and lesser product registering "indifferently" for the most part.
On the West Coast, for instance, as reported in yesterday's Daily, business showed strong gains in Los Angeles and San Francisco. On the other hand, exhibitors in Baltimore and Boston reported grosses were not up to their expectations.
Further detailed reports received are as follows:

Television Today Page 4
TV-Net Probe In N. Y. May 1
From THE DAILY Bureau
WASHINGTON, April 24 - The Federal Communications Commission said the first public hearings in its television network investigation will be held in New York next week.
The Commission was reported issuing subpoenas for witnesses and records for the hearings, to start May 1 in the Federal Court House in downtown..."

Skatron Will Expand Swiftly, Levey Says
The Skatron Electronics & Television Committee of the Subscriber-Vision system of pay-as-you-see TV, made a small profit in 1956-despite continued large expenditures for the future on refinements of the system and efforts to obtain authorization for public operation. This was reported..."

New Bureau of MPIC To Give Festival Data
From THE DAILY Bureau
Hollywood, April 24 - A general need for dependable information on foreign film festivals, so that individuals and concerns invited to participate will have a convenient and reliable source with which to check on the authenticity, standing, etc.,..."

Music Hall Sets All-Time Weekly Record at $215,000
An all-time weekly boxoffice record has been set at the Radio City Music Hall here, the world's largest theatre. The gross for the week ending yesterday was a staggering $215,000 which sets a record not only for Easter week, but for any week, holiday or non-holiday.
The Music Hall is currently featuring Paramount's "Funny Face" plus the traditional Easter stage presentation.

UADebentures And Common Offered Today
99 Underwriters Handle Company's First Offering
A total of $17,000,000 of debentures and common of United Artists Corp., last of the privately-owned major motion picture companies, is being offered to the public today by a nationwide group of 99 underwriters headed by F. Eberstadt & Co.
The UA public offering consists of $10,000,000 of 6 per cent convertible subordinated debentures, due May 1, 1969, priced at 100 per cent, and $50,000 of common stock priced at $20 per share.
Of the common shares, 250,000 are..."

Call Special MPEA Meet On Italian Agreement
A special meeting of the Motion Picture Export Association has been called for tomorrow morning to discuss renewal of the Italian rental agreement; it was announced yesterday.
ANICA, the distributor's group in Italy, will meet in Rome on April 25, to discuss the agreement. The special MPEA meeting was called for tomorrow so that the Continental managers can be given instructions.
The MPEA will also discuss a wage situation in Chile at the meeting tomorrow.

Merge Para. Branches In Omaha, Des Moines
Special to THE DAILY
OMAHA, April 24 - The branch office of National Theatre Owners Association here has been merged with the Omaha branch of the Motion Picture Association of America.
(Continued on page 5)

Tradewise on Page 2
Tradewise, the new department of comment by Oshbaker, appears in this issue on page 2.
R ECENT observations in this space concerning the drop-off in business during March and April and the part that may have been played in it by product scarcity; in particular, the short supply of blockbusters, struck a responsive chord in many an exhibitor's feelings, judging by the response received. Most said they were absolutely certain that the standard explanations for bad business at this season—Lent and inclement weather—had very little to do with the March-April experience. This is an interesting statement from the moral of many received in the past few years: "We simply did not have and could not buy any outstanding pictures such as people expect at this holiday season. In several cities and practically all smaller towns in our area the big pictures playing this Easter season are third, fourth and fifth runs in the situations. For several years this business has desperately needed more product. I think most of our ills are indirectly the result of product shortage. The smaller town theatres are gradually closing up for lack of new pictures. I feel quite certain something is wrong other than the Lenten season in far as business has gone the past two months."

THE WORD from Washington is that staff members of the Senate Small Business Committee see little chance of favorable Congressional action this session on Theatre Owners of America's proposal that theatres be permitted to make loans on the security of their payments. Their opinion is based on the absence of precedent for the making of such loans, and the fact that it would require new legislation authorizing them. Changes for such legislation at this time are extremely slim. . . . Justice Department officials are finding it rather difficult making themselves look good after advertising for months their investigation of television networks only to come up with more suits involving film companies' "tie-ins" for video stations, while reported rumors of "must buy" and other tie-in pressure of time arrangements continues unchallenged. "Why did you go after the sardines first and let the sharks go?" a reporter asked a top Justice Department official. "It was easier to get the evidence in the one case than in the other," was the candid reply. "You mean," observed the reporter, "it's easier to catch sardines."

"I was going to say that at first," the official answered, "but I decided it was better to put it the other way."

The Washington Post's chief of anti-trust, Victor R. Hansen, before the Federal Communications Commission Bar Association lunch revealed the Department's apologetic attitude toward the film suits. He not only conceded that they "may not appear to be in the mainstream of our investigations of the broadcasting industry," but went on with a lengthy exposure on the importance of preventing block booking sales. At the end of his speech he touched very lightly on the possibility of a settlement. Privately, Hansen has indicated that the Department proceeded as it did because it has the Paramount case decreed backing it up, but insofar as network practices are concerned, Hansen has said, "We have some pioneering to do."

THE "DISCOVERY" by the ACLU the other day that the revised Production Code is stronger than ever hardly comes as news to any interested or observant member of the industry. It was so interpreted by industry leaders at the time and so intended by those who made the changes. Martin Quigley said of the code revisions in Motion Picture Daily last Dec. 18: "In many instances a new clarity and exactness of language insure a better understanding and an overall document that admits of more precise and thorough application to the day-by-day problems of production. . . . Took the ACLU a mighty long time to (1) understand what the industry was aiming at, and (2) to read the revised code."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief; Publisher: Sherwin Kane, Editor; James D. Evers, Managing Editor; Richard Grenger, News Editor; Floyd E. Stone, Production Editor; Herbert V. Vesey, Advertising Manager; Sue H. Faust, Production Manager; TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Lewis, Eastern Edition, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone: Hollywood 7-4451, New York Office, 1767 Broadway, New York, N. Y.


AT 7:42 P.M. LAST NIGHT
PARAMOUNT’S
“FUNNY FACE”
MADE MOTION PICTURE HISTORY!

At that minute a ticket was purchased at Radio City Music Hall for “Funny Face” which broke the theatre’s all-time (25 year) record for a week’s gross... including all previous holiday weeks. “Funny Face” established this impressive new record in its fourth week.

The more people see “Funny Face,” the more people talk about it, the more people want to see it!
Who's Where

FCC Favors

William B. Lodge, CBS Television vice-president of station relations and engineering, has been appointed the network's new representative on the Television Board of Directors of the National Association of Broadcasters. Lodge succeeds Mel S. Jones, president of CBS Television, as the network's representative.

Douglas Whitney has joined the executive staff of Screen Gems. Inc., taking over the department recently vacated by Milton E. Pickman. He will be in charge of negotiating for, and creating new packages for television programs.

Willard Block has been appointed an account executive in the New York office of CBS Television Film Sales. Block joins CBS after two years with the NBC Network Television sales department.

Michael Abel has joined Screen Gems, Inc., where he will work with William Block, executive producer of program development. Abel begins immediately on the development of several new projects for which he will also prepare treatments and scripts for those he will produce.

CNP Integrates Depts.; Perles Named Director

Integration of advertising-promotion and press at California National Productions to augment the creative personnel and broaden the services of each department has been announced by Robert D. Levitt, CNP president. The merger is a part of CNP's current expansion program.

Levitt has named Arthur Perles as director of promotion, with executive responsibility for both areas. Reporting to the latter under the new arrangement are: Norman Ginsburg, manager of promotion and advertising; Jack Gier, editor of press and publicity, and Warren Stobie, manager of exploitation. Bob Coniff, television columnist and magazine writer, has joined the CNP group as press representative of the NBC Opera Company for its second annual tour.

New Niles' Offices

CHICAGO, April 24 — Fred Niles, head of Fred A. Niles Productions, Inc., who 17 months ago started in a single room office and then expanded into a three-story studio five months later, has announced the completion of six new offices in connection with the Hubbard Street Studio.

Snyder Speaks Today

Boss H. Snyder, manager of special products sales for the Ampex Corp., will speak on image and sound recording on video-tape at the meeting here today of the National Television Film Council at the Hotel delmonico.

New Meadows Show

HOLLYWOOD, April 24—A situation comedy series to star Jayne Meadows, wife of Steve Allen, is being developed with a pilot film expected to be produced shortly for showing to prospective sponsors. The series is as yet without a title.

GE Renews 'Cheyenne'

General Electric Co. has renewed for 52 weeks sponsorship of the Warner Bros.-produced "Cheyenne" on the ABC Television Network.

NCA Leaders Will Act
On Fair Basis: Mann

Said to THE DAILY
MINNEAPOLIS, April 24—The new management of North Central Allied will embark upon its leadership "with no hard and fast policy but a determination to attend to matters as they arise on a fair basis to both exhibitors and distributors," according to Ted Mann, the organization's new president. He assumed control of NCA at the convention last week.

The Minneapolis circuit operator said he will call a meeting of top officers and the board of directors in the near future at which there will be a reappraisal of NCA's position and the floor will be open to all for expression of opinion.

"Don't Believe in 'Idle Threats'"

"I can't tell you what my 'policy' will be," Mann said, "because I don't have and can't have a policy until such time as I can study where our organization stands. I can't tell you positively what I will do, but I can tell you that I don't believe in making a lot of idle threats."

Mann took over the NCA presidency from Vernon J. Berger, Minneapolis independent circuit owner, and NCA president for ten out of the last 11 years. At the time of the convention in Minneapolis April 2-3 Mann and several other Twin Cities exhibitors had resigned and the organization was threatened with collapse.

Mann was persuaded to withdraw his resignation and then agreed to head a ticket which included Frank Manzi, booking-buying combine operator, as vice-president; Henry Greene as executive secretary; E. E. Pease, treasurer, and with Harold Field, Pioneer Theatre president, in the newly-created post as chairman of the NCA board.

Urgent' Business

(Continued from page 1)

and Griffith Johnson, MPEA vice-president, on their arrival here from Rome. Both counseled, however, that the talks were without significance.

Johnston did not accompany the two here, owing to his detained in Rome by urgent business. He will leave from there by plane for New York on Friday. All cabinet ministers and other government officials whom Johnston ordinarily sees when here are still on Easter leave. Hetzel will pay conventional calls on the Board of Trade and other government departments before leaving with Johnston on a Scandinavian visit, after which they will attend the Cannes Film Festival and return to New York about May 10.

Merge Para. Branches

(Continued from page 1)

Brothers, Shipping will be handled by Filmo Transport.

Branch manager M. E. Anderson and salesmen Lynn Pitts are remaining as Paramount representatives at the present location.

Skiatron Plans

(Continued from page 1)

stockholders yesterday at the corporation's annual meeting at the Fifth Avenue Hotel here by Arthur Levey, president.

Net income for 1956 was $4,301, Levey said, which compares with $1,459 for 1955.

In 'Soundest Position,' He Says

Skiatron is in the "soundest position in its history with potentials highly favorable for swift expansion during the company year," Levey told the stockholders He said his optimism was based upon the company's expanding research and development work for the Armed Forces and expansion into the commercial electronic field. He also cited reports from Washington that the Federal Communications Commission soon will make its decision regarding trial operations of subscription TV.

The skiatron report suggested by leading newspaper and financial writers, indicate strongly that the FCC will approve trial operations of toll TV—field in which it has taken tremendous deferred assets," Levey said.

Research Expanded

The Skiatron president also reported that during 1956 the company tripled the size of its laboratories. Gross income from research and development in 1956 was nearly double the total for this phase of the corporation's business in 1955, director said—$440,178 in 1956 and $225,930 in 1955.

TV-Network Probe

(Continued from page 1)

town New York. Until now, the investigation has been carried on privately, with testimony and evidence received on a voluntary basis from the parties. However, the Commission said, it has now become necessary to get information under subpoena and at public hearings.

The initial phase of the hearings, the FCC said, will consist of testimony from "certain independent producers." The hearings will be conducted by the FCC chief hearing examiner, James D. Cunningham.

Started Last Year

The FCC network study began last year to determine whether the Commission should have more control over TV networks and should outlaw some present network practices. The FCC hopes to have a report ready for Congress by the end of June.

AFL-CIO in Stand

(Continued from page 1)

licenses for this purpose will be granted to the public interest and would greatly curtail the value of the valuble medium of television."

The commission has discussed pending TV applications at several recent meetings, and reported that the specific proposal is dis-
**Offer UA Debentures Today**

(Continued from page 1)

being sold for the company's account and the remaining 100,000 shares for the account of the management group, headed by Robert S. Benjamin, chairman of the board, and Arthur B. Krim, president. The present eight-man management team will continue to own majority control of UA's stock after the current sale.

**Producer Will Be Backed**

The proceeds received by the company from this public sale will be applied to the payment of a part of the company's debt obligations. The remainder will provide additional working capital primarily for production financing to independent producers for pictures scheduled for UA distribution. Of the proceeds of the sale received by the management group, a substantial amount will be applied toward the payment of indebtedness incurred in connection with the acquisition of beneficial interests in the company's stock.

The debentures are initially convertible into common stock of the company up to and including May 1, 1961.

**Easter Week**

(Continued from page 1)

play from children the Goldman booked "Cinderella" and the Mastrobuono brought in a rock 'n' roll show to relight its first for the first time in years. However, the latter cancelled its performances on Easter Sunday when the mayor complained that such a show was hardly in keeping with the spirit of the holiday.

**Columbus First Runs Show Business Gain**

Special to THE DAILY

COLUMBUS, O., April 24 - A noticeable upturn in business at Columbus first runs was registered over the Easter weekend, despite weather which was ideal for Easter parading.

"Cinderella" at RKO Palace drew large crowds, composed chiefly of youngsters. "The Ten Commandments," in a seventh week at Loew's Broad, had its best Sunday in a year and "Designing Woman" gave Loew's Ohio a big Easter day. Latter film is holding for a second week and "The Ten Commandments" is set for an eighth week.

BKO Grand was reported fair to good business with "The Tattered Dress" and "Spiders of the Forest."

**'Cinderella' Record**

Walt Disney's "Cinderella," in playing re-release engagements in 450 key situations across the nation, will surpass $500,000 in billings during the Easter holiday week, according to Irving H. Ludwig, domestic sales manager of Buena Vista.
The great day has finally come! "P.J." Day! At last the cameras are rolling on "Pal Joey," the Technicolor entertainment with the fabulous box-office cast: Rita Hayworth, Frank Sinatra and Kim Novak!


Lots of noise has been heard around the industry concerning "The Silent World," since the fabulous feature won the Academy Award. Now it's making a big splash with top-theatre bookings throughout the nation.

Walter Winchell has told millions of readers that "The Strange One" is a superb one! Critics and public alike agree!

Strong public reaction to the "Abandon Ship" controversy stunt being pulled at New York's Paramount Theatre! Upon exiting, patrons are given ballots and asked to vote on Tyrone Power's guilt or innocence. Results are chalked up on a blackboard outside the theatre. Stunt is attracting wide-spread newspaper and wire service coverage!

FULL U. S. NAVY CO-OPERATION IN EVERY SITUATION!

JOIN THE NAVY... IN THE NATIONWIDE "HELLCATS" PROMOTION FROM COLUMBIA!
Easter Week Average Beats Last Year

Grosses on Broadway are Up; Out of Town Good

Business in the first-run theatres here for Easter Week has been generally better than last the even though not all theatres reported outstanding business.

As reported yesterday, the Radio City Music Hall had an all-time record week, holiday or non-holiday, with Paramount’s “Funny Face” and the traditional Easter stage show grossing $214,777. The Roxy, although not setting a record for the week, did have the largest Easter Sunday gross in its history with

(Continued on page 3)

RCA Pushes Color in Milwaukee Campaign

Special to THE DAILY MILWAUKEE, April 25 — Details of Milwaukee’s “Carnival of Color,” a 40-day promotional campaign designed to sell color television to citizens of this city, were outlined here tonight by Martin F. Bennett, vice-president in charge of merchandising for the Radio Corporation of America.

Speaking before the Milwaukee Ad-

(Continued on page 4)

Golden Reel Awards Go to 16mm Winners

Over 300 judges screened half-a-million feet of 16mm film in selecting the Golden Reel of 1957 at the Fourth Annual American Film Assembly held this week at the Statler Hotel. The awards were made at the annual

(Continued on page 5)

Television Today Page 4

MOTION PICTURE DAILY

NEW YORK, U.S.A., FRIDAY, APRIL 26, 1957

TEN CENTS

Optimistic

Easter Week

UA Underwriters Announce Over-Subscription
And Books Closed on Offering of Securities

F. Eberstadt & Co., managing underwriter of a group of 99 underwriters across the country, announced yesterday that the offering of $10,000,000 of six per cent converted subordinated debentures and $350,000 shares of common stock of United Artists Corp., priced at $20 per share, has been over-subscribed and the books closed, according to the Dow Jones ticker.

The UA offering of debentures and common stock was offered to the public late Wednesday and seeks to raise $17,000,000 so that it could be applied to the payment of a part of the company’s debt obligations and to provide additional working capital for production financing.

(Fire for Sky Premiere)

‘Reach for Sky’ Premiere Scheduled for Monday

Representatives from the diplomatic corps, members of the film industry, theatre and television celebrities, publishers, civic, social and business leaders will attend the special invitational premiere of J. Arthur Rank’s “Reach for the Sky” next Monday night at the Sutton Theatre here, it was announced by Rank Film Distributors of America, Inc.

The film is the first presentation by the new company in New York and it won the British Academy Award as the

(Continued on page 2)

MPEA Committee Seeks
Allocations for Japan

The allocation formula committee of the Motion Picture Export Association here met yesterday to work on the division of import licenses awarded to member companies under the new agreement with Japan.

The committee has been meeting for the past few weeks to assemble 1956 billings figures on which the

(Continued on page 2)

Catholic Legion Of Decency Reviews
2,295 Films in 6 Years, Condemns 12

The Catholic Legion of Decency, in the past six years, has reviewed 2,295 domestic-made motion pictures and condemned only a dozen—mostly independent productions, according to John E. Fitzgerald, writing on the activities of the Legion in “Our Sunday Visitor,” a Catholic publication.

Fitzgerald, pointing out that statistics do not take into account the degree and amount of objectionability in any one film, said that the record speaks well for both the Legion and the industry.

Of 2,295 domestic-produced films reviewed in the past six years, only a dozen were condemned. Through personal responsibility of producers, adherence to the Production Code and cooperation with the Legion, morally objectionable-in-part (B) films were kept to approximately 21 per cent.

(Continued on page 3)

RKO Shifts Managers
In Latin America

Walter Branson, RKO’s vice-president in charge of world-wide distribution, has announced personnel and territorial changes in the company’s operations abroad following the recent trip by Sidney Kramer, foreign sales manager.

Ramon Fernandez, who previously

(Continued on page 5)

Televised Today
PERSONAL MENTION

JAMES R. VELEDE, United Artists general sales manager, will return to New York on Monday from Florida.

SHELDON D. DENEAU, Paramount Western sales manager, will return here on Monday from Detroit.

CHARLES EINFEILD, 20th Century-Fox vice-president, became a grandfather for the third time yesterday when a daughter was born to Mrs. Richard Einfeild at Good Samaritan Hospital, Los Angeles.

Edward L. Kingsley, head of Columbia Pictures' foreign films division, will leave here by plane with Mrs. Kingsley today for Nice, France.

MARGARET ETTINGER, publicist, will leave Hollywood by plane on Sunday for New York.

Dr. Charles R. Daily, Paramount sound engineer, is in Philadelphia today from New York.

Irving Aronson, musical supervisor for M-G-M's "Seven Hills of Rome," and George Stoll, musical director, will leave New York by plane on Monday for Italy.

Ann Baxter will leave here tomorrow for London via B.O.A.C.

Tex Ritter will return to New York today from London via B.O.A.C.

RKO Dual Bill is Booked for New England

RKO's combination of "Sea Devils" and "Flying Leathernecks," being released by independent distribution organizations, will be playing in 354 theatres throughout the New England area during the month of May. It was announced yesterday (24) by Budd Rogers, who is supervising the operation in conjunction with RKO sales executives.

The two features are part of a group of productions not included in the deal made by RKO with Universal-International for the domestic distribution of its product.

Yorke Signs Longstreet

HOLLYWOOD, April 25 — Emerson Yorke, executive producer for Laguna Productions, Inc., has signed Stephen Longstreet to do treatment and screenplay for "The Cardinal's Secret," which Yorke recently acquired from Lewishor Enterprises.

See Trans-Lux Earnings Up

(Continued from page 1)

vice-president and head of the theatre subsidiary, stated that the company's successful handling of "La Strada," which he said has grossed $250,000 in 55 engagements so far, has "opened up new vistas for art type film presentation in major circuits never having played this type of films before.

Brandt reported to the stockholders that 150 prints have been ordered for the English version of the Italian-made "La Strada," which goes into release now. He also said that Trans Lux will release four other foreign imports between June and the end of the year and that the company has agreements for a total of 11 films at present. Television rights are included in all agreements, he said.

Furber, who presided over the annual meeting, told stockholders that all Trans-Lux operations were running well with the exception of the television company "which is running slightly in the red." He said that the projection company is prospering, the theatre corporation's first-run houses are ahead of last year, and that the picture company is "coming along.

The Trans-Lux holders also elected Bacon, Taylor & Beairisto as independent auditors, and approved an amendment to the by-laws of the corporation to allow an increase in directors' fee from $20 per meeting to $100.

Heston Sues on Loss

Of Role in 'Rangers'

HOLLYWOOD, April 25—Cary Grant has dropped Warner Bros. from a $250,000 damage suit filed in Los Angeles Superior Court over his asserted loss of the lead role in their forthcoming film, "Darby's Rangers." The complaint alleges that a verbal agreement was reached March 12 and he was notified April 19 that another actor had been engaged. A spokesman for the studio said Heston had "walked out" of the film and added the actor had delayed in signing the contract. Because the picture was ready to go before the cameras, the studio felt it could not wait longer for a settlement, and endorsed the contract, the spokesman said.

ATONJ Group Named

The membership of Allied Theatre Owners of New Jersey has appointed president Sidney Stern, Irving Dollinger and Wilbur Snapper as the unit's delegates for the meeting of Allied States Association which will take place May 7-9, at the Whitthotel, Detroit. The delegates will report back in mid-May on board activities and resolutions.

Solow Coming East

HOLLYWOOD, April 25—Sid Solow, vice-president and general manager of Consolidated Film Industries, will leave here by plane tomorrow for the East. Accompanied by Ted T. Fogelman, Solow will confer with company's New York personnel and with Eastman Kodak executives in Rochester, before returning to Hollywood.

Theatres Pledge to Show New York Fund Trailer

Metropolitan Theatre Owners Association, the ITOA, the Loew circuit here and 25 Skonora houses have offered cooperation in the Greater New York Fund 1957 drive for funds, the organization said yesterday. Wednesday news and trade men and television station directors saw the fund's 15 minute film, "What Kind of Day Has It Been?" The trailer was a two minute trailer, and local stations the longer film.

Plan 'Butterly' Bow

Jeff Livingston, Universal Pictures company eastern advertising manager, will be in Newport News, Virginia, today for weekend conferences with Willy Kincey executives and civic officials of Newport News and nearby War- wick and Hampton, Virginia, on the organization said yesterday. Wednesday news and trade men and television station directors saw the fund's 15 minute film, "What Kind of Day Has It Been?" The trailer was a two minute trailer, and local stations the longer film.

FPC Elects Richardson

TORONTO, April 25—James H. Richardson, treasurer of Paramount Pictures, was elected a director of Films Players Canadian Corporation, Ltd, at the company's annual meeting here Tuesday. He replaced R. G. Geering on the board. All other directors were re-elected. A total of 35 stockholders attended the meeting while Richardson represented Paramount Pictures, which owns the majority of the stock.

MOTION PICTURE DAILY

See Trans-Lux Earnings Up (Continued from page 1)

division of the 101 Japanese import licenses is based. The MFA most recently expressed concern to the Japanese Ministry of Finance by not later than April 30. Otherwise, the Japanese government will divide the 101 licenses for the 1957-58 fiscal year.

The global license formula which the committee is using for the license division provides 25 per cent of the import permits be allocated on an equal basis to the 10 members; that 32 per cent be allocated on the basis of company bookings in Japan, and that the remaining 43 per cent be predicated on domestic business of each company in six other territories. They are United Kingdom, West Germany, Cuba, Sweden, the Philippines, and Italy.

'Reach for the Sky'

(Continued from page 1)

best film of the year. It stars Kenneth More as Douglas Bader, the legs hero of World War II.

Co-hosts of the premiere will be acting British Consul General, Kathleen M. Griffin, M.B.E., and Kenneth N. Hargreaves, president of Rank Film Distributors.

Richard Einfeild

(Continued from page 1)

features, starting with three to be filmed this year.

Einfeild has been executive assistant to independent producer Edward L. Alperton for the past three years.

Whitaker Productions will negotiate for a Fox release.

CIP Breakfast May 5

Federal Communications Commissioners John C. Knowles will be principal speaker at the 13th annual Commonwealth Breakfast of the Catholic Institute of the Press May 5 at the Hotel Plaza here. He will share the presentation with Jim Whitaker, Journals and newspaper author, who is slated to receive the annual CIP Award as "the individual who has most exemplified Catholic ideals in the communications field.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—
Audrey Hepburn • Fred Astaire

"FUNNY FACE"
Co-starring Kay Thompson
A Paramount Picture
A Paramount Pictures Corporation presents a production with Grant MacDonald, June Allyson, Wanda Jackson, and a sensational composite of dance, singing, and music. Directed by Vincente Minnelli; presented by Paramount, released by Paramount.
Easter Week Average Above Last Year

(Continued from page 1) $14,000 expected for the week with "Boy on a Dolphin" on screen and Louis Armstrong on stage.

The two theatres with reserved seat policies, the Criterion and Rivoli, also reported an excellent week. The Criterion, with 20 shows of "The Ten Commandments," anticipates $64,000, while the Rivoli, with "Around the World in 80 Days," expects capacity business.

Doubts Reporting Better-than-average business are the Victoria with "The Bachelor Party" and the Astor with "The Strange One." The Guild expects $9,000 with "The Young Stranger" and the Paramount $31,000 with "Abandon Ship," "The Buster Keaton Story" at the Mayfair and "Tarzan and the Lost Safari" at the Globe both had average weeks with $15,500 and $14,000 respectively, while the long run "Lost for Life," reports $9,000–$10,000 for the week.

Good in Denver

DENVER, April 25—The combination of the spring school vacation and the Easter period provided a good weekend for the local first-run houses with five holding their films. "The Ten Commandments" did better in its 10th week than in its ninth at the Denver, while "Boy on a Dolphin" and "The Spirit of St. Louis" did well with $22,500 at the Denver.

Dallas Has Better Than Average

DALLAS, April 25—The holiday, school vacations and exceptionally good pictures all were responsible for the much better-than-average business this past weekend here. "Funny Face" was capacity at the Esquire. "The Ten Commandments," starting its 11th week at the Palace, took an upturn over the weekend after dropping off.

Capacity in Portland

PORTLAND, April 25—The downtown theatres, with a wonderful menu of pictures, had almost capacity crowds for the week, while "World in 80 Days" was the top grosser at the Broadway while "The Ten Commandments" again picked up. "The Spirit of St. Louis" opened strongly at the Fox as did "Funny Face" at the Liberty.

FCC Calls 7

(Continued from page 1) Free competition in the TV and radio industry.

Subpoenaed to testify are Ralph M. Cohn, vice-president and general manager of Screen Gems, Inc.; John L. Sinn, president of Ziv Television Programs, Inc.; Harold L. Hackett, president of Official Films, Inc.; Michael M. Sillerman, executive vice-president of Television Programs of America, Inc.; Harry Fleischman, president of Entertainment Productions, Inc., a subsidiary of Music Corp. of America, and MCA-TV, Ltd., also reportedly a Music Corporation of America subsidiary.

First Public Sessions

The hearings starting on May 1 will be the first which the public will be able to attend. Until now, the investigation has been carried on privately, with testimony and evidence received on a voluntary basis from the parties. The hearings will be conducted by FCC chief counsel J. C. McLaughlin, which resulted in James D. Cunningham. The study began last year and the FCC hopes to have a report ready for Congress by the end of June.

Mark Goldman Dies

CLEVELAND, April 25.—Funeral services will be held at 11 A.M. tomorrow at Temple Emanu-El for Mark Goldman, veteran distribution executive, who died late Tuesday at his Shaker Highlands residence. Goldman had been with Gaumont British and Monogram as Pittsburgh branch manager, universal in Detroit, and was IFB district sales manager in Cleveland for several years until he became ill last December.

WGA Council to Meet

HOLLYWOOD, April 25—The National Council of the Writers Guild of America will meet here over the weekend of May 4, with chairman F. Hugh Herbert presiding.

Legion Record

(Continued from page 1) remaining 79 per cent of the films were morally unobjectionable, the Catholic publication reported.

Production Code Praised

The Legion feels that the Production Code Administration does a great service in helping producers to avoid offending potential patrons since its implementation. As pointed out by the source, Fitzgerald writes: "The Legion . . . resents rumors that the Legion vs. Code friction was due to the Code being administered by a non-Catholic." Fitzgerald maintains in his article, "There are no disputes between the two from a difference of basic moral standards, but usually from a difference of interpretation," Fitzgerald states.

Overseas Premieres Next

Next on the extensive agenda are special overseas premiers, each highlighted by a series of special events. The film industry premiered the picture before a distinguished celebrity audience at the Egyptian Theatre in Hollywood was seen and heard by more than 400,000 people around the world. The concert of television and radio facilities was arranged for such an occasion.
paign has already demonstrated "rapidly mounting public interest" and that dealers were reporting a marked increase in inquiries about and resultant sales of color receivers. The campaign is a combined undertaking by RCA, NBC and the Taylor Electric Company of Milwaukee, authorized RCA distributor.

The Milwaukee area, he reported, will be saturated with 210 hours of color TV programming during the month of May, "more than has ever been broadcast anywhere in a single month." Bennett cited four reasons why the time is now ripe for a big public swing to color: color programming; sets which are easy to tune and "are priced for the canned soup as well as the caviar trade"; an increase in the number of dealers now handling color sets—60 per cent now carry color sets as opposed to 30 per cent a year ago; and, interest by the advertisers who see the merchandising potential of color TV.

The Milwaukee campaign, said Bennett, is not based on any gimmicks. Rather, he added, it has one simple objective—to expose as many people as possible to a view of color TV, and preferably by means of home demonstrations.

Survey Claims 65% Like Present TV Commercials

HOLLYWOOD, April 23.—The National Audience Board's second report on a survey conducted in Colorado show that 65 per cent of television audiences are satisfied with present length commercials, with the remainder maintaining that they "are far overdone." The NAB disclosed that the Federal Trade Commission's Bureau of Investigation in Washington has accepted its offer to refer commercials to that body for use in its study of false advertising.

Named Talent Director

E. Charles Straus, assistant to the director of business affairs for CBS Television, Hollywood, has been appointed to the newly created post of director of talent and casting. CBS-TV, Hollywood, Alfred J. Sculpone, vice-president in charge of network programs, has announced. Prior to joining CBS, Straus was associated with Filmcraft Productions, the William Morris Agency and Allied Artists Pictures Corporation.

WGN Buys Equipment

CHICAGO, April 22.—A new 50,000-watt transmitter and supplementary equipment for WGN has been purchased for installation at the station's transmitter site in Roselle, Ill. The equipment, acquired from the RCA Manufacturing Co., was on display at the RCA exhibit during the recent NARTB convention.

Joins Goodson-Todman

Matthew Rapf, television producer, has signed a five-year contract with Goodson-Todman Productions and will produce "The Quill and the Gun," a film series written by Walter B. Newman. No production starting date has been announced. Rapf's production credits include "The Loretta Young Show" on television and several films at M-G-M.
Golden Reel

(Continued from page 1)

Golden Reel Award Banquet last night.


The Columbia Broadcasting System celebrated last year's victory in the International Understanding category with Ed Murrow's "Report From Africa." Other winners included two Academy Award films—"Helen Keller in Her Story," and "The Bespoke Overcoat."

The categories include Human Relations, Sales and Promotion, International Understanding, and Industrial Training—as well as Avant-Carde and Visual Arts.

IT'S A HIT! in Boston

S.R.O.

BUT...will it be a hit in your house?

It went over big in the Hub...but before any show can be a success in your house, your equipment must be in condition to roll it perfectly. Any show can be a better show when equipment performs properly. That's where RCA Theatre Service comes in.

Protect your equipment and picture investment with RCA Theatre Service. RCA engineers have an average of 13 years of servicing experience. Let them keep your equipment operating in top-notch condition.

It will pay you to write for complete information!

Technical Products Department
RCA SERVICE COMPANY, INC.

A Radio Corporation of America Subsidiary
1140 Avenue of the Americas, New York 36, New York

Bell System

(Continued from page 1)

leading the way, it is possible that once the results from the Bartlesville test is made known, other autonomous Bell companies will enter the field," he said.

The AT & T representatives said that Southwestern Bell is working with and closely watching the activities of Jetrone Electronics and General Precision Equipment Corp., the companies which are jointly installing equipment and wires necessary for the cable television test which will be conducted in the three theatres owned by Henry Griffith.

"We are actively watching Bartlesville," he said, "and giving consideration to the medium."

Asked if Bell Laboratories is conducting any tests on types of co-axial cables which will be suitable for cable theatre subscription television, the AT & T representative replied: "Bell Labs is always testing cables and wires to find the best for the necessary job at hand."

RKO Shifting

(Continued from page 1)

was sales manager, has been promoted to the post of general manager for Mexico.

Francisco Rossi, newly-appointed Latin America supervisor, will continue to function also as general manager of the Panama office.

Eugenio Camacho has been named acting manager in Puerto Rico following the resignation of William Schwartz as general manager of that office. Camacho will report to Melvin Edelestein, RKO's general manager of Cuba. The Cuban office will handle the island of Jamaica.
WATCH THE WORLD PREMIERE

**Fox Theatre, San Francisco**—Wednesday May 8!

**and Four Theatres, Los Angeles**—May 9 • **Radio City, Minneapolis**—May 9 • **Paramount, New York** May 22

ONE EXPLOSIVE OPENING AFTER ANOTHER!
NT Will Seek New Theatre

From THE DAILY Bureau
WASHINGTON, April 28 — National Theatres will petition the New York District Court soon — probably this week—for permission to acquire a new theatre in a Denver suburb.

Wobber Resigning Fox Western Division Post

Herman Wobber, Western Division sales manager for 20th Century-Fox, and a veteran of over 50 years in the motion picture industry, will retire on July 1. It was announced by general sales manager Alex Harrison at the weekend here.

Youth Trends Key To Katzman Formula

By FLOYD STONE
Sam Katzman, who during the past 12 years or so has made 110 pictures for Columbia, says the only thing different these days is you have to be more watchful for trends, you have to have a "gimmick." In his instance the gimmick is the youth crowd.

MOTION PICTURE DAILY

NEW YORK, U.S.A., MONDAY, APRIL 29, 1957

VOL. 81, NO. 82

TEN CENTS

Meet May 21 Outline Fox Option Plan To Executives

200,000 Common Shares Involved; to 20 Officials

Twenty-first Century-Fox's stockholders will be asked to approve a directors' plan for the granting of stock options to a group of some 20 key officers and key executives, according to the company's notice of annual meeting released at the weekend. The 1957 stockholders' meeting of 20th-Fox will take place on May 21.

Under the stock option plan, the board of directors would be permitted to grant executive options for an aggregate of 200,000 shares of common stock with a limitation of 75,000 shares per person. The 200,000 shares are presently in the company's treasury. Each option would be exercisable at a price equal to the closing price. (Continued on page 6)

UA To Compile List Of Stockholders Soon

United Artists will start compiling a list of its stockholders late this week following receipt of registrations from holders who purchased the company's first offering of debentures and common stock last week, it was reported. A group of 100 underwriters headed by F. Eberstadt & Co. marketed (Continued on page 2)

MOTION PICTURE DAILY

NEW YORK, U.S.A., MONDAY, APRIL 29, 1957

VOL. 81, NO. 82

TEN CENTS

Meet May 21 Outline Fox Option Plan To Executives

200,000 Common Shares Involved; to 20 Officials

Twenty-first Century-Fox's stockholders will be asked to approve a directors' plan for the granting of stock options to a group of some 20 key officers and key executives, according to the company's notice of annual meeting released at the weekend. The 1957 stockholders' meeting of 20th-Fox will take place on May 21.

Under the stock option plan, the board of directors would be permitted to grant executive options for an aggregate of 200,000 shares of common stock with a limitation of 75,000 shares per person. The 200,000 shares are presently in the company's treasury. Each option would be exercisable at a price equal to the closing price. (Continued on page 6)

UA To Compile List Of Stockholders Soon

United Artists will start compiling a list of its stockholders late this week following receipt of registrations from holders who purchased the company's first offering of debentures and common stock last week, it was reported. A group of 100 underwriters headed by F. Eberstadt & Co. marketed (Continued on page 2)
NOW comes Rep. John Hart of the general assembly of the sovereign state of South Carolina with a proposal to ban 20th Century-Fox's forthcoming production "Island in the Sun" because, presumably, its subject matter reflects an attitude different from that of South Carolina statutes on miscegenation. Rep. Hart has sponsored a bill which would impose a $5,000 fine for exhibition of the picture. The gentleman's sense of fairness hardly can be as acute as his zeal. His legislation is addressed at a production which he himself concludes wouldn't have, because it's still in the process of editing.... Veteran showman E. C. Grainger, cheery and full of zing, once again is brightening up corners of the Times Square scene after a year as a general manager of Crest Amusement Co. in Nashville. He reports no action in that area on cable theatre tests, with exhibitors satisfied to pursue a watch and wait policy.... The oversubscribing of United Artists' first public offering of securities within an hour of the market's opening and this day is merely the echo of the Arthur Krim-Robert Benjamin management team's abilities. Because, come to think of it, what asset of greater value has U.A.? ... That Music Hall business at holiday time continues to be one of the phenomena of show business the world around.

THE MULTI-MILLION DOLLAR figures linked with deals for television rights to old film libraries have been bandied about so much in the public prints that people in the most unlikely areas have been given the idea that fabulous profits are to be made merely by raising some capital and turning it over to a film company with a backlog. One major company top executive tells of a group of merchants, department store owners of excellent standing who through bankers who vouched for their earnestness as well as their ability to further the community's appraisal of the Arthur Krim-Robert Benjamin management team's abilities. Because, come to think of it, what asset of greater value has U.A.? ...

Put AA 'Calypso Joe' In Immediate Release

Allied Artists is placing "Calypso Joe" into immediate release in order to "be the first film company to capitalize on the current Calypso craze," Merey R. Goldklein, vice-president and general sales manager of the company, said at the weekend. A William Broidy production, it features leading Calypso artists and teen-agers' favorites, he said. The picture will be coupled nationally in a package with "Hot Rod Rumble," a teen-age rock and roll action film. The package has already been booked around the country in key situations, according to Goldklein, and will go into its Los Angeles first run on May 8, 12 bookings in both hardtops and drive-ins.

Southwestern Bell Drawing ‘Cable Theatre’ Contract

ST. LOUIS, April 28—Southwestern Bell, an operating subsidiary of American Telephone & Telegraph Co., has entered into a tentative agreement with Vixen Cable Co. to provide an unspecified number of channels for the "cable theatre" subscription television test in Batesville, Okla., in late summer, according to an executive of A.T. & T. A formal contract between Southwestern Bell and Vumore, a subsidiary of Video Theatres, is currently in the hands of the telephone company representative stated.

UA to Compile

(Continued from page 1)

$10,000,000 of six per cent converted subordinated debentures and 350,000 shares of common stock, priced at $20 per share last Wednesday and Thursday. The offering was over-subscribed and books closed on Thursday morning, Eberstadt then reported.

According to a UA official, it is expected that between 2,500 and 3,000 people purchased the debentures and common stock, which will be distributed to them by May 1. After May 1, the stockholders will send in their registrations to allow the company to compile the stockholder's list.

Also, the company still plans to hold its first annual meeting of stockholders on the first Tuesday in June, which is June 4, it was said.

Recommendations in Italy Deal Approved

The foreign managers of the Motion Picture Export Association have approved the recommendations of the Continental Managers in regard to a new rentals agreement in Italy, it was announced recently. The was held following a special meeting of the MPEA.

The Italian distributor's group, ANICA, will meet in Rome on April 30 with representatives of the Continental Managers group to discuss the agreement which would begin next Sept. 1.

The foreign managers also approved a proposal calling for an adjustment of industry wages in Chile.

Calling Bob Ripley!

Believe it or not . . . you'll rave about the 10 Second Miracle BUTT-WELD Film Spot at Booth 58!!!

SMPTE SHOW
YOU ARE INVITED
to

THE BIG SHOW

presenting the new look in motion picture achievement dedicated to the prosperity of exhibitors everywhere!

the most important industry presentation in the history of 20th Century-Fox and your theatre!
THE FORWARD MARCH OF 20?

THE BIG SHOW

A COMPLETE FEATURE-LENGTH ATTRACTION!
COLOR by DE LUXE
CINEMA SCope
SEE highlights of the great future product from 20th Century-Fox ...the great parade of the blockbusters for 1957...the greatest array of the leading stars of today and tomorrow...the outstanding properties ever to reach the screen...

You’ll see your own wonderful future spelled out on the screen when you come to see

THE BIG SHOW!

EXHIBITORS EVERYWHERE! PLAN TO ATTEND THE SHOWING NEAREST YOU!

Showings are open to exhibitor staffs, press, stockholders, motion picture councils and organizations, civic leaders and opinion-makers!

<table>
<thead>
<tr>
<th>CITY</th>
<th>THEATRE</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY, N. Y.</td>
<td>PALACE</td>
<td>MAY 10</td>
</tr>
<tr>
<td>ATLANTA, GA.</td>
<td>FOX</td>
<td>MAY 13</td>
</tr>
<tr>
<td>BOSTON, MASS.</td>
<td>MEMORIAL</td>
<td>MAY 8</td>
</tr>
<tr>
<td>BUFFALO, N. Y.</td>
<td>BUFFALO</td>
<td>MAY 13</td>
</tr>
<tr>
<td>CALGARY, CANADA</td>
<td>UPTOWN</td>
<td>MAY 17</td>
</tr>
<tr>
<td>CHARLOTTE, N. C.</td>
<td>CAROLINA</td>
<td>MAY 15</td>
</tr>
<tr>
<td>CHICAGO, ILL.</td>
<td>ORIENTAL</td>
<td>MAY 8</td>
</tr>
<tr>
<td>CINCINNATI, OHIO</td>
<td>ALBEE</td>
<td>MAY 9</td>
</tr>
<tr>
<td>CLEVELAND, OHIO</td>
<td>HIPPODROME</td>
<td>MAY 10</td>
</tr>
<tr>
<td>DALLAS, TEXAS</td>
<td>PALACE</td>
<td>MAY 20</td>
</tr>
<tr>
<td>DENVER, COLO.</td>
<td>CENTRE</td>
<td>MAY 14</td>
</tr>
<tr>
<td>DES MOINES, IOWA</td>
<td>DES MOINES</td>
<td>MAY 16</td>
</tr>
<tr>
<td>DETROIT, MICH.</td>
<td>FOX</td>
<td>MAY 13</td>
</tr>
<tr>
<td>HOUSTON, TEXAS</td>
<td>MET</td>
<td>MAY 17</td>
</tr>
<tr>
<td>INDIANAPOLIS, IND.</td>
<td>INDIANA</td>
<td>MAY 15</td>
</tr>
<tr>
<td>JACKSONVILLE, FLA.</td>
<td>FLORIDA</td>
<td>MAY 14</td>
</tr>
<tr>
<td>KANSAS CITY, MO.</td>
<td>UPTOWN</td>
<td>MAY 17</td>
</tr>
<tr>
<td>MEMPHIS, TENN.</td>
<td>MALCO</td>
<td>MAY 10</td>
</tr>
<tr>
<td>MILWAUKEE, WIS.</td>
<td>WISCONSIN</td>
<td>MAY 14</td>
</tr>
<tr>
<td>MINNEAPOLIS, MINN.</td>
<td>RADIO CITY</td>
<td>MAY 15</td>
</tr>
<tr>
<td>MONTREAL, CANADA</td>
<td>ORPHEUM</td>
<td>MAY 23</td>
</tr>
<tr>
<td>NEW HAVEN, CONN.</td>
<td>POLI</td>
<td>MAY 9</td>
</tr>
<tr>
<td>NEW ORLEANS, LA.</td>
<td>SAENGER</td>
<td>MAY 16</td>
</tr>
<tr>
<td>NEW YORK, N. Y.</td>
<td>ROXY</td>
<td>MAY 8</td>
</tr>
<tr>
<td>OKLAHOMA CITY, OKLA.</td>
<td>CRITERION</td>
<td>MAY 21</td>
</tr>
<tr>
<td>OMAHA, NEB.</td>
<td>ORPHEUM</td>
<td>MAY 15</td>
</tr>
<tr>
<td>PHILADELPHIA, PA.</td>
<td>FOX</td>
<td>MAY 8</td>
</tr>
<tr>
<td>PITTSBURGH, PA.</td>
<td>HARRIS</td>
<td>MAY 14</td>
</tr>
<tr>
<td>PORTLAND, ORE.</td>
<td>FOX</td>
<td>MAY 9</td>
</tr>
<tr>
<td>ST. JOHN, CANADA</td>
<td>PARAMOUNT</td>
<td>MAY 24</td>
</tr>
<tr>
<td>ST. LOUIS, MO.</td>
<td>ST. LOUIS</td>
<td>MAY 16</td>
</tr>
<tr>
<td>SALT LAKE CITY, UTAH</td>
<td>VILLA</td>
<td>MAY 13</td>
</tr>
<tr>
<td>SAN FRANCISCO, CALIF.</td>
<td>FOX</td>
<td>MAY 8</td>
</tr>
<tr>
<td>SEATTLE, WASH.</td>
<td>5th AVENUE</td>
<td>MAY 10</td>
</tr>
<tr>
<td>TORONTO, CANADA</td>
<td>UNIVERSITY</td>
<td>MAY 13</td>
</tr>
<tr>
<td>VANCOUVER, CANADA</td>
<td>CAPITOL</td>
<td>MAY 21</td>
</tr>
<tr>
<td>WASHINGTON, D. C.</td>
<td>CAPITOL</td>
<td>MAY 9</td>
</tr>
<tr>
<td>WESTWOOD, CALIF.</td>
<td>VILLAGE</td>
<td>MAY 8</td>
</tr>
<tr>
<td>WINNIPEG, CANADA</td>
<td>CAPITOL</td>
<td>MAY 15</td>
</tr>
</tbody>
</table>

ALL SHOWINGS BEGIN PROMPTLY 9:15 A.M.
Monday, April 29, 1957

**Television Today**

**IN OUR VIEW**

NOW that the Department of Justice has supplemented its block-booking action recently against Loew's by bringing parallel action against five other major licensor of films to television at least the Government can claim to be consistent. These actions, like the famous films-television suit which the Government lost in the Los Angeles Federal District Court more than a year ago, will force the defendants to expend large sums in attorneys' fees and divert much executive time from other tasks. Just what the Government hopes to accomplish is a mystery. If any attorneys at the Department of Justice think that television stations are so desperate to buy films cheaper one-by-one that they are assuming the Government wins its suit—let them consult with exhibitors.

Quantity-Buying Benefit Obvious

It obviously is more expensive to sell—and to buy—on a per picture basis than in groups. The Government can have no control over the prices charged, at least in peacetime when there are no general price controls. A distributor may charge the same price for one film or a hundred, if he wishes. The buyer, of course, always has the right to say no.

In times past some exhibitors complained to the Department of Justice that block booking "forced" them to take a contract for unwanted pictures. Block booking also was a handy answer to public complaints about certain films. Today there are no many exhibitors who prefer the present picture-by-picture buying to the convenience and insurance of buying in large groups. Also there probably is not one exhibitor who does not realize that the elimination of block booking has been one of the factors that has increased film rental.

Different Situation in Television

One of the alleged evils of block booking is that it restricted the industry. In the old days, in the film industry was that it encouraged over-buying. In competitive situations over-buying by one theatre operator naturally could contribute to a product shortage for another exhibitor. However, there seems to be no parallel in television. While a theatre's capacity to show feature films is limited by the number of pro-

---

**Fox Option Plan Is Outline**

(Continued from page 1)

Loew's Sales to TV
Reach $42,000,000

Loew's Inc., has attained a gross close to $42,000,000 thus far from its sales of its pre-1949 feature film backlog to 44 television stations throughout the United States, a company spokesman indicated at the weekend.

The film company recently completed a $4,000,000 agreement with the Crosley Broadcasting Co. for its leasing of the backlog to stations in Cincinnati, Indianapolis, Dayton and Columbus; a $2,000,000 agreement with the NBC radio station in Boston, and a $750,000 deal with a Sacramento TV station.

**WB Films Sold to Station in Memphis**

Warner Bros. feature films have been sold to station WREC-TV in Memphis, Tenn., in a deal totaling almost $1,000,000. W. Robert Rich, A. A. P. general sales manager said in an announcement at the weekend, the contract was signed in Dallas by Hoyt B. Wooten, owner of the Memphis station.

Also present at the signing were Don Klauber, A. A. P. national sales manager, and Robert Montgomery, account executive from the Dallas office.

Program changes in a week and whether the theatre has a single or double bill policy, a television station has an avaricious and virtually unlimited appetite for product of all kinds. Most television stations are on the air fifteen or more hours a day. Eventually most may operate twenty-four hours. The need for feature films and other program material on film, bought in huge blocks, is great.

Public Want One Thing: Quality

It will be interesting to observe how the Department of Justice goes about trying to prove that sale of films to television stations in blocks is a product shortage for another exhibitor. However, there seems to be no parallel in television. While a theatre's capacity to show feature films is limited by the number of pro-

---

**S.O.S. Cinema Compiles Technical Book Listing**

A compilation of almost 100 different titles, said to be the largest listing of technical books ever attempted in the motion picture and television industries, has been announced by S.O.S. Cinema Supply Corp. Called "The S.O.S. Bookshelf," it is broken down into sections headed advertising, industrial films, educational films; sound recording and reproduction; educational and informative; writing, production and editing techniques; laboratory practices and procedures; photography and cinematography; electronics theory and practice; theatre, screening rooms and projection methods, and television studio and engineering aspects.

**Greenblatt to 'U' Offices**

Herbert H. Greenblatt, RKO Radio Western sales manager, today will begin a series of visits to Universal-International and the exchanges and offices of independent distribution companies. The purpose of the visit is to familiarize various executives not involved in the domestic deal with Universal. He will visit Chicago, Milwaukee and Minneapolis.

**NSS Names Weston**

Leo Weston has been named branch manager in New Haven, Conn., for National Screen Service. He succeeds Adolph Edmonds, who has been shifted to New York.

**UFO Asks Wage Law To Exempt Minors**

SPRINGFIELD, III., April 28—United Theatre Owners of Illinois, headed by Ralph Leatherman, has opposed several of the certain features of a proposed minimum wage law now before the state general assembly which would affect theatres. The Illinois law pending will provide for a maximum wage of 75 cents per hour to paid employees of any film employing four or more persons.

A motion on the measure until the bill was amended to exempt employees of restaurants and hotels. These exclusions seem to be unfair to the theatres, in that a cashier of a restaurant, for example, under the law would be exempt, whereas a girl in a candy counter in a theatre would not, be, he added.

No Theatres Are On New SBA Loan List

WASHINGTON, April 28.—The lists still are getting comparatively little action from the Small Business Administration, the most recent one, list of approved loan applications would indicate.

The list contains 475 businesses approved by SBA between Feb. 1 and April 22, and not a single theatre is on the list.
Youth Trends
(Continued from page 1)

headlines, and in which persons 15
to 25 are interested. It pays off, he
insists: "Rock Around the Clock" may
earn $4,000,000, the producer
avaers.
Most pictures he makes at $300,-
000 or so, and they bring in $1,200,-
000 to $1,800,000. Now they have
the money, he says, and all still are play-
ing somewhere.
He next will make pictures about
nympho, again about rock and roll,
probably one on modern jazz which
he is observing carefully, and on hot
rockers, airplanes, and the Morro
Castle disaster.
Europeans, who he says give 50
per cent of company returns also, like
the topical, he found during five
weeks of travel everywhere west of the
Iron Curtain, Theaters, and es-
pecially the subsequent runs, are
booming. The same he insists is true
of Great Britain, and talk there of
houses closing is just talk, he said.
Enthusiastic Regarding Britain
Exhibitors, they commented, there or
here, don’t know what they want.
A good picture, they says they feel,
takes money and a bad one doesn’t.
His pictures, however, they want.
They write him, he told reporters
Friday at the Columbia home office,
asking him to keep up the good
work.
From then he insists that his pic-
tures don’t ordinarily play the bigger
downtown houses, he retorted,
"I’m in the five-and-dime business
and I love it."
Columbia finances him up to 50
per cent, and he will make 14 pic-
tures for this year.
NT Will Seek
(Continued from page 1)
circuit would seek permission to ac-
tual the 800-seat Woodlawn Theatre,
go in a new shopping center in
Littleton, Colo. National would
operate it as a first and second
neighborhood run theatre. No
government position has been taken
yet on the proposed acquisition.
Criterion Lab Enlarges
Facilities for Color
At the end of its first seven months
of operation, Criterion Films Corpor-
tories, Inc., New York City, has found
it necessary to enlarge its color facili-
ties by 50 per cent, reports Fred
Todaro, president of the company.
At the same time that the designed equip-
ment has been completed that inures
rapid delivery of 35mm black and
white "rushed."
When Mr. Todaro bought the phy-
ical plant formerly occupied by Circle
Films Laboratories, the preponderance
of work had been in 16mm black and
white footage. Although that type
of work has shown natural growth
under the current management, the
jump in color film work has been re-
markable, according to Todaro.

It added box office weight, this film, as produced by Pandro S. Berman,
commercially "big" in all respects. It has a timely theme; it tells a
fascinating and many-faceted story; it was filmed on location in East
Kenya, Africa. And it has top star value in Rock Hudson, one of the
handsomest names available today, Dana Wynter, a rising personality,
and Sidney Poitier, whose following has grown steadily since
"Blackboard Jungle" and "Edge of the City." In addition Wendy Hiller,
the talented English actress, gives a performance of exceptional skill.

"Something of Value" does not have the kind of plot that is easily
condensed into a few sentences. In tackling the theme of what is causing
the revolt of African natives against the dominant white minority, it
goes off in several directions at once to present a number of points of
view on each side strongly and clearly. Or, a bit superficially, too.

Like all good epics should be, it is built around a family and shows
them under the stresses of war. Hudson is the younger of two sons and
the one who in his youth had been a close friend of Poitier, a native boy
working on the family ranch. But Poitier becomes a leader of the Mau-
Mau when it is organized to drive out the whites by terror tactics. In
the first attack of the natives Hudson’s brother (played by Robert
Bertoie) is killed, and the latter’s wife (played by Miss Hiller) is the
only survivor.

After that and similar atrocities at other English ranches the police
form several search parties to seek out the Mau-Mau in all the surround-
ing territory. Hudson joins one such group—much against the wishes of
Miss Wynter, who has now become his wife. Eventually he finds Poitier
and induces him to surrender; but both are betrayed by a revengeful
white man whose wife had been murdered by the Mau-Mau and Poitier
is killed. Hudson rescues Poitier’s young son and vows that the boy and
his own children will see peace and a better day as the picture ends.

No synopsis could possibly convey the power of the expert story-telling
that is in Richard Brooks’ excellent script. It is episodic but never dull.
It is also, perhaps, too brunt for some members of the audience in a
few scenes—notably one showing the weird initiation ritual of the Mau-
Mau; another depicting the savagery of the first attack on an English
family, in which blood is spilled all over the place; and two or three
scenes of torture and destruction in raids on native villages.

In compensation, the ladies in the audience will find the love story
appealing—especially the subtle misunderstandings that grow between
Hudson and Miss Wynter when the war makes changes in him.

Acting also as director, Brooks has brilliantly woven all the parts of
the story together into a cohesive whole. Some of the film critics (like
certain book reviewers) may complain that "Something of Value" re-
duces the serious world problem of the native restlessness in Africa to
the level of an adventure show. Let them quibble; audience everywhere
will find this film engrossing.


Richard Gertner
Golden Named U. S.
Delegate to Cannes
WASHINGTON, April 28.—Com-
merce Department film chief Nathan
D. Golden has been named U.S. dele-
gate to the Tenth Inter-National Film
Festival at Cannes, taking place from
May 2 to 17.
This was announced by U. S.
Information agency director Arthur
Larson. Golden has repeatedly rep-
resented the U. S. at international film
festivals in recent years.

Dallas Drive Opens
DALLAS, April 28.—A number of
noted film and theatre people will be
at the Adolphus Hotel here tomorrow
to promote the $500,000 fund-raising
campaign of the Dallas Theatre Cen-
ter.

MGM Executives Finish
Sales, Promotion Meets
HOLLYWOOD, April 28.—MGM
executives Friday concluded confer-
ences at the studio here for sales and
promotion campaigns on "Raintree
County" and other forthcoming pic-
tures. Among those participating was
Charles M. Reagan, vice-president in
charge of sales, who reported that
five MGM films will open in New
York in May.

Get French Officials
Jacques Pluff, director general of
the French National Film Center;
Raoul Pugnet, head of the French
Association of Film Producers,
and Robert Cravonne, director of Uni-
France, will be guests here at a re-
ception to be held tomorrow evening
at the New York offices of the French
Film Office.

Ask Payment
(Continued from page 1)

Clarks reported that as much
as $3,000,000 to $4,000,000
might be involved if Congress goes
along with the MPEA request. The
execution of U.S. films in the
Philippines, exhibited the films while
they occupied the island, and re-
tained the rental income.

The MPEA request was sent by
veteran congressmen; thus to Clark to a
Senate Judiciary Subcommittee head-
ed by Senator Olin Johnston (D.,
N.C.). The subcommittee is studying
legislation to return to enemy owners
property, such as General Aniline and
Film Corp., vested by the U.S. during
World War II. And at the same time
to pay damages to Americans who
suffered property or lives lost from
Germany and Japan during World
War II.

Film Rentals Had Been Ruled Out
Clarks said nothing considered by
the subcommittee so far in this or
previous Congresses would cover the
MPEA situation. He added that
MPEA member companies that had
received relief in a recent war claims law, to recover losses
caused by Japanese confiscation of
bank accounts and other credits in
the Philippines, had later construed to
rule out film rental losses, Clark declared, adding that
"in the circumstances, we have no
recourse but to turn to Congress for
fair and just relief."

The MPEA letter to Johnston argued that the motion picture in-
dustry is unique among industries suffering losses at enemy hands, for
"our tangible assets are motion pic-
ture films, which in themselves are of
little value."

The Enemy Went Into Business
“Our actual or intangible assets,”
Clarks continued, “consist of the sums
we derive from renting our films for
exhibition in theatres charging ad-
missions. During the war the Japan-
ese seized our films, had them exhib-
itied in theatres and retained the
rental funds themselves. This act
meant a considerable loss to us, a
loss just as real as if the enemy had
destroyed, for example, a motion pic-
ture theatre. It is this rental money
kept by the Japanese that we now
seek to recover as war losses."

Wobber Resigning
(Continued from page 1)
which will be conducted in 20th-Fox’s
six Western branches from May 26
through June 2.
Wobber joined 20th-Fox in 1932 as
a distribution executive. In 1938, he
was named general manager of domes-
tic distribution for the company; but
in 1941 transferred to the studio in
the West Coast and resumed the title of
Western Division manager.
Prior to joining 20th-Fox, Wobber
was associated with Paramount Pic-
tures, and in the states rights distribu-
tion business.
The BONGO BEAT and The BIG HEAT!

Allied Artists is

READY RIGHT NOW
FOR A CALYPSO-
CRAZY NATION!

Calypso Joe

starring
HERB JEFFRIES

ANGIE DICKINSON • EDWARD KEMMER
LAURIE MITCHELL

LORD FLEA
And His Calypsonians

THE EASY RIDERS
of “Marianne” Fame!

HERB JEFFRIES’
CALYPSOMANIACS

World’s Greatest
Calympso Stars!

DUKE OF IRON
LADY T

The LESTER HORTON
DANCERS

Produced by WILLIAM F. BROIDY • Directed by EDWARD DEIN • Written by EDWARD and MILDRED DEIN
HOTTEST TWIN BILL Ever Released!

Firstest with the Mostest!

HOT ROD Rumble

They'll need shock absorbers for this one!

Starring
LEIGH SNOWDEN • RICHARD HARTUNIAN

PHONE
ALLIED ARTISTS TODAY FOR FAST DATES ON THIS SCORCHING COMBO!

Produced by NORMAN T. HERMAN • Directed by LESLIE H. MARTINSON • Written by MARTIN DOLINSKY
SMPTE Meet

(Continued from page 1)
E. K. Curver, Eastman Kodak Co; Herbert C. Ruckmick, U. S. Naval Photographic Center; and Philip M. Cowett, Navy Department, Bureau of Ships.

Some of the nation's best known educators will participate in the session on audio-visual application among them Dr. Harvey Zorbaugh, New York University.

The session on instrumentation and high-speed photography will include a paper on "Photographic Instrumentation at the Air Force Armament Center," by H. S. Schepler, and other papers will describe new equipment and methods.

Richard R. Conger, who has been on duty with the Navy at Antarctica and who is scheduled to return to fall on "Operation Deep Freeze III will explain how to take pictures 100 degrees below zero at the Fridian morning session on motion picture practice.

Glenn E. Miller of the Lockheed Missile Systems Division will show 16mm film that explains the making of documentary motion pictures under a military contract.

Closed Circuit TV

One of the highlights of the convention will be the demonstration of closed-circuit television at Walt Reed Medical Center Tuesday morning.

Guest speaker at the get-together luncheon tomorrow noon at the Shoreham's Palladian Room will be J. Woolley, special assistant for public affairs to the Secretary of the Navy. Opening remarks will be by Bart Kreuzer, SMPTE president.

The 81st Convention has the largest technical program in the history of the Society. Previous high for the Society was in 1952 when the First International Symposium on High-Speed Photography was held concurrent with 44 papers to make a total of 14 papers for the Convention.

Who's Superstitious?

• See the LUCKIEST FIND of the SMPTE SHOW:—
• Booth 58!!!
WELCOME
CONVENTION
DELEGATES
TO BOOTH 52, FOYER B
LEARN HOW
JACK FROST CAN
ANSWER YOUR SOS
FOR MOBILE POWER
AND LOCATION
LIGHTING

For information on additional power when and where you need it and standby power in case standard power fails, inspect the Jack A. Frost display in Booth 52, Foyer B.

Whatever your motion picture or TV power or lighting needs, Jack Frost, one of the nation's largest suppliers of temporary lighting facilities, can handle them. Frost's mobile power and lighting equipment inventory is unexcelled and his staff includes lighting experts who have been servicing top motion picture and TV shows for years.

Write or Wire for Catalog and Free Estimates

JACK A. FROST
234 Piquette, Detroit 2, Michigan
Canadien Office, 41 Kipling Ave, S, Toronto, Ont.

THE NEW
AIGLONNE DAYLIGHT
PROCESSOR

The most advanced, fully automatic self-contained daylight machine for ultra-high quality film processing of 35 mm. and 16 mm. negative-positive, and 16 mm. reversal.

ANDRE DEBRIE MANUFACTURING CORPORATION
39 West 32nd Street, New York 1, N. Y.
Telephone: PENsylvania 6-6924
A subsidiary of Belock Instrument Corporation,
College Point, New York, N. Y.
West Coast Exclusive Representative:
Gordon Enterprises,
5362 N. Cahuenga Blvd., N. Hollywood, Calif.
In Canada: Andre Debric Mfg. Corp. (Canada),
33 St. James St., E., Montreal
In the Southeastern States: Clifford E. Mattor,
209 Beverly Road, Cocoa Beach, Florida
SMPTE Agenda Reflects Industry’s Strides

Standardization, Videotape Recording And Closed Circuit TV in the Spotlight; Kreuzer, Navy’s Woolley Speak Today

WASHINGTON, April 28—The 81st semi-annual convention of the Society of Motion Picture Engineers opens here officially tomorrow at the Shoreham Hotel at a get-together luncheon at welcomed by Barton Kreuzer, president, and the guest speaker will be Jack Woolley, special assistant to the Secretary of the Navy, who will speak on the significant role of motion pictures and television in modern life.

General subjects of the program for the five day meeting include:

- Monday: Standardization and videotape recording.
- Tuesday: Closed circuit TV demonstration, audio visual uses, and television.
- Wednesday: Laboratory practice (both morning and afternoon sessions).
- Thursday and Friday will be devoted to concurrent sessions on projection and theatre practice; instrumentation and high speed photography; needle photography; and sound recording and reproduction.

The complete program:

**MONDAY**

12:00 N Get-Together Luncheon opening remarks, Barton Kreuzer, SMPTE president; Guest Speaker, Jack Woolley, special assistant to the Secretary of the Navy.

1:00 P.M. Standards and Standardization Session, West Ballroom, Glenn L. Dimmick, chairman; James A. Moses, vice-chairman. Color short, “Magoo Goes Overboard” (Col.).


2:35 P.M. History of the Standards Committee, John S. Ruckmick, chairman.


3:35 P.M. The Society’s Test-Film Standards, Boyce Nemee, Management Consultant.

3:55 P.M. Standardization — A Dynamic Key to Economy, Herbert C. Ruckmick, U.S. Naval Photographic Center.

4:15 P.M. Department of Defense Photographic Standardization Plans, Philip M. Cowett, Navy Department, Bureau of Ships.

4:30 P.M. Videotape Recording Session, West Ballroom, Color Short, “Meet Mother Magoo” (Col.).

4:45 P.M. Prospective Advances in the Art of Videotape Recording, Charles P. Ginsburg, Ampex Corp.

8:05 P.M. The Video Processing Amplifier of the Ampex Videotape Recorder, Ray M. Dolby, Ampex Corp.

8:25 P.M. Factors Affecting the Splicing of Videotape, Kurt R. Machen, Ampex Corp.

8:45 P.M. Signal Translation Through the Ampex Videotape Recorder, Charles Anderson, Ampex Corp.

9:05 P.M. Impact of Videotape Recording on Television Management, Robert A. Miner, Ampex Corp.

**TUESDAY**

9:00 A.M. Buses leave Shoreham Hotel for Walter Reed Army Medical Center.


9:40 A.M. Welcome by the Commanding Officer.

9:45 A.M. General Description of the Walter Reed Army Medical Center Television Division, Paul W. Schufer, M.D., Television Div., Walter Reed Army Medical Center, Washington, D.C.

10:00 A.M. Color Processing Facilities in the Armed Forces Institute of Pathology, Julius Halman, Medical Illustration Service, Armed Forces Institute of Pathology, Washington.

10:15 A.M. The Technical Facilities Television Division, Walter Reed Army Medical Center, Ralph W. Curtis, Walter Reed Army Medical Center, Washington, D.C.

10:30 A.M. Color TV as a Tool for Medical and Scientific Research, George A. Baker, Television Division, Walter Reed Army Medical Center.

11:00 A.M. Demonstrations of the closed-circuit color television to show its applications in medical science.

11:30 A.M. Guided tours of the television installation and color film processing laboratory.

2:00 P.M. Audio-Visual Uses of Motion Pictures and Television Sessions, West Ballroom. John Florly, Chairman; Joseph A. Schnatz, Vice-Chairman. Color Short, Magoo’s Problem Child, Columbia Pictures, Inc.


2:30 P.M. Preparation and Presentation of Low Cost Projectable Materials, Allan Finstad, Ozalid Division General Aniline & Film Corp., Alexandria, Va.

2:50 P.M. Low-Cost Projection Materials and Techniques, Harvey R. Frys, Indiana University, Bloomington, Ind.

3:50 P.M. New Methods of Recording 16mm Magnetic Lip-Synch Sound Using a Magnetic-Optical Sound Projector, Lee T. Askren and Raymond J. Dwyer, Eastman Kodak Co.

3:05 P.M. A Self-Contained 16mm Post-Synchronization Studio, J. P. Seaborn, Organization for European Economic Cooperation, Paris, France.


(Continued on page 13)
Meet Agenda

(Continued from page 12)
and Jack Clink, Capital Film Laboratories, Inc., Washington, D.C.
4:10 P.M. Television—Technological Revolution in Education, Harvey Zorbaugh, New York University, New York, N.Y.
7:30 P.M. Television Session, West Ballroom. John G. Frayne, Chairman; Arthur Redfield, Vice-Chairman; Color-Short; Port of Sports, Century-Fox Film Corp.
7:40 P.M. The Color Television System at the Walter Reed Army Medical Center, Andrew F. Inglis, Radio Corp. of America, Camden, N.J.
8:00 P.M. A New Color TV Camera for Medical Applications, Norman L. Hobson, Radio Corp. of America, Camden, N.J.
8:15 P.M. Some Theoretical Aspects of Storing Color Television Information on Black and White Film, William L. Hughes, Engineering Experiment Sta., Iowa State College, Ames, la.
8:55 P.M. Advanced Performance and Stability in Color TV Channel Amplifiers, M. H. Diehl, General Electric, Syracuse, N.Y.

WEDNESDAY
9:00 A.M. Laboratory Practices Session I, West Ballroom. John G. Streiff, Chairman; Arthur Foster, Vice-Chairman; color short; Flebus, Terry-toons Div. of CBS, released through 20th Century-Fox.
9:15 A.M. Exposure Nonuniformity Produced in Continuous Motion-Picture Printers by Powering Lamps With Alternating Current, James D. Clifford and George T. Keene, Color Technology Div., Eastman Kodak Co., Rochester, N.Y.
9:30 A.M. A "Go-No Go" Gauging Method for Visual Inspection of Reels (Continued on page 15)

ALSO

CAMERA REPAIRS

MOTION PICTURE CAMERAS

The Best Repair Department

East of Hollywood

AGNASYNC MARK IX MAGNETIC RECORDER

SEE DEMONSTRATION AT BOOTH 41
In the THEATRE EQUIPMENT WORLD

with RAY GALLO

TODAY the Society of Motion Picture and Television Engineers opens its 81st convention at the Hotel Shoreham in Washington, which means on the basis of two meetings a year, that the organization has passed its 40th birthday, a ripe old age in the annals of the screen. Considering the status of the "picture show" at the time, one may well wonder that those fellows were up to when they, representing projection and film manufacture, got together to organize a "Society of Motion Picture Engineers."

Kept Pace with Industry Growth

Whatever the objective could be at the time, it steadily was adapted to the growing needs of the medium and the business, to keep the industry mindful of the fact that its future depended upon technical progress.

No spectacular gimmicks have come from the Society's activities, and perhaps that can be said to its honor. It has stood instead for the accumulation and useable arrangement of solid data on which real, enduring progress is based. There is a lot of the Society's 40 years on motion picture screens today.

Again the SMPTE offers an equipment exhibit as a convention feature, and from the list of displays it seems an interesting one, with special attraction for those in the television branch of the Society's activities. Fred Gerretson handled this end of the affair, assisted by Walt Trinby, and they have done a good job with the space available to them for this purpose. Among kinds of equipment to be seen are:

Jack A. Frost stage and lighting apparatus, complete for all sorts of motion picture and television work, at Booth 52.

Industrial TV cameras equipped with the new remote control Zoomar lenses, at Booth 8.

Complete studio equipment of the Camera Equipment Company at Booth 41.

Andre DeBre's "Aiglonne" day light developer system among Ren in the display at Booths 11 and 12.
The McLester carb camera doll in the Florenna & Bobbi exhibit, Booth 10.

Then at the Uptown theatre, 345 Connecticut Avenue, N. W., the C. Ashcraft Manufacturing Company going to demonstrate its Cine-Sten light projection system. This is something brand new out of Clarence Ashcraft's bag of tricks, and whether you're an MP-ite or a TV-ite, you want to see it. It's at 9:30 A.M. (We're one supposed to lose a little sleep at a convention!)

The Society has some new "equipment" of its own to show off at the convention, as publishers of a book, on color processes. "Elements of Color in Professional Motion Pictures" is a collaboration of some 50 technologists, under the editorship of Wilton R. Hohn. It contains 352 pages, including 27 pages of illustrations in full color. Among them is a series of photographs showing correct and wrong makeup for color photography. The need that the authors have sought to fill through use of this book has been set forth by the Society as follows:

Valuable to Various Groups

"Rapid advances in color photography and the increased use of color in motion pictures and television have created a need for a clear, concise book for those who work with color—film—artists or engineers, craftsmen, laboratory and production workers. 'Elements of Color in Professional Motion Pictures' fills this need. It is of interest to engineers and can be read with profit by amateurs, particularly it provides authoritative help in the use of color to the producers and buyers and theatrical, dramatic, educational and television fields."

The price is $3.50.

PRECISION CINE REPAIR

Professional Motion Picture Cameras
Studio and Television Equipment

TOP QUALITY—AURICON CINE-VOICE
CONVERSIONS—400'-1200' CAPACITY

"with midget torque motor"

LENS MOUNTING • CALIBRATING • "T" STOPPING

Camera Service Center

333 W. 52nd St. PL 7-8059 New York 19, N. Y.
Meet Agenda

(Continued from page 13)

lease Prints, Maxwell A. Kerr, Melpar, Inc., Falls Church, Va.
10:20 A.M. Multiple-Head Reduction Printer, James L. Carlton and James W. Kaylor, Movielab Film Laboratories, Inc., New York.
10:40 A.M. A Color Timing Calculator for Subtractive Motion-Picture Printers, George T. Keene, Color Technology Div., Eastman Kodak Co., Rochester, N.Y.
11:00 A.M. Fader Control for Continuous Printers, Garo W. Ray, Cine-Video Productions, Inc., Milford, Conn.
11:15 A.M. A Means of Prevention of Newton's Rings During Contact Printing of Motion-Picture Film, Charles E. Osborne, Research Laboratories, Eastman Kodak Co., Rochester, N.Y.
11:35 A.M. A New Motion-Picture Color Laboratory, James W. Kaylor, Movielab Film Laboratories, New York.
1:45 P.M. Laboratory Practices Session II, West Ballroom. H. E. White, Chairman; Robert E. Johnson, Vice-Chairman; Color Short; Howdy, Partner, Warner Bros. Picture Corp.
2:00 P.M. A Modern All-Purpose Laboratory, R. W. Payne, F. J. Quinn and A. H. Vachon, National Film Board of Canada, Montreal, Can.
2:20 P.M. A 16mm Portable Processor, Ralph D. Whitmore, Jr., Du Art Film Laboratories, Inc., New York.
2:40 P.M. A New High-Speed Spray Processor for 16/35mm Black-and-White Negative or Positive Film, Edward V. Lewis, Houston Fearless Div., Color Corporation of America, Los Angeles, Calif.
3:00 P.M. The New ABLI Bottom Drive, an Ideal Construction for Film Developing Machines, Robert Richter and Herbert Lechner, Arnold & Richter K.G., Munich, West Germany.
Wednesday evening there will be a cocktail party, banquet and dance. Thursday and Friday there will be concurrent sessions on projection and theatre practices and instrumentation and high speed photography. The Friday motion picture sessions will include motion picture studio practice in the morning and sound reproduction and recording sessions in the afternoon.

ZOOMAR CORDIALLY INVITES SMPTE members and delegates to see some of the finest, high-precision optical equipment and television lenses manufactured.

ZOOMAR
GLEN COVE, NEW YORK
HOLLYWOOD BRANCH: 1586 CROSS ROADS OF THE WORLD (on SUNSET BLVD.)

The English Version
of the film
"LA STRADA"
Produced by
TITRA SOUND CORP.

Directed by
CAROL and PETER RIETHOF
You feel very special on Red Carpet* flights

When you walk along the Red Carpet to your waiting United DC-7 Mainliner® of course you feel like a star of stage or screen! And you're greeted like one, too. That's only a part of Red Carpet Service!

Here, on the world's fastest airliner, you'll find luxurious, relaxing surroundings. Like a pre-dinner cocktail? It's served in an individual decanter. Dinner? M-m-m-m! Especially prepared for you by United's own master chefs.

Then a restful doze... You can't be there already! You are. And after you leave your big Mainliner your luggage is brought to you extra-fast. What a wonderful way to travel—Red Carpet Service!

World's fastest airliners—United DC-7s! 4 Red Carpet nonstop flights daily from New York to San Francisco and Los Angeles. Convenient return service.
Harris Move Seen 'Warning'

New Delay Snags FCC Decision on Toll TV

Say Letter from House Commerce Head Raises Questions of FCC Power to Act

By J. A. OTTEN

WASHINGTON, April 29—The Federal Communications Commission has decided it can’t resume consideration of pending subscription television proposals until it has cleared up serious questions raised by House Commerce Committee Chairman Harris (D., Ark.).

Chairman McCommaugh and other commissioners will seek to meet with Harris soon, possibly late this week.

The FCC decision came after Harris, whose committee has jurisdiction over the Communications Act, sent the Commission a lengthy letter raising major questions about the Commission’s power to approve toll TV and about the desirability of such action if it has the power to do so.

The Harris letter, which came to

Johnston Here Today;
May Call Board Meeting

From THE DAILY Bureau
WASHINGTON, April 29—Motion Pictures Association president Eric Johnston, who has returned here from a European trip, will be in New York tomorrow, MPA vice-president Kenneth Clark reported. He added that Johnston may try to schedule a board meeting at that time.

He said Johnston had originally

Todd-AO Installations
Are Increasing: Netter

L. Douglas Netter, Jr., vice-president of Todd-AO, in charge of the theatre equipment division, reported a steady schedule of new installations of the process for the remainder of this spring.

With 35 theatres now equipped with Todd-AO, he predicts the number will exceed 50 by July 1. Two cities, Los Angeles and Chicago, already have two theatres each fully equipped.

Spring Business Uneven; Ranges From ‘Above Average’ to ‘Poor’

Theatre business continued to be “uneven” last week, regional reports received by Motion Picture Daily show, ranging from a sharp pickup in some areas after Easter Sunday to grosses described as "far below expectations."

In Memphis, for instance, business last week was reported to be 112 per cent of average. On the other hand, Cleveland neighborhood exhibitors complained that attendance was "poor.”

These and other reports follow.

WASHINGTON, Theatre business at Washington first run theatres during Easter Week was as good or better than during Easter 1956, but neighborhood theatres reported poorer business.

Around the World in 80 Days” at the Uptown has been sold out since it opened April 9. At the Ontario, “Funny Face” was reported a

Charles R. Dietz

With MGM in Detroit

Special to THE DAILY
DETROIT, April 29—Charles R. Dietz, Metro-Goldwyn-Mayer field press representative here for the past 15 years and brother of Howard Dietz, vice-president of Loew’s, Inc., died today at the Grace Hospital here after a ten-day illness. He joined the company in 1941 as a press representative in Denver and after a year there was transferred to Detroit. He was 70 years old. In addition to the Loew executive.

Charles R. Dietz

(Continued on page 4)

TOA Officers Plan Meeting

Top officers and executives of Theatre Owners of America will hold a “kitchen cabinet” meeting here during the week of May 13 to discuss current industry conditions and the national exhibitor organization’s 1957 convention, which is scheduled for next fall.

The meeting will take place concurrently with the general industry discussions on the formation of an arbitration and conciliation system.

It was learned here yesterday that a smaller group of TOA officers, headed by President Ernest G. Stellings, may meet with a counterpart group from Allied States Association within the next two weeks to consider what exhibition contends is now necessary for inclusion in an arbitration and conciliation plan. It was stated yesterday that the prior industry (Continued on page 6)

Progress Report May 9 From AB-PT Pictures

HOLLYWOOD, April 29—A progress report on AB-PT Pictures Co. will be made to top American Broadcasting-Paramount Theatres executives and to more than 100 members of the exhibition branch of the industry at the Blackstone Hotel, Chicago, on May 9.

The meeting will be chaired by Sidney W. Markley, vice-president in charge of production, Irving Levin, president of AB-PT Pictures.

(Continued on page 4)

Television Today Page 6

Barton Kreuzer

SMPE Talk Cites Industry ‘Sign Posts’

Drive-In, Closed Circuit TV Cable Theatres Head List

From THE DAILY Bureau
WASHINGTON, April 29—the growth of drive-in theatres, advances in television production, developments in closed-circuit television and cable theatres were described as “signposts” for the future by Barton Kreuzer, president of the Society of Motion Picture and Television Engineers, in a speech to the opening luncheon of the organization’s 81st convention here today. The Society is meeting through Friday at the Shoreham Hotel.

There were 820 drive-in theatres (Continued on page 6)

Harris Move Seen 'Warning'

New Delay Snags FCC Decision on Toll TV

Say Letter from House Commerce Head Raises Questions of FCC Power to Act

By J. A. OTTEN

WASHINGTON, April 29—The Federal Communications Commission has decided it can’t resume consideration of pending subscription television proposals until it has cleared up serious questions raised by House Commerce Committee Chairman Harris (D., Ark.).

Chairman McCommaugh and other commissioners will seek to meet with Harris soon, possibly late this week.

The FCC decision came after Harris, whose committee has jurisdiction over the Communications Act, sent the Commission a lengthy letter raising major questions about the Commission’s power to approve toll TV and about the desirability of such action if it has the power to do so.

The Harris letter, which came to

Johnston Here Today;
May Call Board Meeting

From THE DAILY Bureau
WASHINGTON, April 29—Motion Pictures Association president Eric Johnston, who has returned here from a European trip, will be in New York tomorrow, MPA vice-president Kenneth Clark reported. He added that Johnston may try to schedule a board meeting at that time.

He said Johnston had originally

Todd-AO Installations
Are Increasing: Netter

L. Douglas Netter, Jr., vice-president of Todd-AO, in charge of the theatre equipment division, reported a steady schedule of new installations of the process for the remainder of this spring.

With 35 theatres now equipped with Todd-AO, he predicts the number will exceed 50 by July 1. Two cities, Los Angeles and Chicago, already have two theatres each fully equipped.

Spring Business Uneven; Ranges From ‘Above Average’ to ‘Poor’

Theatre business continued to be “uneven” last week, regional reports received by Motion Picture Daily show, ranging from a sharp pickup in some areas after Easter Sunday to grosses described as “far below expectations.”

In Memphis, for instance, business last week was reported to be 112 per cent of average. On the other hand, Cleveland neighborhood exhibitors complained that attendance was “poor.”

These and other reports follow.

WASHINGTON, Theatre business at Washington first run theatres during Easter Week was as good or better than during Easter 1956, but neighborhood theatres reported poorer business.

Around the World in 80 Days” at the Uptown has been sold out since it opened April 9. At the Ontario, “Funny Face” was reported a

Charles R. Dietz

With MGM in Detroit

Special to THE DAILY
DETROIT, April 29—Charles R. Dietz, Metro-Goldwyn-Mayer field press representative here for the past 15 years and brother of Howard Dietz, vice-president of Loew’s, Inc., died today at the Grace Hospital here after a ten-day illness. He joined the company in 1941 as a press representative in Denver and after a year there was transferred to Detroit. He was 70 years old. In addition to the Loew executive.

Charles R. Dietz

(Continued on page 4)

Progress Report May 9 From AB-PT Pictures

HOLLYWOOD, April 29—A progress report on AB-PT Pictures Co. will be made to top American Broadcasting-Paramount Theatres executives and to more than 100 members of the exhibition branch of the industry at the Blackstone Hotel, Chicago, on May 9.

The meeting will be chaired by Sidney W. Markley, vice-president in charge of production, Irving Levin, president of AB-PT Pictures.

(Continued on page 4)

TOA Officers Plan Meeting

Top officers and executives of Theatre Owners of America will hold a “kitchen cabinet” meeting here during the week of May 13 to discuss current industry conditions and the national exhibitor organization’s 1957 convention, which is scheduled for next fall.

The meeting will take place concurrently with the general industry discussions on the formation of an arbitration and conciliation system.

It was learned here yesterday that a smaller group of TOA officers, headed by President Ernest G. Stellings, may meet with a counterpart group from Allied States Association within the next two weeks to consider what exhibition contends is now necessary for inclusion in an arbitration and conciliation plan. It was stated yesterday that the prior industry (Continued on page 6)

Television Today

Barton Kreuzer

SMPE Talk Cites Industry ‘Sign Posts’

Drive-In, Closed Circuit TV Cable Theatres Head List

From THE DAILY Bureau
WASHINGTON, April 29—the growth of drive-in theatres, advances in television production, developments in closed-circuit television and cable theatres were described as “signposts” for the future by Barton Kreuzer, president of the Society of Motion Picture and Television Engineers, in a speech to the opening luncheon of the organization’s 81st convention here today. The Society is meeting through Friday at the Shoreham Hotel.

There were 820 drive-in theatres (Continued on page 6)
CURTIS TO PRESENT DESIGN
OF NEW AIR TRAFFIC PLAN

Edward P. Curtis, the President's aviation adviser and a vice-president of Eastman Kodak Company, will present the design of a radically new air traffic system within a week to the White House. The design calls for a "a co-ordinated" of all high-altitude traffic and all flying at designated lower altitudes on congested routes.

Edward P. Curtis. The system would be used jointly by military and civilian aircraft.

Curtis worked with a team of experts on the system and was "the most enthusiastic man on the team," according to one of the staff members. His skills first came to the attention of General Eisenhower during World War II when he served as executive assistant to Gen. Carl Spaatz, chief of staff of the Strategic Air Force in the European Theatre.

Curtis started with Kodak in 1920 in the controller's office. Eventually he became a director and general manager of the company and editor of the administrative division. He rose to the rank of major general in World War II and his decorations include the Distinguished Service Cross, Distinguished Service Medal, Legion of Merit and Silver and Bronze Stars.

BERLIN FILM FESTIVAL TO AWARD NEW PRIZE

The Committee of Cultural Experts of the Council of Europe has announced that it will award a Council of Europe Prize to be awarded annually at the International Film Festival in Berlin as one of the member countries of the Council.

The initial prize will be awarded this year at the seventh International Film Festival in Berlin.

To be eligible, a film must have been produced by a member country alone or in conjunction with any other country. Films may be of any kind and could have been completed during the year ending March 31. A jury of five shall be chosen by the Secretary-General of the Council to select the award-winning film.

TAKES OVER THEATRE

ALBANY, April 29—Jules Perlmuter, of Albany, has taken over the Park Theatre in Cobleskill on lease from Frank Wieting, who is retiring from business.

EXPERIMENTAL CONTEST AT BELGIUM FILM FESTE

With the aim of "encouraging free artistic creation in films, a spirit of research and the exploration of new techniques," the Commissariat General of the 1958 Universal International Exhibition of Brussels, Belgium, will organize an international competition, open to makers of experimental films, it was announced. The film competition will take place under the auspices of the World Film Festival.

Eight Prizes to Be Given

A total of eight prizes will be given, including a gold medal, a silver medal and six bronze medals. The competition is open to all types of productions, silent or sound, black-and-white or color, and of any length. Each competitor may enter any number of films, provided all have been made since January 1, 1955, it was announced.

Cunningham Reelected President of ASCAP

Paul Cunningham has been reelected as president for a second term as president of the American Society of Composers, Authors and Publishers by the board of directors. In addition the following officers were also reelected: Louis Bernstein and Otto A. Harbach, vice presidents; John Tasker Howard, secretary; Saul H. Bours, treasurer; George W. Meyer, assistant secretary, and Frank H. Connar, assistant treasurer.

Cunningham is the seventh president of ASCAP.

Academy Ballots Out For Board Election

From THE DAILY Bureau

HOLLYWOOD, April 29 — The Academy of Motion Picture Arts and Sciences today mailed ballots to its membership listing nominees for election to the board of governors, which consists of two members from each of the Academy's 13 branches, with one elected each year for a two-year term.

Academy president George Seaton was a first-year board member representing the Writers Guild last year and holds over for next year.

URBAN LEAGUE BENEFIT

Proceeds from the world premiere of 20th Century-Fox's "The Desk Set," which will be held at the Roxy Theatre here on May 15, will be donated to the National Urban League, an agency devoted to the promotion of interracial understanding and cooperation.

Robert W. Dowling, president of City Investing Corp., will be chairman of the benefit performance.
... starting an entire week of SPECIAL "TAMMY AND THE BACHELOR" SCREENINGS your U.I. EXCHANGE is arranging for your territory!

Bring your family or your sweetheart ... they'll love it ... and so will you!

remember ... Take-in "TAMMY" ... the week of May 6th!

Debbie Reynolds
Tammy and the Bachelor
"CINEMA SCOPÉ · TECHNICOLOR.

LESLIE NIELSEN · WALTER BRENNAN · MALA POWERS · SIDNEY BLACKMER · MILDRED NATWICK

with Fay Wray · Louise Beavers

Directed by JOSEPH PEVNEY · Screenplay by OSCAR BRODNEY · Produced by ROSS HUNTER · A UNIVERSAL-INTERNATIONAL PICTURE
Toll TV Decision Is Delayed

(Continued from page 1)

toll TV at several recent meetings, and reportedly a majority of the Commission is opposed to authorization of a test. These reports, it is known, have prompted renewed protests to Congress from theatre owners, networks, and other groups fighting toll TV.

Harris in his letter argues that the Commissions Act empowers the FCC to make service available to all the people. He says he would have no trouble in authorizing toll TV as an additional source of TV programming for all the people if the viewer could take his choice between free and paid programs.

Expect Call for Long Test

Harris also contends that the Commission will be under great pressure to authorize a lengthy trial of toll TV, for two or more years, on the theory that a longer test is needed to give pay TV a real chance. Experience has shown, he writes, that after so long a "test," it will be "difficult or practically impossible for the Commission to extricate itself."

Other questions raised by Harris in his letter cover such points as these: The FCC has power over common carriers, but can it do about services which are not carrier services? Does the Commission have power to control the conditions under which decoders are sold, and to tell the public that it is all just an experiment which can be terminated in two or three years? Does the Commission have power to make that stations will be able to get programs from other sources than toll television? Would the public be hurt if rival toll TV systems carve out geographical areas, or should the Commission decide which system has a monopoly in each area?

Wants Legality Established

Harris winds up with this puzzler: "I conclude from your observations that the record before the Commission will contain ample and detailed evidence that the Commission has the legal power to control and control this experiment...or that you will before launching it come to Congress for the broad or specific powers in that regard which the Commission must have in order to protect the public interest."

AB-PT Pictures

(Continued from page 1)

and Harry L. Mandell, vice-president, will discuss operations of the production subsidiary, whose first completed picture, "Beginning of the End," will be premiered in 80 Illinois and Indiana first-runs in June.

The parent company is Grover-Howell Corp., formerly with Anscor Corp., Adams with Bell & Howell.

Well, shooting's over, A.J. What's next?

Sell it...fill the theatres!

Shouldn't be tough. Color...good cast...current topic everybody's hot on!

Mmmmm. Current topic...general interest. Calls for advertising in a magazine with best all-around readership...one that gets to the whole family!

Around my place The Saturday Evening Post gets into everybody's hands!

Perfect! And over 5 million copies sold a week. Many times that many readers, too!

And don't forget to buy color!

Johnston Here

(Continued from page 1)

planned his European trip to take "general soundings" in Rome, Paris and London, but had been taken ill in Rome and decided to skip his visits to Paris and London for the present. While in Rome, Johnston talked with a number of government and industry officials, but there were no major developments involving a new Italian film agreement, Clark said.

Charles Dietz Dies

(Continued from page 1)

Charles Dietz is survived by his widow, the former Eva K. Tackabo, of Detroit; and two sisters, Mrs. Milton Hyams of St. Louis, and Mrs. Jacques Bernstein of New York City.

Funeral arrangements were being arranged late this afternoon.

'Days' to Play London

In Cinestage Process

LONDON, April 29—"Around the World in 80 Days" will open at the Astoria Theatre here June 12 in the Cinestage process, producer Michael Todd has announced. The process involves reduction of the 65mm Todd-AO print to 35mm proportions on a 47-foot wide screen. Performances will be at advanced prices.

The Todd production will also be shown at the Cannes Festival in the Cinestage process, the producer reported. He said he has an option to buy 35 per cent of the stock in the Palais Theatre here and plans to take it over Aug. 5, converting it into Europe's first "roadshow house" for shows on film.

Atlanta WOMPI Names Officers for 1957-8

ATLANTA, April 29—The Atlanta Women of the Motion Picture Industry have elected the following officers for 1957-58: president, Betty Bock; first vice-president, Nell Middleton; second vice-president, Pat Brown; recording secretary, Alma Binford; corresponding secretary, Mary Clare Davis; treasurer, Hilda Knight; board of directors, Mary Bridges, Helen Grover, Ernestine Carter.

Theatre Raises Admissions

Second Time in 27 Years

SPECIAL TO THE DAILY

HARTFORD, April 29 — A small-town Connecticut situation has announced its second price increase in 27 years.

The board of managers of the Edmond Town Hall Theatre, Newton, Conn., has voted to raise the adult admission price from $0.30 to 60 cents. The price was boosted from the original 40-50 cents during World War II.

Children's admission (25 cents) is unchanged, however.
**Celebrities, industry executives, diplomatic representatives, leaders in civic, social and business circles added to the colorful festivities which marked the gala invitational dress premiere of “Reach for the Sky,” at the Sutton Theatre here last night. The evening affair followed the afternoon showing of the film for the R.A.F. Benevolent Fund, to make this one of the first dual premières on record.**

The spectacular event, which introduced the Rank Film Distributors of America as a new American releasing organization into the motion picture industry, was co-hosted by Acting British Consul General, Miss Kathleen M. Graham, M.B.E., and Mr. Kenneth N. Hargreaves, president of RFDA.

Kleig lights, the U. S. First Air Force Band under the supervision of Chief Warrant Officer William D. Berky, and radio coverage by Ray Heatherton for the Mutual network and Sid Gross for Bill Stern’s “Contact” show over WINS, augmented the opening of the Rank Organization production which won the British Academy Award as “the best picture of 1956.”

Kenneth More, of “Genevieve” and “Doctor in the House,” fame, stars in the biographical drama based on the life of Douglas Bader, Britain’s legless R.A.F. ace who has become a legend in his lifetime.

Mr. Kenneth N. Hargreaves, Mr. Hargreaves, president of RFDA, Peggy West, Mrs. James A. Doolittle and Geoffrey Martin, director of advertising, publicity and exploitation for RFDA.
The reasons why millions of viewers continue to watch the live hour dramas week after week, in face of occasionally gross insults to intelligence and imagination were beautifully detailed last Wednesday night by CBS-TV’s U.S. Steel Hour. The production was called “The Blue Serge Suit,” a TV adaptation by Frank Gilroy, and it possessed all the virtues which can be the potential of any live production: simplicity, conciseness and consistency in mood. These are delicate qualities which have a way of being lost in the rough and tumble shuffle of the TV film production.

Old Theme Well Developed

In outline Gilroy’s script was a sort of male variation on the “Alice Adams” theme which has served the basis for more than one soap opera, a bulky 16-year-old boy, who lives with his mere-de-de-old man, has to scrounge up $12.87 to buy a blue serge suit for his graduation. The old man is out of work and the boy, who for a number of good reasons considers himself something of a social misfit, looks to the blue serge suit as a sort of last desperate attempt to belong with the world. Until ordinary circumstances, the latter arising from this situation would be asphyxiating. Gilroy’s writing, and the production directed by NBC’s Personnel Bureau Director, under ordinary circumstances, however, the tale was told and played with remarkable restraint and humor. At the center of each of the characters was a hard core of honesty and awareness which disallowed sentimentality despite the huge amount of sentiment.

Climactic Scene Was Moving

These qualities were summed up in one particular scene that will remain in memory long after most current TV sets are in the junk yard; the boy’s laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic, laconic statements. With the old man and the boy’s eyes fixed on the television screen, the boy, in the face of a gentle, sharp, reminiscence. The fact is the reason of all why “The Blue Serge Suit” could not have been done on film, with just as great an effect. Then perhaps there would have been a tendency to show more, to expand the locale, and thus to show less of the big scenes and more of the little ones. This, actually, may be the reason few scripts like this ever show up on film. Too many dissolves and connectives.

IBM Machine Is Clairvoyant

More conventional in aspect, but a good thriller nevertheless, was Harold Swanton’s “Mechanical Manhunt,” NBC-TV’s Alcoa presentation Sunday night. In this, an IBM machine, which already has produced the outcome of a Presidential election, gets down to the more serious business of predicting that a beautiful photographer’s model’s going to be pushed off a mountain top in Wyoming. Don’t ask how or why. The script held. One that definitely didn’t was Kraft’s Wednesday night adaptation of an old Jacob Scribed play, now called “A Night of Rain.” The most conspicuously contribution by director Norman Lloyd was Nina Fosh’s lightly-way of walking. Whatever else, Madeleine Carroll was the network (ABC-TV) Sunday night and after the foolish interview with Gloria Swanson, viewers in Kansas City may well think New Yorkers are overly excitable—V.C.

Industry ‘Sign Posts’ Cited

(Continued from page 1)

in 1945, and today there are 4,500, Kreuzer pointed out. He identified this “Second Street” behavior, also citing the fact that 90 million dollars has been allocated to telphone production this year.

The Cornerstone Conventions will probably give attention to the “color video theater,” Kreuzer said. He also cited closed-circuit TV with an emphasis on its applications to education and training. The Cornerstone conventions will be televised on NBC’s WRC-TV. The cornerstone television will be televised on NBC-TV Network program “Today.”

Wins Boston Channel

BOSTON, April 29 — The Boston Host-To-Traveler Corp. subsidiary station WHDH has been awarded TV Station Channel 5 here by the Federal Communications Commission in Washington. The station expects to build its TV transmission, there was no Mass., and to be on the air by Christ- mas, according to Robert B. Chase, publisher of the newspapers and president of WHDH, Inc.

as his grandfather, and Phil Abbott as the narrator, who put the tale in the frame of a gentle, sharp, reminiscence. The fact is the reason of all why “The Blue Serge Suit” could not have been done on film, with just as great an effect. Then perhaps there would have been a tendency to show more, to expand the locale, and thus to show less of the big scenes and more of the little ones. This, actually, may be the reason few scripts like this ever show up on film. Too many dissolves and connectives.

IBM Machine Is Clairvoyant

More conventional in aspect, but a good thriller nevertheless, was Harold Swanton’s “Mechanical Manhunt,” NBC-TV’s Alcoa presentation Sunday night. In this, an IBM machine, which already has produced the outcome of a Presidential election, gets down to the more serious business of predicting that a beautiful photographer’s model’s going to be pushed off a mountain top in Wyoming. Don’t ask how or why. The script held. One that definitely didn’t was Kraft’s Wednesday night adaptation of an old Jacob Scribed play, now called “A Night of Rain.” The most conspicuously contribution by director Norman Lloyd was Nina Fosh’s lightly-way of walking. Whatever else, Madeleine Carroll was the network (ABC-TV) Sunday night and after the foolish interview with Gloria Swanson, viewers in Kansas City may well think New Yorkers are overly excitable—V.C.

Nixon Will Precede at NBC Cornerstone Rite

Vice-president Richard M. Nixon will install the cornerstone of the new Washington building of the National Broadcasting Company with its annual cornerstone ceremony on Thursday. The $4,000,000 installation, which will be completed in the fall, is located on a seven-acre tract at 4001 Nebraska Ave., N.W.

Participating in the cornerstone ceremony with Nixon will be Robert W. Samoff, president of NBC; George C. McConaghy, chairman of the Federal Communications Commission, and Carleton D. Smith, NBC vice-president and general manager of the NBC-owned WJZ; NBC’s WNIT and WJZ-TV. The cornerstone ceremony will be televised on NBC-TV Network program “Today.”

TOA Officers

(Continued from page 1)

drafts would be studied at this meeting.

The Allied group will be coming to New York from meetings of its Emergency Defense Committee and board of directors in Detroit, May 6-9, with instructions on what to propose on arbitration and conciliation in the following week’s talks to the Secret ary of the Navy. Woolley told the Society delegates of the importance of educational films for the Navy.

Regular conventions sessions began in the afternoon with standardization as the subject. Glenn Dimmock, chair man of the Society’s standards committee, gave a report on that group's activities, and other speakers included J. W. McNair, American Standards Association; Dr. E. W. Carver, Eastman Kodak Co.; and Boyce Nemec, management consultant.

Evening sessions were devoted to videotape recording, with speeches and demonstrations by executives of the Ampex Corp.

Dimmock reported that in the past year SMPTE’s 14 engineering committees had initiated 28 new projects, many of them directed toward standardization. Twelve of these actions, he said, had resulted in agreement on standards, 12 were in the process of becoming standard and an additional 15 actions are currently under discussion in the engineering committees.

Actions Described

Breaking down the 49 actions, Dim mock declared that 12 pertained to methods and equipment for sound recording, 10 to photo and television projectors, eight to film dimension, eight to cameras, four to screens, three to test films, two to printers, one to safety film and one to density measurements on color film.

McNair told the meeting that far from being a block to progress, a standardized industry "maintains itself in dynamic equilibrium, while avoiding a static condition."
East Circuits Grosses ‘Par’

Theatre business in Eastern circuit first-run and suburban theatres and in Broadway houses during this past Easter holiday period was considered by a number of exhibitors here as “on a par with last year’s Easter grosses, but under expectations.”

A majority of the theatre owners and managers, excluding those at the Radio City Music Hall and the Roxy Theatre where records were set for last week’s holiday, said that a comparison could not be accurately drawn for “the holiday was at a different time, product was not the same, weather and other conditions differed.”

Officials Generally Satisfied

An official of American Broadcasting Paramount Theatre’s said that the box office was good and that business was slightly better than last year’s Easter Week. Speaking for Loew’s Theatres, both in Metropolitan New York and out-of-town, an official said that business was better than last year’s and in some cases ahead of last year. An official for Brandt Theatres reported that show business was more than the same. An RKO Theatres executive said that it has been a “nice business” and business is somewhat busier than last year and in some cases ahead of last year. An official for Brandt Theatres reported that show business was better than last year, but in the neighborhoods, it was behind. This viewpoint was shared by officials at other theatre circuits.

High Court to Rule in Loew’s Parody Dispute

From THE DAILY Bureau

WASHINGTON, April 29 — The Supreme Court today agreed to rule whether a burlesque or parody of a copyrighted work is a copyright infringement.

Argument in the case won’t be held until the fall, however, putting off a final decision until the end of 1957 or early 1958.

A Federal district court and a circuit court of appeals have ruled that a parody is a copyright infringement.

When all the legal decisions were allowed to stand, the courts said that a parody is a copyright infringement, and that a parody is a copyright infringement.

In appealing the case to the Supreme Court, CBS, the American Tobacco Co. and Jack Benny for the parody of the Loew’s film, “Gaslight.”

“An Important Issue,” Says CBS

An appeal to the Supreme Court was filed by Loew’s against CBS, the American Tobacco Co. and Jack Benny for a parody of the Loew’s film, “Gaslight.”

Cleveland—Parody of Easter Sunday business in the Greater Cleveland neighborhood houses was followed by still poorerpost-Easter business, according to a majority of exhibitors, resulting, they said, in lower grosses than for Holy Week. Usual first-week poor business was further

Spring Business Is Found Average to Poor

(Continued from page 1)

boosting business 40 per cent above Easter 1956, and “Cinderella” at RKO Keith’s was also reported doing business well above the 1956 figures. Other film business was up at first-run engagements.

Managers of neighborhood theatres attributed the good business to more business being shown in some cases as much as 20 per cent below Easter last year, to a poorer run of pictures available this year.

MEMPHIS—First-run attendance, which started on the upgrade the week ending April 20, has continued to climb in Memphis.

At Memphis’ five first runs had been around 90 per cent of average. The week ending April 20 showed 111 per cent of average, and the following week overall attendance showed 112 per cent of average.

HARTFORD—Theatre grosses in Connecticut are registering uneven fluctuations in the Spring of 1957, say top industry observers.

At the height of impressive business has been Paramount’s “The Ten Commandments,” chalking up long engagements at the Allyn, and the Paramount Theatre, both in Hartford.

At the other extreme, however, is a sizable roster of releases that have not done even anticipated business in the first-run houses and are limping in the sub-runs and suburban houses.

Milford LeFoy, Blue Hills Drive-In Theatre Corporation, told MORRISON that business “is quite good at Easter.”

The pre-season hot weather and the week’s school and college vacations enticed large crowds to the Gulf Coast and surrounding lakes.

Ernest MacKenzie, manager of the Joy Theatre, said business was good all during the week’s engagement of “Tattered Dress.” Asa Bookh, manager of RKO Upland where “The Spirit of St. Louis” opened on Easter Eve, like so many other local exhibitors, blamed the weather for the rather disappointing crowd on Easter Sunday, because business the next day and during the week was “outstanding,” despite the reopening of schools on Tuesday.

Similar reports were made by the management of Loew’s State where “Bachelor Party” is showing, except that the rise in attendance started in midweek. Many of the neighborhood and drive-in theatres are looking forward to a greater post Easter weekend with the showing of “Okalahoma.”

OTTAWA, April 29—Theatre business was “only fair” on Easter Sunday and the period following, in this city, leading exhibitors have reported. In most cases the weather was blamed; there was a sudden, sharp rise in the thermometer to 70 degrees, which has encouraged outdoor activities.

Odeon and Drive-ins Filled

One notable exception to the “fair” business has been the Odeon, where “Heaven Knows, Mr. Allison” has done extremely well.

Moreover, the drive-in theatres in this area reported “unusually good” attendance with this, too being attributed to weather conditions.

<table>
<thead>
<tr>
<th>East Circuits Grosses ‘Par’</th>
<th>Spring Business Is Found Average to Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theatre business in Eastern circuit first-run and suburban theatres and in Broadway houses during this past Easter holiday period was considered by a number of exhibitors here as “on a par with last year’s Easter grosses, but under expectations.”</td>
<td>Business was considerable better than last year’s Easter Week, with business being more than the same.</td>
</tr>
<tr>
<td>Officials Generally Satisfied</td>
<td>The Supreme Court agreed to rule whether a burlesque or parody of a copyrighted work is a copyright infringement.</td>
</tr>
<tr>
<td>High Court to Rule in Loew’s Parody Dispute</td>
<td>An appeal to the Supreme Court was filed by Loew’s against CBS, the American Tobacco Co. and Jack Benny for the parody of the Loew’s film, “Gaslight.”</td>
</tr>
<tr>
<td>Spring Business Is Found Average to Poor</td>
<td>Boosting business 40 per cent above Easter 1956, and “Cinderella” at RKO Keith’s was also reported doing business well above the 1956 figures. Other film business was up at first-run engagements.</td>
</tr>
<tr>
<td>Managers of neighborhood theatres attributed the good business to more business being shown in some cases as much as 20 per cent below Easter last year, to a poorer run of pictures available this year.</td>
<td>At Memphis’ five first runs had been around 90 per cent of average. The week ending April 20 showed 111 per cent of average, and the following week overall attendance showed 112 per cent of average.</td>
</tr>
<tr>
<td>Hartford—Theatre grosses in Connecticut are registering uneven fluctuations in the Spring of 1957, say top industry observers.</td>
<td>At the height of impressive business has been Paramount’s “The Ten Commandments,” chalking up long engagements at the Allyn, and the Paramount Theatre, both in Hartford.</td>
</tr>
<tr>
<td>The pre-season hot weather and the week’s school and college vacations enticed large crowds to the Gulf Coast and surrounding lakes.</td>
<td>At the other extreme, however, is a sizable roster of releases that have not done even anticipated business in the first-run houses and are limping in the sub-runs and suburban houses.</td>
</tr>
<tr>
<td>Odeon and Drive-ins Filled</td>
<td>One notable exception to the “fair” business has been the Odeon, where “Heaven Knows, Mr. Allison” has done extremely well.</td>
</tr>
<tr>
<td>Moreover, the drive-in theatres in this area reported “unusually good” attendance with this, too being attributed to weather conditions.</td>
<td></td>
</tr>
</tbody>
</table>
BABY NEEDS A NEW PAIR OF SHOES !!!

When baby needs a new pair of shoes today—the Prize Baby included—it costs 138 per cent more than in 1940.

Compare this and all your other oversized costs to the shoestring increases, if any, that some of you gave the Prize Baby during the same period.

Then, we hope you will appreciate the desire of the Prize Baby to continue to give the kind of service you expect and receive—at the least possible cost.
Malco Theatres Applies for Second UHF Station

MEMPHIS, April 30—Malco Theatres, Inc., of Memphis has applied to the Federal Communications Commission for a UHF television station at Kansas City, Mo.

This is the second application filed by Malco within the last week; last week it filed for a UHF station at Columbus, Ohio.

M. A. Lightman, Jr., Malco official, said, "We have operated a UHF-TV station at Evansville for four or five years. We have applied for channels in Columbus and Kansas City, and will soon apply for several others, for commercial purposes.

SBA Notifies TOA of Loan Policy Position

Wendell Barnes, the Small Business Administration's chief executive, has notified Theatre Owners of America of the SBA position regarding the exhibitor organization's request that the SBA loan policy be liberalized to include mortgage loans, it was learned yesterday.

In a letter to Philip F. Harling, chairman of the TOA committee which prepared the request, Barnes explains his agency's viewpoint. Harling, who would not disclose the contents of the SBA Administrator's letter yesterday, said that he is studying it and expects to reply by the end of this week. It was indicated that the SBA took no (Continued on page 6)

Policy of Strong Attraction in Fine Outlying House Is Success for Kallet

SYRACUSE, April 30—A successful demonstration of the ability of good, modern theatres to attract exceptional business to outlying locations when top attractions are made available to them.

The 1,000-seat theatre opened March 20, designed in the latest style equipped with everything modern, including Todd-AO. Starting with "Oklahoma!" in that process, 28 days after downtown Syracuse played the picture in CinemaScope, and backing the competition of six other houses playing the CinemaScope production day-and-date at lower admission prices, the Shoppingtown outgrossed the aggregate of its area competition.

It played to near capacity for two weeks, unusual for any theatre in this area, and was brought back for another 10 days at Easter with similar results. Its admission scale is 90 cents and 35 cents, whereas downtown first-run scale is 90-75-45, and the subsequent run competition's scale is 60 and 45 cents top. Its first two weeks gross was $16,500 and it (Continued on page 3)

Letters to SCTOA Says 'Further Action Is Not Contemplated at Present Time'

The Department of Justice has no objections to the agreement of RKO Radio Pictures with Universal Pictures for distribution of RKO product and the anti-trust division does not "contemplate further action at this time." MOTION PICTURE DAILY learned here yesterday.

The Justice approval of the RKO-U deal has been outlined in a letter to the Southern California Theatre Owners Association, which had formally protested the distribution deal over the signature of Victor R. Hansen, assistant attorney general of the anti-trust divisions of the Department of Justice.

In response to the SCTOA communication, Hansen wrote, in part: "RKO has suffered very large losses during the last ten years. In 1956 its domestic film rentals had dropped to a fraction of what they had been in 1947. Distribution costs did not decline proportionately..." Because of its distribution costs per dollar of domestic film (Continued on page 6)

Loew's Directors Okay Vogel Report, Dividend

A full report by Joseph R. Vogel, president of Loew's, Inc., on all phases of the company's activities was approved yesterday by the board of directors.

At the same time, the board voted the regular quarterly dividend of 25 cents, payable June 30 to stockholders of record on June 14.

Report a Plan to Wire L. A. County for Pay-TV

HOLLYWOOD, April 30 — Los Angeles county, comprising Los Angeles and more than 75 other cities and communities, would be wired for pay television if a project being discussed with financial interests here comes to fruition, MOTION PICTURE DAILY learned today. Edwin W. (Continued on page 3)
Kallet Policy

(Continued from page 1)

added another $7,000 on the return engagement.

The shopping town is playing "The Ten Commandments" on a move-over from downtown Syracuse, but on May 31, it is scheduled to get the local booking of Mike Todd's "Around the World in 80 Days."

The shopping town, as its name implies, is a rimless, outlying shopping center where plenty of parking space is available, and readily accessible to a populous and still growing area. The combination of one-story distribution and merchandising roundings convenient to the patrons is paying off here. Many believe it is the pattern for successful theatre operation of the future.

Indoor-Outdoor Theatre Opened in Columbus

COLUMBUS, O., April 30—The airport, first indoor-outdoor theatre in Franklin County, being operated by Frank Yassenoff, operator of the Eastside, CCC and West Fifth Avenue drive-ins, has a new combination theatre has an indoor section seating 400 in the center of the 1,000-car parking area. Indoor patrons view the screen through wall-sized plate glass.

Concede Most Ad Data Exempt in Mich. Tax

DETROIT, April 30—Michigan Ald. has announced that its counsel, David Newman, has succeeded in having the Michigan Department of Revenue concede that most of the advertising material which it claimed was subject to the 3 per cent use tax, is now exempt from such taxation. The income from such advertising is $14,114.40 in 460 and inserts. Subject to tax are still from one to twenty-four-sheets.

Honor Buffalo Salesman

BUFFALO, April 29—Exhibitors and distributors from the area honoring G. Emerson Dickman, Sr., retiring 20th-Fox salesman, at a testimonial dinner held in the local Variety Club. He was with Fox and 20th-Fox for 35 years and was one of the original members of the Variety Club.

UA Tie-in with Bout

United Artists is exploiting interest in Tony Cincotti-Fuller's lightweight championship bout in Chicago by launching a personal appearance tour by ex-champ Barney Ross in "Tony Cincotti and His Mother on My Back." Edward Small production dramatizing Ross' life story.

Five Eastman Kodak Directors Reelected

Special to THE DAILY

ROCHESTER, N. Y., April 30—Share owners of the Eastman Kodak Company re-elected five directors at its annual meeting today in Flemington, N. J. They are Thomas J. Hargrave, Kodak board chairman; Paul S. Achilles, vice-chairman of Board of Psychological Corporation, New York City; Adolph Stuber, retired Kodak vice-president; Frederick C. Crawford, board chairman of Thompson Products, Inc., Cleveland, O., and Edward C. Cortis, Kodak vice-president, who is responsible for the company's motion picture film sales and foreign sales and advertising.

Eastman Kodak Earnings Up 5% for Quarter

ROCHESTER, N. Y., April 30—The Eastman Kodak Co. has recorded its best first quarter for sales and earnings, it was reported yesterday by Thomas J. Hargrave, chairman, and Albert K. Chapman, president. Consolidated sales for the quarter of the United States establishments for a 12-week period ending March 24, 1957, were $163,081,735, an increase of 5.4 per cent over $154,744,604 for the corresponding 1956 period.

Net earnings after taxes for the first quarter were $17,677,378. This was 4 per cent above $16,998,185 earned in the first quarter a year ago. The best previous first quarter for sales and earnings was in 1956.

Quarterly earnings equal to 91 cents per share on 19,191,125 common shares outstanding compared with 92 cents a share on 18,277,260 common shares at end of 1956's first quarter.

AA Acquires Buffalo, Albany Exchanges

Arrangements have been concluded for Allied Artists to acquire its Albany and Buffalo exchanges, formerly franchise-owned by Harry Berkson and Nate Dickman, it was announced yesterday by Steve Brodyl, AA president. The change will be effective, Friday.

Representing Allied Artists in the negotiations with Berkson were Edward Morey, AA vice-president, and Earl Revor, assistant treasurer.

‘Pink’ Set in London

"The Fuzzy Pink Nightgown," Ross-Feld's comedy for UA release will have its world premiere at the Leicester Square Theatre, London, May 9, it was announced yesterday by Arnold M. Picker, United Artists president in charge of foreign distribution.

U-I Sales Meet In Rome May 9

Universal - International's 1957 European sales conference will get underway in Rome May 9, with a meeting of top executives from the United States, U-I's Continental headquarters in Paris and managers, sales heads and publicity directors from 15 European countries.

Nate J. Blumberg, chairman of the board, who is currently on a company business trip in Europe, will head the U-I's Rome meeting with Alfred E. Daff, executive vice-president of Universal Pictures, Inc. and president of its overseas subsidiary and foreign general manager and vice-president American Abroad.

Group business sessions are scheduled for May 13 and 14 with the balance of the time set aside for individual meetings and for screenings.

Set ‘Tammy’ Preview

Universal Pictures' 23 domestic branch offices will mark "Tammy and the Bachelor Week" starting Monday by holding special invitational "sneak" previews for exhibitors and their families of the new comedy, "Tammy and the Bachelor."

C. Dietz Funeral Thurs.

DETOIT, April 30—Funeral services for Charles D. Dietz, local press representative for the past 15 years, will be held Thursday at 1 P.M., at the Crosby Undertakers at Hamilton and Glendale here.

Showplace of the East FOR YOUR SCREENINGS

Three Channel interlock projection
16, 171/2 & 35 mm tape interlock
16 mm interlock projection
CUTTING & STORAGE ROOMS
MOVIELAB 616 W. 54th St, New York 1, N.Y.
30-3-0637

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Marvin Kane, Editor; James D. Irwin, Managing Editor; Richard Germer, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Peck, Advertising Manager; Gun H. Faust, Production Manager; Thomas T. Smith, Art Manager; Charles M. O'Brien, Co-Publisher; Robert W. Weaver, Editor, Telephone Hollywood 7-2143; Washington, D. J., 20008.

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, $1.
SHEER PLEASURE
It's Christmas in July when hundreds of theaters hang up M-G-M's "Silk Stockings." Filled with box-office appeal, they'll fill your house with spectacular, zingy entertainment!

MONEY FACTS:

1. "SILK STOCKINGS," the two-year Broadway stage hit on the screen in a BIG, bouncy, CinemaScope and Color production.

2. The wonderful story was picked by Arthur Freed of "American In Paris" fame for his first independent offering and he's given it the works.

3. Cole Porter's magic music and lyrics. 13 of his top tunes, plus new ones, including "Ritz Rock 'n Roll."

4. Another big triumph for Fred Astaire and co-starring is Cyd Charisse at her greatest. Big talent cast includes Janis Paige, Peter Lorre and others.

5. Smooth as "Silk Stockings" promotion in the big-time M-G-M manner. National magazines, newspapers, radio, TV.
**Large-Screen, Closed-Circuit TV In Color Urged by TNT's Halpern**

**WASHINGTON, April 30—**Motion picture and television engineers should help develop good color techniques for big screen closed circuit television, Nathan L. Halpern, president of TNT Tele-Sciences, Inc., declared here today.

Speaking before an evening meeting of the 81st convention of the Society of Motion Picture and Television Engineers, Halpern declared that “true big screen color represents the next great technical and business advance in the close circuit medium.”

Halpern stressed the “growing acceptance of closed circuit TV as a regular communications medium,” saying it is the “modern way for a business group to communicate.” In the last three years, he said, more than 100 corporations have spent some $15,000,000 on closed circuit television, with at least 4,000 people in the audience. Corporations have created and increased their use of closed circuit TV, he added, with more than 300 sessions during 1956 compared with an annual average of 50 during the preceding five years.
Meet Agenda

(Continued from page 4)

Short Sound and the Story, Radio Corp. of America.

2:00 P.M. Magnetic Recording Media Considerations for Improving Masters and Dubs, R. J. Tinkham, Ampex Corp., Redwood City, Calif.

2:20 P.M. Erasing Magnetic Film for Pop-Free Splices, Carl Shipman and Carl Hittle, RCA Film Recording Section, Hollywood.


2:55 P.M. Magnetic Playback Head for Heavy Duty 16mm Motion-Picture and Television Projector, Edwin C. Fritts, Apparatus and Optical Div., Eastman Kodak Co., Rochester, N.Y.

3:10 P.M. Adapting 16mm Television Film Projectors for Magnetic Sound Reproduction, W. F. Fisher and R. E. Maine, Radio Corp. of America, Camden, N.J.


3:50 P.M. Transparent (?) Magnetic Tracks, George Lewin, Army Pictorial Center, Long Island City, N.Y.


4:45 P.M. Progress Report—Transistor, Burton R. Lester, General Electric Co., Syracuse, N.Y.


Ohio Anson Bill

(Continued from page 1)

error would study and classify films. Patrons under 18 would be barred from "adult" films. Exhibitors who permit minors to view adult films would be subject to fines of from $25 to $50 for the first offense and from $50 to $100 for subsequent offenses. Board members would be paid $25 per day and expenses paid for 5 days worked. The board would get revenue from fees paid by distributors.

The new bill uses the same general language on what would make a film objectionable as do other censorship measures.

Acquires 3 Theatres

STEBENVILLE, Ohio, April 30—Three Steubenville theatres belonging to the estate of the late A. G. Cun- stant have been acquired by Arthur Diamnabale, who formerly managed the circuit's concession business. The theatres involved are the indoor Ohio, and two drive-ins, the Family and the Sunset.

Acquires 3 Theatres

STEBENVILLE, O., April 30—Three Steubenville theatres belonging to the estate of the late A. G. Constable have been acquired by Arthur Diamnabale, who formerly managed the circuit's concession business. The theatres involved are the indoor Ohio, and two drive-ins, the Family and the Sunset.

Cites Experiments in Educational Television

From THE DAILY BArrow

WASHINGTON, April 30—Some of the objectives to the new technique of television in education were an- swered by Hans Zorbaugh, executive officer, Communication Arts Group, New York University, who spoke on "Television—Technological Revolution in Education," during the afternoon session at the 81st con- vention of the Society of Motion Picture and Television Engineers today at the Shoreham Hotel here.

Points to Penn State

Dr. Zorbaugh said there is much experimentation in educational TV now going on in schools and colleges throughout the country. Pennsylvania State University carried on three years of meticulous research in TV as a medium of education and secondary and elementary schools in Pitts- burgh, Johnstown, Lancaster, Schenectady, Levittown and Evans- town, among others, are experimenting with closed-circuit TV in the classroom.

Invite 3,000

(Continued from page 1)

productions during the next 12 months.

The Roxy debut will launch a series of 41 showings of the product feature scheduled for key U.S. and Canadian cities during the month of May. A total of 150,000 exhibitors, stockholders, press, radio and TV representatives and prominent community opinion-makers will attend these special viewings.

Circuit Officials to Attend

Representatives from the following theatre circuits will attend the Roxy showings. They are Max Lengyel, Loew's, ABC—Paramount, Brandt, Fabian, Rugoff and Becker, Island, Magna, Endicott, Inter- urban, Tocco, Randforce, J. J. Theatres, Wajnberg, Egan, Snapper, Liggett-Florin, B.S. Moss, Associated Prudential, Rosenblatt and Welt, Trans, Adams, and Cinema, among others.

Report Plan

(Continued from page 1)

Pauxy, capitalizing on today's publication that he was offered fees for "Johnny G" by Matty Fox, president of Skiatron, brought this project to his attention recently, although the matter had not been discussed to details and no fur- ther explanatory talks have been held.

Pauxy napied he has not instituted re- search or investigation into costs or potentials, but had formed an official impression that the Wetter, Skiatron would entail costs somewhere in the neigh- borhood of $200,000,000,000, which seemed unlikely to be found readily available for this purpose. He said "it sounds like a good idea" but cost could be brought to perhaps twenty millions or thereabouts.

Pauxy said he knows Fox but has not talked with him on this matter.

Television Today

CBS Charges 2 Unions
With 'Unfair Practices'

The Columbia Broadcasting System has filed a complaint with the National Labor Relations Board charging two labor unions with unfair labor prac- tices. The complaint said a jurisdic- tional dispute between the two unions resulted in an illegal work stoppage that forced cancellation of a TV pro- gram.

The Unions are Local 1212, Interna- tional Brotherhood of Electrical Work- ers, and Local 1, International Alliance of Theatrical Stage Employes.

WCBS-TV, in New York, was forced to cancel the scheduled telecast of the Antooinette Perry Awards dinner on April 21st as a result of the union's insistence it had the right to idle the television engineering lighting for the telecast. The stagehands union had been assigned by the station, but the electrical workers said the job fell within their jurisdiction. According to the com- plains, CBS believes the work stop- page was in violation of the Taft Hartley law.

Five Writer-Producers
To Leave NBC Soon

HOLLYWOOD, April 30—At least five writer-producers on the staff of the National Broadcasting Company here will shortly end their association with the company, it was reported. They are Elliott Lewis, Carroll Carroll, Leo Solomon, Milt Jossesz and Ernest Gluckman.

According to a network official, a substantial reduction is being made in the number of creative program- ming executives. There was no indication that the staff revisions would be limited only to Hollywood. The official emphasized the pruning of the staff "did not constitute a wholesale amputation." It was clear, however, that a distinct trend away from staff- originated projects and toward "out- side" ventures was under way.

One Man's TVViews

By Pinky Herman

A NEW TV CBS series, "S.O. Playhouse," with different stars each week, will bow in Sat., May 1 (9:30-10:00 P.M.) replacing "Jean- nie Carson Show." Co-sponsored by Whitehall Pharmaceutical and Helene Curtis, the program will be moderated by Reginald Leborg and the initial show, "Two-Bit Gangster," stars Keenan Wynn. . . Mr. and Mrs. Sam Levy, voice of Eastern Effects, Inc. acquiring some "southern effects" vacationing in Miami. . . Songwriter Henry Tobias has decided to reside permanently in Miami where he's entertainment director at Eden Roc. . . Learning that Jack Pearl is currently mulling over several submitted ideas for a TV series, we asked Jack, who is the few years ago when he was one of radio's top-flight comics, if this meant that he had abandoned his dream of taking a flying drama. "Not at all," answered Pearl, "I do think that if the right comedy television vehicle comes along I'll grab it but I still feel strongly about doing dramatic roles. And isn't it wonderful about Ed Wynn winning an 'Emmy' for his wonderful supporting role in the dramatic television story, 'Requiem For A Heavyweight'"? . . . Cummings Productions, Inc., producers of telefilm commercials and jingles has opened a new department and will produce films for industry, headed by producer-director A. J. Pook.
Larson Attacks USIA Fund Cut

FROM THE DAILY Forum
WASHINGTON, April 30 - U.S. Information Agency head Arthur Larson said the activities of his agency should be expanded and not cut back as proposed in Congress.

Speaking before a National Press Club luncheon, Larson attacked not only the 26 per cent cut in U.S.I.A. appropriations proposed for the 1957 House but also the "gratuitous abuse and unjustifiable insults that a few people have been throwing at the agency." He is scheduled to appear before a Senate Appropriations Sub-committee Friday or early next week to seek restoration of the funds refused by the House.

IFE Program Here

(Continued from page 1)

available for release now, the first two of which will be "The Con Man," with Broderick Crawford and Richard Basehart, and "Torpedo Zone," both dubbed, scheduled to be released as a program deal.

Their release is waiting on completion of the franchise deals with territorial distributors, the first of which has been lined up by Poe and is awaiting the approval of company heads in Rome. Unsolicited inquiries concerning franchises for IFE releases have been received from every section of the country since announcement of the new distribution plan was made two weeks ago, he reported.

Poe reiterated earlier denials of reports that IFE would become inactive, assuring that in its year in operation it has made "too much of an impress" on the American market to sacrifice. He pointed out that several years ago a theater here would play a foreign language picture "as bandied to it on a silver plate," other than the 700-750 "art" houses.

Now, Poe said, there are about 5,000 possibilities for a good imported picture "and 5,000 to 6,000 for a 'Riffli' or 'La Sladra.'" Any substantial revival of Italian production in the months ahead has thereby vastly increased possibilities in the American market to look forward to, he said.

Dine Kimelman Tonight

PITTSBURGH, April 30 - David Kimelman, Paramount branch manager here who is retiring after 32 years with the company, will be guest of honor at a farewell dinner to be held in the Carlton House here tomorrow. Bert Stern, president of Cooperative Theatre Circuit of Pittsburgh, will be master of ceremonies at the dinner, which will also serve to welcome Eugene Jacobs as Kimelman's successor.

Allied Unit Mulls Action Against Justice

(Continued from page 1)

dent theatre owners, according to Ab- ram F. Myers, Allied board chairman and general counsel.

The decision was made by Myers in a bulletin from national Allied concerning the forthcoming directors meeting at the Whittier Hotel in Detroit May 7-9 and the EDC meeting which will take place there.

16 Units in Favor, Says Myers

Myers, in listing some of the topics which provoked the action by the national Allied board, said that thus far, Allied has received notification by a mail vote that the representatives of 16 units favor redefinition with the Com- mittee of Motion Picture Organizations, while only one is opposed. Four other units have not voted, and the matter will be taken up in Detroit. The EDC group in Allied, which is composed of Dollinger, Myers, Horace Adams, Abe Berenson, Jack Kirsch, Ben Marcus, Rube Shor, Alten Smith, William Block and Nathan Yantis, generally feels that the anti-trust division is "utterly biased and acts upon that bias in total disregard of the facts and the law in all matters affecting the motion picture business. As a result of this bias, the division seems almost automatically to decide all issues between the motion picture business and television in favor of television; to decide all issues between the film companies and their theater circuits, in favor of the film companies, and to decide all issues between major circuits and independent exhibitors in favor of the companies," Myers said.

The EDC group is also expected to reactiviate local EDC groups in each regional unit to act as "watchdog" on trade practices and all matters relating to film.

Other Items on the Agenda

The national Allied board, besides hearing a report on EDC's activities and recommendations, will take up such matters as prints and availabilitys, arbitration, 1957 convention, business building, telecasters, subscription television, and "false" advertising by sponsors and local broadcasters of motion pictures shown on television. The board has also proposed a nominating committee on candidates for Allied's representatives in COMPO, which include Trueman T. Rembusch, chairman; Horace Adams, Abe Berenson, Morris Finkel, Edward Lider, Milton London and Leo F. Wolcott.

Among the problems on prints and availabilitys which Allied will take up, Myers said, are the special handling of pictures "so that they are not offered to the subsequent runs and smaller cities and towns for release until the profit has been wrong out of them by the favored first-runs; shifting of prints from one territory to another between markets in the first territory have all been served; withholding from subsequent runs of pictures nominated for Academy Awards with a view to giving them a return engagement in the downtown first-run theatre--'Giant' will feature this discussion;

Will Consider B. V. Action

"Buena Vista's withdrawal of 'West- ward Ho' from availability in order to remove it from first-run competition with the 'Gidgets' reissue.

On arbitration, Myers said that the national Allied committee, which consists of himself, president Julius M. Gordon, Shor, Yantis, Berenson or and Sommers, would meet later to consider matters and Snaper will report on progress made on this subject.

SBA Notifies

(Continued from page 1)

affirmative action on the TOA request.

Meanwhile, in Washington, the SBA itself would not comment on the TOA request. However, the SBA said it turned down another theatre loan application, a request from a Nebraska exhibitor for $36,000.

This is the sixth loan application turned down by the SBA since it announced last fall that it would pass on all loan applications from indoor theatres.

Thus far, the SBA has approved only two applications and three are still pending, the SBA said.

Mass Bookings Set for 'Jungle' in N. Y. Area

Columbia will open "The Garment Jungle" in 80 neighborhood and sub-urban theatres in the New York area May 15 in order to capitalize on the current headlines about labor racket- eering. The massive day-and-date booking is unprecedented for the company, according to A. Montague, general sales manager, who said yesterday that the topical theme of the picture was the key factor in the company's decision to seek the satura- tion booking.

Front Page News, Widely

New York newspapers for weeks have been full of the McClellan Senate investigations into movie wheat, trial and various grand jury probes. The top theatres of nine circuits are involved in the day-and-date booking, including Loew's, Shuberts, Century, Randrus, Brandt, Liggett, RKO, Fa- bian and Island.

Griffith to Tour for 'Face in the Crowd'

Andy Griffith, star of Elia Kazan's "A Face in the Crowd," will make a 17-city personal appearance tour to promote the Warner Bros. release. The star will begin in Boston on May 13.

Griffith will engage in a series of press, television and radio interviews in all of the cities visited. He will return to New York to participate in the "Your Favorite Charity gala benefit premiere of the picture at the Glynthe Theatre May 29.

RKO-'U' Deal

(Continued from page 1)

rental had been at a high. The management concluded that RKO has to arrange for outside distribution of its pictures in the domestic market or cease producing pictures for theatrical distribution. The arrangement with U-I resulted.

"Further action by the anti-trust division with respect to this matter is to be considered in the present time," the letter said.

SCTOA had proposed that Justice "make a full inquiry" into the RKO- U-I deal to "determine the effect upon competitive conditions, whether the motion picture and television industries." In a letter to Hansen, Harry C. Arthur, president, said in part:

Arthur Looks at Present, and Future

"The inquiry would be not only for purposes of determining whether these arrangements are consistent with the act, but whether the Department of Justice should take appropriate action to prevent the making of similar arrangements by other distributors. It is the view of the SCTOA board that the removal of an important distributor, and the handling of its product by another distributor who is also handling product of a competing character, may tend to diminish competition among producers in the distribution of motion pictures.

"It has been a common experience in the motion picture industry that aggregation of economic power tends to the disadvantage of potential pur- chasers of motion pictures."
Loew's Profit
$2,729,248

Loew's, Inc., and subsidiaries, including theatre subsidiaries, have reported for the 26 weeks ending March 14, net profits after taxes, of $2,729,248, or 35c a share. This compares with $1,889,843 or 36c a share for the corresponding period of the previous year.

Cross sales and operating revenues during this period equaled $47,248.

MMPTA Will ‘Observe’ At Arbitration Talks

Metropolitan Motion Picture Theatres Association has appointed a three-man committee to act as observers at the May 13 industry discussions on formation of an arbitration and conciliation system, it was announced yesterday by president Sol Strausberg, following a board of directors meeting at the St. Moritz Hotel here.

Strausberg stated that the MMPTA

Deny Move to Adjoin FCC Hearings Here

A request to adjourn the Federal Communications Commission's television hearings by the seven television program producers subpoenaed to appear yesterday at Federal District Court here was denied by Commissioner

(Continued on page 6)

Johnston, Krim Have Talk
On UA's Rejoining MPAA

United Artists Corp., which resigned from the Motion Picture Association of America in December, 1955, has been approached by MPAA president Eric Johnston regarding a reaffiliation with the industry production-distribution group, it was officially learned here yesterday.

The "bid" to rejoin the MPAA was extended to UA president Arthur B. Krim at a private luncheon at the Harvard Club here on Wednesday which was attended by a few MPAA board members.

Krim, When asked for comment yesterday on the Johnston-MPAA "bid," reported that "it was only a general discussion on reaffiliation." The UA president, who will leave here today for Hollywood, would not comment further. The MPAA would not comment on the matter either.

The UA's resignation, while announced in December, 1955, but not (Continued on page 8)

Following Letter of Rejection

TOA to Push Fight For SBA Revisions

Will Apply for Hearing Before Barnes To Clarify Petition on Mortgage Loans

By LESTER DINOFF

Theatre Owners of America will apply to the Small Business Administration in Washington next week for a hearing before administrator Wendell B. Barnes to clarify its 13-point petition on a liberalization of the SBA's loan policy to include mortgage loans which was, in effect, rejected, it was learned here yesterday.

The action will be taken by Philip F. Harling and A. Julian Blazek, the TOA committee, which prepared the 13-point plan for submission to the SBA last March 15.

Barnes, in a letter to Harling on April 15, turned down the TOA petition on the grounds that many of the points outlined by the national exhibitor organization are "precisely the procedures followed by the SBA," particularly in determining credit qualification. Harling earlier this week would not disclose the contents of the SBA reply. He stated, however, that TOA would take action on it late this week.

Only 11 Theatres Asked For Loans, Says SBA

WASHINGTON, May 1 - The Small Business Administration, following protests from exhibitors regarding the paucity of loans granted theatre operators, has reviewed its recent actions in that field.

Since SBA announced last fall that it would process applications from theatre firms, it has granted only two loan applications and turned down six.

But the review showed, SBA officials said, that in all cases where loan applications have been turned down, the financial condition of the (Continued on page 6)

In Today's Issue

Page 2—Tradewise.
Page 7—Television Today.
**PERSONAL MENTION**

Y FRANK FREEMAN, vice-president of Paramount Pictures, returned to Hollywood yesterday from New York.

ALFRED E. DASS, executive vice-president of Universal Pictures, arrived in New York yesterday from the Coast.

LEO F. SAMUEL, president of Buena Vista, returned to New York yesterday from Florida.

LEO Bamberger, former RKO Radio sales promotion manager, will leave here today for an extended visit to Florida, having been delayed in departure earlier by a death in the family.

ROY MACK, head of Filmaco Traders, is in New York from Chicago.

JERRY PICKMAN, Herb Steinsberg, Hugh Owen, Morris Lefko and Phil Isaacs, of Paramount, will return to New York today from Pittsburgh.

WILLIAM DOZIER, vice-president of RKO Radio, will leave Hollywood tomorrow for Europe via SAS polar flight.

BERNARD G. KANZIE, vice-president of Stanley Warner Cineramas, left here last night for Baltimore.

CECIL B. DEMILLE will arrive in New York tomorrow from Boston.

IRVING SOCHIN, general manager that was branch manager for RKO Radio 20th Century-Fox national magazine, will leave New York today for Europe.

TENBREICE YOUNG, British director, returned to London yesterday from New York via B.O.A.C.

**Eases Fire Law**

PHILADELPHIA, May 1 — Fire Commissioner Frank L. McNamara, once identified with the motion picture industry himself, has eased the smoke detection law for local exhibitors. He ruled that smoke detectors are only required in air conditioning systems in local installations made after Jan. 2, 1952. McNamara is the former president of United Artists and before that was branch manager for RKO here and in Washington, D.C.

**TRADEWISE**

By ONLOOKER

BOTH Justice Department and Federal court attitudes toward acquisition of theatres by divorced circuits appear to be fairly well established now. The recent approval of the purchase by AB-PT of the Mercury Theatre, Chicago, despite local exhibitor opposition, revealed no sharp divergence from earlier procedures in such cases.

Opponents of such acquisitions, however, voiced opinion that it will adversely affect competition in the area in order to forestall Federal approval. It would seem to be only fair to give the green light to such acquisitions in the absence of proof that they would be damaging to the existing competitive status in view of the fact that, in practice, they prove so to be, the Justice Department and the courts have the right to take corrective action.

Equally reasonable seems the Justice Department's hands-off position with respect to the deal by which Universal handles selling and distribution of RKO Radio pictures, as revealed recently in the Department's reply to a request for Federal study of the deal made by Southern California Theatre Owners Association.

All may lament the effects of such a deal on both the over-all product supply and the welfare of many industry veterans, but if the company's distribution system could not be operated profitably (and apparently the RKO Radio management determined it could not), what would objectors to the deal have RKO do? Continue to operate until mounting deficits put them out of business? And just what would anyone, including the objectors, gain thereby?

The POSSIBILITY of a new twist in the relations between motion pictures and television is in the offing, Hollywood reports reveal. Up to now it's been Hollywood selling its old films to TV. Now CBS-TV is weighing the advisability of making some of its new Playhouse 90 dramas on film available to theatres after their network playoff.

First of those being so considered is "Four Women in Black," which was televised April 25. It stars Helen Hayes, Ralph Meeker, Katy Jurado and Janice Rule. The second, "Without Incident," is scheduled for June 6 and stars Everett Flynn, Ann Sheridan, Julie London and John Ireland. The third, "Lone Woman," stars Kathryn Grayson, Scott Brady, Vincent Price, Raymond Burr, Jack Lord, Harry Carey, Jr., and Buddy Baer...

All are 90-minute films and each was made in 10 days at budgets of $150,000 to $200,000. They were produced by Filmstar with Robert Sorkos as executive producer. If theatrical reception was encouraging, CBS would increase production values in subsequent films of the kind...

Product-hungry exhibitors probably never dream of relief being possible from this direction.

BRITISH EXHIBITORS, our London listening post reports, are having their patience tried beyond endurance these days. Rapidly exploding television competition was not enough. Their government recently answered their petition for tax relief by tossing them a bone, a meatless one, at that, in the form of a reduction that meant nothing to large theatres, next to nothing to small ones, and, by contrast, eliminated all taxes on other forms of entertainment. The British entertainment scene today is strictly a movie tax...

But what really heaped coals of fire on the British showmen was the newspaper barrage begun recently taking the theatres to task for not passing their meagre tax concession all the public in the form of ticket price reductions. Word from London that Sir Alexander King, leading Scottish exhibitor, will receive from his alma mater, Glasgow University, the honorary degree of doctor of honor next month, gratified the former CEA leader's many friends this side. Sir Alex started his industry career as a program boy in Bioscope days; has been active in Scottish community work, and in activities of the Scottish Tourist Board.

**of Drive-ins**

L. & G. Shifts Managers

David Miller, manager of the Plaza Theatre, Windsor, Conn., has been transferred by Lockwood & Gordon to a similar post at the Norwalk (Conn.) Drive-in. Replacement at the Plaza is Regina Feldtenner (formerly assistant at LGC's Watervill (Me.) Drive-in.

Seek Maryland Drive-in

A bill to permit erection of a drive-in theatre in Bear's Den Park, near Baltimore, has been presented to the Baltimore City Council, which will pass the request on to the building inspector for a report to the Council's Zoning Committee.

Hazelton Unit to Comerford

The Comerford Theatres circuit has taken over operation of the Hazelton Drive-In theatre, near Hazelton Pa.

Ads Stress 'Family' Theme

The drive-in as a family institution is the theme of Ed O'Neill's advertising copy for the Bridge Drive-In, Groton, Conn. The appeal to the public emphasizes: "Air conditioned by nature. No parking problems. Com just as you are. Movies under the stars. Save the cost of baby sitters bring kiddies. Smoking permitted."

Irwin Pollard Dies;

Imperial Pictures Head

CLEVELAND, May 1—Irwin Pollard, head of Imperial Pictures as well known in the distribution field died suddenly this morning of coronary thrombosis at Mt. Sinai Hospital, where he was undergoing surgery yesterday. Funeral arrangements will be announced later.

**Johnston to Speak**

Eric Johnston, president of the Motion Picture Association of America, will deliver an address on economic conditions tomorrow afternoon at the Columbia Graduate School of Business.

**Calling Bob Ripley!**

Believe it or not... you'll rave about 12 Second

**Miracle BUTT-WELD Film Spot at Booth 58!**

**SMpte Show**

Published 13 times a year as a section of Motion Picture Herald, Thursday, May 2, 1957, at the Post Office at New York, N. Y., under the act of March 3, 1979. Subscription rates per year, $6 in the Americas and $12 foreign.

Entered as second class matter Sept. 27, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1979. Subscription rates per year, $6 in the Americas and $12 foreign.

Single copies, 10c.
A CHECK TO START the United Cerebral Palsy 1957 fund raising campaign is presented by Leonard H., Goldenson, (right) president of American Broadcasting-Paramount Theatres to nine-year old Angela Thompson of Brooklyn. The contribution was raised in honor of Goldenson, who is chairman of the board of directors of the national cerebral palsy organization, by employees, associates and business friends through the efforts of Edward L. Hyman, (center) vice-president of A&P-T and Gene Azar (left) vice-president of the American Broadcasting Co., and represents the first 100 per cent company participation.

101 Japan Licenses Divided by MPEA

The Motion Picture Export Association has applied the global license formula in dividing 101 licenses awarded under the 1957-58 film agreement with Japan, effective April 1, it was announced yesterday by the MPEA.

Under the new division, Allied Artists receives five licenses; Columbia, nine; Loew’s, 13; Paramount, 14; RKO Radio, eight; Republic, five; 20th Century-Fox, 13; United Artists, seven; Universal, 11; and Warner Bros., 14.

Little Change from Former Scale

Previously AA received four licenses; Columbia, 10; Loew’s, 16; Paramount, 15; RKO, nine; Republic, six; 20th-Fox, 18; UA, six; Universal, 10 and Warners 13.

To Present Report on N.Y.C. Tax Next Week

A special citizen’s fact-finding committee’s report on the effect of the five per cent amusement tax on New York City theatres is expected to be presented by Mayor Robert F. Wagner and the Board of Estimate for study early next week, according to a City Hall official.

The Board of Estimate is scheduled to meet at City Hall on May 9. The agenda for that meeting is not yet completed, the city official said, adding that it is possible that the tax report may not be taken up “for a few weeks due to other pending matters.”

Committee Works with Exhibitors

The committee’s commitment is composed of Clifford Jefferson Miley, Francis W. H. Adams and David Dubinsky. It has been working closely with representatives of the Independent Theatre Owners Association and Metropolitan Motion Pictures Association on the tax situation. Mayor Wagner appointed this three-man group, at the request of New York City exhibitors, to study the effect of the five per cent admissions tax and the alleged hardships it imposes on local theatres.

Officials of ITOA and MMPTA would not comment yesterday on the completion of the fact-finding report.

Kan.-Mo. Allied Will Meet May 21-22

KANSAS CITY, Mo., May 1—Allied Independent Theatre Owners of Kansas and Missouri who will hold its 10th annual convention at the Phillips Hotel here, on May 21-22, it was announced by president Donald Miller.

Highlighting the agenda for the two-day meeting will be telemovies, which will be discussed by Milton Shapp, president of Jerold Electronics, and Henry Gollub of the Video Circuit of Oklahoma City.

Big Ad Program for ‘Sweet’

United Artists has set a $106,000 national magazine advertising schedule for Hneck, Hill and Lancaster’s “Sweet Smell of Success,” it will employ full-page insertions in seven leading publications with a combined readership of 900,000.

To Award ‘Crowd’ Tickets

A pair of $25 tickets to the May 28 “Your Favorite Charity” world premiere at the Globe Theatre here of Elia Kazan’s “A Face in the Crowd” will be awarded to the person making the highest donation to the New York City Cancer Committee at its Wall Street rally today from noon to 2 P.M. Warner Bros. is releasing the Kazan film.

Schines Book ‘Kettles’

Fifty Schine Circuit theatres in five states of New York, Ohio, Maryland, Kentucky and Delaware will open with a pre-release showing of Universal’s “The Kettles on Old MacDonald’s Farm,” starting tomorrow.

Set ‘Gate’ Bow Activities

Several thousand members of the Chinese American community in San Francisco will stage a street parade and celebration in connection with the world premiere of Samuel Fuller’s “China Gate,” a 20th Century-Fox CinemaScope release, at the Fox Theatre there Wednesday.

Gates and Frank Named

Norman Frank and Joe Gates, television producers, have been named co-producers of the third annual Parade of Stars Asthma Benefit to be held at Carnegie Hall here on May 11, it has been announced by Oscar Katz and Ted Cott, co-chairmen of the entertainment committee. Proceeds will go to the Children’s Asthma Research Institute in Denver. Max E. Youngstein, vice-president of United Artists, is honorary chairman of the campaign.

N. E. Exhibitors Study Tax in Legislature

BOSTON, May 1—While admissions to theatres and other amusement are not included in the 3 per cent sales tax now under consideration in the Massachusetts legislature, there is still doubt about the possible taxing of this state to the various film companies under the bill. Both exhibitor organizations in the city, Independent Exhibitors, Inc., of New England, and Allied Theatres of New England are attempting to get a clear interpretation of the bill.
POWER!

He loved it!
He took it raw in big gulps...
he liked the taste, the way it mixed with the bourbon and the sin in his blood!
HICAGO, AND LOS ANGELES MAY 28!

Budd Schulberg's

FACE IN THE CROWD

AN ELIA KAZAN PRODUCTION

WALTER MATTHAU • LEE REMICK • PERCY WARAM • ROD BRASFIELD • MARSHALL NEILAN

Songs by TOM GLAZER and BUDD SCHULBERG • Directed by ELIA KAZAN • A NEWTOWN PRODUCTION

SAM LEVENSON • JOHN CAMERON SWAYZE • MIKE WALLACE • EARL WILSON • WALTER WINCHELL


**Loew's Profit**

*(Continued from page 1)*

The petition's position with regard to credit qualifications is not quite clear, Barnes said. While there is no indication that the petition seeks relaxation of SBA credit requirements, or that there be a reliance solely upon the total loan application requirements of number 7 on page 7 specifically suggests that application be processed by "investigating credit risks." Such credit qualifications necessarily require as an ability to make repayment. This credit determination is precisely the procedure followed by SBA, he informed Harling.

**Funds Exhausted Twice**

The statements made that American business men are unwilling to make mergers requires they be of availability of private financing, that SBA's collateral requirements are too onerous, and that the application forms are too complicated, "simply do not jibe with objective statistics," Barnes continued. In three and one-half years, 14,110 business loan applications have been received by SBA and $5,608 business loans have been approved, and, in addition, 5,605 disaster applications have been received and 5,000 disaster loans have been approved, he said. Twice within 14 months, SBA has exhausted the loan funds appropriated by Congress, and has had to request additional funds; thus, since Feb. 15, 1957, formal approval of processed loans has been waiting the availability of funds.

**Says Approvals Increase**

Moreover, loan applications and loan approvals have been increasing at such an accelerated rate that loan applications and approvals for the calendar year 1956 were almost equal to the total loan applications and approvals for the prior two and one-half years, Barnes stated.

"We doubt that Congress would, or should, remove the prerequisite that private financing be a necessity for SBA's fundamental economic policy that the government will not furnish which is available from the private enterprise. Further, we doubt that Congress would, or should, eliminate the requirement that SBA loans be of such sound value or so secured as reasonably to assure repayment. SBA loans are designed to aid small business concerns to economic health. The greatest dissertation that SBA can do an honest business man is to make a loan that he is unable to repay, and which would only postpone the day of reckoning," Barnes stated.

**Two Requests from Harling**

Harling, in his March petition, requested new information concerning the regulations and procedure of the SBA concerning mortgage applications for the motion picture industry, or in the alternative, for the creation of a board for the same purposes.

In the TOA petition, he asks for a rules revision; SBA guarantees of loans which will be got from private lending institutions; to drop the statement of ability to obtain other financing as a prerequisite; to create special legislation for the formation of a special board to accept mortgage applications under legal and customary conditions; determination of eligibility for a loan, and necessity for mortgage loans.

**MMPTA to 'Observe'**

*(Continued from page 1)*

committee on arbitration includes himself, board chairman Emanuel Frisch, and Leo Brecher, director. The MMPTA has asked to participate in the arbitration talks in an observational capacity only following a discussion. MMPTA was notified by Theatre Owners of America and Allied States Association early last month of the May 13 talks and asked to inform Abe Montague, chairman of the Motion Picture Association of America's arbitration steering committee, whether or not they will join in.

Independent Theatre Owners of America has already notified Montague that it will attend the May 13 discussions.

**Japan Editors Guests**

**HOLLYWOOD, May 1 — The Association of Motion Picture Producers today was host to 29 editors of Japanese newspapers, visiting this country on a tour arranged by the U.S. Air Force. Five major studios entertained the visitors following a panel session at AMPP headquarters.**

---

**NT Earnings**

*(Continued from page 1)*

assets, amounted to $1,187,706, or 44 cents a share, for the six months' period ended March 26 last. Earnings for the corresponding period last year were $932,906, or 29 cents a share.

Net income from operations for the 13 weeks ended March 26 was $655-00, or 24 cents a share, as compared with $550,000, or 17 cents a share in the like period last year. The Distribution of capital assets resulted in a net loss of $40,000 during the quarter as compared with a net profit of $271,000 from this source in the same period a year ago. As a result, consolidated net income for the quarter was $615-00, equivalent to 23 cents a share, as compared to $701,000, or 27 cents a share, for the corresponding 13 weeks last year, Rhodes explained.

Theatre gross income for the 26 weeks ended March 26, 1957, was $928,623, compared with $729,344, for the corresponding period last year.

**Only 11 Theatres Asked**

*(Continued from page 1)*

applicants has been so poor that there really wasn't adequate prospect of loan repayment. In other words, the SBA found no reason to change any of its previous decisions.

Anyhow, one SBA official said, one reason why so few the loans have been approved is that so few loan applications have been received. Only 11 applications have been received so far from theatre firms, a very small number, he said.
Messages’ Called Basic

By SAMUEL D. BERN

HOLLYWOOD, May 1—Messages and morals have proven their basic requirements in the development of filmed programs for television, according to Herbert B. Leonard, producer of the "Rin Tin Tin," “Circus Boy” and "77th Bengal Lancer" program series.

Leonard, head of his own production company, who has a two year deal to produce in association with Screen Gems, said that advertising agencies and it a golden rule to protect the good names of the sponsors' products, and are careful to see that "crime doesn't pay," "honesty is the best policy" and religious principles are observed in programs aimed for the family good-will.

Has Another Series in Work

The 34-year-old producer, who experienced a meteoric rise in the TV field, following an association with Sam Katzman at Columbia Pictures, where he started as an office boy, is preparing another series, "Cheers for Miss Amy," for fall release. Three more are being developed to follow in the coming season.

"Miss Amy" will have a race track schoolhouse for apprentice jockeys as the background, delving into their personalities, experiences and education at the hands of a young, pretty and widowed school teacher.

Du Mont Reports Loss For First ’57 Quarter

Allen B. Du Mont Laboratories, Inc., reports a loss of $355,000 on sales of $10,050,000 for the first quarter of 1957. This compares with an operating loss of $228,000, reduced by a Federal income tax carryback of $149,000 to a net loss of $43,000, on sales of $11,645,000 for the corresponding period of 1956.

Harry Feeney Promoted

Harry J. Feeney, trade news editor of CBS Television Press Information, has been promoted to the newly-created post of manager of trade and business news for the division. In his new capacity, Feeney will continue to report directly to Charles Opheim, director of information services, CBS Television.

Believe in Miracles?

Here’s one in FILM SPlicing

they’re all talking about—

Booth 58!!!

SMPE SHOW

See McConnaughey Set To Retire from FCC

WASHINGTON, May 1—Federal Communications Commission chairman George C. McConnaughey will probably retire when his term expires June 30, according to informed sources.

They said they understood McConnaughey would not seek reappointment, which he is expected to do, to return to law practice in Columbus, Ohio.

One of the leading candidates to succeed him on the commission is James E. McCarthy, former dean of the College of Commerce at Notre Dame. Others mentioned include former U. S. Civil Service commissioner George M. Moore, former Ohio Senator George Bender, and Los Angeles attorney Lyle Nieuwman.

WB Package to WLAC

A contract for Warner Bros. features and all the cartoons, as well as the Popeye package, has been signed by Thomas B. Baker, Jr., executive vice-president and general manager of station WLAC-TV in Nashville, it was announced yesterday by W. Robert Rich, A.A.P., general sales manager.

Warner Bros. cartoons according to Rich, are showing an average rating of 15.6 for every market in which they have played, regardless of station, time-period or competition.

Graham Telecast

The first television broadcast of a Billy Graham crusade in this country will take place over the ABC Television Network, Saturday, June 1, from 8:00 to 9:00 P.M., EDT, when the evangelist begins a series of weekly hour programs from Madison Square Garden in New York. The telecasts will be sponsored by the Billy Graham Evangelistic Association.

Bartok, Paal Sign

Actress Eva Bartok and producer Alexander Paal have formed Profile Productions, Inc., and will produce a new television series for Screen Gems, Inc., tentatively titled, "Forever Eva." Paal will produce the half-hour shows with actual production set for the summer. The locale of each segment will take the show to a different American city.

Winchell Show Set

"The Walter Winchell File," a new television program of fictionalized dramatic and news stories, has been purchased by the American Broadcasting Company for presentation next season. Winchell will be host, actor and narrator on the series, which is produced by Desilu Productions. Bert Granet is producer and Jerry Thorpe director.

Deny FCC Hearing to Adjourn

(Continued from page 1)

Leonard Hole, 49

Funeral services will be held tomorrow for Leonard H. Hole, director of program development for NBC-TV and a veteran of more than 25 years of television and radio, who died earlier this week in Regent Hospital after a long illness. Services will be at the Frank E. Campbell Funeral Home at 10 A.M. with private burial services in Pound Ridge, N. Y. Hole was 49.

W. Briemann Dies

BALTIMORE, May 1—Funeral services will be held tomorrow for William Briemann, manager of the Ambassador Theatre, who died suddenly Monday, apparently from a heart attack. Briemann had been at the theatre, one of the Dorsey chain, since 1935. Previously he was manager of the Edgewood and prior to that, assistant manager at the Grand.

SEE MONSTER FROM OUTERSPACE DESTROY MEN!

20 MILLION MILES TO EARTH

from COLUMBIA of course!
“ADDY CHAYEFSKY’s sentimental little stories of people who ride New York’s subways began with “Marty,” reports “Life” in the April 29 issue. “Now in The Bachelor Party,” a Hetch-Hill-Lancaster movie under U.A. release, Chayefsky, with ears attuned to every whisper of joy and whisper of woe under New York’s nervous voices, lovingly creates his characters by setting down their prosaic talk and writing of them all with warmth.”

“The Spirit of St. Louis” and “Funny Face” have been selected by Florence Sonners of “Redbook” as the pictures of the month for May.

Debbie Reynolds, star of U.A.’s “The Prince and the Bachelor,” is featured in an ad placed by Western Union in the May 4 issue of “The Saturday Evening Post.”

In a full-color pictorial story of “The Prince and the Bachelor,” which appeared in the April 28 issue of “This Week,” Marilyn Monroe is shown receiving the Order of Perseverance, Second Class. Louis Berg, the article’s author, says, “Decorating Marilyn Monroe seems like gilding the lily. And it didn’t change our Marilyn—she was an hour and a half late on the set for a scene illustrated in the story.”

“Funny Face” receives considerable attention in the May 14 issue of “Look.” Audrey Hepburn and Fred Astaire are shown in interest-courting photos, taken on the Paramount production sets.

In summing up, “Look’s” editor says, “Funny Face’ is exceptional, not so much for its story as for the warmer performances of Hepburn and Astaire and for the bold brilliance of its color.”

COSMOPOLITAN placed a page ad in “Editor and Publisher’s” April 6 issue stating in part that “During the year more than 10 per cent of ‘Parade’s’ editorial content was devoted to movie coverage.”

“The leading roles in The Red Balloon,” reports “Life” in the April 29 issue, in the whimsical new 34 minute long French film, are taken by a 55-year-old boy, a 45-year-old girl and a balloon.” A full page of color photos are devoted to this French film which “Life” says “is a wonderful movie to see.”

Martin Mayer has written a finely detailed biography of Jacques-Yves Cousteau, producer of Columbia’s “The Silent World,” for the May issue of “Esquire.”

---

**REVIEWS:**

**Public Pigeon No. 1**

RKO Radio—Universal

HOLLYWOOD, May 1

RED SKELTON, VIVIAN BLAINE, Janet Blair and Jay C. Flippen make a good deal of comedy capital here of a story strictly in the Skelton tradition. It is a Val-Ritchie Corp. production by Harry Tagedon. It was directed by Norman Z. McLeod from a script by the producer, based on a teleplay by Devery Freeman that is based in turn on a story by Don Quinn and Larry Berns.

In its best sequences, notably a pseudo-suspenseful stretch in which the warden and guards of a penitentiary undertake to expedite the star’s escape from their jail, and another in which he falls humorously to hold a series of jobs obtained via newspaper want-ads, it is a top amusing picture. Overall, however, it depends primarily, and properly, on the Skelton ability to entertain personally, and nobody knows better than the comedian himself how hard it is to top yourself in one sequence after another for 79 minutes.

The narrative concerns the experiences of Skelton, who starts the picture as a lunch-counter waiter, when and after bogus stock salesmen sell him a share of phony uranium stock. In the course of the wide-wending complications that stand between start and finish of the story line Miss Blaine has opportunity to run off a couple of production numbers (songs by Malty Malneck and Eve Marley) which are handled for laugh purposes.

The picture, fashioned snugly to the taste of the Skelton fan following, is beneficiary of Technicolor and a music score by David Rose. Running time, 79 minutes. General classification. Released June 14.

WILLIAM R. WEAVER

Johnny Tremain

Buenavista

The dramatic events in and near Boston leading up to the American Revolution (including the “shot that was heard around the world”) are seen through the eyes of a new Walt Disney hero, Johnny Tremain, in this latest Buenavista live-action feature. Johnny, a young, fresh-faced teenager of indomitable good will and optimism, is the prototype of all protagonists of this type of juvenile fiction. A humble orphan of near noble parentage, he is buffeted about by the winds of fate, takes part in the Boston tea party, the battles of Lexington and Concord and in the course of his journey to such fathers of our country as Paul Revere, Sammy (sic) Adams and Josiah Quincy.

For the youngsters, this is slick, handsome historical fiction, beautifully ret and photographed in color by Technicolor, and having the laudable simplicity of plot line of all good story-telling. The youngsters in the forefront of the action are well-scrubbed, appealing kids who give the film a pleasant buoyancy.

The cast is excellent, headed by young Hal Stalmaster in the title role, with Luana Patten (grown into a beautiful doll) as his girl friend, and Dick Bevmer as another young friend. The adult roles are equally well handled, especially by Jeff York (one-time Mike Fink), as a revolutionary leader, and Sebastian Cabot, as a pompous Tory merchant and evil uncle to the orphaned Johnny.

The screenplay by Tom Blackburn, based on a novel by Esther Forbes, opens with Johnny apprenticed to an old Boston silversmith. When he burns his hand in molten silver, Johnny is forced to the streets where he is befriended by a young member of the Sons of Liberty organization which is leading the fight against British oppression. Johnny becomes an undercover messenger for the group and thus takes part in a lot of the kind of cloak-and-dagger business all kids love, complete with secret passwords and code rappings on the door. The battle of Concord and the march on Boston are the climax for the film.

Robert Stevenson directed and Walt Disney produced. Charles P. Boile was responsible for the fine photography. Additional exploitation material will be found in two rousing songs, the title number and another called “The Liberty Tree,” by Blackburn and George Bruns. Running time, 80 minutes. General classification. Released, in July.

VINCENT CANDY

---

**UA-MPAA**

(Continued from page 1)

**UA-MPAA**

effective until six months later, was the second time that the company has withdrawn from the Association. The resignation was based on the MPAA’s board of directors upholding a decision by the Production Code Administration to withhold approval of "The Man With the Golden Arm," a film which the company has long favored. The first UA resignation came in 1945 when the current management team headed by Kim and board chairman Robert S. Benjamin was in control. The reapplied for MPAA membership were accepted—in September, 1954.

Has Followed MPAA Dictum

UA, while not a member of the MPAA, has, however, been taking an active role in Association activities and conforming to its administration. UA’s advertising/publicity, and distribution, and marketing, and publicity and exploitation, Roger R. Lewis, is currently chairman of the MPAA advertising-publicity director committee, and a leader in the industry's advertising/marketing program. UA also has also been submitting all of its advertising and public service films and commercials for review.

Rejoining Seen Likely

According to an official close to the situation, the likelihood of UA rejoining the MPAA is seen as "good," the company is now a publicly owned corporation. UA has been an active member of the Motion Picture Artists Association all along.

Further discussions on the UA re-affiliation with the MPAA are expected to take place within the next few weeks, it was stated.

**Marie Bergerlund Named Head of N. O. WOMPI**

NEW ORLEANS, May 1 — The Women of the Motion Picture Industry of New Orleans have elected as president Mrs. Marie Bergerlund, of the Motion Picture Advertising Co., to succeed Miss Ruth Todman.

Others named at their annual election of officers recently were Mrs. Al Babel, first vice-president, Paramount Film Distributors; Mrs. Irene Greisinger, second vice-president, Richards Center; Mrs. Lee Nickulak, corresponding secretary, Cohen Enterprises; Mrs. Mary Hacker, recording secretary, Universal exchange, an Miss Antoinette Bollbarker, treasurer, Cohen Enterprises.

Also as board members: Mrs. Carman Smith, Distributors; Mrs. Mabel Adams, the exchange; Mrs. Bernice Chavin, M-G-M; Miss Ethel Holton, 20th Century-Fox, and Mrs. Anna Ophilia Richards Center.

*A Dream Come True!*  
*The Cure-All for All Film SPlicing Problems*  
*See a Live Demonstration*  
*Booth 58!!*  
*SMPE SHOW*
Film Finance

Pinanski Here On Plan for More Product
Likes Idea; May Help Set Up New England Meeting

San Pinanski, head of American Theatres circuit, Boston, conferred here yesterday with individuals interested in the recently announced plan of New York exhibitors to subscribe for additional projection stock designed to help ease the film shortage. Pinanski is known to be in favor of encouraging increased product supplies, having headed the Ex-

(Continued on page 2)

New Promotion Plan on N. J. Allied Agenda
A promotion plan to boost theatre business in New Jersey will be presented to the membership of Allied Theatre Owners of New Jersey at the group's meeting here on May 14, according to president Sidney Stern.

The ATONJ head, who will leave here over the weekend for the National Allied board of directors meeting in Detroit, said that the business building plan is just "state-wide." He would not say what it encompasses. Stern said that the ATONJ membership will also be presented with a complete report on the activities of the national Allied board and a report

(Continued on page 6)

Television Today Page 4

Plan MPAA Meet 'In Two Weeks' On Business Plan, 'Streamlining'

The Motion Picture Association of America made attempts here yesterday to schedule a meeting of its board of directors within two weeks to act upon the business building program and a report scheduled for presentation on the "streamlining" of distribution company operations, it was learned.

Eric Johnston, MPAA president, who arrived in New York from his Washington headquarters with vice-president Kenneth Clark, proposed that the directors meeting be set up following a Harvard Club luncheon of the MPAA advertising and directors committee here on May 9.

An actual date for the board meeting is expected to be fixed at an early meeting by late today following notice from some board members as to availability.

The agenda for the board meeting, according to an MPAA official, is highlighted by proposals on financing the industry business building program. A report from the MPAA business building coordinating committee, headed by Spyros P. Skouras, and a

(Continued on page 6)

Claims FCC Unit Has Subpoena Authority
By JAY REMER
The Network Study Committee of the Federal Communications Commission has the authority to investigate the and the authority to subpoena, according to Ashbrook Bryant, counsel for the committee.

This was his summation of evidence yesterday in the telecasting network broadcasting hearings at Federal District Court here. Wednesday the seven program producers subpoenaed submit-

(Continued on page 5)

Industry-Wide Talks On H-63 Contract Asked
The Home Office Employees Union, Local H-63, IATSE, will request the motion picture companies here to hold industry-wide labor negotiations for a new employment agreement following the expiration of the present pact on Aug. 31, according to Russell M. Moss, executive vice-president of H-63.

Moss said here yesterday that he

(Continued on page 6)

Todd Shows '80 Days' in 35mm at Cannes Festival Special to THE DAILY
CANNES, May 2—Michael Todd's "Around the World in 80 Days" was shown at the Cannes Film Festival here today in 35mm, one of the few times the picture has been shown to an audience in more than its original 65mm process.

The picture was shown in two-to-one ratio on a curved screen, with stereophonic sound and the Todd-AO lens. The showing demonstrated that high quality 35mm prints can be provided should Todd and the distributor, United Artists, decide to show it in other than the 65mm process. To date, no commercial engagements of the film in 35mm have been licensed. The picture is not in the awards competition here.

Continental Distributing To Open in Canada
Continental Distributing Corp., will undertake its own sales and distribution in Canada. It has offices in key cities, was announced yesterday in a joint statement by Frank Kassler, president, and Walter Reade, Jr., chairman of the board. The territory will be under the direction of Carl Peppercorn, vice-president in charge of sales.

Continental will handle sales and distribution for outside producers and

(Continued on page 6)

Rudich Named Eastern Repr. for Preminger
Nat Rudich, 15-year veteran of the film and radio-television fields, has been named Eastern representative for Otto Preminger's productions. He is resigning as United Artists assistant publicity manager to take over the newly-created post on Monday.

Rudich will have his headquarters in New York. As his first assignment he will work on the campaign for Preminger's "Saint Joan," a United Artists release. George Thomas Jr., continues as publicist and advertising director of the Preminger organization, with headquarters on the West Coast.

Stockholders' Report
$7,300,000
In Par. Sales Of Properties
Includes Disposal of Theatre in England

Paramount Pictures realized $7,300,000 in revenue during 1956 from the sale of marginal and less profit- able activities, among them being the disposal of its theatre interests in England, according to president Barney Balaban.

In his annual report to stockholders, in which the film company's program of diversification is presented and in which Balaban reports

(Continued on page 5)

Larson Asks Return to USIA of Film-Fund Cut
From THE DAILY Bureau
WASHINGTON, May 2 — U. S. Information Agency director Arthur Larson today asked the Senate to restore $30,000,000 of the $35,000,000 cut by the House from the agency's $114,000,000 appropriations request.

The agency this year has $113-

(Continued on page 6)

Set N. Y. Hearing May 8
On New Theatres for NT
From THE DAILY Bureau
WASHINGTON, May 2 — Justice Department officials said a hearing had been set in New York District Court in the West Coast.

So far no opposition has been voiced by other exhibitors, Justice said.
CHARLES J. FELDMAN, Universal Pictures vice-president and general sales manager, will leave New York at the weekend for San Francisco en route to Tokyo and other cities of the Orient.

SPIRO P. SKOURAS, 20th Century-Fox president, and MURRAY SILVERSTONE, president of that company’s Inter-American Corp., will return to New York today from Mexico City.

WILLIAM J. HEINEMAN, United Artists distribution vice-president, will leave here for the Coast this weekend, returning to New York in mid-week.

GORDON LIGHTSTONE, Paramount’s general manager in Canada, will return to Toronto yesterday from New York.

JOHN P. BYRNE and ROBERT MCHUGH, MGM executives, who resigned recently, will return to New York on Monday, the former from Indianapolis, the latter from a tour of the company’s Western branches.

GEORGE C. HOOPER, executive director of Variety Clubs International, tomorrow will address the senior class and graduate students of the University of Florida on advertising, marketing and public relations.

IRVING MACK, head of Felmack Trailers, Chicago, will return there tomorrow from New York.

ROBERT SMITH, producer of Paramount’s “The Big Bad Keaton Story,” will return to Hollywood tomorrow from New York.

LEE KOREN, president of the National Association of Concessionaires, and head of vending and concessions for RKO Theatres, will leave here today for Chicago.


WILLIAM M. PIZOR, of Lippert Pictures; Mrs. Pizor and their son, Iwan, will leave New York tomorrow aboard the “United States” for a tour of the Continent.

LOIS MARIE O’CONNOR, daughter of JOHN J. O’CONNOR, vice-president of Universal Pictures, will be married tomorrow to JAMES DANIEL VAGHAN, Jr., at Saints John and Paul Church, Larchmont, N. Y.

‘D.I.’ To Have Premiere In Chicago May 30

CHICAGO, May 2. — “The D.I.” Jack Webb’s new production for War as the long-playing picture will have its world premiere at the Chicago Theatre on May 30 with a day-long series of special events. Webb will make personal appearances on stage of the theatre preceding each performance on premiere day. Howard Miller, known as “America’s top disc jockey,” will act as emcee for Webb’s stage appearances.

All Media Included

Webb, who stars in the Mark VII Ltd. production, which he also produced and directed, will arrive here four days in advance of the premiere to engage in an intensive schedule of activities, including press, TV and radio interviews. Elaborate preparations are under way for city-wide participation in the welcoming ceremonies for Webb.

T. H. Strauss to Fox

Theodore H. Strauss, until recently editor of the Women’s Home Companion, and prior to that editorial director of Crowell-Collier Publishing Co., has joined the Eastern story department of 20th Century-Fox as associate editor, it was announced yesterday by Joseph H. Moskovitz, vice-president and Eastern studio representative.

Set Criterion Record

Paramount’s “The Ten Commandments” has established a new record for the largest-playing picture in the history of New York’s Criterion Theatre, with the beginning today of the 26th consecutive week of its engagement.

Newspaper Headlines Cite Film Resurgence

The 76th in the series of COMPO ads in “Editor & Publisher,” which will appear tomorrow, calls attention to the fact that newspaper headlines are beginning to show an awareness of the movie industry’s resurgence. With more newspaper readers going to the theatres, the ad makes this suggestion to editors, “Why not give ‘em more news to read?”

“It is gratifying to us in the movie business,” the ad says, “that more and more newspapers are at least revealing an awareness of the movie industry’s resurgence. This resurgence started last October with a sharp increase in theatre attendance, but it is only just now breaking into print.”

Tom Pryor Quoted

“On March 21, for instance, the “San Francisco Examiner” printed this headline over a piece by Horstine Morton: ‘Movies Ride Out Storm; Best Days Are Ahead.’ This was followed on March 30 by the “New York Times,” which carried this head on a dispatch from Hollywood by Thomas M. Pryor: ‘$5 Film Receipts Highest Since ’52.’

Average Earnings Steady

HOLLYWOOD, May 2. — Average weekly earnings of crafts workers in theatrical film production fell virtually unchanged during March, according to the monthly report of the California Department of Industrial Relations. The March average was $128.84, comparing with February’s $128.92. The March average the year before was $118.70. Average hourly earnings this March were $3.21, comparing with $3.20 for the corresponding period of 1956.

Pinanski Here

(Continued from page 1)

Hollywood Film Finance Group for Theatres Owners of America two years ago. That project was abandoned last year and a reported $50,000 that had been subscribed was returned to exhibitors.

Among those with whom Pinanski reportedly conferred yesterday was Fred Schwartz, head of Distributors Corp. of America, which would undertake production of some 16 films if the event adequate financing is advanced by the exhibitors. Pinanski returned to Boston yesterday afternoon and will confer with exhibitors for comment. In addition, efforts to reach Schwartz were unsuccessful.

Plan Widely Endorsed

The exhibitor production financing plan was described to a large meeting of metropolitan exhibitors several weeks ago by Max A. Cohen, head of General Circuit, and received the endorsement of virtually every independent exhibitor of consequence in Gotham. In addition, heads of national circuits expressed interest in the project.

At the time, it was announced that similar meetings to put the plan before exhibitors in other key cities would be held in the near future; it is believed, that among other subjects, arrangements for presenting the plan to New England exhibitors at a meeting in Boston in the near future was discussed here yesterday by Pinanski.

Reorganize Personnel

At Altec Office Here

The appointment of a new general manager and assistant general manager, at the New York headquarters of Altec Service Company has been announced by H. M. Bessey, executive vice-president of Altec Service Companies, Inc. C. S. Perkins, now operating manager of Altec Service Company, will assume the duties of general manager, while Dr. Harry J. S. Wolf, in addition to his present function as sales manager, will become assistant general manager.

Both Perkins and Wolf are veteran members of Altec’s concerns, both having joined the organization when Altec Service Corporation was formed in 1937.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—Rockefeller Center

AUDREY NEUBURN • FRED ASTAIRE

“FUNNY FACE”

co-starring RAY THOMPSON

and THE MUSIC HALL'S GRAND LATEST STAGE SHOW

MOTION PICTURE DAILY

Friday, May 3, 1957
Concessions Meet Monday

Special to THE DAILY

CHICAGO, May 2—The latest developments in concessions for both indoor and drive-in theatres will be discussed at the midwestern regional meeting of the National Association of Concessionnaires here Monday at the Hotel Sherman. Morning sessions, beginning at 8:30 A.M., will be devoted to indoor operation and afternoon sessions, starting at 2 P.M., to drive-ins. Co-chairmen of the meeting are Lester Gross, president of the Confection Cabinet Corp. and Abe Bloom of Babal and Kaft Theatres. Attending from New York will be Lee Koken, NAC president and head of concessions for RKO Theatres, Bert Writing, president of the Theatre Popcorn Vending Corp., and NAC chairman of the board.

Koken will speak at the morning session on the NAC and its aims and purposes, and Nathan Katz will speak at the afternoon session on the “new all-weather drive-ins.”

Iving Mack Spoke to Speaker

Other morning topics will include automatic vending, ice cream sales, popcorn promotional aids, candy, soft cream products, and means of increasing sales in neighborhood theatres. Other afternoon topics will include buttered corn sales, refrigeration, big drinks promotion, and concession trailers. Irving Mack of the Filmack Trailer Co. will speak on the former topic.

Social affairs will include a luncheon to be sponsored by the Coca-Cola Co. and a suppliers’ cocktail party to be given by Armour & Co., Pepsico-Cola Co., Apco, Inc., Superdishy, Inc., and Canada Dry Ginger Ale, Inc.

Allied Urges Support for ‘Michigan Week’

DETROIT May 2—Michigan Allied is urging its members to get behind Michigan Week,” which will be celebrated in the state May 19-25. In particular, showmen are asked to observe May 21, “Hospitality Day,” by informing civic and church leaders that a guest can eat one free with each paid admission. It is also suggested blocks of tickets be given merchants at reduced prices for distribution to their customers, and that the materials be utilized, particularly for stimulating kiddle matinee business.

Ask Holders to Show

The Twentieth Century-Fox stockholders in the New York metropolitan area will be all invited to attend a special presentation of the CinemaScope product feature, “The Big Show,” at the Roxy Theatre here on Thursday, May 9 at 9:15 a.m. A showing of the feature is being held on May 9 for the trade and press.

CHECKS FOR $16,000,000, representing payment for securities sold by a national group of underwriters, are presented to United Artists president Arthur B. Krim (seated at center) by Seymour M. Peyser, vice-president and general counsel. Other UA executives participating in the ceremony are (standing, left to right): Joseph Eaker, controller; William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president; Leon Goldberg, vice-president in charge of finance and treasurer, and Seward I. Benjamin, secretary. The offering of stocks and debentures was fully subscribed on the first day of sale. F. Eberstadt & Co. headed the group of 99 underwriters.

Say Howco to Produce 18 Films in 14 Months

NEW ORLEANS, May 2—Joy N. Houck, co-head of Howco Productions and Howco Exchanges, has returned here from a meeting with his associates in Chicago. During the meeting, the company’s general sales manager Scott Leff, and exchange managers and Howco franchise holders throughout the country, which was held in Chicago.

Houck said that plans are underway for the production company to deliver 18 pictures during the next 14 months for their national set-up. One feature is already in the filming stage, and another is slated to start shooting in May.

Product Described by Cormon

Roger Cormon, young Hollywood producer-director, who was also in attendance, outlined the product he expects to deliver for Howco release. New Orleans territory franchise directors who attended the meeting were Mrs. Sarah Cohen of Cohen Enterprises, and Roy Nicaud, manager of the exchange.

Grant Mitchell, 82

HOLLYWOOD, May 2—Veteran motion picture performer Grant Mitchell, 82, died here in a sanitarium yesterday following an illness. Mitchell appeared in more than 70 motion pictures between 1933 and 1942, among them being “Nothing But the Truth,” “New Moon,” “My American Wife,” and “It Happened on Fifth Avenue.”

Pa. Theatre Reopened

PHILADELPHIA, May 2—The Dell, neighborhood house closed late in 1956, reopened this week after extensive alterations. The Lyric, another neighborhood house, announced that it will be open while a major renovation program is being carried on.

Tornado Warnings Hurt Business in Detroit

DETROIT, May 2—Business since Easter, with a few exceptions, has not been good. The expected upturn did not take place, and when last week things started to look better, there were sudden tornado warnings. Virtually every house has suffered, and particularly the drive-ins.

Some Hold Up Well

Exceptions were “Boy on a Dolphin” at the Fox Theatre, registering extremely strong business, and “Cinderella” at the Michigan, which has been good enough to hold over since Easter through this week. Twilled “Anastasia” and “Three Brave Men” started a strong second run, but the weather hurt business the day after openings opened.

Shapp, Randolph Set As Va. Meet Speakers

RICHMOND, Va., May 2—Two main speakers have been scheduled for the annual meeting of the Virginia Motion Picture Theatre Association to be held at the Chamberlain Hotel, Old Point Comfort, Va., from June 10-13.

Jennings Randolph, assistant to the president and director of public relations of Capitol Airlines, will be the banquet speaker on June 13, and Milton J. Shapp, president of Jerrild Electronics Corporation of Philadelphia, will speak at the morning meeting on June 12.

Reverts to Films

DETROIT, May 2—The Riviera Theatre, which has been showing stage plays, at the end of this week revert to a policy of second run motion pictures. It will revert to legitimate policy next September.

LeMaire to Tour for 'Desk'

Leading department stores of the nation will sponsor fashion shows featuring the wardrobe designed by LeMaire for 20th Century’s “Desk Set.” Each store will be visited by Le-Maire at the time of the local engagement of the CinemaScope production.

Build Big ‘Face’ Sign

Broadway theatre signs totalling 13,891 square feet in area will advertise Elia Kazan’s production of “A Face in the Crowd,” a Warner Brothers’ release, which will have its premiere on May 28 at the Globe Theatre here. Of the total, 1,173 square feet of ads will cover the front of the Globe, while an additional 14,688 will be used for a sign at the Mayfair.

Columbia Plans ‘Fire’ Drive

Columbia Pictures is preparing a $500,000 campaign for the July national release of “Fire Down Below.” The Decca and Mercury record companies have plans for albums and single sides keyed to the film, which was shot in Trinidad and is linked to the current Calypso popularity.

ASCAP Victor over WSAY

The American Society of Composers, Authors and Publishers has obtained a summary judgment of $4,098.52 in Supreme Court. New York County, against Federal Broadcasting System, Inc., owner of Radio Station WSAY, Rochester, N. Y. The suit was based upon defendant’s failure to pay license fees due ASCAP under license agreements which were formerly in effect.

‘Bachelor’ Ads Rejected

Advertisements for “The Bachelor Party” have been rejected by the Seattle “Times,” the Seattle “Post-Intelligencer,” the Portland “Oregonian” and the Cleveland “Plain-Dealer,” “Press” and “News” on the ground that copy and art are salacious.

Roscoe to Speak at Montana TOA Meeting

A report on current activities of Theatre Owners of America will be presented by George Roscoe, TOA field representative, to the Montana Theatres Association at its annual convention in the Rainbow Hotel, Great Falls, next Wednesday and Thursday. Roscoe, who will leave here for Great Falls over the theatre-Fox’s tug, will also inform the TOA regional exhibitor unit of the latest news on television and subscription television. He will talk on the upcoming cable theatre test in Bartlesville, Okla., as well as on other industry matters.
Use Magnetic Sound for CBS News Shows

Pre-striped magnetic sound on 16mm film is being adopted by CBS for its television news programs. The reason for this will be explained by R. C. Rheineck, vice-president, Film Production Division, CBS News in a paper prepared for delivery tomorrow at the 81st convention of the Society of Motion Picture and Television Engineers at the Shoreham Hotel.

News events happen anywhere and at any time; therefore the portability of equipment, together with speed of laboratory processing, became of paramount importance. Rheineck pointed out. These factors, he said, have determined the general choice of 16mm film for TV news production and the choice of a single system rather than double system sound. The quality of the product, however, does not compare with “live” programming.

Plan Started in 1955

In 1955, CBS began an engineering program to evaluate the problems in the use of pre-striped magnetic sound — the application of the magnetic material to the film prior to exposure and development — for 16mm TV news and documentary film production. This engineering program included the evaluation of problems in such phases of striped magnetic sound production as raw stock film stripping, camera photography, laboratory processing, editing, film cleaning, projection, printing and raw stock and library storage.

These findings, as described by Rheineck were: “The principal improvements and operational advantages available with pre-striped magnetic sound are substantial for 16mm TV news and documentary-type film production. The extended high-frequence response, marked improvements in signal-to-noise ratio and lower harmonic distortion provide quickness which is almost equivalent to “live” sound. . . . The basic tools required for pre-striped magnetic sound production are available now or will be shortly.

Sees General Use Soon

Rheineck said that CBS news programs were not, as yet, completely taking use of magnetic sound but that in his opinion, single system photographic sound will give way to the improved production medium of pre-striped magnetic sound.

New Post for Straus

E. Charles Straus has been appointed to the newly-created post of director of talent and casting, CBS Television, Hollywood, it was announced by J. Sculpone, vice-president in charge of network programs, Hollywood. Straus has been assistant to the director of business affairs.

PHIL COHAN, former Paramount music exec., who produced most of the “Jimmy Durante Radio and TV programs” and who told this scribbler years ago “that Garry Moore (then heard on the Durante program) was headed for the top as a comic” has been named producer of the “Guy Mitchell Show” which tees off Saturday, Sept. 21 (10:00-10:30 P.M.) with Red down picking up the tab. Guy’s manager Eddie Joy will serve as exec producer. DuPont, Radio and Phonograph account switched from Campbell-Ewald to Page-Noise-Brown, Inc. . . .

Prexy Robert Eastman will make a special talk next Wednesday (9:00-9:25 EDST) ABCCelebrating National Radio Week. The following night (8:30-9:25) with Bill Brooky and Joe Franklin, co-hosting, recordings of former and present radio greats including Al Jolson, Eddie Cantor, Bing Crosby, Kate Smith, Rudy Vallee, Gene Austin, Ukelele Ike (Cliff Edwards), Belle Baker and many others will be played and their careers highlighted. . . . George DeMartini, identified with financial activities and a partner of Cohen, Simonson & Co., Wall Street Brokers; has resigned to give his full time to Guild Films Co., Inc where he’s just been elected a vice-president and treasurer. Organized by Reub Kaufman in 1952, Guild Films is currently producing 23 TV programs including “Libenace,” “Cap trove,” “Kingdom of the Sea,” among others. . . .

That grand young, “I’m No Deer” Berg, leaves for a three-week vacation in New England Saturday.

One of the handsomest, most talented, and (most important of all) sincere young announcers, Tony Marvin, has just waxed an LP album, “Words & Music of Love” for Zodiac Records which will be released in two weeks. Supported by Lee Irwin’s organ wizardry, this item is a MUST for every radio and TV library everywhere. Incidentally if CBS doesn’t sign Tony for his own singing spot, watch some network pull a fast one . . . Bill Doll, associated with Mike Todd for many years, has just been upped to veep for Mike Todd Productions. . . . Eddie Buzzelli has been signed by Screen Gems to produce-direct a new half-hour telefilm series, “The Private Eyeful,” based on stories by Henry Kane. . . . Dynamic Films, which, in the past few years has been awarded 21 citations for outstanding films, has just added five more awards, chopped last week at the Columbus, (Ohio) Film Festival. . . . Pat Boone’s new-half hour TVvehicle sponsored by ABChevrolet show off Thursday, Oct. 2 in the 9:00-9:30 P.M. slot. Bill Stern starts a series that is bound “before the baseball game” telecasts Friday over WPIX (7:45-7:55 P.M.) Bill will combine late sport news and sports highlights, sponsored by Robert Hall Clothes. . . .

Wonder if TV execs realize that Les (Mary Ford) Paul is one of the funniest men we know and this fine musical team could really handle a situation comedy series.

Nixon Lays Cornerstone For New NBC Studios

From THE DAILY Variety

WASHINGTON, May 2 — Vice-President Nixon laid the cornerstone this morning for NBC’s new $4,000,000 broadcasting studios in northwest Washington.

He hailed the studios as another milestone in improving communications so that the people could be kept informed of what goes on in the government.

Station WWL-TV in N.O. To Join CBS Network

Station WWL - TV, New Orleans, will go on the air on or about Thursday, Aug. 1, as an interconnected primary affiliate of the CBS Television Network, according to Edward P. Shurick, CBS Television vice president and director of station relations.

The station, which will appear on the television rate card in the basic required group, will operate on Channel 31.

Cites Laboratory ‘Revolution’

Speaking to the Pittsburgh chapter of the National Industrial Advertisers Association, Jones traced the rise in industry’s institutional advertising via the TV medium to the “revolution” that has taken place in the materials industry since World War II. There has been a “revolution in the laboratory,” he said, resulting in new by-products of old materials.

In the old days, he continued, “a company’s advertising targets were to be found within the framework of the specific industry to which the company belonged.” Now, however, with all the new by-products, and with a “do-it-yourself” public more interested in matters that concern only the specialist, industry is finding television the most effective tool of informing the public of its advances.

The ultimate consumer, said Jones, “has now become a shining target for industrial advertisers.”

March TV Output, Sales in Increase

WASHINGTON, May 2—Television production and sales in March increased substantially over February and cumulative sales during the first three months of this year were reported to be above production by nearly one quarter million receivers, RETMA announced today.

TV output in March totaled 559,842 receivers compared with 464,097 made in February and 680,003 produced in March 1956. The number, produced with UIF turner totals 62,815 in March as against the 82,803 made in March 1956.

Cumulative TV output during the first three months of the year amounted to 1,474,729 receivers compared with 1,844,632 made during the first quarter of 1956, the computation showed.
The joke about two men and one woman—wife, husband, and best friend—being shipwrecked on a desert island is the basis for this somewhat risque film, which F. Hugh Herbert and Mark Robson have produced. From Max Ophuls's French stage farce by Andre Roussin—the indication of its major audience appeal, which will be to "sophisticated" adults. Attracted by the well-publicized subject matter and the potent marquee hire of Ava Gardner, Stewart Granger and David Niven, such patrons should find it amusing much of the way.

That it is not consistently hilarious is hardly surprising, for there are few writing tasks more difficult than that of stretching out a single joke to the running time of a full-length film. Working from an English adaptation by Nancy Mitford of the French original, Herbert himself has contrived a script that follows the stage pattern closely.

That is so except at the beginning when he takes advantage of the freer movement the screen permits by introducing his characters in their fashionable London milieu. Miss Gardner is the wife of Granger, who plays a British government official, and Niven is their best friend. The point is made early that a Granger has neglected his wife for business and that she is trying to arouse his jealousy by allowing Niven to squire her about town. Her interest in the latter, it is made plain, is strictly platonic.

This feminine estrangement is completely unsuccessful until the three of them are shipwrecked on an island while on a pleasure cruise. For the Granger and Gardner play the two men against each other until they are finally rescued and she elects to stay married to Granger instead of leaving him for Niven.

This situation is productive of abundant dialogue and sparse action in more ways than one. For "The Little Hut" is the kind of picture in which the characters wickedly threaten to violate moral codes—but never actually do. Once on the island, for instance, there is a great deal of suggestive chatter about what the "sleeping arrangements" will be. But for all of Niven's frenzied efforts to bring about what he facetiously calls a "bend-lease" deal involving Miss Gardner, the latter's virtue remains intact.

Throughout the whole picture the dialogue is "the thing," and it is loaded with double entendre, some which in the audience may find amusing and others monotonous. The film is in Eastman Color, but Robson, who also directed, has not made much of the surrounding island scenery.

Running time, 98 minutes. Adult classification. Release, in May.

RICHARD GERTRUDE


He also stated that the decision to discontinue the Paramount newsreel operation has made substantial capacity available for film laboratory work in New York and that the company is considering extensive expansion and conversion in the near future to accommodate the great demand for processing.

Lauds Forthcoming Films

"The past year has been a trying one for management, but the satisfactory results in maintaining our position in the industry and preserving our strong financial position have been most gratifying," Balaban told stockholders. "The most recently released and future product of the company is, we believe, of the caliber in the requirements of the present market and will keep Paramount in its position as one of the leaders in the industry," he said.

The Paramount has disposed of several theaters in England, including the Carleton in London, and the London Olympic Laboratory. These sales are expected to realize approximately $4,500,000 here after completing necessary discounting and exchange transactions this year.

Paramount sold 230 "Popeye" cartoon shorts for approximately $1,500,000.

**Rainbow Productions Sold**

Paramount sold Rainbow Productions, for a total consideration in excess of $500,000. This company owned five features:

* Paramount sold 35 Pine-Thomas features for which $900,000 has been received and the balance of $200,000 will be received over the next 12 months.

Balaban is reporting that the 1956 consolidated earnings from operations and extraneous income amounted to approximately $64,732,568 or $4.83 per share, stated that Paramount has "always believed that television and motion pictures were sister arts and that ultimately each would gain benefit from the other. Recent events have accentuated the long-range beneficial relationships between television and motion pictures.

**Most Significant Income**

He said there is increasing emphasis on the potentialities of motion pictures for use on TV and it seems that a new era of wholesome economic and artistic co-existence of these media may be in prospect. It is altogether conceivable that the future revenues of our picture product will have their sources arising from free television and pay-per-see television, just as material in amount as that contributed by theatrical release. This expansion into the television media could represent a most significant income for motion pictures.

Balaban added, however, that the foreign market for motion pictures will continue to be increasingly affected by the novelty impact of television as that medium spreads abroad.

**Undecided on Pre-1948 Library**

The Paramount head also said that the company has not decided its course in making its pre-1948 feature film library available to television. The shortage of major program material for TV and the popularity of feature length motion pictures has enhanced the value of our library.

It is continuing to give close study to the involved legal, technical and business factors which must be considered in any decisions to sell or lease this most important asset," Balaban said.

Balaban also told stockholders that Paramount will continue its policy of diversification and reported on the interests held in Famous Players

---

**Claims FCC**

(Continued from page 1)

...brought briefs as to the lack of jurisdiction the commission had in issuing the subpoenas. Yesterday Bryant testified as to why it did have the jurisdiction.

He said the subpoenas contained the FCC and the committee demanded material that was not relevant that the subpoenas were broad and therefore not enforceable, and to force compliance would be unreasonable. What it "boils down to," he said, was that the FCC and the committee acted in an arbitrary fashion.

But, he pointed out, the Supreme Court has ruled that there is no arbitration that the subpoenas must be enforced and something is not arbitrary if it is not unreasonable.

**Says Study Is Authorized**

In arguing these points Bryant said that Section 403 of the Communications Act authorizes such a study by the FCC (the effect on TV broadcasting of production, distribution and sale of programs from networks the sub-networks) and that each of the respondents falls into that category. On the point of relevancy, he said that until respondents show there is irrelevance (a prima facie evidence), there isn't.

Bryant also said there seemed to be a feeling that these network broadcasting hearings were specifically for network personnel, but he holds that it is a study of all facts about the industry that relate to network broadcasting.

**Porter to File Briefs**

Following Bryant's testimony, Paul Porter, spokesman for the respondents, requested permission from commission chairman Baltimore Presiding Officer to file briefs 10 days from receipt of yesterday's transcript. Cunningham agreed they may file by May 17 and that the commission may also file any additional briefs. The commissioner also requested the respondents to include the scope of their relationship in network broadcasting in their briefs. He said he would make his ruling following the filing of the briefs and if any further oral testimony were to be given, it would probably be heard in Washington.

**Academy Sets Plans for Organizing 5 Chapters**

Ed Sullivan and Johnny Mercer, presidents of the New York and Los Angeles chapters of the Academy of Television Arts and Sciences, have announced the start of a campaign for the organization's first five chapters. Plans are under way for new units to be formed in New England, Baltimore-Philadelphia-Washington, the Southeast, the Southwest and Chicago.

Announced to spearhead the campaign for New England, from Maine down through Bridgeport, Conn., is Richard M. Pack, vice-president for programming, Westinghouse Broadcasting Co.

---

**Foreign Investments**

Of Para. $7,644,847

Paramount Pictures' investments in Canadian and foreign companies, many of which operate in countries where currency restrictions prevail, aggregate $7,644,847, president Barney Balaban disclosed in his company's annual report to stockholders.

Balaban reported that $4,677,000 is invested in Canada; $397,000 in other Western Hemisphere countries: $1,303,000 in England, and $1,268,000 in other foreign nations.

**Cinerama Contest Set**

DETOUR, May 2—Cinerama, in cooperation with CKLW, TV, radio, and SAS Airlines, is sponsoring an essay contest. The winner and companion have choice of round trip flight to London, Paris, Rome, Istanbul, Cairo or Copenhagen. In addition the Music Hall is giving the winner $1,000 for expenses.

---

**REVIEWS:**

The Little Hut

M-G-M

E. N. MOXAM

M-G-M's "The Little Hut" is a $4,500,000 film which should be well received on its initial run. It is a motion picture which offers something for everyone, and, as such, should be a big money maker for the company.
Theatre Advertises Lack
Of Program Interruptions

PHILADELPHIA, May 2 — The motion Picture Industry, in its newspaper advertisement the other day, the Lawndale, neighborhood house, not only announced its attractions but also pointed out a special feature for potential patrons. The advertisement read, “Absolutely No Commercial Advertising Interruptions.”

MPAA Meet

(Continued from page 1)
talk by Roger H. Lewis, chairman of the advertising-publicity group, will be given to the board. A. Montague is scheduled to discuss the financing plan for the promotional program as presented by Ernest C. Stellings, TOA president.

The directors are also scheduled to receive a report from New Allen & Hamilton, which has been conducting a survey on distribution operations at the home office and branch level with an eye towards streamlining operations.

A tentative survey report prepared by Booz, Allen & Hamilton has been given to the MPAA committee for study, which recommended a short time ago that a final report be prepared for submission to the MPAA board at its next meeting in mid-May.

New Promotion Plan

(Continued from page 1)
on the Emergency Defense Committee, which will be presented by chairman Irving Dollinger.

Other matters which will be discussed at the May 14 meeting, he said, include “no look” pictures and the product situation, print shortages, refusal to offer films on availabilities, a report on arbitration, progress on the national Allied realignment with Country of Motion Pictures Organizations, and cable theatres and subscription TV.

Stern said that also set for discussion is a labor matter pertaining to projection booths.

Continental in Canada

(Continued from page 1)
distributors as well as its own, the announcement stated. It added that they have concluded negotiations for several pictures, specific titles of which will be announced shortly. Arrangements are also being made for physical offices and for hiring personnel.

Variety Sponsors Circus

BALTIMORE, May 2 — Variety Club, No. 10, has closed a deal for sponsoring the Ringling Bros., Barnum and Bailey Circus here in July at the Baltimore Stadium. Chief Barker Aaron Seidler went to New York recently to sign contracts and make final arrangements.

REVIEW:

Dragoon Wells Massacre

Parsons-Allied Artists—CinemaScope

HOLLYWOOD, May 2

BARRY SULLIVAN, Dennis O’Keefe, Mona Freeman and Katy Jurado make up a provocative marquee quartet with which to exploit this top-flight presentation of life and death on the American frontier filmed in far-reaching CinemaScope and realistic DeLuxe color against the scenically dramatic terrain of Southern Utah. It takes a big, strong story to live up to expectations inspired by billing of that magnitude—four principals, two processes—and that is the kind of story this one is. As produced on an unexcelled scale by Lindley Parsons and his associate, John H. Burrows, two home producers and expert Harold Schuster directing, the film stands out as one of the best two or three Western melodramas brought to screen in the past year.

Producer, director, and the screenwriter, Warren Douglas, who based his script on a story of Oliver Drake, followed none of the beaten tracks to the non-formula ending that satisfies finally the accumulated audience conjectures as to what happens to whom in the unpredictable finale. Their beginning is fresh, their complicating incidents, their relations with the enemy and with each other, are in nearly all cases different from others that have been used in frontier fiction. And all hands in production have succeeded remarkably well in spreading the emphasis evenly among the four principal characters, plus an astonishingly convincing fifth character played venously by Sebastian Cabot. All of the roles, supporting as well as principal, are sharply, powerfully performed by a finely balanced cast.

The picture opens on a prison-wagon of the kind used in frontier times for transporting captured outlaws to distant jail, carrying Sullivan and another outlaw played by Jack Elam toward the nearest fort. From another direction comes Cabot, alone in a covered wagon, carrying Sullivan upon a company of cavalymen who, save for their captain, played by John Hodiak, have been left behind by the soldier. Another direction comes a stagecoach bearing Miss Freeman, Miss Jurado and others as passengers. In the certain knowledge that the Indians who massacred the cavalymen are still in the neighborhood and sure to attack again, the entire company—prisoners, passengers, Cabot (who turns out to be a renegade white engaged in selling guns and liquor to the Indians) and Captain O’Keefe—join forces in the interests of mutual defense.

Soon the Indians attack the three-wagon train, but are driven off, and from that point forward the company proceeds toward distant escape, with the Indians picking off one after another as the march proceeds.

Within the central story of the attack and the flight are told the several personal stories of the individuals brought together by this circumstance and none of the stories is formula. Neither is the outcome of the central story. The climactic death rate which the killings are explicitly shown, a floating poker game between outlaw Sullivan and sheriff Trevor Burtette supplies important humorous relief between crises.

The picture was produced in the magnificent Kanab, Utah country, which William Clothier caught in full splendor with his appreciative camera.

Running time, 88 minutes. General classification, Release in May.

WILLIAM B. WEAVER

British Trade Organizes

Bromhead Memorial

LONDON, May 2—The board of management of the Cinematograph Theatre Owners’ Benevolent Fund has asked the organization of committees to spearhead a drive for funds to be raised in honor of the late Bagnold C. Bromhead, who was one of the founders of the Fund in 1924.

The Memorial Fund is to be used, it has been decided, to build and furnish a new wing at Glebelands, one of the homes for industry sick and aged maintained by the Benevolent Fund.

Industry Wide Talks

(Continued from page 1)

expects to request the industry-wide talks in early June and hopes they can be scheduled for next July.

Moss added he believes that the union’s membership will be asked in June to discuss proposals which the new labor contract should contain. He added he believes that the proposals which the union will ask will be a one-year agreement, due to the rising cost of living. At present, H-63 contracts with the film companies have been on a two-year basis.

Cites Film Problems in Antarctic Expeditions

WASHINGTON, May 2—The difficulties of taking motion pictures in a temperature of 100 degrees below zero will be described by Richard B. Conger, assistant photographic officer U. S. Navy, in a paper prepared for presentation tomorrow at the 81st SMPTE Convention of the Society of Motion Picture and Television Engineers.

Conger has participated in four Antarctic expeditions and is scheduled to leave again this fall on Operation Deep Freeze. He said that the “creatures of underwater cinematography and in 1950 was loaned by the Navy to 20th Century-Fox Corp. to work on the production, “The Frogmen.”

SMPTE Student Award

WASHINGTON, May 2 — The board of governors of the Society of Motion Pictures and Television Engineers has approved a student award of a $100 Government savings bond to be presented annually to the student who presents the best paper at a student section meeting during the school year preceding the granting of the award.

Larson Asks

(Continued from page 1)

0,000,000 of appropriations, and sought $144,000,000,000 from the House for the coming year. The House cut the request to $106,100,000, and Larson today took to a Senate appropriations subcommittee a request that the Senate cut the $139,000,000 the House cut and give the agency $130,000,000 for the coming year.

“The action of the House represents a reduction of nine percent below the current operating level, which is just at a time when the work faces new opportunities and responsibilities in the Near East and Africa and when the United States has mounted a new peaceful coexistence offensive,” Larson said.

Wants $3,077,000 Restored

He estimated that the house action, if sustained, would give the agency’s motion picture division only $4,369,000 for the coming year, compared with $7,004,320 this year and a requested $8,446,000. He asked that the request for $3,077,000 House reduction for the film division be restored by the Senate.

Larson immediately ran into violent criticism from Senator Ellender (D., La.) and continued lobbing flak at chairman Johnson (D., Tex.) and other subcommittee members.

Arguing for restoration of the full film division, Larson said that “in the several, pivotal, newly developing sections of the world, where illiteracy rates are high, films are a singularly effective and effective tool of telling our story. Our program effort in the use of this medium must be continued, and certainly should not be reduced.”
Heavy Trading

Ellis Group Seen Buyers Of Rep. Stock

Speculate Unit Acquired 90,000 Shares Recently

Wall Street sources viewing the heavy trading of Republic Pictures stock this past week attributed it to an extension of the buying into the company by a West Coast group headed by Moe Ellis, who last year made an attempt to attain control of the company from Herbert J. Yates, president, and majority stockholder.

The same Wall Street sources speculated that Ellis acquired some 90,000 shares in recent weeks. Republic Pictures stock closed on Friday at 8, a new high for the year. This represents a gain of over a point (Continued on page 4)

Segal New Assistant

UA Publicity Manager

Maurice Segal has been named assistant publicity manager of United Artists, it was announced at the weekend by Roger H. Lewis, national director of advertising, publicity and exploitation. Segal, who resigned from the Universal International publicity department, will also handle UA's radio-television contact operations under Mort Nathanson, publicity manager. He replaces Nat Rudich, who (Continued on page 5)

Television Today Page 4

Senate Group Finds Film Content and Ads 'Improved'

By J. A. OTTEN

WASHINGTON, May 5—A Senate Judiciary Subcommittee said the film industry has taken important steps to improve the content of films and film advertising since a previous subcommittee report last year, but that "there is still room for improvement" to meet other criticisms leveled by the senators then.

The report came from a subcommittee headed by Senator Kefauver (D., Tenn.) and was part of an overall report on juvenile delinquency problems. Since 1953, the subcommittee has been studying on and off the effect of films and other media on teen-agers, and in 1956 presented a (Continued on page 5)

Compo Executive Group To Meet in Early June

Members of the COMPO executive committee are being polled by mail on whether they prefer June 3 or June 10 as a date for their next meeting. Letters asking for expressions by members were sent out at the weekend by Robert Coyne, COMPO special counsel.

Among topics likely to be on the committee's agenda for its next meeting are developments on the COMPO Federal admission tax elimination effort; financing and dues solicitation; re-admission of Allied States to membership; election and appointment of committees and new and deferred activities proposed for COMPO attention.

PCA Sees Production Well Ahead of '55-56

From THE DAILY Bureau

HOLLYWOOD, May 5—Production here for the first four months shows a sharp rise over corresponding figures for the past two years, according to a report released on Friday by the Production Code Administration. In the four-month period, PCA (Continued on page 5)

Ways to Further Good Business

Head Michigan Allied Meet Agenda

Special to THE DAILY

DETROIT, May 5—Allied Theatres of Michigan has a major purpose when its 33rd annual convention is held at the Hotel Whitmer May 7-9—the furthering of good business. Plans include an exchange of various information, reports of industry surveys and a statement on televisions. There will be a secondary purpose of fun, with wives and children of exhibitors being urged to attend and tours have been set up for them to Greenfield Village and the Ford Museum, as well as affairs at the famous Dearborn Inn, Statler and Sheraton-Cadillac Hotels, and a special matinee of “Around the World in 80 Days.” In addition to the general program, the national Allied board will meet here tomorrow.

The convention starts with a cocktail (Continued on page 5)

Bernhard Report

See Big Gains For Industry Profits in ‘57

Credits Better Attendance And More Quality Pictures

Overall net profits of most motion picture companies and circuits will show substantial gains this year due to increasing film attendance and a larger supply of quality pictures, according to "The Value Line" investment survey, prepared by Arnold Bernhard & Co., investment advisors.

The companies will show larger earnings during the early 1960s as a result of asset realignment and capital reduction programs, the report stated. It adds that stock purchasers willing to accept considerable risks— as the industry is "a volatile one and (Continued on page 4)

26 Film, TV Producers Cited by Christophers

Twenty-six motion picture and television producers, directors and writers will be named today as winners of Christophers awards for the six-month period ending March 31. In the announcement Father James Keller, founder of the Christophers, said that the citations were made in (Continued on page 4)

NCA Changes Its Name; Unit to Honor Berger

Special to THE DAILY

MINNEAPOLIS, May 5—North Central Allied with headquarters here has changed its name to Exhibitors Trade Association (ETA) following its recent reorganization, Ted Mann, new president, announced.

Mann and Henry Greene, ETA ex— (Continued on page 5)

Tradewide on Page 2

Tradewide, the new department of comment by Onlooker, appears in this issue on page 2.
IT USED to be that distributors with potentially strong boxoffice entries would make every effort to get their picture booked into a particular theatre for every important opening—a theatre that either because of its location, individual physical characteristics, tradition, following or any of a number of other reasons made it the desirable showcase for the big attraction. While that's still true in most cases, there are of late an increasing number of pictures of such great drawing power that the theatre in which they play becomes a matter of less concern to the producer-distributor than before, providing, of course, the physical requisites are met. . . . This picture is not to be still thinking of and the fact that Paramount, the other unhurried marketer of a backlog, has completed its study of the various rights involved, and is expected to conclude a deal soon. Paul Raibourn, vice-president, told the New York Security News recently that the company would be interested in an offer of around $35,000,000. Indications are they have one. . . . In its deals for financing independent producers United Artists makes a point of requiring for its own common stock (either in the market or through warrants) in addition to its share of the profits (ranging up to 50 per cent) on their theatrical distribution. Obviously smart thinking and a good, sound policy. . . . The latest Value Line Investment Survey of film company prospects continues to reflect an optimistic view for the entire industry, banking on both increasing attendance at theatres and expanded film markets outside the theatres. Doesn't even think that cabletelevision of films to homes will necessarily hurt exhibitors. It sees them either as a part of it, should it catch on, or unaffected by it, largely because of the tendency of youth to seek entertainment outside the home. . . . Value Line may be guilty of gratuitously doing Paramount's thinking for it but, anyhow, it suggests that after realizing some $30,000,000 (after taxes) on a TV backlog deal, it could use about $20 millions to recapture its own common stock (either in the market or through warrants) thereby reducing the number of shares outstanding to about 1.5 million. Each of the remaining shares would then have a 25 per cent larger equity in overall profits, it points out. . . . While there seems to be very little knowledge of the extent of Howard Hughes' acquisitions of 20th Century-Fox stock, it is widely accepted now that the buying was not unfriendly in any sense. There is no question that the Hughes operation is more than an investment in mind. Many market experts agree with him.
**PROJECTOR CARBONS**

meet the demand for more and more light!

**Screens have doubled in width**

over the past eleven years. These larger screens impose stringent demands on projector carbons for increased light at minimum cost. This challenge has been met by “National” carbons.

**Here’s How:**

- The New “Suprex” 7mm Carbon
- The New “Suprex” 8mm Carbon
- The New 10mm High Intensity Carbon
- The New 11mm High Intensity Carbon

**These Carbons Provide:**

- Up to 20% more light.
- Up to 25% slower burn.

This all adds up to a cost per unit of light that’s the **lowest obtainable anywhere.**
See Big '57 Gain for Industry

(Continued from page 1)

the stocks have poor stability ratings" —in exchange for generous income and impressive capital growth prospects, will find Decca Records, National Theatres, Paramount Pictures, Stanley Warner, Technicolor and 20th Century-Fox attractive.

Cites 'Marginal' Theatres
In its analysis of the amusement industry, Bernhard & Co. states that the trend will continue to expand, but earnings per share will be further augmented by contracting common capitalization. "Virtually all the companies own certain assets that are no longer making contributions to income. In a few cases, in fact, these properties are burdensome. All three of the major circuits are now operating companies of marginal and, perhaps, in the case of a few, even highly burdensome. Divestment of these theatres would therefore have little or no effect on the companies' earning power, but would only help eliminate excessive maintenance costs and real estate taxes.

"Moreover, Paramount, and Universal Pictures, a majority-owned subsidiary of Decca Records, still have not made any arrangement for the sale or lease of their film libraries. Fully aware of this situation, the movie companies are now proceeding to convert these unproductive assets into cash or earnings-producing items. Because most of the theatre buildings, studio facilities and old film librarian possess large cash market values, they return their owners very significant cash proceeds when and if they are sold to the investment survey points out.

All Paying Well Today
The Bernhard report also asserts that practically all of the film companies are currently trading well below their respective book values and are returning very generous yields. "They are, therefore, considered to be perhaps the most suitable, investment for their own companies. By following a systematic program for reacquiring stock, the companies, even with the same overall net income, can con- victly increase their per share earnings and dividend-paying power by as much as 25 per cent," the Value Line states.

Christophers

"tribute to those who had used their God-given talents in a positive and constructive manner."
Motion pictures cited and listed according to release dates were: Twentieth Century-Fox's "Heaven Knows, Mr. Allison," producers Buddy Adler and Eugene Frenke, director - writer John Huston and writer John Lee Mahin; Warner Bros., "The Spirit of St. Louis," producers Leland Hayward, and director, writer Wendell Mayes; Paramount's "Fear Strikes Out," producer Alan Pa- kula, director Robert Mulligan and writer Daniel Bria; and Paramount's "Funny Face," producer Roger Edens, director Stan- ley Donen and writer Leonard Gerse.

Television Award Given
A Christopher television award was given for the first time to two programs in the same series. This special citation was made to Frank Capra for the production, direction and writing of "Mr. Smith and "Hemp is Magnificent," the Nov. 19 and March 20 programs of the Bell System Sci- ence series on CBS. Shamus Culhane was also cited for the production work on these two productions.

Television awards were also pre- sented to: producer-director Bob Banner, and writers Robert Wells and John Bradford for the Dec. 16 NBC's "Chevy Show," starring Dinah Shore; producer Bill Walsh, director Edward Sampson and writer Ray Darby for the "Christmas Round the World" series in the Mickey Mouse Club program, shown over ABC Dec. 18 through 24;

Ellis Group

(Continued from page 1)

in recent weeks and two-and-a-half points over the low for 1957.
Efforts to reach Ellis or Yates in Hollywood over the weekend were unsuccess- ful. It was reported also in Wall Street there is a possibility of a tie-in between the Ellis group and Associated Artists Productions, which is headed by Eliot Hyman. West Coast reports in recent weeks indicated that Hyman and Yates were meeting in regard to acquisition by AAP of the Republic studio in Hollywood. AAP is expand- ing in television film production and is seeking studio facilities and a labo- ratory. Ellis Group has coupled with Republic which has its subsidiary Consolidated Laboratories.

AAP Handles WB Library
AAP is the TV distributor of the Warners Bros. film library and has the foreign theatrical film rights to the product. It was said that by having its own laboratory, AAP could save in print costs for foreign sales of the films.

Wall Street surmises that in these preliminary discussions between Yates and Hyman, the AAP head offered the Republic president one share of AAP stock for an equal share of Republic stock. Hyman was unavailable for comment, but it was learned that he met with Yates on this matter only last week in New York.

producer C. Maurice Holland, director Frank Telford and writers Max Rosen- field and George Salveson for "The Discoverers," the Feb. 6, Kraft Show on NBC.
Senate Group Lauds Film Content, Ads

(Continued from page 1)
special report on the impact of motion
pictures.

The violence and brutality in motion
pictures which coincided with increased behavior of this type on
the part of young people has to be
unconstrasted with a strong insistence
on the part of motion picture pro-
ducers and Code administrators to ad-
here to the principles of the Produc-
tion Code, which outlawed this type of
film content," the report today
stated. "The motion picture people
have to a greater degree than pre-
viously assumed the responsibility of
helping young children form opinions
and attitudes that will help them meet
the problems of living in our com-
plex society to the best interests of
both.

Self-Control Emphasized

"The subcommittee believes that,
in the main, the content of both mo-
tion pictures and motion picture ad-
vertising produced by members of the
production and advertising codes has
greatly improved since the initial look
at the industry's product in 1955. This
development was anticipated in the
subcommittee report, which stated
that "the industry, possessing most of
the means, can cure the most serious
ills of its voilation.""

The subcommittee reiterated an
earlier recommendation that the Mo-
tion Picture Association consider plac-
ing representatives of exhibitors and
independent film producers on the
board of appeals of the codes, and
that there be power to invoke sanc-
tions against member firms which vi-
olate code provisions.

Praises Code for Vision

The senators said they wanted to
reiterate now their previous recom-
mandations that the industry stress
its role as a "civic and informational
agency conscious of the changing
character of many social problems and
relax the Code to permit more
handling of important social matters.
They said they were pleased to note
that last December the Production
Code was liberalized to authorize dis-
cright, restrained treatment of such
social problems as narcotic addiction
and kidnapping. At the same time,
the report added, the subcommittee
was pleased to see that the Code
put increased stress on outlawing
brutality in films and that Code of-
icials are enforcing this ban more
strictly, resulting in "a considerable
reduction of this type of film content."
The report also said stressed the
power of the public to force film
makers to make desirable films, and
said the volume of mail received by
the subcommittee since its earlier re-
port "would indicate an awareness on
the part of the public of their re-
ponsibility to use their influence on
the area of film production."

The subcommittee renewed a rec-
ommendation that major studios also
producing films for TV submit these
for Production Code approval, and
said it had been notified by MPAA
that it was on the agenda for de-
cision. It again urged that professional
people from the behavioral sciences
be consulted on the production and
advertising codes.

Federal Control Seen Unnecessary

The senators said that basic to their
entire consideration of the matter was
the conviction that the motion picture
industry and other media could reg-
ulate themselves by voluntary code,
and that government control would be
unnecessary.

With respect to television, the sub-
committee report said the National
Association of Radio and Television
Broadcasters code should be revised
so that provisions on good taste "are
at least as stringent as those of the
Motion Picture Code." It said certain
type of subject matter should be
prohibited, definitions be made more
specific, and loose wording eliminated.
Not since "THE MAN WITH THE GOLDEN ARM" has the screen told so daring a story... AND THE BOOKINGS POURING IN FROM 107 KEYS IN 32 EXCHANGE AREAS PROVE IT'S GOT THAT SAME "GOLDEN" TOUCH!

TODAY - A GUY
HOOKED BY THE
DOPE HABIT!

YESTERDAY - The Idol of Millions...

THRU UA

WACH THE LAST 2 WEEKS IN MAY!

EDWARD SMALL PRESENTS

MONKEY ON MY BACK
The Story of Barney Ross

CAMERON MITCHELL, DIANNE FOSTER

DOROTHY JERVIS, JOHN RAY, DONALD WEBB, ANDRÉ DE TOOTH

DIRECTED BY ANDRÉ DE TOOTH

WRITTEN BY DONNIE MILLER, ANTHONY VOLLER AND PAUL DUDLEY
Philippines' Ban Mulled

The Motion Picture Export Association foreign managers committee will meet here today to discuss the withholding of member companies' product from the Philippines because of prohibitive restrictions.

The MPEA board, which in the past has banned export of American product to Spain and Denmark, will discuss the serving of Philippines exhibitors with a notice when the American companies will halt all shipments of films.

The Philippines has extended a three-point offer to the MPEA which would form the basis, they say, for a

(Continued on page 5)

Transparent Striping 'Not Whole Answer'

Sound engineers this week indicated that the accidental discovery of an apparent method of superimposing full track magnetic sound upon full track optical so that the optical track can still be reproduced "opens the door to a new avenue of research" rather than revolutionizes film sound reproduction.

The discovery was detailed Friday at the SMPTE convention in Washington in a paper read by George Lewin of the Army Pictoral Center. Lewin related that, using an Army 16mm

(Continued on page 5)

Hearings on Toll TV May Be Held By Commerce Committee of House

WASHINGTON, May 6—House Commerce Committee chairman Harris has written the Federal Communications Commission raising a series of questions about the Commission's powers to authorize toll TV. The Commission then decided it would not consider toll TV any further until it has talked things over with Harris. This meeting might take place late this week, after chairman McCann wades back to town.

"If the Commission can answer to my satisfaction all the questions I raised in my letter," Harris told Motion Picture Daily, "then there probably will not be any committee

DCA Seeks Exhibitor Meetings on Financing

Distributors Corp. of America is attempting to set up exhibitor meetings this month in Dallas, Philadelphia and Boston in connection with the new production financing plan which would be launched with exhibitor financing, according to Fred Schwartz, DCA president.

Schwartz reported yesterday that he is awaiting word from people in all exchange areas concerning these exhibitor meetings. He said that the program will be launched as soon as possible.

Eberstadt Commission, Discount $1,060,000

F. Eberstadt & Co., head of a group of 90 underwriters marketing the United Artists Corp. stock and debentures, has received an underwriting discount and commission of five per cent on the debentures and $1.60 per share for a total $1,060,000, according to the UA prospectus.

UA, which marketed $10,000,000 in debentures and $7,000,000 from common stock sales received in net proceeds $9,250,000 or 95 per cent of the debenture revenue and $4,600,000 or $18.40 per common share. Proceeds to selling stockholders amounted to $1,840,000, before deduction of related expenses, estimated at $106,467 for

(Continued on page 2)

Stockholders Told

Study Merger Of Cinerama's 3 Interests

Sutliff, Kupferman Infer it is 'Good Possibility'

By LESTER DINOFF

The combining of all Cinerama interests—Stanley Warner Cinerama Corp., Cinerama Productions Corp., and Cinerama, Inc., was termed a "good possibility" yesterday by Cinerama Productions president Milo J. Sutliff, and vice-president Theodore R. Kupferman.

Speaking at the annual meeting of Cinerama Productions' stockholders at the Barbizon Plaza Hotel here, Sutliff, while painting a "bullish and optimistic picture for the future," said discussions on consolidation had been going on for some time.

In reply to a question by stockholder A. H. Dillman of Bucks County, Pa., the Cinerama Productions' head

(Continued on page 4)

Decca 3-Month Earnings Reported $974,958

Consolidated net earnings of Decca Records, Inc., for the three-month period ended March 31, 1957, including the company's share of undistributed earnings of its subsidiary Universal Pictures Corp., Inc., amounted to $974,958, equal to 61 cents per share on 1,602,501 outstanding shares of capital stock, it was announced here yesterday.

In the corresponding period of 1956, Decca reported earnings of $890,444, equal to 35 cents per share on the same number of shares outstanding.

WGA Looks on Toll TV As New, Separate Field

HOLLYWOOD, May 6—When and if subscription television materializes, it will be regarded by Writers Guild of America as a new field, so far as literary material is concerned, requiring new and separate negotiations.

The National council of the WGA,

(Continued on page 5)
Eberstadt
(Continued from page 1)
the company and $18,374 for the selling stockholders.
In the prospectus, which VA amended to suit the recommendations of the Securities and Exchange Commission, the film company notes that on April 6, 1957, it had more than $2,500,000 in debentures, payable to banks $2,500,000 at 5% per cent due May 24, 1961, of which $750,000 is due at the end of 1957, $1,000,000 at six per cent due Feb. 14, 1958, and $750,000 is due a four per cent debenture note due on March 8, 1961.

In summary, indebtedness due within one year, UA discloses that $4,816,756 is due Walter E. Heller & Co., at 13 per cent per annum, $1,133,000 at six per cent to banks, and $1,314,917 at six per cent to others.

Producers also includes a list of the underwriters across the nation, and the number of common shares and principal amount of debentures each has. Euberta has $726,000 in debentures and 30,000 common shares.

Producer, Cast to Aid ‘Face in Crowd’ Drive

Key personnel involved in the production of “A Face in the Crowd,” including producer-director Elia Kazan, writer Budd Schulberg and cast members Andy Griffith, Patricia Neal, Anthony Franciosa and Lee Remick are going to participate in full-scale promotion activities in behalf of the picture’s tri-city world premiere May 28 in New York, Chicago and Los Angeles, it was announced by Warner Bros.

Griffith’s 17-city tour beginning May 13 will include TV, press and radio interviews in each of the cities. Kazan will participate in a series of telephone interviews with film editors of various newspapers throughout the country. Schulberg will engage in a series of TV, press and radio interviews, in addition to disc jockey appearances.

Howard Baskin Dies

DALLAS, May 6—Howard William Baskin, 48, Dallas motion picture producer with Intereteate Theaters, died here May 3. He started as a shipping clerk and worked for various Dallas exhibitors. He was with Interstate for the last 14 years. He is survived by his wife and a brother.

S. M. Havenor Killed

NEW ORLEANS, May 6—Sidney Mathewson Havenor, 42, film buyer for Exhibitors’ Cooperative Service, here, was also injured in an automobile accident May 2. He is survived by his wife, a son and two daughters.

B’nai B’rith Golf Fete
Slated for June 13

The sixth annual film industry golf tournament and fastest sponsored by New York’s Cinnamon Lodge of B’nai B’rith, will be held at the Vernon Hills Country Club at Tuckahoe, N. Y., on Thursday, June 13, it was announced yesterday by Herbert K. Shapiro, president of the lodge.

Shapiro said a drive will be launched to achieve a record turnout and a record number of prizes for the participants in view of the fact that there is every indication that the Cine-
ma Lodge-sponsored film industry golf tournament will be the only such event this year.

DuMont Laboratories
Directors Re-elected

CLIFTON, N. J., May 6—All direc-
tors of Allen B. DuMont Laboratories, Inc., were re-elected at a brief meet-
ing of stockholders here today. The

directors include Allen B. DuMont, chairman, and Barney Balaban, Ar-
amal G. Erpf, Thomas T. Goldsmith, Jr., Paul H. Kief-Kugler, Edward L.

bourn, David T. Schultz, Percy M. Stewart and Edwin L. Weidt.

Schultz, president of the company, in a short speech at the meeting, ex-
presed optimism that the company would show a profit this year despite losses recorded in the first quarter.

Can. Eastern Theatres
Profit Shows Increase

OTTAWA, May 6—Eastern Theatres, Ltd., has recorded a net profit for the first 13 weeks of 1957 at a higher level than in the same period of 1956. The company plans a $600,000 expenditure for 1,900 new seats in its 3,344-seat Imperial Theatre, Toronto, with installation gradual so that business will not be interrupted.

Lewis Returns Today

Roger H. Lewis, United Artists na-
tional director of advertising, publicity and exploitation, returns to New York today after a three-week tour of Europe to meet with company personnel on the new program of expanded global promotion and to confer with producers preparing films for U. A. re-

lease.

‘Joan’ Trailer Conference

A trade conference and cocktail reception will follow a screening of a series of trailers for “Saint Joan” at United Artists Thursday afternoon. George Sell, manager of National Screen Service, and Roger H. Lewis, U. A. advertising-publicity-explo-

sion director, will preside at the conference.

Philippines

(Continued from page 1)
new agreement. The MPEA has turned it down. The Philippines offer is an 80-20 split—80 per cent of the rental frozen, and 20 per cent remittable; taxes to eat up the frozen American funds, and heavy import duty on American films.

According to George Vietheer, MPEA executive, the dispute arose over tighter restrictions on the per-
centage of earnings that the compa-
nies can take out of the Philippines. About $10,000,000 of such earnings are blocked in the islands.

The MPEA board of directors will also discuss today Columbia prints.

Form Fryman Prods.

HOLLYWOOD, May 6—Red Doff.

Mike Rooney’s personal manager, has announced the formation of Fry-

man Productions, Inc., to produce in-
dependent theatrical and television films. Doff is president, Rooney’s at-
torney, Oscar R. Cummins, is vice-

president and business manager and George Gottfried secretary-treasurer.

‘Volcano’ to AB-PT

HOLLYWOOD, May 6—AB-PT Pictures producer Irving H. Levin to-
daigned a new property, “Vulcanos Melters,” to start production on June 17.
EVERYONE’S* INVITED
ROXY TOMORROW MORNING
9:15 SHARP!

If you’re interested in the future of the motion picture industry, BE THERE!

Mr. Spyros P. Skouras
President
Twentieth Century-Fox Film Corporation
invites you and party
to attend an advance showing of
the new look in motion picture achievement
"THE BIG SHOW"
Roxy Theatre, New York
Wednesday, May 8, 1957
promptly at 9:15 A.M.

THE BIG SHOW
The March of Progress of the Motion Picture Industry!
COLOR BY DELUXE
CINEMA SCOPE
**Television Today**

**MGM-TV Producing For 11 Advertisers**

Contracts totalling more than $400,000 have been completed for 11 major national advertisers for production of 45 individual TV film spots and one industrial film this summer. A production team led by "Bud" Barry, vice-president in charge of television for Loew's, Inc., has announced.

In his summary of the activities of the M-G-M-TV department, Barry said spots have been completed for Knickerbocker Beer, Helene Curtis, Maybelline, Formfit Foundations, Almend and Standard Oil. In addition, spots are now in production for Pure Oil Company and Langendorf Bread. Shooting starts next week on an industrial film being produced by the Idaho Potato Industry, said Barry.

**PASSING IN REVIEW...**

**Study Merger**

(Continued from page 1)

said that "a lot of matters will be resolved and consummated within a month, Sutliff, along with Kuperman, indicated that an agreement will be reached with Technicolor, Inc., on that company’s acquisition of the sale of foreign Cinerama rights; that the company may reach agreement on a copyright change due to the confusion and similarity with Cinerama, Inc. and that "a combination of all Cinerama interests would be a wonderful thing."

Reports Debts Reduced

Sutliff reported to stockholders that the company has reduced its debts to $200,000, and that at present it receives a minimum of $5,750 per month from Cinerama grosses, with the rest being put back into the development of product and theatres by S-W Cinerama Corp. He said that Cinerama Productions is in a "strong position and that the future holds promise," Sutliff, along with vice-president Irving Margolin, said that dividends will be paid when the company has a cash surplus fund of at least $500,000.

The Cinerama Productions head said that the company still has to earn $750,000 from the $2,500,000 negative cost of "Seven Wonders of the World"; $450,000 from "Cinerama Holiday," and $4,000 on a production titled "Seven Wonders of the World.

Kuperman stated that the company is preparing "Topolonas Cassiday" for a 1958 Cinerama film when the production rights go into effect and all debts are paid off.

Board and Officers Reelected

Stockholders reelected the present board of directors. The board reelected all officers.

Kuperman, at the start of the meeting, reported that the largest stockholder in Cinerama Production Inc. is Louis H. Mayer, who owns 1,034,000 common shares. Mayer resigned as board chairman of the company a short time ago.

**MGM-TV Producing For 11 Advertisers**

**PASSING IN REVIEW...**

Every now and then a television week comes along in which all the forces are in such perfect harmony that the whole thing is in perfect equilibrium that the only things which stand out with any degree of clarity are the cigarette commercials. Last week was such a week. It is difficult to see how the total of human achievement could possibly be altered, one way or the other, should everything that went before the camera in the past ten days suddenly be wiped from the pages of that big book where all events, cataclysmic and infinitesimal, are recorded for the ages.

It wasn’t that it was such a bad week; rather, it was just so splendidly predictable. The one exception was "Murrow — Friendly See It Now" Sunday afternoon devoted to the Puerto Rican problem. This was a thoughtful exploration of a pressing social-economic problem, presented factually and vividly to inform as well as dispel a lot of ridiculous prejudice. But this fine piece can hang among such a welter of superficial public affairs talk and dramatic cliches that even it pales besides the intensity and greater meaning of a well- filmed cigarette pitch.

Newlyweds Entertained, Hart-Style

There are, for example, those little social comedies acted out by Helen and Harry Hart, ostensibly selling Raleighs and the free loot which comes by saving Raleigh coupons. Helen and Harry are first seen entertaining a pair of vacancies newlyweds and, do they want to hear about the honeymoon? Of course not. They monop- lize the conversation by showing off their G. E. irons pans, their steam iron and their bridge-table coffee pots. In the next scene the newly-wedded husband has disappeared and Helen and Harry are still blabbing on to the bridle, now hypothesized and apparently unaware that her husband has pulled out a fast fade. What happened during the non-commercial interruption?

**Television Today**

**PASSING IN REVIEW...**

**Study Merger**

(Continued from page 1)

said that "a lot of matters will be resolved and consummated within a month, Sutliff, along with Kuperman, indicated that an agreement will be reached with Technicolor, Inc., on that company’s acquisition of the sale of foreign Cinerama rights; that the company may reach agreement on a copyright change due to the confusion and similarity with Cinerama, Inc. and that "a combination of all Cinerama interests would be a wonderful thing."

Reports Debts Reduced

Sutliff reported to stockholders that the company has reduced its debts to $200,000, and that at present it receives a minimum of $5,750 per month from Cinerama grosses, with the rest being put back into the development of product and theatres by S-W Cinerama Corp. He said that Cinerama Productions is in a "strong position and that the future holds promise," Sutliff, along with vice-president Irving Margolin, said that dividends will be paid when the company has a cash surplus fund of at least $500,000.

The Cinerama Productions head said that the company still has to earn $750,000 from the $2,500,000 negative cost of "Seven Wonders of the World"; $450,000 from "Cinerama Holiday," and $4,000 on a production titled "Seven Wonders of the World.

Kuperman stated that the company is preparing "Topolonas Cassiday" for a 1958 Cinerama film when the production rights go into effect and all debts are paid off.

Board and Officers Reelected

Stockholders reelected the present board of directors. The board reelected all officers.

Kuperman, at the start of the meeting, reported that the largest stockholder in Cinerama Production Inc. is Louis H. Mayer, who owns 1,034,000 common shares. Mayer resigned as board chairman of the company a short time ago.

**Set Deal for Korda Films on TV in U. K.**

LONDON, May 6.—On the eve of the Cinematographers Exhibitors Association annual convention at Cleenagles, Scotland, Howard Thomas, managing director of ABC Television, TV subsidiary of Associated British Picture Corp., announced last night that arrangements have been concluded with the executors of the estate of the late Sir Alexander Korda for the televising of a number of his films in the United Kingdom.

It is understood that the deal involves approximately 28 films, including such classics as "The Private Life of Henry VIII.,", "The Great Lady Hamilton.,", "The Scarlet Pimpernel.,", "The Drum.," and "The Ghost Goes West."

The films will remain in the ABC library for the present.

**Set Deal for Korda Films on TV in U. K.**

LONDON, May 6.—On the eve of the Cinematographers Exhibitors Association annual convention at Cleenagles, Scotland, Howard Thomas, managing director of ABC Television, TV subsidiary of Associated British Picture Corp., announced last night that arrangements have been concluded with the executors of the estate of the late Sir Alexander Korda for the televising of a number of his films in the United Kingdom.

It is understood that the deal involves approximately 28 films, including such classics as "The Private Life of Henry VIII.,", "The Great Lady Hamilton.,", "The Scarlet Pimpernel.,", "The Drum.," and "The Ghost Goes West."

The films will remain in the ABC library for the present.
Asks Unity

(Continued from page 1)

at the Hotel Whittier. In the evening there will be a banquet with officers and directors of national Allied as guests of honor. The convention will run through Thursday.

In his address Wednesday London will tell the delegates that the motion picture theatre has a "prosperous future—if you and I are willing to make it so." This prosperity is contingent on three basic concepts, according to the Michigan Allied head.

"First, we are alone in the cause of our current difficulties, and we alone will determine our common destiny. Vigorous, determined men and healthy industries do not succumb to competition—they thrive on it.

"See All Parts of a Whole"

"Second, production, distribution, and exhibition are interdependent parts of a whole. If one is hurt, all will suffer. Enlightened self-interest dictates that each branch of our industry be concerned with the welfare of the others.

"Third, no individual business can long prosper in a depressed industry. The box office is the foundation of the entire industry. As movie-going declines, we must all suffer. As movie-going increases, we will all gain. We must stop dissipating our remaining strength, futilely fighting amongst ourselves for the scraps of a rapidly disappearing box office."

Morning business sessions of the

Expect 18,000

(Continued from page 1)

90-minute product feature, "The Big Show."

With all showings scheduled to begin at 9:15 A.M., it will be shown at the Roxy Theatre here, and in Boston (Memorial), Philadelphia (Fox), Chicago (Oriental), San Francisco (Fox) and Westwood, Los Angeles (Village).

MT Seeks 4th Station

WASHINGTON, May 6—Malco Theatres of Memphis has applied for a UHF television station in Oklahoma City. This is its fourth UHF application in recent weeks.

The convention on Wednesday will be devoted to film delivery rates, taxes on air-conditioning, daylight saving time, taxes on advertising, arbitration and reallignment with COMPO. In addition Floyd Soll will speak on "attracting box office dollars."

After Wednesday a report on the national Allied board meeting of today will be presented. In the afternoon J. W. Services will speak on the cable theatre and televisions. At 7:30 P.M. a "Hollywood party" will be held in the Casino Room of the Hotel Sheraton Cadillac.

Thursday activities will include a closed business meeting with election of directors in the morning and, in the afternoon, a speech by Albert E. Snaider and a clinic for small town and drive-in theatres.

Tuesday, May 7, 1957

MOTION PICTURE DAILY

REVIEWS:

The Way to the Gold

20th Century-Fox—CinemaScope

HOLLYWOOD, May 6

JEFFREY HUNTER. A Top Ten winner in Quigley Publications' latest Stars-of-Tomorrow poll of exhibitors, plays the central character in this curious melodrama which combines crime and rustic comedy in the telling of a story by Wilbur Daniel Steele about an ex-con's search for hidden gold. The story, published as a novel, is of the O. Henry kind, with trick ending. The combining of crime and comedy, although often used to the benefit of each in the past, does not come off as well as usual, perhaps primarily because the rural characters, who are the heavies, are performed in the Kettle Family tradition and given Kettle-type things to do and say. There is an admixture of romance, too, pairing Hunter and Sheree North, but there are no major complications in it. By and large, the film runs out its 95 minutes in ordinarily interesting fashion.

The players performing the small town characters who supply both the menace and the amusement in the picture are such dependables as Walter Brennan, seen briefly as an addled octogenarian, Ruth Donnelly, as the beer-guzzling mother of Neville Brand, dim-witted brother of Jacques Aubudon, small town idler and low voltage crook. They do their jobs well, as usual, but the casting wastes their talents. Barry Sullivan, as the local sheriff, fares better, but has little to do.

The story has Hunter coming out of the penitentiary with memorized directions, given him by a dying cell-mate, for locating $250,000 worth of gold stolen in a train hold-up 35 years ago. When he gets to Glendale, Ariz., near where the gold is hidden, he finds a local family, descendants of an outlaw slain in the hold-up, waiting for him and determined to follow him to the hiding place and take what they consider their fair share of the gold. The rest of the picture is taken up with events related to that situation, and the story ends with discovery that the building of Hoover Dam has backed up 200 feet of water over the hiding place. Nobody gets gold. Nobody gets killed. Hunter gets North and resolves to live an honest life henceforth.

The production is by David Weisbart, with direction by Robert D. Webb, and the screenplay is by Wendell Meyers.

Running time, 95 minutes. General classification. Release, in May.

WILLIAM R. WEAVER

WGA, Toll TV

(Continued from page 1)

which met here at the weekend, announced this decision today.

Eric Barnouw, retiring president of WGA East, was elected national chairman of WGA for a two-year term, succeeding F. Hugh Herbert.

In a move intended to provide for writers greater control over their material, the national council approved a proposal for "Rights Organization" as a subsidiary to the guild similar to the Songwriters Protective Association.

NO "SIDE SEAT SQUINT" WITH THIS "ALL-THERE" SCREEN

TRANSPARENT STRIPING

Lenticular Screen

"the screen of optical precision"

Write today for booklet

L. E. CARPENTER & COMPANY
VICTRA-LITE DIVISION
Empire State Building New York 1, N.Y.

IN CANADA: General Theater Supply Co., Ltd. Toronto

THE BIG ONE

are advertised in LIFE

Hecht, Hill and Lancaster present
"SWEET SMELL OF SUCCESS"

Released through United Artists

... in LIFE's May 13th issue.

ADVERTISED IN LIFE

IN MOVIE SELLING
UA MAKES THE BIGGEST PRODUCTION NEWS

NUMBER 49 IN A SERIES OF IMPORTANT ANNOUNCEMENTS

with the industry's biggest talents...

OTTO PREMINGER

Bernard Shaw's SAINT JOAN

Economic Health
See Mortgage Loans an Aid To 'Comeback'

New TOA Letter to Barnes Asks Meet on SBA Revision

By LESTER DINOFF

Mortgage loans to theatres would assist the motion picture industry in a "quick comeback to economic health," Theatre Owners of America states in a letter to the Small Business Administration, which asks for a meeting with administrator Wendell B. Barnes to clarify its petition for a revision in the SBA regulations regarding mortgage loans.

TOA headquarters here yesterday released the text of the letter to Barnes, which was written by its committee chairman Philip F. Harling.

The exhibitor action was forecast in Morris Picture Daily last Thursday.

(Continued on page 3)

Charles Picquet Dies; Was N. C. Exhibitor

Charles Picquet, veteran North Carolina exhibitor and for many years president of the Theatre Owners of North and South Carolina, is dead of a heart attack. He was his 81st year.

For many years Picquet operated a theatre in Pinehurst, North Carolina, and also in the adjoining town of Southern Pines. He closed the Pinehurst theatre three years ago and since had been ill. (Continued on page 3)

Industry to See 20th-Fox 'Big Show' Feature Today

One of the showmanship events of the year takes place here this morning at New York's Roxy Theatre as 20th Century-Fox unveils its CinemaScope product feature, "The Big Show," to a large gathering of exhibitors, stockholders, press, radio and TV representatives, industrial leaders, and prominent community opinion-makers.

"The Big Show" outlines the film company's expanded release schedule of more than 55 attractions in a 12-month period, which is described as "the largest number of motion pictures from one company in almost 20 years."

The product feature will present a multi-million-dollar program initiated by 20th Century-Fox to provide audiences with a continuous flow of top quality entertainment adapted from famous story properties and brought to the screen by a brilliant array of production and star talent.

Syppx P. Skouras, 20th Century. (Continued on page 4)

41 Showings Slated Of 20th-Fox Feature

The world premiere presentation today of 20th Century-Fox's "The Big Show" at New York's Roxy Theatre signals the start of 41 showings of the CinemaScope product feature in major U.S. and Canadian cities during May. More than 150,000 exhibitors, stockholders, press, radio and TV. (Continued on page 4)

Halting of Films to P.I. In Hands of Hochstetter

The board of directors of the Motion Picture Export Association has decided to permit its Asian representative, Leo Hochstetter, to act upon the decision by the Association to serve a 90-day notice on the government of the Philippines Islands regarding the halting of U. S. product to that area. Hochstetter can serve this notice at his own convenience.

The MPAA board also expressed a (Continued on page 20)

Chance for Minimum Wage Extension Considered Unlikely This Session

By J. A. OTTEN

WASHINGTON, May 7—A Senate labor subcommittee today backed the full committee without recommendation a bill that would extend Federal minimum wage coverage to theatres and theatre chains with $1,000,000 or more of annual sales.

The bill is sponsored by Subcommittee Chairman Kennedy (D., Mass.) There was no indication of when the full committee might take it up.

There has been a feeling on Capitol Hill that it is less and less likely that this session of Congress will enact minimum wage extension legislation, and today's action seemed in line with this feeling.

Theatres are now exempt from the minimum wage law, and exhibitor officials have urged Congress to maintain that exemption.

Coverage of theatres is not speci- (Continued on page 3)

COMPO reports:

Drop Theatre Taxes in 19 More Cities

Local governments in 19 more communities have repealed admission taxes and eight others have reduced their rates since COMPO published its report on taxes a few weeks ago. Robert W. Coyne, COMPO special counsel, announced yesterday. In addition the state of Texas has raised from 80 cents to $1 the exemption on admissions from the state admission tax, it was stated.

"All these changes were brought about," Coyne said, "through the (Continued on page 3)

See Approval This Week Of Anti-Merger Bill

WASHINGTON, May 7—The full House Judiciary Committee is expected to approve shortly, possibly this week, a bill to require large firms to give the government advance notice of any merger or acquisition plans.

The bill would apply where the (Continued on page 3)

In Today's Issue

C. V. WHITNEY, president of C. V. Whitney Pictures Corp., will leave the Coast tomorrow for New York.

Howard Dietz, vice-president of M-G-M, and Mrs. Dietz will leave here for Europe today aboard the "Queen Mary."

James R. Veld, United Artists general sales manager, returned to New York yesterday from the Coast.

Robert S. Benjamin, chairman of the Board of United Artists, is in Hollywood from New York.

Leon Roth, United Artists West Coast publicity coordinator, will arrive in New York on Friday from Hollywood.

Allen M. Widom, motion picture editor of "The Times," Hartford, is in Los Angeles from here.

William Powell, former New England exhibitor, has taken over from Mrs. Belle Dow the No. 1 Drive-In Theatre, Daytona Beach, Fla.

Dave Biederman, producer of cartoon films, has arrived in New York from Beverly Hills, Cal.

Oscar Homolka and his wife, Joan Tetzel, will leave New York today for England aboard the "Queen Mary."

Carole Meltzer, actress - singer, will be married here on May 19 to Louis Margot, of the promotion department, MCA-TV, Ltd.

Mrs. John Harwell, wife of the buyer for Martin Theatres, Columbus, Ga., has entered Atlanta Hospital for surgery.

Edwin F. Zarek, president of Bel-Air Productions, will leave Los Angeles next Monday for Europe.

Jason Carroll, of Garnet-Carlott Theatres, Australia, has arrived in New York from London via B.O.A.C.

N. Y. Para. Books "Love"

Billy Wilder's "Love in the Afternoon," an Allied Artists production starring Cary Cooper, Andrey Hepburn and Maurice Chevalier, will have its New York premiere at the Paramount Theatre late this summer.

STOP

The meetings of American Broadcasting-Paramount Theatres in Chicago tomorrow and Friday on the company's current and future production plans underline the fact that the Leonard Goldenson company had the courage and determination to do more talk about the product shortage and methods of relieving it. AB-PT formed a production subsidiary, put up its money and started the cameras rolling on pictures that would not otherwise have been made. It was a move in the company's intention to try to solve the shortage unaided. All that it is attempting is setting the example that will encourage other companies to go and do likewise and, should enough of them follow suit, the shortage soon will be a thing of the past. . . . There is no telling how much influence AB-PT's action may have had but, since its production plan was launched, several companies have other production inclusion contracts would soon be following. . . . The job that Joe Vogel has done and continues doing at Loew's is the talk of the industry and of important financial circles. The feeling is that he has the company over the toughest hurdles and that a smoother course lies ahead, providing no serious interference develops to divert him from the course he's pursuing. . . . Predictions are the revisions for which he is responsible but he should result in dollar levels with a resultant beneficial effect on earnings due to be evidenced in the near future.

Sam Pinanski, head of American Theatres of Boston and member of the board of John Hancock Mutual Life Insurance Co. and many other organizations, has been invited to join the board of Fred Schwartz's Distributors Corp. of America to lend a hand with the New York exhibitors' plan to help relieve the product shortage by providing financing for at least 16 additional productions from DCA . . . Pinanski, who has accepted the invitation, brings to the post not only his well known administrative and financial abilities but also his experience, disappointing though it was, with the Theatre Owners of America's Exhibitors Film Finance Group . . . As hot as Mike Todd's "Around the World in 80 Days" has been at the boxoffice since its opening here last fall, it nevertheless benefited markedly from its winning of the Academy's Best Picture Award in March. It took an added spurred then, hasn't slackened off since. The Award can be conservatively said to have added well over an extra million to the picture's earnings.

Testimonial Dinner to Honor Nizer June 9

A testimonial dinner in honor of Louis Nizer, theatrical counsel, was held June 9 at the Hotel Sheraton, Asu. The Charles H. Silver, president of the New York City Bar of Education and trustee of Yeshiva University, has been named chairman of the dinner, which will benefit university's scholarship fund.

Ted Rosenblatt, R. I. Exhibitor, Dies at 50

BOSTON, May 7--Ted Rosenblatt, 50, Rhode Island exhibitor, died as this noon while visiting the offices of Allied Theatres Co. buyers and bookers for his Community Theatres, Centerville. In addition, he was also a partner with Morris S. Sander in the Route 44 Drive-In, Smithfield, R. I. Rosenblatt, who over many years in the Independent Exhibitors, Inc. of New England, he was a director of the organization and president of Drive-In Theatre Association of New England, a subsidiary of IRENE, is survived by his widow, Fanny B. Rosenblatt, two sons, Harvey, 23, and Robert, 18, and a daughter, Carol. Funeral arrangements are not completed.

Universal Dividend

The board of directors of Universal Pictures Co., Inc. has declared a quarterly dividend of $1.0625 per share on the 45 per cent preferred stock of the company. The dividend is payable June 1, 1957, stockholders of record on May 17.
See Mortgage Loans an Aid to ‘Comeback’

(Continued from page 1) following the disclosure that the SBA had rejected the initial petition.

Harling, in the TOA reply, states that the "very purpose of the petition was to seek legislative changes which would enable the SBA to consider mortgage loan applications from the theatre industry without the restrictive provisions as now exist. Private financing, insofar as it applies to the theatre industry, is not and has not been available to it since 1930. The largest insurance companies in the world have not made any theatre loans for the past seven years, nor have they even considered recasting any loans upon which the amortization, in some cases, runs as high as 30 per cent per year. This same policy has been adopted by the leading savings banks in all of the large cities in the U.S.

“For the past 50 years all financing of theatre property has been done privately and the method of investigating, ‘credit, risk’ and the ability to repay were and still are based upon a number of factors," Harling said. He adds that they are the ‘property involved, the management controlling or handling the property, the length of the time engaged in business, the experience and character of the person, the ability to pay its current bills, its standing with the leading community bank, its record of purchases and sales in connection with the maintenance and operation of the property, the location and size of the physical property, and its adaptation to proper use."

Calls It a ‘Service Industry’

Pointing out that the motion picture industry is a service industry and that its stock in trade is film and that it carries no merchandise inventory having a specific cost basis, and that its ability to attract business must come from publicity, advertising and exploitation, Harling tells Barnes that “in the interest of clarification and for the purpose of presenting our position which we hope will indicate good credit risk and ability to repay, it would be desirable to hold a meeting to get these matters squared away.

Sure of Governmental Interest

“We are certain the government is interested in all industry and while it took us some time to fall within the jurisdiction of the Small Business Administration, an open mind and proper approach should convince the Administration of the soundness of our case," Harling concluded.

The meeting between the TOA and Barnes was requested additionally at the earliest possible time.

Merger Bill

Samuel Engel Reelected Producers Guild Head

HOLLYWOOD, May 7.—The Screen Producers Guild last night reelected Samuel G. Engel to the presidency for a consecutive third term, Walter Mirisch was elected first vice-president, Lawrene Weingarten second, Dick Powell third, Frank McCarthy secretary, Pandro S. Berman treasurer, Hal Bartlett assistant treasurer and William Self second assistant.

SPG membership mounted to 187 during past year, or approximately 98 per cent of nation’s producers.

MPIC Will Aid Schools’ ‘Appreciation Courses’

HOLLYWOOD, May 7.—An eight-man panel representing the Motion Picture Industry Council on Saturday visited the teachers of Los Angeles junior and senior high schools as the first step toward integrating motion picture appreciation courses in the city schools.

The meeting, to be chairmanned by Kenneth Maegowan, head of the dramatic arts department at U.C.L.A. and held in the auditorium of the city board of education, will be addressed by producer Jerry Wald, writer Jesse Lasky, Jr., director Delmer Daves, actor Leon Ames, film editor Leon Barsia, cinematographer Hal Mohr, music director Elmer Bernstein, and art director Hildard Brown.

Mini mum Pay

(Continued from page 1) finally mentioned the Kennedy bill, but committee officials said theaters were to be included with other large retail and service outlets and that there was no doubt that the bill would be introduced and eventually put to a vote. The Kennedy committee had been expected to be in Washington, D.C., for the week and although the chance of a special session was still remote, the law was brought to the fore.

Charles Piquet Dies

(Continued from page 1) concentrating on the Southern Pines operation.

Piquet had had long experience in show business. For many years he was an advertising man and company manager with road attractions. He entered exhibition in the early days and although in a small operation he established a reputation for a high standard of presentation. He was one of the founders of the Motion Picture Theatre Owners of America, predecessor of the TOA, and was a long-time board member of that organization.

He is survived by his wife and a nephew who had been associated with him in the Southern Pines theatre. He was one of the most widely known and respected theatre men in the south and had a wide acquaintanceship with film company executives.

Miss McDonald Dies

Funeral services will be held tomorrow in Dunmore, Pa., for Miss Mildred McDonald, owner of the Riverside Theatre, who died on Monday. She worked first in various theatres and was later a home office secretary.
**Fox Stages “Big Show” For Product**

(Continued from page 1)

Fox's president who is celebrating his fifteenth anniversary as head of the company, heads a group of top production, sales and promotion executives who appear in the film. They describe the company's massive program aimed at a revival of motion picture patronage and the maintenance of the motion picture theatre and its prosperity.

Other executives appearing in “The Big Show,” in addition to Skouras, who will deliver the introductory remarks, are executive producer Buddy Adler who will outline the company’s forthcoming production schedule, vice-president Charles Einfeld who will describe 20th’s extensive merchandising program to implement these 55 productions, and general sales manager Alex Harrison who will advise exhibitors of the company's forward-moving distribution plans.

**Silvester to Appear**

Murray Silverstone, president of 20th-Century-Fox International and Inter-America corporations, appears in the special international version of “The Big Show” being prepared for presentation in every major world city.

Today’s presentation also will feature highlight scenes from all 20th-Century-Fox attractions either completed or in various stages of production. The creative production talent who are making these pictures will personally describe their forthcoming projects.

**19 Producers Featured**


**Top Attractions Described**

Among the attractions represented in “The Big Show” are “Heaven Knows, Mr. Allison,” starring Deborah Kerr and Robert Mitchum; “Boy on a Dolphin,” the first American motion picture filmed in Greece, starring Alan Ladd, Clifton Webb and Sophia Loren; “The Man from Portland Road,” starring Don DeFore and Martha Raye; “The Wayward Bus,” starring Don DeFore and Joan (Continued on page 17)

**The Cast of Executives**

Spylors Skouras \(\) Buddy Adler \(\) Charles Einfeld \(\) Alex Harrison

**Darryl Zanuck \(\) Jerry Wald \(\) David Selznick \(\) Henry Ginsberg**

Headed by president Spylors F. Skouras, the 20th Century-Fox “The Big Show” product feature is no mere compilation of sequences from important product. Each of the responsible executives in production, distribution and advertising-publicity introduce the product and outline the company's plans. Above are a few of the members of the cast.

---

**EDITORIAL**

A Stroke of Showmanship

_by Sherwin Kane_

**FIRST** in a series of 41 screenings of 20th Century-Fox’s CinemaScope product feature “The Big Show” are being held today at the Roxy Theatre here and in comparable theatres in five other key cities. The company has invited more than 18,000 exhibitors, stockholders, press representatives, radio and TV editors and reporters, leaders of industry and important community opinion makers to attend today's six screenings.

With the completion of screenings several days hence in 35 other key cities of this country and Canada, a substantial cross-section of those who feed information to the nation’s communications media, and of opinion moulders of this hemisphere, will be in possession of some attractively presented, interesting information about 20th-Fox’s production schedule of more than 55 pictures for the next 12 months.

These hemispheric screenings of “The Big Show” are examples of the type of promotional possibilities that are ever at hand for the alert and resourceful showman. The production of this special feature length film, which gives 20th-Fox studio and home office executives a stage on which to talk about and offer samples of a beguiling variety of entertainment, is in itself something to start those who see it talking about the movies. Twentieth-Fox has seen to it that those who see it are they who will have the largest audiences when they do their talking.

There is nothing the industry needs more than the reawakened interest of the public. When people cease talking and thinking about pictures, exhibitors will be in business no longer. In furnishing those who talk to large segments of the public, over the air or through the printed word, with information concerning new motion pictures, 20th-Fox has seized upon an effective method of getting people to think and talk about pictures, people who may not have done so for long, or who may do so only infrequently.

It is another of those showmanly gestures for which the Spylors Skouras company is noted, and one worthy of emulation by others who have reason to be proud of the new entertainment which their studios have ready or in production.

A spring tonic administered now, it well may prove insurance for the health of customers and companies alike the year round.

**Set Dates on Product Shot**

(Continued from page 1)

representatives, and prominent community opinion makers are expected to attend the showings.

In addition to the Roxy show this morning, “The Big Show” is being presented to similar gatherings in Boston (Memorial), Chicago (Oriental, Philadelphia (Fox), San Francisco (Fox), and Los Angeles (Wood Village). The Roxy will have a second showing tomorrow at 9:30 A.M.

All Showings at 9:45

With all showings beginning at 9:45 A.M., the remaining schedule for "The Big Show" includes: May 9, N. Y. (Haven Poli, Cincinnati (Albo), Washington (Capitol), Porth (Fox); 10 Albany (Palace) Cleve land (Hippodrome) Memphis (Mo.), Seattle (5th Avenue); 12, Toronto (University), Buffalo, Det troit (Fox), Atlanta (Fox), Salt Lake City (Villa); 14, Pittsburgh (Harris), Madison, Wis. (Sherwood), Jackson (Florida), Denver (Centre); 15, Winnipeg (Capitol), Indianapolis (Ina), Minneapolis (Radio City), Charlotte (Carol), Omaha (Pheum).

Wind-up on May 24

May 16, St. Louis (St. Louis), D. Moines (Des Moines), New Orleans (Saenger); 17, Calgary (Uptown, Kansas City (Uptown), Hausst (Met); 20, Dallas (Dallas); 21, Vancouver (Capitol), Oklahoma City (Cinerama); 23, Montreal (Cinex); 24, St. John (Paramount).

**Sell One, Reopen Four**

In North Central Area

_Special to THE DAILY_

MINNEAPOLIS, May 7—M. C. Cooper, veteran exhibitor of this area who has sold his Fox Theatre, Gran Parks, N. D., to E. B. Rolin’s Weisburch circuit and will retire to California. The acquisition brings Weisburch’s worthiness to 11 convention theatres and nine drive-ins in Minnesota and the Dakotas.

Elsewhere in the territory, four theaters closed for some time have an announced plans to reopen. They are: Leon Kalmen’s Met, Melvin’s, W. Irl Jeffries’ Siren, Siren, Wis.; Cec Chabonneau’s Ellsworth, Ellsworth, Wis.; and the Trojan, Rushford, Minn.

**Ohio Vandal Bill Filed**

COLUMBUS, O., May 7—Parent of children who commit acts of vandalism in theatres and other public places would be financially responsible up to $300 under the terms of a new bill recommended by the judiciary committee of the Ohio House of Representatives.

The bill now goes to a conference committee.
in honor of
SPYROS P. SKOURAS
celebrating
15 years of
achievement

go forward
with 20th!

with the
greatest array
of talent
and properties
in our
entire history!
GO FORWARD WITH 20th!

the most of
the best stars
in 20th's entire history!

JAYNE
MANSFIELD
IS AT 20th! for
"The Girl Can't Help It"
"The Wayward Bus"
"Will Success Spoil Rock Hunter?"
"Kiss Them For Me"

WILLIAM
HOLDEN
IS COMING TO 20th for an important production!

HARRY
BELAFONTE
IS AT 20th! for
"Island In The Sun"

Buddy Adler is AT 20th!
for "Anastasia"
"A Hatful Of Rain"
"Heaven Knows, Mr. Allison"

Charles Brackett is AT 20th!
for "The Wayward Bus"
"Ten North Frederick"

Nunnally Johnson is AT 20th!
for "Oh, Men! Oh, Women!"
"The Three Faces of Eve"

GO FORWARD WITH 20th!

the most of the best producers
in 20th's entire history!
INGRID BERGMAN IS AT 20th! in "Anastasia"

PAT BOONE IS AT 20th! for "Bernardine" "Home In Indiana"

MEL FERRER IS AT 20th! for "The Sun Also Rises"

ROBERT STACK IS COMING TO 20th for an important production!

DEBORAH KERR IS AT 20th! for "Heaven Knows, Mr. Allison" "An Affair To Remember"

CARY GRANT IS AT 20th! for "An Affair To Remember" "Kiss Them For Me"

ROCK HUDSON IS AT 20th! for "A Farewell To Arms" and others

YUL BRYNNER IS AT 20th! in "Anastasia"

ROBERT WAGNER IS AT 20th! in "The True Story Of Jesse James"

NAT 'KING' COLE IS AT 20th! for "China Gate"

DARRYL F. ZANUCK PRODUCTIONS, INC. IS AT 20th! for "Island In the Sun" "The Sun Also Rises" and others

EUGENE FRENKE IS AT 20th! for "Heaven Knows, Mr. Allison"

SAMUEL G. ENGEL IS AT 20th! for "Boy On A Dolphin" "Bernardine"

HENRY EPHRON IS AT 20th! for "Desk Set" "A Certain Smile"

AL LICHTMAN IS AT 20th! for "The Young Lions"
**Will Success Spoil Rock Hunter?**
Screenplay by FRANK TASHLIN
From the play by GEORGE AXELROD

**The Bravados**
Screenplay by JOHN O'HARA
From the book by FRANK O'ROURKE

**SUSAN HAYWARD**
IS COMING TO 20th for an important production!

**JOHN WAYNE**
IS COMING TO 20th for an important production!

**SPENCER TRACY**
IS AT 20th! for "Desk Set"
"Ten North Frederick"

**DON MURRAY**
IS AT 20th! for "A Hatful Of Rain"
"The Hell-Bent Kid"

**JOAN FONTAINE**
IS AT 20th! for "Island In The Sun"

**RICHARD BRENN**
IS AT 20th! for "Stopover Japan"

**BARRY SULLIVAN**
IS AT 20th! for "The Way To The Gold"

**JOHN WAYNE**
IS COMING TO 20th for an important production!

**DAN DAILY**
IS AT 20th! for "Oh, Men! Oh, Women!"
"The Wayward Bus"

**RICHARD BREEN**
IS AT 20th!

**VITTORIO DE SICA**
IS AT 20th! for "A Farewell To Arms"

**NICHOLAS RAY**
IS AT 20th!
for "The True Story Of Jesse James"

**MARTIN RITT**
IS AT 20th!
for "Down Payment"

**ALLAN DWAN**
IS AT 20th!
for "The River's Edge"

**NICHOLAS RAY**
IS AT 20th!
for "The True Story Of Jesse James"

**GO FORWARD WITH 20th!**
the most of the best stars
in 20th's entire history!

GO FORWARD WITH 20th!

the most
of the best producers
in 20th's entire history!
GO FORWARD WITH 20th!

the most of the best properties
in 20th's entire history!

BOY ON A DOLPHIN
Screenplay by IVAN MOFFAT and DWIGHT TAYLOR
From the book by DAVID DIVINE

HEAVEN KNOWS, MR. ALLISON
Screenplay by JOHN HUSTON and JOHNNY LEE MARRIN
From the book by CHARLES SHAW

THE DIARY OF ANNE FRANK
Screenplay by ALBERT HACKETT and FRANCES GOODRICH
From the book by ALICE WIESSLER

PEYTON PLACE
Screenplay by JOHN MICHAEL HAYES
From the book by GRACE METALIOUS

ANASTASIA
Screenplay by ARTHUR LAURENTS
From the play by GRACE METALIOUS

CHINA GATE
Written for the screen by SAMUEL FULLER

ISLAND IN THE SUN
Screenplay by ALFRED HAYES
From the book by ALEC WAUGH

HERBERT B. SWOPE, JR. IS AT 20th!
for "The Three Faces Of Eve"

TONY RANDALL IS AT 20th!
for "Oh, Men! Or Women!"
WILL SUCCESS SPOIL RUTH HUNTER?"
"Down Payment"

FRANCIOSA IS AT 20th!
for "A Hatful Of Pain"

GUY BOGAUS IS AT 20th!
for "The River's Edge"

WILLIAM HEPBURN IS AT 20th!
for "Desk Set"

BUDDY PETER IS COMING TO 20th for an important production!

JEFFREY HUNTER IS AT 20th!
for "The True Story Of Jesse James"
"The Way To The Gold"
"Down Payment"

BENEDICT BOGAUS IS AT 20th!
for "The Three Faces Of Eve"

HERBERT BOGAUS IS AT 20th!
for "The River's Edge"
Dear Friends:

This is a year of achievement for us at 20th Century-Fox. This is our way of paying tribute to the leadership and inspiration of Spyros P. Skouras.

In his words, we haven’t the time to stand still. That is what inspires us to Go Forward With 20th, resulting this year in 55 of the biggest and best pictures in our entire history, including the blockbuster talent and properties outlined here and 25 other exceptional showmanship pictures.

On behalf of the 20th Century-Fox organization I want to thank the exhibitors, the press and our friends throughout the entertainment world for their spontaneous response and enthusiasm in joining us during this period of celebration.

Now we rededicate our efforts to produce the most of the best pictures, to promote them with every technique and skill at our command, and to deal fairly with our customers and our public.

In this way we will truly fulfill the goal set for us by our President in this year of destiny.

Sincerely,

ALEX HARRISON
General Sales Manager
Big Promotions to Pre-Sell 55 Fox Films

Einfeld Outlines Campaigns Which Will Include Magazine Ads, Publicity Stunts, Songs, Junkets, Saturations, Radio, TV

An elaborate program incorporating advertising techniques will be utilized to merchandise 20th Century-Fox's expanded release schedule of 55 productions which are outlined in today's presentation of "The Big Show," according to Charles Einfeld, vice-president.

The film company executive maintains that every technique will be used to pre-sell these 55 productions, including magazine advertising, billboards, publicity stunts, songs, junkets, saturations, point-of-sale newspaper advertising, radio, television and every other manner possible to alert the maximum number of people prior to release date.

Indicative of new promotional policies being instituted is a four-month advance campaign on "Three Faces of Eve," the psychological drama of a woman possessing three distinct personalities, written for the screen, directed and produced by Nunnally Johnson.

Publishing Tie-In

An early summer release which introduces Joanne Woodward, the company's "two million dollar bet for stardom" in the title role, the film's campaign was launched with a massive drive set with McGraw-Hill, publishers of the true-life story on which the film is based. The actual publications date coincided with the start of filming and signalled the start of a vast simultaneous film-book publicity campaign.

The two-pronged drive, facets of which will include national newspaper advertising, magazine, wire service and Miss America and Miss Universe, interviews with authors of psychiatric case studies, a cross-country tour by Nunnally Johnson and Joanne Woodward, plus related newspaper, TV and radio promotion, will create tremendous interest in this attraction.

On Darryl F. Zanuck's "Island in the Sun" a top-budgeted picture filmed on location in the exotic British West Indies, a vast magazine campaign has been mapped. Covers and multiple-page layouts on the principals of the production will appear virtually in every major publication during the next three months.

Belafonte Recording

"Island in the Sun" also will get tremendous pre-selling value from Harry Belafonte's RCA Victor recording of the title song. The record, now in national release, is a Calypso number and was released with an intensive campaign aimed at the nation's disk jockeys and tie-in promotions for the film. Actor Belafonte is a RCA Victor's dealers across the country.

"Boy on a Dolphin," the company's Editor attraction, was given a nine-day simultaneous world premiere for the benefit of the American Colleges in Greece, locale of the drama. The premiere was supported by leading civic, governmental and social leaders in each city. A massive music campaign is also in progress involving the title song which has been recorded by Julie London (Liberty), Sophia Loren (singing the original Greek version on RCA Victor), Felicia Sanders (Mercury) and George Gates (Coral).

Television is also playing a major part in giving "Boy on a Dolphin" a national sendoff. Ed Sullivan's Sunday night TV variety hour twice showed scenes from the picture to its 45 million viewers.

Another vast pre-selling job will be done on "Bernardine" via star Pat Boone's hit Dot recording of the title song which Johnny Mercer has written. A national music promotion with disk jockeys and extensive newspaper, wire service and magazine stories on the young singer will launch the picture for early summer release. Boone is also visiting over 25 U.S. and Canadian cities on a cross-continent personal appearance and concert tour during which he will promote the picture.

"Seafive" Being Pre-Sold

"Seafive," an unusual story of a nun and three men cast adrift in the Pacific during World War II, will be pre-sold with a dramatic publicity and advertising campaign in leading Catholic periodicals. "A Certain Smile," Francois Sagat's best-selling novel, is generating interest via the publicity coverage surrounding the international talent hunt for a newcomer to play the leading role.

Nat "King" Cole's hit Capitol recording of the title song he introduces in "China Gate" is creating national interest in the Samuel Fuller production. Fuller and Cole will head a delegation of Hollywood stars at the world premiere of the adventure drama today at San Francisco's Fox Theatre. Also in attendance will be numerous foreign consul-generals, state, civic, and social leaders.

Much Attention to Later Product


Big Show'

(Continued from page 4)


Two from Wald

Also Jerry Wald's "Peyton Place," "Kiss Them For Me," "Two From Wald," "Kiss Them For Me," starring Cary Grant and Jayne Mansfield; and David O. Selznick's "A Farewell to Arms," starring Jennifer Jones and Richard Burton.
THE BIG SHOW—20th-Fox Feature

THE 43 production shown or mentioned in the 20th-Fox 90 minute product feature unveiled to the trade this morning at the Roxy theatre are represented here by these 12 stills. They are presented here not necessarily in the order of appearance or of importance. Together with the executives and producers, headed by Spyros F. Skouras, who introduce the product in the feature, they constitute the cast of characters in this most unusual merchandising project.

BERNARDINE with Pat Boone, current favorite of the teen-agers, and Janet Gaynor, who returns to the screen in this Broadway play.

THE WAYWARD BUS stars Dan Dailey and Jayne Mansfield, above, with Joan Collins.

DESK SET starring Spencer Tracy and Katharine Hepburn, above, with Joan Blondell and Gig Young. Walter Lang directed and Henry Ephron produced.

ISLAND IN THE SUN with Dorothy Dandridge, Stephen Boyd and Joan Collins, above, as well as James Mason, Joan Fontaine and Harry Belafonte. Darryl F. Zanuck produced.

A HATFUL OF RAIN with Don Murray, Anthony Franciosa and Lloyd Nolan, above, is a screen adaptation of the Broadway play based on the drug addiction theme.

THE SUN ALSO RISES with Errol Flynn and Ava Gardner, above, as well as Tyrone Power, Mel Ferrer and Eddie Albert, is based on the Ernest Hemingway story.
Featuring Product

AN AFFAIR TO REMEMBER, starring Cary Grant and Deborah Kerr, above, is Jerry Wald's first picture for Fox release and is directed by Leo McCarey.

SEAWIFE, starring Richard Burton and Joan Collins, above, and introducing a new star, Cy Grant, is an Andre Hokim production.

WILL SUCCESS SPOIL ROCK HUNTER? Joan Blondell, Jayne Mansfield and Tony Randall, above, star in this adaptation of the Broadway hit, directed by Frank Tashlin.

THE THREE FACES OF EVE will introduce Joanne Woodward, above, co-starring with David Wayne and Lee J. Cobb. Produced, written and directed by Nunnally Johnson.

THE WAY TO THE GOLD with Neville Brand, Jeffrey Hunter, Sheree North and Jack Aubuchon, above, along with Barry Sullivan and Walter Brennan.

CHINA GATE with Nat "King" Cole and Gene Barry, above, is a Samuel Fuller production which stars the famous singer in his first dramatic role.
**RCA Record**

(Continued from page 1) annual meeting of the RCA stockholders.

General Sarnoff said that in the record-breaking 1957 first quarter sales of RCA products and services amounted to $205,773,000, an increase of $20,925,000 or eight per cent over the first three months of 1956. Profits before taxes were $25,541,000, an increase of $14,600 over the same period last year. Net profits after taxes amounted to $12,810,000, an increase of $83,000.

Earnings per common share for the first 1957 quarter were 87 cents, compared with 83 cents for the first 1956 quarter.

General Sarnoff told stockholders that the “black-and-white television has passed its first decade with outstanding success as a great new service and profitable venture.” While the volume of units sold remains high, he said, the profit margins on black-and-white sets are now lowered. He added, “however, there is nothing wrong with the

**Halting of Films**

(Continued from page 1) hope for a settlement of the tax and remittance problems for the Philippines without the necessity of closing theatres there. These theatres currently show films of which 90 per cent are produced in the U. S.

The television industry today cannot be cured by color,” Progress will continue to be made in this direction and “in our view, it offers the best prospects for improving earnings in the film industry of the future.”

Speaking of NBC, wholly-owned RCA subsidiary, General Sarnoff said that it had achieved an all-time record for the year in gross income and net profits, “Assuming we continue to present progress, the possibilities seem limitless for the future of television. International television—live and in color—is one of our goals above all and I am confident that NBC will reach that goal in a position of leadership.”

**RCA Record**

Wednesday, May 8, 1957

**Television Today**

*B*ig Record’ Slated For CBS Bow in Sept.

By Pinky Herman

**Who’s Where**

“A FULL-HOUR color film, portraying the activities of American doctors all over the Globe, will be produced for the Smith Kline & French program, “The March of Medicine,” under the personal supervision of David Lowe, NBC Educational TV Project exec producer, who flies to Tokyo tonight, accompanied by Lou Hazan, Mike Oppenheim and a crew. The flicker will be shot in 13 countries including Japan, Korea, Hong-Kong, Laos, Nepal, India, Sarawak, Indonesia, Iran, Turkey, Ethiopia, France and Guatemala, completed end of July and NBCanneled Tues., Dec. 3 (9:30-10:00 P.M.) O.K. Pilot George Sterney, has joined the Milton Marion Agency and is handling a young Calypsonaut, Lance Haven, a native of Nassau, whose forthcoming album for Que label, can’t miss zooming the handsome singer into the big time. . . . Port, pretty and pulse-quickening Lee Francis, ABC Film Syndication ad head, back at her desk after a three-week vacation down south . . .George Schaefer a “thank you—no favors needed at the moment” press party tossed by Hallmark Hall of Fame tomorrow evening at the St. Moritz Terrace Penthouse . . . Victor recording star June Valli turning in a CBS smooth pinch-hitting stint for vacationing Bess Myerson on “The Big Payoff.”

**One Man’s TVviews**

By Pinky Herman

The MGM Lion is really roaring these days. In operation less than 3 months, the MGM-TV Commercial and Industrial Division has already contracted over $400,000 in TV film spots and industrial films se the Bud Barry-Bob Brown’s new TV vehicle, “O.S.S.I.” which will be seen on ABC-TV this Fall Thursdays 9:30 P.M., will star Ron Randell and is currently being filmed in England by Flamingo Films. . . Palmer Shannon, program co-ordinator for the “Today NBC-TeVier, flies to Mexico tomorrow for a three-week vacation. (Saludos Amigo and give our regards in English to Melissa Sierra Miss Mexican City television.) . . . Armand Grant, formerly weep at WKIT, Garden City, L. I. and Sales Manager at WAAM, Baltimore, has been named executive producer of ABC Daytime TV programs. . . . A nationwide search has been launched in England to find one American and one British, to co-star in a forthcoming serial “Clint & Mac” which will be filmed in England later this month for presentation later this year on the “Mickey Mouse Club.” Scripts are by Malcolm Stuart Boylan. Producer is Bill Walsh.

Herbert M. Rosenthal has been appointed exec-director for CBS Television Spot Sales, a new post created as a part of the CBS increased promotional effort designed to accompany future sales campaigns.

Chalmers Dale has been appointed, as assistant manager of the Film Services Department of CBS Television, Dale has been supervisor of the Broadcast Film Operations Division of the department since October, 1956.

Winston O’Keefe has been signed by Irving Briskin, production head of Screen Gems, Inc., television subsidiary of Columbia Pictures. He will be associated with William Sackheim director of program development.

**REVIEW:**

**Saint Joan**

Preminger-United Artists

The G.B.S. version of the Joan of Arc legend, in screenplay form by Graham Greene, emerges as an interesting, well acted and produced costume drama, illuminated throughout by the Shavian brand of humor which, in some instances, seems a bit too sharp and swift for mass audiences to absorb and arrest.

Otto Preminger, who produced and directed the picture in England, assembled a talented cast which gives a good account of itself and its material. Topping it in public interest, thanks to the effective publicity inaugurated prior to the start of production and continued unabated since, is the discovery, Jean Seberg, as the Maid of Domremy. Miss Seberg, a product of Iowa, was, as the world is aware, the terminus of the Preminger engineered search for a new personality to play the title role.

Not only will that well-exploited search and its result stand the picture in good stead as it comes to market but, it is to be reported, Miss Seberg gives a smooth performance, marked by the polish either of true talent or effective coaching, which enables her to carry off scenes which would be difficult for even the most experienced actresses. She is likely to draw many to the boxoffice now, and to be an attraction threat in the years to come, on the basis of this beginning.

While Miss Seberg may not be the best Joan ever, nor even the ideal choice for the role, she does acquit herself nobly and with some appeal. Her impression, however, as a martyr and saint, is not a lasting one.

Richard Widmark as The Dauphin and, later, Charles Vlll; Richard Todd as Dunois, commander of the French forces at Orleans and her comrade-in-arms; Anton Walbrook as the Bishop of Beauvais; John Gielgud as the English Earl of Warwick, and Felix Aylmer as the Inquisitor, as is to be expected, are smoothly proficient in their roles. In lesser parts, Finlay Currie as the Archbishop; Kenneth Haigh as Joan’s counsellor; Margot Grahame as a duchess; David Oxley as a court figure, and Victor Maddern as an English soldier, stand out.

A weak point of the production is the amount of action with which it is invested. Dialogue carries the burden of every phase of the story and, at times, reveals evidences of weariness. Nevertheless, the story of Joan of Arc and that of the newcomer chosen to portray her are pre-sold elements. Exhibitors can take it from there and be thankful for it. Running time, 110 minutes. General classification. Release, in June.

Sherrin Kanz

---

**Motion Picture Daily**
List Quarter
Net $612,871

Consolidated earnings of List Industries Corp. and its subsidiaries, which include RKO Theatres, were $711,917 for the first quarter ended March 31, the company reported yesterday. This was close to a loss of $91,046 on disposal of properties and certain inventories, it was pointed out, leaving a net income for the period of $612,871.

The quarter earnings amount to 16c (Continued on page 6)

Gordon Praises Stern
At Mich. Allied Meet

Special to THE DAILY

DETROIT, May 8—Film delivery rates, taxes on air conditioning installations, daylight saving time and possible affiliation with the Council of Motion Picture Organizations were the principal subjects discussed today at the annual convention of Allied Theatres of Michigan at the Hotel Whittier here.

At a luncheon meeting, John Pesce (Continued on page 2)

Pesce Named to Head
State's Film Division

Special to THE DAILY

ALBANY, N. Y., May 8—Louis M. Pesce has been promoted from assistant director to director of the State Education Department's motion picture division, effective Thursday, ac-

(Continued on page 8)

Judge Reserves Decision
On New NT Theatre

Federal Judge Edmund L. Palmieri yesterday reserved decision on an application by National Theatres to acquire a new theatre in the Denver, Colo., suburb of Littleton.

In a hearing before Judge Palmieri yesterday in Federal District Court here, Fred Pride, NT attorney, and Maurice Silverman, of the anti-trust division of the Department of Justice, stated that the acquisition will not unduly restrain competition. There was no opposition voiced by exhibitors. A decision on the application is expected to be handed down by Judge Palmieri by May 15.

Bright Future Seen
For Cinerama, Inc.

An optimistic picture of the future of Cinerama, Inc., was presented yesterday to the stockholders of Cinerama, Inc., at their annual meeting here.

Wentworth D. Fling, executive vice-president, said the entire operation was looking brighter, and several new developments, technically, are in the offing, but he did not wish to divulge their nature until they are properly covered by patents and other legal factors. He did say that there have been improvements in exhibition, field production and studio equipment. This includes the screen, the recording and reproduction of the sound and the printing. The new method of (Continued on page 6)

Re-Admission Put Off

Allied Charges
CompoVitiates
Re-Entry Pact

Board's Conciliatory Wire
Stresses 'No Doors Closed'

Special to THE DAILY

DETROIT, May 8—The Council of Motion Picture Organizations today was told by the board of directors of Allied States Association that COMPO must adhere more closely to the terms agreed upon by committees of both organizations before the re-admission of Allied to COMPO can be consummated.

The statement of the Allied board, in session here for the third consecutive day, was contained in a wire to A. Montague, Samuel Pinanski and Robert W. Coyne, of COMPO, (Continued on page 2)

Col. Moving Portland
Sales Unit to Seattle

Columbia Pictures will transfer the sales activities of its Portland, Ore., branch to Seattle, effective on Monday, it was announced yesterday by A. Montague, vice-president and general sales manager. Montague pointed out that the Portland office will continue to operate as a booking and shipping point.

James Beale, who has been manager of the Portland branch, will become manager at Seattle. The Seattle exchange will continue as a part of the company's Northwest division, under the supervision of division manager L. E. Tillman in San Francisco.

20th-Fox's 'Big Show'
Inspires Enthusiasm

"The Big Show," 20th Century-Fox's film presentation of its forthcoming production program and the men who are responsible for it, is a message of encouragement and inspiration for all exhibitors. It tells them—and shows them—that not only are there 55 featured pictures being readily offered for their theatres during the next 12 months by this one company, but also (Continued on page 10)
**Allied Charge**

(Continued from page 1)

in a reply to a telegram received by Abram F. Myers, Allied general counsel, seeking reconciliation of the exhibitor association with COMPO. The Allied chairman replied, stating that it was Allied's understanding that a joint formula had been arrived at by which Allied would rejoin COMPO, decided:

"It was with much disappointment that the directors learned that the governing committee (of COMPO), acting unilaterally, had decided upon drastic changes in the organization and operations which are at variance with the discussions and resulting understandings previously reached, and which, if the governing committee states, 'must be agreed to by the executive committee before Allied's entry.'

Sees 'Foundation' Destroyed

The wire gives the assurance that the Allied board had hoped to be able to announce following the meeting that Allied had rejoined COMPO, but declared that COMPO had destroyed the 'foundation upon which Allied directors had acted.' In a conciliatory tone, the Allied board stated that "no doors have been closed" to a rapprochement.

Another resolution passed by the Allied board today empowers an appropriate officer, or officers or members of the Allied States Association, to appear before and submit information to the anti-trust sub-committee of the committee in the Senate and other Congressional committees "in the hope that the anti-trust division reached, and which, if the governing committee states, 'must be agreed to by the executive committee before Allied's entry.'"

The resolution bears on the interpretations of the anti-trust division of the Department of Justice in interpreting decisions entered in against eight major film companies in U. S. vs. Paramount Pictures, Inc.

**Several Whereses**

"Whereses" included the attitude of the anti-trust division on insistence of interpretations "no matter how inconsistent they may be," "refused to submit for judicial determination the issues affecting the independent exhibitors," "worse inadequacy of the decree to achieve their declared purpose" failure to properly interpret or enforce them if necessary, or to seek proper amendments in the Paramount case to protect independent exhibitors.

**Levin Announces Fourth**

HOLLYWOOD, May 8 — AB-PT President Irving H. Levin today announced "Eleven Low Prices, Four Days to Down," as the fourth AB-PT production, scheduled to start July 29.

262 Theaters In Ranks Of Michigan Allied Now

Special to THE DAILY

DETROIT, May 8—Delegates to the Allied Theatres of Michigan annual convention underway here have learned with pleasure that membership is now at its strength. There are 262 theaters and drives in the ranks, representing the overwhelming potential of eligible.

**To Complete New Japan Pact Details This Week**

The board of directors of the Motion Picture Export Association, which today presented its motion picture annual convention underway here has been informed that the loan details under the new Japanese film agreement will be worked out by the end of this week, it was announced yesterday by Japan's Minister for Foreign Trade and Industry.

Irving Maas, MPEA vice-president currently in the Far East, has informed the board that the details of the new agreement will be worked out in a few days and that rentals totaling over $1,300,000 will come forth shortly thereafter.

The board also agreed at its meeting yesterday to request each company to check the number of licenses used in Formosa and to see if there was a surplus. The deadline for the new agreement is the 15th, so that in line used licenses could be redistributed, if necessary.

The MPEA foreign managers were also informed that overseas representative Charles Baldwin has postponed his trip to Egypt at the recommendation of the Cairo managers. Also, Maas and Charles Egan, MPEA representatives in India, will arrive in Burma at the end of this month and enter Pakistan early in June to open negotiations there on a new film agreement, which would become effective on July 1.

**Active Hosts of Mich. Allied Meeting Listed**

DETROIT, May 8 — The active hosts of Michigan Allied's 90th annual convention underway here now are president Milton H. London, B. L. Killoride, Jr., secretary; William Westman, treasurer, and Aileen Smith, vice-president. They also include the advisory committee: San Barrett, William Clark, Lou Mitchell, Carl Buerne, Floyd Chrysler and Clive Warner.


**Gordon Lands**

(Continued from page 1)

Gordon, president of national Allied, reported on the deliberations of its Allied board of directors, particular, on the work of Sidney Stern, president of Allied Theatres of Eastern Jersey, in exploring the possibilities of establishing an Allied publicized program and the appointment of publicity director to carry out its policies.

Among the afternoon's speeches was one by J. W. Servies, vice-president of National Theatre Supply on the subject "The Cable Theatre and Telelncines."

At the board meeting on Tuesday, the Allied committee on arbitration gave instructions on what to offer as the organization's objective at the industry meeting in New York on Monday. Details of the Allied activities were not disclosed, but its board reaffirmed its "discreet line that results will be beneficial to the entire industry."

In a banquet speech Tuesday night Gordon spoke on technical and economic aspects of cable theatres.

**Large Mexican Circuit Opening New Theatres**

Special to THE DAILY

MEXICO CITY, May 8 — Open durant de Teatros, one of Mexico's largest theatre circuits, has plans for opening more theatres, starting with the 1,600-seat Cine Morales in Cune, the Morales capital which is now in operation.

The circuit is soon to open a new theatre here, also in Ciudad Juarez, opposite El Paso, Texas, one in Durango City, capital of Durango State and one in Oaxaca, the Veracruz State textile-brewery center.

---

**Showplace of the East:**

**FOR YOUR SCREENINGS**

- Three Channel interlock projection
- 16, 17.5 & 35 mm tape interlock
- 16 mm interlock projection
- **CUTTING & STORAGE ROOMS**
- **MOVIELAB**
  619 W. 54th St., New York 19
  Judson 6-0367

**"I WANT A GIRL!"**

There's a good job waiting for a capable secretary in the advertising department of a major company. Drop me a note as soon as possible.

Box 16, MOTION PICTURE DAILY
1270 Sixth Ave.
New York 20
See House Passing Tax Cuts Soon But Senate Delaying to ‘58

WASHINGTON, May 7—It will be mid-June before House Democratic leaders decide whether or not to press for tax cuts this year. That will also be the time they decide what type of tax cuts should be sought, if any.

Right now, the betting on Capitol Hill is that the House will pass a tax cut before the session, but that the Senate won’t act on it until early next year.

Present sentiment is for most of any available surplus to be used to reduce the individual income tax—benefiting small businesses operating as individuals or partnerships as well as helping other individual taxpayers. But there is also considerable sentiment in the House Ways and Means Committee for adding to any individual income tax reduction bill some selective excise tax cutting.

Theatre Drive Likely

So far, reduction of the cabaret and transportation taxes has the most powerful support in the Committee, but the theatre owners continue to lobby to have another admissions tax reduction drive taken relatively short notice.

Some special tax relief for small businesses—in the form of easier estate tax treatment, more liberal loss allowances, and more rapid depreciation—may also be part of the tax package finally put together by House leaders.

Columbus Voters Reject Daylight Saving Time

COLUMBUS, O., May 8—The defeat yesterday in a primary by a 2-to-1 margin of a Columbus charter amendment to establish Daylight Saving Time has been hailed as a signal victory by theatremen who fought against the proposal. The successful fight was led by Robert Wille, secretary of the Independent Theatre Owners of Ohio.

Voting in the primary was 40,781 against and 21,713 for the amendment. Several central Ohio towns which planned to adopt DST if Columbus voters chose it will also remain on Eastern Standard Time.

Industry Future Theme Of Ga., Ala. Meeting

ATLANTA, May 8—The theme of this year’s joint convention of Alabama Theatre Association and Motion Picture Owners and Operators of Georgia will be, “A Look Into the Future.” The meeting, to be held at the Dinkler Plaza Hotel here, will be addressed by AI Shillingler, research executive, on “the future of the exhibition industry.”

Also on the program will be talks on telecine cable experiments and an innovation in clinics for exhibitors, to be conducted by Norris Haskell called “Brainstorming.”

Credit U. S. for Easing Ontario Censor’s Job

Special to The Daily

TORONTO, May 8—The raising of motion picture standards by United States producers has made the job of censorship easier, in the opinion of the Ontario film censor. O. J. Silverthorne, chairman of the Ontario Censor Board, in his annual report, said there had been a reduction in the number of films “treated or classified to limit the effect of objectionable content during the past year.”

During the past year, 21 per cent of all the films submitted were “treated or classified. This is a reduction in the 25 per cent of the year previous. “Responsible elements in the U.S. motion picture industry are displaying a tendency to be guided by criticism from ‘private and public bodies,” he said.

Another means of simplifying the censor’s job in Ontario was through classification for adults or restricted, a policy in effect by the Department since 1944, “which has been satisfactory, judging by the approval from outside the motion picture industry and by progressive elements within."

Latta Bill Advances In Ohio Legislature

COLUMBUS, O., May 8—By a vote of 8-3, the Ohio Senate Education Committee recommended the substitute bill offered by Sen. Delbert Latta (Rep.) Bowling Green, committee member, which would empower the Ohio general to seek petitions in Franklin County Common Pleas Court against films which he believes violate the state’s anti-obscenity statute.

The action prevents any further consideration of the original S. B. 115 and a substitute version for film censorship offered by Senators Andrew Park, (Dem.) Cleveland, and Robert Shaw, (Rep.) Columbus.

The committee approved two amendments to the Latta bill, making it necessary for films in question actually to be in possession of a distributor or exhibitor within the state, and permitting defendants to waive jury trial and to introduce expert witnesses as to the “artistic, literary, cultural, scientific and educational value of the film.”

John Harlor and Harry Wright, Columbus attorneys for Motion Picture Association of America, said the Latta bill is “less objectionable” than the Parks bill.

The Latta bill now goes to the judiciary committee of the House of Representatives.

Report by Gregg Released

Under the chairmanship of E. S. Gregg, president of Westrex Corporation, the committee on commercial policy of the United States Council of the International Chamber of Commerce has prepared and just released a report in brochure form entitled, “The Importance of Foreign Trade to the United States Economy.”

According to the foreword, the report presents evidence that has an important bearing on every issue of foreign economic policy involving legislation or administrative measures which expand or restrict international trade.

35 ‘Tremain’ Previews

Buena Vista, in a major pre-release public relations program, will preview Walt Disney’s “Johnny Tremain” in 35 key cities during May for groups of community leaders, educators and press representatives in each area.

Schumacher in SMPTE Post

J. Howard Schumacher, Jr., laboratory technician for NBC Development, has been named staff engineer for the Society of Motion Picture and Television Engineers. He succeeds Henry Kogel, who resigned from SMPTE to join Century Lighting Corp.

Set ‘Man on Fire’ Bow

The world premiere of M-G-M’s “Man on Fire” will be held in Spokane, Wash., on June 19 with Bing Crosby, star of the Sol C. Siegel production, and other Hollywood personalities on hand.

‘Gervaise’ to Continental

The French film “Gervaise” has been acquired for release in the United States by Continental Distributing, Inc.

‘Woman’ to M. H. May 16

M-G-M’s “Designing Woman” will open on May 16 at the Radio City Music Hall.

‘Pink’ Opens Tonight

LONDON, May 8—British Royalty and entertainment notables will attend the world premiere tomorrow night, of “Pink Field’s,” “The Fuzzy Pink Nightgown” at the Leicester Square Theatre here. The picture is a United Artists release.
BOMBSHELL BEST
EXPLODES ON
SCREEN!

Filmed by M-G-M under
military protection
in Africa!

M-G-M presents
"SOMETHING
OF VALUE"
starring
ROCK HUDSON
DANA WYNTER
SIDNEY POITIER

with
WENDY  JUANO  WILLIAM
HILLER  HERNANDEZ  MARSHALL

Screen Play by RICHARD BROOKS
Based on the Book "SOMETHING OF VALUE" by ROBERT C. RUARK
Directed by RICHARD BROOKS
Produced by PANDRO S. BERMAN
TRADE UNANIMOUS!

"In epic class. Big in all respects. Top star value in Rock Hudson.” —M. P. DAILY

"Another M-G-M commercial success. Large pre-sold audience.” —FILM DAILY

"Strong fare. Big business.” —BOXOFFICE

"Greatly moving film.” —VARIETY WEEKLY

"Solid boxoffice values.” —M. P. HERALD

"A superb job.” —HOLLYWOOD REPORTER

"Highly suspenseful.” —SHOWMEN'S TRADE REVIEW

"Absorbing! Exciting!” —M. P. EXHIBITOR

"Suspense-charged melodrama.” —DAILY VARIETY
SOPHIA LOREN, Italy’s box office bambino, appears on the color cover to the May 6 issue of “Life,” and is the ingratiating heroine of a pictorial story in the same issue. Because she is refreshing, genuine straight-faced and never uptight, anyone, she makes good reading. “Life’s” editors have used sufficient space to mention four films. In the order of their release they are “Boy on a Dolphin,” “The Pride and the Passion,” “Legend of the Lost” and “Desire Under the Elms.”

Her Hollywood co-workers have responded to her outgoing personality, which is summed up by Peter Lorre’s remark, “She is very genuine — and combined with her other attributes, this is very rare.”

“Designing Woman’s” fashions were created by Helen Rose. She has written an article for the May 19 issue of “Parade” in which she related the story of the designed Grace Kelly’s wedding gown.

“Funny Face” was selected as the picture of the month by Ed Miller of “Seventeen.” This teen-age publication has instituted a new policy. Each company whose film is selected as a picture of the month will be presented with an attractive plaque.

The first one will be presented tomorrow to Jerry Pickman, vice-president of Paramount Pictures in charge of advertising and publicity, for “Funny Face.”

Frank Sinatra, star of “The Pride and the Passion,” appears on the color cover of the May 14 issue of “Look.” Bill Davidson’s story starts on location in Spain, with “The Pride and Passion” company and has written a personality story of Sinatra which appears in the same issue.

Yul Brynner, star of “The Ten Commandments,” is on the front cover of the May issue of “Redbook.” Cameron Shipp has written a profile of Yul for this issue titled “Self-made Mystery Man.” Shipp says “Yul has told me at least six versions of his birth. I believe everyone of them.”

Louis Berg, “This Week” movie editor, was on location in Tobago, British West Indies, with the “Heaven Knows, Mr. Allison” company. He told about it in the May 5 issue. Berg’s article was titled, “Anyone Can Direct a Movie.” John Huston let Berg try to direct Deborah Kerr and Bob Mitchum in the cave scene.

Frank Sinatra, star of Stanley Kramer’s “The Pride and the Passion,” receives considerable attention in the Pete Martin piece titled “I Called on Bing Crosby,” which appears in the May 11 issue of “The Saturday Evening Post.”

WALTER HAAS

HOLLYWOOD, May 8

Loaded with suspenseful action, impressive sets and clever integration of library footage to create a semblance of authenticity, Samuel Fuller’s newest production, which he also wrote and directed, is headed for healthy returns.

An Indo-China village, where Vietnamese soldiers and a group of French Foreign Legionnaires join to stop the onslaught of Chinese Communists, protecting it as a gateway to all China, becomes the background for a mission to blow up an ammunition dump in enemy territory. This exploit is made possible through the enlistment of Angie Dickinson, who portrays a Eurasian known as Lucky Legs, and who has been popular with the brass on both sides of the skirmish as a good source for bottled cognac.

In exchange for a promise that her five-year-old son would be given a chance to grow up in the United States, Angie agrees to play the role for a patrol, winding through land mines and sentries in the jungle to reach the target. Fate brings her together again with her husband, Gene Barry, assigned to head the patrol. Barry had walked out on her when their son was born with distinctive Chinese features.

Gene’s love for Angie, and a convincing argument from Nat “King” Cole, a member of the patrol, overshadows his resentment for the boy. He wins Angie’s love again in a plea for forgiveness in the rest of the patrol. But while in the climax she is killed in a heroic attempt to set off the charge that blows up the ammunition stores.

Cole sings the title song twice in the film, and the disc jockeys are already spinning the tune to herald its national release in June.

Barry and Miss Dickinson prove themselves capable of more starring roles and are ably supported by Paul Dubov, Lee Van Cleef and George Givot. The musical background was written by the late Victor Young and extended by his old friend Max Steiner. Running time, 93 minutes. General classification. Release, in June.

SAMUEL D. BERNs

SAM GOLDwyn

(Continued from page 1)

photography will start before the end of the year.

Goldwyn reported the purchase price of the musical work is a percentage of gross receipts with a down payment of $450,000, already made. Robert Breen, who directed the most recent production of “Porgy and Bess” in New York, has been signed as associate producer of the Goldwyn film.

APPROVE DRIVE-IN FOR SUBURB IN TROY, N. Y.

SPECIAL TO THE DAILY

ALBANY, May 8—The town board of Brunswick, Troy suburb, has voted to permit construction of a 300 - car drive-in by Bernard J. Carroll, on a 72-acre plot adjacent to an amusement park grove he has operated for some years.

The board’s action followed a public meeting at which Carroll was permitted to outline his plans and other opponents, as well as opponents of the drive-in, were heard. A majority of the taxpayers present were in favor of the project and still meet the requirements of the Rensselaer County Health Department before he can begin construction.

WALTER HAAS

DEtroIT Papers List Increase in Ad Rates

DEtroIT, May 8—The “Detroit Free Press” and the “Detroit News” announce an increase in advertising rates of 5c per line daily and Sunday effective immediately for non-contractual advertisers, and June 1 for those holding contracts. The June deadline will probably be the effective one for exhibitors, inasmuch as since they cannot plan on space as do other businesses, those advertising on a continuing basis will be deemed in this category. This increase on a combined basis lifts Detroit newspaper advertising to around $3.35 per line.

The “Detroit Times,” while it has not as yet increased rates, announced a change of format which will be equivalent. Column width is to be reduced to 11 picas from 11%. New pages will be 8 columns, 2464 lines per page, or 308 lines per column. The News and Times are still in the interest of mass shrinkage and clarity of reproduction.

Book ‘Days’ in Minn.

MINNEAPOLIS, May 8—The 800-seat Alvin Theatre, which has at various times in its long career housed legitimate plays, vaudeville and a revival tabernacle, will enter a new phase June 28 when it opens with Mike Todd’s “Around the World in 80 Days.”
BEFORE THE CAMERAS:

"YOUNG MOTHER" • "EIGHTEEN AND ANXIOUS"

IN PREPARATION:

"VOLCANO MONSTERS" • "TEN HOURS TO DOOM" • "JAZZ ALLEY"

AB-PT PICTURES

THIS IS THE BEGINNING

Made By SHOWMEN FOR SHOWGOERS!
Domestic Films Bring 60% of Mexican Gross

Special to THE DAILY

MEXICO CITY, May 8. — Of the average 600 pictures released yearly in Mexico, only about 100 are Mexican-made, but the domestic films do better at the box office as they account for 60 per cent if the total gross, according to Eduardo Garduno, director general of the trade's own bank, the semi-official Nacional Cinematográfico.

"The Mexican cinematographic industry is of great economic importance to the country because it contributes to industrialization, stems the exodus of dollars and stimulates the influx of money," the banker said.

He claimed that the exhibition of Mexican pictures abroad yields Mexico about $7,000,000 yearly, and said that about $5,000,000 leaves this country annually to pay for imported films screened in Mexico.

Philad. House to Reopen

PHILADELPHIA, May 8 — The CarnaM Theatre, one of city's largest neighborhood houses, which has been closed since the beginning of the year, will be reopened on May 28 under new management—Z & R Amusement Co.—and with its old policy of stage shows in conjunction with feature films.

Sylvania Will Sponsor 'Real McCoys' on ABC

Sylvania Electric Products has signed a 52-week contract to sponsor "The Real McCoys," a new situation comedy series which will be broadcast on ABC Television on Thursdays starting October 3 at 8:30-9:00 p.m., EDT.

The program stars Walter Brennan, who created and is producing, with Irving Pincus, Norman Pincus as associate producer and Sheldon Leonard as director. The show is produced jointly by Brennan-Westgafe Corporation and Martinco Productions.

Damone Show Slated

"The Vie Damone Show" will have its premiere on the CBS Television network Wednesday, July 8, 8:00-9:00 p.m. EDT, the company has announced. Lester Gottlieb will be executive producer, Lee Cookey producer and Byron Paul director. The show will feature the "Spelbinders," singing quintet.

WBC Buys Station

The purchase of WAAM television station in Baltimore, by Westinghouse Broadcasting Co., was announced jointly by Donald McGannon, president of Westinghouse, and Ben Cohen, president of WAAM. McGannon said the contract will require the approval of the management and board of Westinghouse Electric Corp., and of the Federal Communications Commission.

'Riley' to Lever

The Lever Brothers Company will sponsor "The Life of Riley," on NBC-TV, on alternate weeks starting Friday, June 14, it was announced by William R. Goodheart, Jr., vice-president, NBC Television network sales. Lever Brothers will sponsor a total of 33 programs.
WITCHERY *de luxe*

Want a witch? Make-up and costume take care of that, of course! Want to swoop your witch low over Park Avenue? Cameras, optical departments, New York or Hollywood, together create the illusion.

The big factor—final reality—comes from the complete finesse of each individual factor plus the closest co-ordination. Co-operation in situations such as this is implicit in the Eastman Technical Service for Motion Picture Film. Offices at strategic points. 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 E. Randolph Drive
Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.
Inquiring Photographer

**QUESTION:**
What is Your Opinion of 20th-Fox's "The Big Show"?

Edward Seider, President of the National Theatre Owners Association, stated: "The picture is a wonderful thing for all exhibitors. It will build interest among theatre men and the public in the coming product. Everyone in exhibition now needs product."

Harold Klein, executive at J & J Theatres: The CinemScope product also builds up the interest of the public in motion pictures.

Edward Seider, President of the National Theatre Owners Association, stated: "The picture is a wonderful thing for all exhibitors. It will build interest among theatre men and the public in the coming product. Everyone in exhibition now needs product."

Harold Klein, executive at J & J Theatres: The CinemScope product also builds up the interest of the public in motion pictures.

**Enthusiasm for 'Big Show'**

That the huge investment represented in this increased schedule is evident of its confidence in the ability of the theatres not only to survive but to prosper.

In its nearly two hours running time exhibitors, and the opinion makers, writers and others who saw "The Big Show" yesterday or will see it in its ensuing screenings in every key city in the U.S. and Canada, not only are shown trailer-type excerpts from productions either completed or in work, but are given the opportunity to hear from 20th Century-Fox's chief executives the reasons for the ambitious program, from producers the specific of their plans with close-ups of the properties and facilities that will bring them into being, and the sales and merchandising plans that will introduce them to the public and will arouse that want-to-see impulse.

The picture begins with introductory remarks by Spyros P. Skouras, 20th-Fox president, in which he sounds the keynote—action.

"We are resolved," Skouras says, "that we shall be master and not the slave of circumstances." We are hoping that this example will be followed by other producers and that Hollywood will unite its resources and creative talents to guarantee an ample supply of the finest films for every type of theatre and audience.

Budney Adler, head of 20th-Fox production, takes over and acts as guide on a tour of the Westwood studio, referring to many of its outstanding productions on the way or planned, and introducing top producers who, themselves, describe their plans for the year or show footage from their productions already in being. Among the group are Darryl Zanuck, David O. Selznick, Jerry Wald, Henry Ginsberg and many others on the company roster.

Einfield Outlines Advertising

The film switches back to the 20th-Fox home office, where Alex Harri son, head of domestic distribution, speaks of the company's desire to meet exhibitor requirements not only with quantity but also quality product. Charles Einfeld, head of advertising, publicity and exploitation, recounts the highlights of plans for promoting the new program, including star visits to every city of consequence in the nation.

Harry Silverstone, head of foreign distribution, appears in the prints of "The Big Show" to be exhibited abroad.

The film is of decided value to exhibitors. Informative, upbeat, exuding the confidence of its makers, it should show suitable promotion material, and not only for the 20th-Fox product, but for that of other companies and for the theatre and community alike.

For those of the industry who see it, it must carry a message of business vividness, confidence and optimism from within that all too often of late is lacking in the motion picture messages that get through to the public.

Twentieth-Fox has performed another substantial service to its customers and the industry in making and exhibiting "The Big Show."
The Audience and The Show at The Roxy

By FLOYD E. STONE

FAITH AND A GOOD RIGHT, and quantity and quality, all these things were pledged and put in evidence yesterday at the Roxy Theatre screening to which came virtually everyone in this industry, from some office to managers' office. Ninety minutes later, and certainly after being "sold" that 20th-Fox is doing its historical best, the industry's men and women walked out, impressed.

On The Screen

PRESIDENT Spyros P. Skouras, above, led the array of executives.

PRODUCTION CHIEF Buddy Adler.

Max Fellerman, of Lopert.

Nunnally Johnson, Joanne Woodward, and Lee Cobb, below.

Darryl F. Zanuck, above; and David O. Selznick, below.
Two of today's most publicized personalities in an outdoor drama that's big boxoffice . . . !

Anthony Perkins and Jack Palance, both of whom have been making industry headlines, are now teamed in an exciting attraction that will be getting strong boxoffice attention in June. Its story is warm with human appeal—its action is hair-raising, with savage gun battles and a spectacular wild-horse hunt that's a brand new entertainment thrill!

The Lonely Man

Starring Jack Palance - Anthony Perkins
Neville Brand - Robert Middleton
Introducing Elaine Aiken

Produced by Pat Duggan - Directed by Henry Levin - Written by Harry Essex and Robert Smith - A Paramount Picture
**Likely Next Month**

House Group Plans Consent Decree Study

Celler Unit's Action May Include Paramount Case

---

**Compo Meet Likely for Week of June 10 Here**

A meeting of the COMPO executive committee, first in many months, appears likely to be held here during the week of June 10. The committee's agenda, still incomplete, is expected to include consideration of the Federal admission tax reduction effort; the industry business building program and COMPO's participation in it; new COMPO activities and the consideration of Allied States' conditions for resuming membership.

Members of the executive committee were asked to express a preference for a meeting date on either June 3 or June 10, with responses now indicating the earlier date is unacceptable to many.

---

**ABPT Pictures Sets 3 Goals**

**From THE DAILY Bureau**

CHICAGO, May 9—A three-fold aim of the newly formed ABPT Pictures Corp. was presented in detail today by Irving H. Levin, president of the wholly-owned production subsidiary of American Broadcasting-Paramount Theatres, Inc., to approximately 100 executives from all states in the union.

To produce good quality commercial films, with box office results, is first of the three basic aims, said Levin. Secondly, to discover and de-

(Continued on page 2)

---

**Review: Desk Set**

20th Century-Fox—CinemaScope

Hollywood, May 9

Audiences looking for several hours of easily enjoyed entertainment will be drawn to this beautifully produced and acted comedy with romantic overtones in the modern manner, and will be well pleased with what they find. For this film version of the successful Broadway play by William Marchant, starring Spencer Tracy and Katharine Hepburn, is a delightful diversion, generously supplying smiles and chuckles throughout its length, and good humorously spoofing the ultra modern machine age as it proceeds.

In CinemaScope and color by De Luxe, handsomely staged and plentifully equipped with talented players in support of the stars and (Continued on page 5)

---

**Arthur Informs MPAA**

**SCTOA Won't Attend Arbitration Meeting**

Sees 'Nothing to Be Gained' Without Inclusion of Film Rentals in System

By WILLIAM R. WEAVER

HOLLYWOOD, May 9—Southern California Theatre Owners Association has notified the Motion Picture Association of America that it will not take part in the industry arbitration conferences which will start in New York on Monday, it was announced by SCTOA board chairman Harry C. Arthur, Jr.

Arthur, in a letter to A. Montague, chairman of the distribution arbitration steering committee, stated that "regarding the meeting called for May 13 for the purpose of exploring the possibility of arriving at an arbitration plan for the industry, it was decided by the board of directors of our association that it will be futile to try to work out an arbitration system that did not embrace all complaints that (Continued on page 4)

---

**Demand for TV Quality Called Aid to Theatres**

Special to THE DAILY

DETROIT, May 9—A demand by television viewers for better program quality—a demand which apparently has not been fully met—has resulted in a situation where during the past three weeks 26 per cent of American TV sets have been turned off for at least part of the evening.

This view, expressed here today (Continued on page 5)
'Saint Joan' (Continued from page 1)

"This is a showman's departure in selling a picture," Dembrow said. "It is a departure for United Artists interested in National Screen Service and it should be for exhibitors." The best place to sell pictures, he continued, is in the theatre and on their screens. The new trailer for "Saint Joan" is tailored precisely for that job.

Dembrow said U. A. and Preminger are taking care of the extra footage problems studies under the liberty of six trailers, including a 20-minute subject on the several stages of producing the picture, for the price of one standard trailer.

Praised by Roger Lewis

Roger Lewis, U. A. advertising-publicity director, described the production of the trailers as another phase of the promotion ideas for "Saint Joan" inaugurated by Preminger with the world-wide search for an unknown actress to play the title role.

To make trailers for "Saint Joan" are officially titled "The Making of a Movie." Distribution will begin next week.

Each of the three-minute films presents a star of "Saint Joan" discussing various aspects of the production, followed by illustrative footage from the UA release. Behind-the-scenes views include actual rehearsals, make-up, location photography, construction of sets and props, first readings by the stars, photographing studio and location scenes, and cutting and scoring.

"Wood is 'Marjorie'

HOLLYWOOD, May 9—Natalie Wood, Warner Bros.' contract player, was today signed to play the leading role in the company's production of "Marjorie Morningstar." Based on the novel by Herman Wouk, it was announced by Jack Warner, WB president. The selection of Miss Wood followed an intensive search lasting more than 18 months.

New Assault on USIA Launched by Castle

WASHINGTON, May 9—Former documentary film producer Eugene W. Castle continued his assault on the U. S. Information Agency today.

He told a Senate Appropriations Subcommittee that the agency should be abolished or at the very least have its appropriations cut to $35,000,000, instead of the $135,000,000 it is seeking.

The agency is already having trouble convincing the subcommittee of its needs. Chairman Johnson, (D., Tex.), said yesterday during lengthy questioning of U.S.I. Chairman, that the agency had yet to justify its requests.

National Film Carriers Elects Officers Here

National Film Carriers, Inc. held its annual meeting of officers at the Roosevelt Hotel here yesterday, concluding a two-day meeting of the board. Named president is Robert T. Wallerstein, vice-president, Milton Wycoff, Salt Lake City; secretary, Ira S. Stevens, New York; and treasurer, George Gallahan, Pittsburgh.

In addition the entire board of governors was re-elected with Ed Hunter of Los Angeles named to fill the one existing vacancy.

Say Industry People Working Abroad Should Report Money

WASHINGTON, May 9.—The House Ways and Means Committee said today that industry men and others working overseas should at least be reported to the government, even though remaining tax-free.

Right now, U.S. citizens abroad for 17 out of 18 months have an income tax exclusion of up to $20,000 a year. They need not even report this to the government. The committee today, in the course of voting on a technical tax bill, included a provision to make this a deduction instead. To do this would mean the money is reported as income, then deducted from taxable income.

Dual Premiere on June 19

Reporting on company's progress from its starting stand December 30, 1956, Levin cited two features already completed, "Beginning of the End," a science-fiction film, and "The Unearthly," which will have a combined world premiere at the B & K Roosevelt Theatre on June 19.

Levin stated that in many cases pictures may be booked as combination package.

Five upcoming pictures announced are "Party Mother," "Eighteen and Audacious," "The Ziegfeld Follies," chairman of the Exhibitors Advisory Committee, and Harry L. Mandell, vice-president of ABPT Pictures.

Levin will meet tomorrow with an advisory group staffed also by Louis Fincke, Florida State Theatres; Morris Hadaway, Wilby-Kinsey Theatres; Raymond Willie, Interstate Theatres; Dave Wycoff, Sudan; and Earl, Katz, and Henry Plitt, head of Paramount Gulf Theatres.

Eugene Handel, 76

Funeral services will be held at Schwartz Brothers Memorial Chapel in the Bronx at 2 PM today for Eugene Handel, 76, who was president of Eugene Handel Paramount Pictures publicist and Ben Handel, reto editor of the New York Daily News.'
Charges U. S. Film Decline

GLENDALES, Scotland, May 7 (By Alan Mail)—The main source of film production will move from Hollywood, according to John Davis, managing director of the Rank Organization.

Speaking at the CEA summer conference here today, Davis said that the trend of production in the U. S. over the last year or so “has shown a material change aggravated by financial battles for control of some of the great corporations. We have seen them get into financial difficulties. We have seen one or two of them go permanently out of business.” He wonders if these will be replaced by others with a more enlightened production approach to fit into 1957 conditions.

Sees Shortage Extended

“In my view,” he added, “we are going to be faced with an American product shortage for some considerable time, if not for good.”

He contended that a strong production industry will be permanently developed in Britain, “with an eye on both the domestic and world markets. Entertainments banned here will become more and more on a global basis, and if our producers grab the opportunity British production will play an increasingly important part in the world.”

Urges a ‘Common Market’

He said the issue of the European Common Market must be developed and that it will be in the long term interests of this country. “From a producer’s point of view it will give the opportunity of securing a basic market of 250 million people comparable with that of the American domestic market,” he said and added that this development will create another situation—a quota for films, not only British, but all European films coveting the countries of the European Common Market. “Let us be under no delusion,” he said, “reciprocating quotas must be granted in the Common Market countries for British films.”

New S. C. Censor Bill

Drawn Up in House

Special to THE DAILY

COLUMBIA, S. C., May 9—The House Judiciary committee here drew up a bill that would prohibit the showing of “obscene, indecent, improper and immoral” motion pictures in South Carolina. The measure amends the present law which bans written matter but no films.

The bill is being offered in lieu of one introduced by Rep. Hart of Union. The bill has been referred to the committee and has banned the showing of “Island in the Sun.” Committee chairman Rep. McNair of Allendale said the committee opposed the bill because it tended to place the state in a “censor” role.

Men with staves on their chests and notches in their guns, tangling with a rawhide-tough gang of outlaws in one of the bloodiest gun battles in Western history, is the basis for Hal Wallis’ production of “Gunfight at the O. K. Corral,” a film which is Grade A entertainment. Produced on a par with such other Western outdoor action melodramas as “My Darling Clementine,” “Red River,” “Stagecoach,” and “Shane,” this Paramount VistaVision presentation is loaded with all of the ingredients which make for top box office. There are plenty of action, excitement generated by considerable shooting, and a mounting mood of suspense and tension, which earns this attraction with raw-boned integrity too seldom noted out of Hollywood.

A top-notch cast headed by such box office names as Burt Lancaster, Kirk Douglas, Jo Van Fleet, John Ireland and Rhonda Fleming, all turning in a superior grade of performance, tend to make this motion picture one which will have audiences in all types of theatres sit up and enjoy themselves immensely. Added inherent values in “Gunfight at the O. K. Corral” is the magnificent photographic composition so breathtakingly caught by the VistaVision, and color by Technicolor cameras which panoramically sweep the Arizona countryside where the picture was made. It is tremendous in scope and comes across the screen with impact, as this story about the men who brought justice in the roaring 1870’s along the frontiers of the Old West is unfolded.

Lancaster Portrays the lean, gun-handy Wyatt Earp, marshal of Dodge City, most feared and respected of all lawmen in the West. Douglas is superior as Doc Holliday, the ex-dentist turned badman, who learns a new respect for the law through Earp. He is lean, deadly and pretty sick, but still loved by his woman-friend, Miss Van Fleet, who is constantly arguing and fighting with him relentlessly. Ireland portrays one of the gun-slinging bad men in Western history, and Miss Fleming, voluptuous and beautiful to look at, is cast as the lady gambler who at first resists Earp, but later is the one able to argue him into quitting his hazardous life of marshal for one of marriage to her.

The screen comes alive with exciting action in the fore of this picture when an attempt is made to kill Douglas, but the plan is foiled by Lancaster. Out of this situation comes a strange relationship between the two men and, eventually, a lasting friendship which reaches its peak in Tombstone, where the famed Earp brothers and Holliday wipe out the Clanton gang at the O. K. Corral in a personal vendetta. Intertwoven throughout the picture are other exciting episodes and romantic interludes—between Lancaster and Miss Fleming, who bitterly part over the upcoming battle with the Clantons, and between Douglas and Miss Van Fleet, a product of the dancenhalls well acquainted with violence and gunplay.

To some youngsters, Lancaster’s portrayal of Wyatt Earp may be a disappointing thing for the actor in his role here has “vices” despite being called “preacher,” at times. Lancaster, here, smokes cigars, takes an occasional drink, and “clinches” with his girl. Since youngsters are well aware of the popularity of Wyatt Earp as a television Western hero, who neither drinks, smokes or kisses women, this disappointment may arise.

Featured also in this exciting film are Lyle Bettger as the bitter and dangerous Ike Clanton and Frank Faylan as the sheriff, who is not up to his job. John Hidson, DeForest Kelley and Martin Milner are cast as the other Earp brothers. This motion picture was produced by Hal Wallis and directed by John Sturges from a screenplay written by Leon Uris. The story was suggested by an article by George Seuillin. Running time, 122 minutes. General classification. Release, in May.

LESTER DINOFF

Preview ‘Money Here’

The Sutton Theatre here held a sneak preview last night of J. Arthur Rank’s “Value for Money,” starring John Gregson and Diana Dors. Director Ken Annakin attended the screening as well as a dinner beforehand for the trade press.

Katie Johnson, 78

LONDON, May 9—Katie Johnson, 78, British motion picture actress died here early this week. Miss Johnson, who won recognition for her role in “The Ladykillers,” was honored in 1953 as the best actress by the British Film Academy.
SCTOA Won't Be at N.Y. Meet

(Continued from page 1)

might be registered by both distribution and exhibition. "While we are fully cognizant of the many difficulties surrounding the actual arbitration of film rentals, we however feel that nothing constructible will be gained unless trade practices and sales policies are included in the discussions pertaining to any arbitration system for the industry," the SCTOA head stated.

Had Requested Agenda

SCTOA, upon receiving notification from both Theatre Owners of America and Allied States Association early last month that a meeting on arbitration had been scheduled, requested the MPAA to supply an agenda for the arbitration and conciliation talks.

"We asked for the agenda, but the MPAA could not supply it to us," Arthur stated. "Any arbitration and conciliation plan which the MPAA works out with TOA, Allied and other participating exhibitor organization must be watertight and worthless since trade practices and sales policies are excluded," he stated.

"Such an arbitration plan will serve no purpose. It purports to give exhibitors a sense of security which we won't have at all," Arthur declared.

Cites Product Shortage

Commenting on current business conditions in his theatres which are located in the St. Louis area and also throughout Southern California, Arthur said that "business has been about the same now as it was last year. There is a shortage of top pictures now which prevails not just now, but at all times of the year."

Exhibitors Arriving in N.Y.

For Arbitration Conferences

Exhibitor leaders from all parts of the country will start arriving in New York today and over the weekend in preparation for the start of the industry talks on formulating an industry arbitration and conciliation system as recommended by the Senate Small Business.

The industry talks will commence Monday morning at 10:30 A.M. at the Waldorf-Astoria, Association of America's board room here. They are expected to run for three days, until next Wednesday.

Honorary Committee

(Continued from page 1)


The dinner, to be held at the Waldorf-Astoria Hotel, is scheduled as a tribute to the leadership of Montague, who is vice president and general sales manager of Columbia Pictures. The testimonial is the first such event ever staged by the hospital, which is supported by the entire entertainment industry.

N. Y. Board Meets; Tax Not on Agenda

The board of estimate of the City of New York met here yesterday to discuss a varied agenda which did not include "Tugboat Annie," the subject of the Municipal Committee report on the effect of the five per cent amusement tax on theatres. The report, prepared by the three-man citizen committee, was reported the same day and scheduled for discussion at yesterday's board of estimate meeting.

"Tugboat Annie" was reported two weeks ago by a city official and scheduled for discussion on the report, city official said here yesterday.

CBS Quarter Net Up 32%

Consolidated net income of Columbia Broadcasting System, Inc., for the first quarter of 1957 was $5,907,323, compared with $4,462,783 earned in the comparable period of 1956, it was reported at the board of directors meeting this week by William S. Paley, chairman. This is an increase of 32.4 per cent.

The current earnings are equivalent to 77 cents per share, as compared to 60 cents per share earned last year. Per share earnings are calculated on the average of 28,038,244 shares, 7,051,446 in 1957 and 7,485,837 in 1956, outstanding during the respective three month periods.

NBC revenues for the quarter totaled $89,946,932, as compared with $88,406,663 for the corresponding period last year. This represents an increase of 8.5 per cent.

Paley said the strengthening on the profit side was due in part to the liquidation last summer of the CBS-Columbia Division, the company's radio and television receiver manufacturing units, which had been unprofitable in recent years.

Linkletter Will Film "Delinquent" Premiere

SPECIAL TO THE DAILY

Hollywood, May 9—Art Linkletter will send a complete camera and sound crew from his CBS television show to Palm Springs, Calif., the weekend of May 24 to record Jerry Lewis' activities in connection with the invitational press preview of "The Delicate Delinquent," according to Paramount Pictures.

The camera unit will cover all of the events planned for the three-day junket, including the preview at the Village Theatre, proceeds of which will go to the Palm Springs Community Chest. Jack Linkletter will encore the special film footage for his vacationing father.

Sign for 'Thin Man'

Peter Lawford and Phyllis Kirk have been signed for the roles of Nick and Nora Charles in the projected M-G-M television series based on "The Thin Man" films, it was announced by Charles C. Barry, head of M-G-M's TV division. The studio plans to get the first of the half-hour mysteries under way May 27.

Two Renew 'People'

NBC-TV's "People Are Funny" has been renewed by the B. J. Reynolds Tobacco Company and the Toni Company for another seven weeks. Reynolds' renewal is effective September 14 and the Toni Company's September 21.
Desk Set

(Continued from PAGE 1)

co-stars, Gig Young and Joan Blondell, it is an offering of considerable class that should give a very nice account of itself at the boxoffice.

Miss Hepburn and her assistants, played by Miss Blondell, and newcomers, Dina Merrill and Sue Randall, have been efficiently handling the affairs of the research department in the home office of a large network broadcasting company up to the time that Tracy puts in an appearance, unannounced and without explanation, and proceeds to appraise the department with the impersonal air of a man unmistakably intent on introducing some changes. His interest in their department and his intention of it remain cloaked in mystery.

Gig Young, as one of the network's younger executives, is the object of Miss Hepburn's romantic yearnings but is only superficially interested in her. Miss Hepburn's office associates advise her to play hard-to-get to sharpen Young's interest, and her continuing office contacts with Tracy ripen into friendship and afford her the opportunity to follow that advice. One night, seeing her home from the office, they are caught in a rain storm and Tracy accepts her invitation to come in and dry off and remain for dinner. Young unexpectedly appears on the scene and his jealousy is aroused when he finds Tracy comfortable in a bathtub that Miss Hepburn had just purchased as a Christmas gift for Young.

Later, the annual Christmas office party gets off to a slow start with the girls in the research department still apprehensive about what's going to happen to their department and themselves. As the holiday liquor flows things liven up, with both Young and Tracy making romantic approaches to Miss Hepburn. Young tells her he's been made vice-president in charge of West Coast operations and wants her to leave with him and be married in the West. She demurs and Young departs believing Tracy responsible for her indecision. Toward the close of the party the girls learn that a machine Tracy has invented which will answer questions fed into it is to be installed in the research department. They believe its usefulness, and their jobs, are ended.

In a hilarious conclusion everyone in the network organization receives a different notice through an error by a business machine Tracy had installed in the payroll department. Simultaneously, the research department girls stop answering phones with incoming questions and when Tracy and his assistant, Neva Patterson, try answering the phones, taking the questions and feeding them to the machine, confusion reigns, the machine goes berserk and the individual triumphs. But Tracy manages to divide his affections long enough to propose to Hepburn and he accepted, and repair his answer machine with one of her hairpins.

The sharp-witted, fast-moving screenplay is by Phoebe and Henry Ephron. Walter Lang's direction is nicely attuned to the story's many comedy opportunities. Ida Moore as a veteran employee, Diana Jergens as a secretary, Nicholas Jov as president of the company, Harry Ellerbe as an office gossip, and Merry Anders and Rachel Stephens as office workers are excellent in their lesser roles. Henry Ephron produced. Running time, 103 minutes. General classification. Release, in May.

MPAA Board

(Continued from page 1)

The research committee, headed by chairman Roger H. Lewis, the MPAA board will also discuss various proposals for financing the entertainment community's building program, among them the plan presented by Ernest G. Stellings, president of the Motion Picture Exhibitors of America, which is based on a film rental percentage. The board will also discuss a number of other matters, among them arbitration.

The advertising and publicity directors group met here yesterday at a luncheon to discuss the situation and first prize to David Smith, manager of the Miller Theatre in Woodstock, Illinois, for a small situation.

Emphasis on Tie-Ins
For New WB Project

All motion picture companies are doing away with "eyewash-type" publicity and going in for promotion in which they secure the greatest return for their dollar expenditures, according to Robert S. Taplinger, vice-president and director of advertising, publicity and exploitation for Warner Bros.

Maintaining that "we must make every dollar count in advertising and publicity of motion pictures," Taplinger this week declared that the "eyewash-type publicity is helpful at times, but it doesn't, in many cases, reach large audiences. By getting the most value out of our promotional dollars, we are making better returns at the box office for production."

Taplinger said that Warners is going into avenues of promotion on its forthcoming films which were "little or never utilized in the past. We are even starting tie-ins on productions at the inception of film production."

The Warner Bros. executive, along with Meyer Hutner, national publicity, and director of pre-selling "Ask, you will not find the material enough, or having the production of made," the incoming publicist, said that the company is planning for such future films as 'A Face In The Crowd', "D.I.", "Prince and the Showgirl," and others.

Michigan Meet

(Continued from page 1)

by Albert E. Sindlinger, industrial analyst, was voiced at a luncheon held as a feature of the annual convention of Allied Theatres of Michigan at the Hotel Whittier.

The convention ended this afternoon with a clinic for drive-ins and upstate theatres. The organization postponed the election of officers until next June.


Advisory Board Named

An advisory board was also elected consisting of Sam Barrett, William Clarke, Lou Mitchell, Carl Buemele, Floyd Chrysler, Clive Waxman and J. Hummelens.

Sindlinger, in pointing to a renewal of popularity for "the movies," urged more and better pre-selling of films. In conclusion, Sindlinger declared that film quality today is the highest ever, needing only publicizing and timing to bring it a richly deserved success.

18 Theatremen Win
In 'Trapceze' Contest

From THE DAILY ERAUR\n
Eighteen theaternmen have won $5,000 in U.S. Savings Bonds as finalists in the United Artists "Trapceze"-Miss Exquisite Form contest. It was announced yesterday by Roger H. Lewis, UA national director of advertising, publicity and exploitation. The prizes were awarded for the best promotions in conjunction with local engagements of the film.

The first prize of a $1,000 U.S. Savings Bond was given to Lynn Kreuger, manager of the Majestic Theatre in San Antonio for a large build-up and first prize to David Smith, manager of the Miller Theatre in Woodstock, Illinois, for a small situation.
NEWS

ALL the news that IS news!
That is what MOTION PICTURE DAILY gives its readers every day of issue . . . Its masthead proclaims this as a cornerstone of policy –

All the news that IS news

concise and to the point

. . . and the columns of MOTION PICTURE DAILY so perform – to the praise and the preference of busy executives throughout the industry.

THE news — accurately, concisely reported . . . physically arranged for easy finding, quick reading — to these distinctions MOTION PICTURE DAILY is proudly committed, for continuance of leadership.
Domestic Market
See Trend in Streamlining Co. Exchanges

In Line with Proposal Of Management Firm

All distribution companies are constantly re-examining their exchange operations in the domestic market with an eye towards serving their exhibitor customers at the lowest possible costs, according to a Motion Picture Daily survey of the sales managers of the member companies of the Motion Picture Association of America. The re-examination of exchange and branch operations is in line with a preliminary recommendation presented by the management consultant firm of Booz, Allen & Hamilton which was retained by the MPAA last year to survey company operations at the home office and branch levels. A final report from Booz, Allen & Hamilton is expected to be completed shortly, according to an official of the MPAA. The review of field operations (Continued on page 4)

Foreign Subsidiaries Are Planned by AAP

By FLOYD STONE

Associated Artists Productions is turning to Europe, the Middle East and Far East, what it calls the Eastern Hemisphere, now that it has "concluded" distributing its prize properties in North and Latin America. Norman Katz, foreign department director, told the press Friday afternoon. He announced he and assistant (Continued on page 4)

Takes Further Action In Crescent Control

Special to THE DAILY

NASHVILLE, Tenn. May 12—Mrs. Nettie E. Sudekum widow of the late Tony Sudekum founder of the Crescent Amusement Co. has taken further action to gain control of the 67-theatre circuit. She has now called for the return to her of 2000 additional shares of stock held in trust (Continued on page 5)

TOA and SBA To Meet Wed.

Philip F. Harling, chairman of the Small Business Administration Committee of Theatre Owners of America, will meet with officials of the Senate Small Business Committee in Washington on Wednesday to discuss his organization's petition regarding a revision in the SBA policy on mortgage loans.

The meeting stems from TOA's request last week to SBA administrator Wendell Barnes asking for such a conference to clarify the TOA position on mortgage loans to theatre owners.

Barnes, in a letter on April 12 to Harling, rejected the TOA position.

Meanwhile, TOA executives will confer here early this week in a "kitchen cabinet" meeting to discuss organizational affairs.

AA 39-Wk. Income Up;
Brody Explains Loss

From THE DAILY Press

HOLLYWOOD, May 12—In an interim report to Allied Artists stockholders for the 39 weeks ended March 30, Steve Brody, president, said in part:

"During the period we placed in release a number of pictures planned and produced 13 to 18 months previously on an upgraded scale aimed (Continued on page 5)

Proposes Fund for Closing U. K. Theatres; Distribution Mergers

By WILLIAM PAY

GLENEAGLES, Scotland, May 9 (By Air Mail) A scheme involving the retirement from the business of owners of unprofitable cinemas and an amalgamation of numerous competitive organisations in distribution to reduce the aggregate overheads was advanced by Clifford Burcham, chairman of the all-industry tax committee, at the CEA convention here.

In a paper called "Face the Facts," he told exhibitors that there are "only two major items which lend themselves to pruning—film hire and exhibitors' overheads." He said he considers it advisable at this time to attempt to reduce film hire because the prosperity of the business is dependent on the quality of product.

On the exhibition side he estimated that in the next 12 months about 600 cinemas will lose money on trading and it is unlikely that those operating on a small margin of profit will be any less than that number. There is little alternative left for those exhibitors whose profits are marginal, other than to carry on eking out an existence or considering the possibility of closing down, he said.

"But each one of you facing this problem will consider that it is your (Continued on page 4)

Fox Cleveland Head Retires; With Company for 52 Years

Special to THE DAILY

CLEVELAND, May 12—I. J. Schmertz, who has been with 20th Century-Fox for 29 years, now as Cleveland branch manager, has announced his retirement effective August 1.

He joined William Fox in New York as office boy and served the company in New York, Albany, and Cleveland. He and Mrs. Schmertz will move to Miami Beach to spend their leisure years. His successor is not yet announced.

Picket Columbus Thea. In 'Roadhouse' Dispute

Special to THE DAILY

COLUMBUS, O., May 12—Three local IATSE unions are picketing the World Theatre here, which is currently presenting "The Ten Commandments" on a roadshow policy, because of a manpower dispute.

The motion of 32 employees was for a severance package from the表演. Owners are to sign a contract with the management of the theatre allowing a picketing of the theatre.

The IATSE locals had a special agreement with the Loew's BROADTWAY THEATRE here which last week completed a nine-week run of "The Ten (Continued on page 5)

21 to Attend Meet to Set Arbitration Agenda Today

By LESTER DIONOFF

The motion picture industry today welcomed and applauded the framework for an arbitration and conciliation system. Representatives of four national and regional exhibition organizations will meet with the distribution arbitration steering committee and officials of the Motion Picture Association of America at 10:30 A.M. today in the MPAA board room here to formulate an agenda for the talks which are expected to last through Wednesday.

Scheduled to attend the three days (Continued on page 2)

Continental, Sturges Sign for Picture

Continental Distributing, Inc., has entered into a co-production agreement to make "The Gentleman From Chicago," it was jointly disclosed at the weekend by producer-director-writer Preston Sturges and Frank Kasler, president of Continental.

Kasler said that his organization will finance one-half of the production costs of the film, which Sturges will make in Northern Italy.

Sturges, who recently completed (Continued on page 5)

Andersen Will Review Loew's, Inc. Accounting

Joseph B. Vogel, president of Loew's, Inc., announced at the weekend the appointment of Arthur Andersen and Company, certified public accountants, to make a review and (Continued on page 5)

in Today's Issue

Page 2—Tradewise.
Page 4—Television Today.
PERSONAL MENTION

GEORGE WELTNER, president of Paramount Film Distributing Corp., will leave here today for Europe.

JOSEPH R. VOGLER, Loew’s M-G-M president, is due back here from the Coast on Wednesday.

ARTHUR B. KRAM, president of United Artists, will return to New York from Hollywood.

MAX YOUNGSTEIN, vice-president, returned here from the Coast at the weekend.

ROBERT W. COYNE, COMP0E triumphed and special counsel, is scheduled to return to New York today from Washington.

HARRY COHN, president of Columbia Pictures, will leave in New York today from Hollywood.

CHARLES EINFELD, vice-president of 20th Century-Fox, and Mrs. Einfeld have announced the engagement of their daughter, Linda, to John Burgh Hirsch of Chicago.

JOHN MURPHY, Loew’s Theatres vice-president, will return to New York today from Florida.

PHIL ISAACS, Paramount assistant sales manager for Eastern U. S., has returned to New York from Boston.

ERIC JOHNSTON, president of Motion Picture Association of America, is in Hollywood from Washington.

IRVING WORSNAN, general manager of Distributors Corp. of America, has returned from New York to the Southwest and the Coast. At the same time, ARTHUR SACHSON, general sales manager, left for visits to offices between here and Chicago.

ROBERT L. LIPPERT, owner of Lippert Pictures and Robert L. Lippert, Jr., have left for London via B.O.A.C.

UA Board Meet Wed.

The first meeting of the board of directors of United Artists since the company became publicly-owned last month will be held in the home office here at 11 A.M., Wednesday. It is expected the directors will call the first annual meeting of stockholders, take action on a dividend and deal with other corporate matters.

Arbitration

(Continued from page 51)

TODD-40 and ‘68 Days’ Set for Roxy, Atlanta

ATLANTA, May 12.—Cinerama will close its run at the Roxy Theatre here during the first week in June. Thereafter the house will be equipped with Todd-40 in preparation for opening of Mike Todd’s “Around the World in 80 Days,” scheduled to open early in June.

‘Joon’ Bows in Paris

PARIS, May 12.—A sell-out crowd of 2,200 celebrated Joan of Arc Day today with a world première of Otto Preminger’s film version of “Saint Joan” at the Paris Opera. The showing of the United Artists release was held for the benefit of the French Polio Foundation.

MOTION PICTURE DAILY, Martin Quirkley, Editor-in-Chief and Publisher; Sherrill Kane, Editor; James D. Ives, Managing Editor; Richard Gerster, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fasold, Production Manager; TELEVISION TODAY, Charles S. Agnewson, Editorial Director; Percy Herman, Vincent F. Orsini, Eastern Editors, Hollywood Bureau, United Press, Lower Suite, 1159, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 1; Hope Williams, Burnett, Manager; Peter Burnett, Editor; William Pay, News Editor, Correspondents in the principal capitals of the world. Daily except Christmas Day. Offices: 31 E. 42nd St., New York, and 1757 Broadway, Hollywood, 7-2485; Washington, D. C., 1000 15th St., N.W., 5-2150; Montreal, 1151 Sherbrooke St., W. 3-3100. 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. Entered as second class matter Sept. 21, 1918, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.
In an era of skyrocketing costs, the Prize Baby still provides trailers and accessories at down-to-earth prices.

Since 1940, food is up 132 percent, fuel 122 percent and furniture 133 percent. Compare the stratospheric rises to the negligible increases, if any, that some of you have given the Prize Baby.

Then, you will appreciate the Prize Baby's desire to continue to provide the kind of service you expect and receive — at the least possible cost.
Television Today

Well, Well--Now Movies Are Hurting TV Morals

JOHN G. DOERFER, member of the Federal Communications Commission, in a recent radio address nationally broadcast by CBS, presented certain arguments on the relative virtues of broadcasting which should not pass unnoticed by the motion picture industry.

Mr. Doerfer, with evident relish and delight, read over certain provisions of the so-called Television Code, pointing out the superlative character of the TV code as compared with any other self-regulatory system in the field. He declared that the Federal Communications Commission, however, failed signally to acknowledge—if he knew—that the TV Code is a somewhat uninformative rewrite of the Motion Picture Code.

He also did not disclose that the TV Code, at least up to now, is an idle gesture which exerts little or no effect upon the moral content of television. The very pertinent fact is that this code has never been given anything meaningful in the way of implementation. It is supported by no enforcing penalties, and TV stations take the code or leave it as they see fit—and all who are familiar with various current practices relative to television content know that they consider it useless.

But the most striking point of Mr. Doerfer's address was his assertion in effect that the only moral problems present in TV come from the programming of motion pictures. From this source, he said, parents are now learning of the terrible influences children have been subjected to in the movies themselves. He added that despite the efforts of TV editors to clean up the old pictures, they are still pretty bad.

Mr. Doerfer sought to find out—which slight inquiry will reveal—that one of the present difficulties in the application of the motion picture code is the insistence of many Hollywood producers that they be allowed to reproduce films certain subjects and treatments which make frequent appearance on TV.

Mr. Doerfer's observations would be significant and perhaps helpful if he just completely reversed his position. —M.Q.

DuMont Names Two

Election by the board of directors of Allen B. DuMont Laboratories of Stanley J. Koch and Major General Royalmond C. Maude (USAF, Ret.) as vice-presidents has been announced. Koch is now vice-president, tube operations; and General Maude is vice-president, government operations. All other existing officers of the corporation were re-elected by the board.

AAP Planning

(Continued from page 1)

treasurer Fred Hynan leave Friday for London, where, helped by Hynan, he will stay six months or so building an organization similar to AAP and its theatrical company, Dominant Pictures.

Will Sell to Three Media

He hopes the company will have subsidiaries in each of the countries of consequence. AAP will sell its Warner features and the library of 1,400 shorts, and the Popeye cartoons, and literary and merchandising rights, to theatrical, non-theatrical, and television media. It will sell properties for independent production, and also buy pictures. And it will sell to Communist countries, and even to Soviet Russia, difficult, he said, that never seems.

He disclosed that Czech authorities last week and this week screened 15 films, and that Poland apparently has taken five. He added more news of this would come in a Dominant Pictures announcement soon.

Fairbanks, Jr., to Aid

Douglas Fairbanks, Jr., will become a good-will executive of these foreign operations, Katz expects.

The latest and as he put it, the final, deal of consequence in this hemisphere has been sale of mentioned properties to a Latin-American syndicate which has as American partners Robert Kernerberg, recently AAP western advertising manager; Eugene McGrath, an insurance man operating out of Panama; and Tony Owen, producer. The price he averred, was $6,000,000.

Mills Withdraws from Race for FCC Post

From THE DAILY REPORT

WASHINGTON, May 12 — The race for the upcoming vacancy on the Federal Communications Commission was thrown open again over the weekend with the withdrawal of Edward K. Mills, Jersey lawyer.

Mills reportedly was in line to succeed chairman George C. McConnell when he announced that he would resign on June 30. But on Friday he announced that the Commission had been appointed as deputy administrator of the General Services Administration and asked that his name be withdrawn from consideration for the FCC post.

Set 'Stockings' Bow

M-G-M's "Silk Stockings," will have its world premiere at Loew's Theatre in New York, Va. on June 19, the company announced at the weekend.

Streamlining of Exchanges

(Continued from page 1)

by the companies, and their efforts to keep distribution costs as low as possible but still maintain top service to their customers, is evidenced by the recent closings of branches by some companies around the country. Paramount Pictures recently shut down its Omaha branch and shifted operations to Des Moines and Columbia Pictures will close down its Portland, Ore., sales branch and shift operations to Seattle. In both cases, the company will maintain shipping and booking operations in Omaha and Portland.

Columbia still has 32 U. S. branches and six in Canada while Paramount has 39 branches, six of which are located in the Dominion.

"Constantly Re-examining": Reagan

Charles Reagan, vice-president in charge of sales for Loew's said that other companies also had closed down its Omaha branch and shifted sales operations to Des Moines. M-G-M still has 31 branches about the nation, he said. The company is constantly re-examining the U. S. operations," Reagan stated.

United Artists' general sales manager Jim Yelke, Roy Haines of Warner Bros., Pictures, and Alex Harrison of 20th Century-Fox told "Motion Picture Daily" that their companies have plans for consolidation of exchanges. Harrison pointed out that with his company's heavy line-up of product, 20th-Fox needs all of its 39 branches in the U. S. and Canada to properly sell and merchandise the films.

Republic Has Closed Five

Extensive economies in distribution operations have been instituted in recent months by both Republic Pictures and RKO Radio Pictures, the latter company having entered into an agreement with Universal Pictures to distribute its product. Republic, which is constantly reviewing all situations where distribution costs are high, has closed down branches in New York, Omaha, Portland, and Salt Lake City, and maintains only 27 other branches, according to a company sales executive. The company has supplied facilities in all 32 exchange cities.

Allied Artists vice-president and general sales manager Moe Gold- field recently reported that his company, in conjunction with certain branch offices, had closed five in some territories, maintains 32 branches. This company has been buying out "states rights" in some areas to bring the exchanges under its own banner.

U.K. Theatres

(Continued from page 1)

competitor who should be closing, and if that view were persisted in by all, there could be no immediate solution to your present problems. It is to help meet that situation that I suggest that careful thought should be given to a scheme for voluntary rationalization," Barclay added.

He then proposed a levy of a halfpenny a seat for payment into a fund to provide compensation for cinema owners forced to close. The fund totals £6 million, costing exhibitors £2 million a year for three years.

"Properly developed, realistically considered and adequately financed, such a scheme as I have outlined could relieve a few of their future problems, leaving the many to carry on this important and particularly human task to greater heights and some profits."

John Bertadero Dies

LEAD, S. D., May 12—John Berta- dero, 63, vice-president and a director of the Black Hills Amusement Co., died following a heart attack at his winter home in Coronado, Cal.
Say Zanuck to Indemnify Houses Hit by 'Sun' Ban

From THE DAILY Bureau

HOLLYWOOD, May 12—It is reported here from Mexico City by Darryl F. Zanuck, producer of "Island in the Sun," that any threat to the U.S. fined or otherwise penalized for showing the controversial film will be indemnified by the producer.

Zanuck's statement follows a move in South Carolina to ban the picture, written against the background of an "inter-racial" theme.

N. Y. Film Directors Hold Meet on Charter

The New York Film Directors Organizing Committee met here at the weekend and appointed committees to prepare a charter and by-laws for the formation of an independent film directors association, it was announced.

The committees will report back to the membership of 253 in mid-June on progress. Afterwards, the film directors will negotiate with local producers for working agreements, it was said.

AA 39-Week Income

(Continued from page 1) at satisfying box office trends then in evidence. By the time these pictures were released, the market sharply reversed itself, and the decline has been continuing. This sudden shift was responsible for operating losses reported in the recent period. Your management immediately took corrective steps in planning its new pictures, and cost reductions have been effected."

Total is $14,090,737

The 39-week report showed a total income of $14,090,737, which compares with $11,911,080 for the same period the previous year. Total expenses were $13,350,315, compared with $11,530,999 the previous year. Loss for the period is $1,379,478, which compares with $1,879,881 the year before.

The company announced a dividend of 13½ cents a share on the 5½ per cent convertible preferred stock, payable June 15 to stockholders of record on June 3.

Continental, Sturges

(Continued from page 1) "The French They Are a Funny Race," which Continental is releasing in the domestic market, reported in a trade press interview here that he also plans to produce a French play, "Japparten's a Zezze," and two films, eventually called, "Happiness Comes in Bottles" and "Brigham Young and Tell 'em Nothing."

'Monkey' Bow on Radio

Tommorrow's world premiere of United Artists' "Monkey on My

Review:

The Lonely Man

Paramount—VistaVision

"The Lonely Man" belongs to the current school of westerns in which psychological character studies take precedence over such formerly predominant activity as chases on horseback and barroom brawling. While the latter is subordinate, it is by no means omitted in such pictures, and this one has two episodes that are exceptional: the capture of a wild stallion and a bang-up gun fight at the end. These scenes are handled with imagination by the director, Henry Levin, and are plainly the highlights of the show.

Outside of these and a couple of incidental fistfights, the major action of "The Lonely Man" concerns the development of a domestic drama crisis—the efforts of a father to win back the love of his son whom he deserted years before. While such a conflict is certainly valid as drama, the treatment here is unfortunately routine and superficial.

To promote the picture there are two star names: Anthony Perkins, the widely-touted newcomer here making his western debut as the son; and Jack Palance, the villain of "Shane," this time cast in a sympathetic role as the father. Additionally exploitative are some beautiful scenic shots in black-and-white VistaVision and a title song which is sung during the credits by Tennessee Ernie Ford.

In the story Young Perkins hates his father because he believes Palance had deserted his mother (now dead) in order to become an outlaw. Palance had in fact been a gunfighter but yearns to retire and lead a peaceful existence with his son. It is not until a friend of the family explains the truth to Perkins—that Palance had been forced by circumstances into outlawry and had not willingly deserted his wife—that father and son are reconciled.

To complicate matters further Palance has acquired a young mistress, who, though she loves him dearly, feels strongly attracted to Perkins. This standard character is competently played by newcomer Elaine Aiken.

Suspense has been injected into the story by writers Harry Essex and Robert Smith in having Palance the object of frenzied pursuit by Neville Brand, as a saloon owner whom Palance had shot over his attentions to Miss Aiken. Brand finally finds Palance (who, incidentally, along with his other troubles is going blind) and their encounter erupts in the gun battle which comes at the film's climax. As noted earlier, it is a loney of its kind and leaves both Palance and Brand (and three other outlaws) dead and Perkins presumably free to wed Miss Aiken.

Perkins gives another of his interpretations of moody adolescence in the role of the stubborn son, and Palance is exceptionally restrained—in comparison with past performances—in the part of the patient father. The picture was produced by Pat Duggan.


Columbus Theatre

(Continued from page 1) Commandments." Under this agreement the 2,400 seat Loew's house took on additional help. The World Theatre, a 400-seat theatre operated by Charles Sugarman, declined to take on additional union people.

In New York, Paramount Pictures said it was not concerned in the labor dispute with the Columbia World Theatre. An official reported that the company shifted from the Loew's Broad Theatre to the World Theatre to reduce overhead and to increase business.

An official of Loew's Theatres here also took the same position.

Back at the Woods Theatre in Chicago will be carried to a radio audience of more than 8,000,000 when NBC broadcasts over a four-state area interviews with celebrities and descriptions of the Marine Corps fair.

Takes Further Action

(Continued from page 1) by the First American National Bank for her four daughters. She had previously filed suit against the bank asking revocation of a trust agreement under which 2514 shares of Crescent stock are owned by her on the basis of the administration by the bank.

The daughters are said to hold among themselves at least 1,000 additional shares of stock, representing a total of at least 5,514 shares out of the 10,000 outstanding.

Name Anderson

(Continued from page 1) recommendation concerning effective accounting procedures.

This is part of the general reorganization effort designed to streamline the corporation and promote increased profits in all possible areas, Vogel said.
IN THE HISTORIC TRADITION
OF DAVID O. SELZNICK'S
GWTW
WILL COME THE NEW SCREEN GLORY OF

AFTA *

PRODUCTION IS AHEAD OF SCHEDULE
ALL OVER ITALY
ON ERNEST HEMINGWAY'S

* A FAREWELL TO ARMS

starring
ROCK HUDSON • JENNIFER JONES
VITTORIO DE SICA
PRODUCED BY DAVID O. SELZNICK
DIRECTED BY CHARLES VIDOR
SCREENPLAY BY BEN HECHT
THE SELZNICK COMPANY PRODUCTION
IN CINEMA SCoPE AND COLOR BY DE LUXE
RELEASED BY 20TH CENTURY-FOX

BEFORE AFTA: Rock Hudson and Jennifer Jones are shown rehearsing for “A Farewell to Arms”
Pledge Wage Views Study

From THE DAILY Bureau
WASHINGTON, May 13—Senator Kennedy (D., Mass.) has promised that exhibitor pleas for continued Federal minimum wage exemption will be explained to the full Senate Labor Committee before that group acts on any minimum wage bill.

A subcommittee headed by Sen.-
(Continued on page 2)

Today's Theatre-Goer
Is More 'Adult': Vogel

By ALLEN M. WIDEM
HOLLYWOOD, May 13—Present-day Hollywood has a growing awareness of constantly-changing public buying moods and cognizance of vast improvements in educational standards, according to Joseph R. Vogel, president of Loew's Inc.

"Anybody in the motion picture business who doesn't go along with the basic principle that the entertainment buyer is more grown-up (Continued on page 2)

At All-Industry Arbitration Meet

Reach Agreement on Conciliation Plan

Issue Referred to Drafting Committee; Special 'Publicity' Unit Is Appointed

By LESTER DINOFF
(Picture on Page 3)

Motion picture distributors and exhibitors, in their joint efforts once again to try and formulate an industry arbitration and conciliation system, yesterday reached unanimous agreement in principle on all phases of conciliation and referred the issue to a special committee for drafting, it was announced following the first day of deliberations at the box offices of the Motion Picture Association of America.

The meeting, which commenced yesterday at 10:30 A.M., with representatives of the MPAA, distributors, Theatre Owners of America, Allied States Association, and Independent Theatre Owners Association in attendance, took up the matter of conciliation initially, following a brief discussion on the agenda for the proceedings for the entire talks, which (Continued on page 3)

Score Davis Tax Comment

Special to THE DAILY
GLENEAGLES, Scotland, May 13.—Cinema exhibitors gathered at the annual summer convention of the British Cinematograph Exhibitors' Association are wondering why John Davis, managing director of the J. Arthur Rank Organisation, dropped a "clanger" about the entertainment tax when he talked to them on the industry's future.

Exhibitors are worried about the point in his 50-minute address when (Continued on page 5)

Video, Southwest Bell
Sign Telemovie Contract

Special to THE DAILY
OKLAHOMA CITY, May 13.—The signing of a contract between Video Independent Theatres, Inc., and Southwestern Bell Telephone Co., calling for Video to construct the coaxial cable for transmission of tele-movies at the telephone company's expense was announced here today. The announcement by Henry S. Grif- ffr, Video president, confirms a story (Continued on page 4)

Urge MPEA Settlement
In Philippine Press

The Philippine press is urging the government to work out a settlement with the Motion Picture Export Association regarding the remittances and tax problems involved in formulating a new film agreement, according to an MPEA official here.

The board of directors of the (Continued on page 2)
Filmgoers ‘Adult’; Vogel

(Continued from page 1)

than his counterpart of the silent-screen is merely whistling in the dark,’ Vogel said.

He said, too, that “a film-maker in the present crowded theatrical competition must realize that his audience has grown up. He added that vastly improved standards have given rise to an alert audience who are easily able to pick out obvious flaws in foreign location authenticity, for example.”

“No longer can the producer say, ‘A tree is a tree. Shoot it in Griffith’s Park.’ The producer’s facilities, now for extensive overseas junkets—such as the recently-completed African project centering around ‘Something of Value,’ which cost stars Rock Hud- son and Dana Wynter. The same rule applies to talent development, technological improvements and the like.”

Vogel, who ascended to the Loew presidency last year after lengthy service as head of Loew’s Theatres, has been on practically a commuting schedule in recent months. “This is my second trip to the studio since last October,” he said, “and sometimes it seems that I’m constantly aloft in a plane midway between my New York office and the studio and in a hurry to get to both places at once!”

Vogel envisioned the TV film programming trend as a Hollywood levy, despite their competitive position.

“As much as 95 per cent of television programming will be on film,” he said, “but who is better qualified to continue this production line than Hollywood?”

“Metro production charts for theatrical release,” he said, “are optimis- tically full-seal.”

Wage Views

(Continued from page 1)

nedy last week sent to the full committee without recommendation one way or the other a bill that, according to committee officials, exten- ce to theatres and theatre chains grossing more than $1,000,000 a

A. Julian Brylawski, legislative chairman of the Theatre Owners of America, wrote to Kennedy, declar- ing that the bill was not absolutely clear in its provisions relating to theatres coverage, and that in any event, exhibitors are in tough financial condition and should remain exempt from the federal law.

A reply from Kennedy today thanked Brylawski for his views and promised him that the views would be put before the full committee when it convenes for the next legislative action. The letter did not, however, comment on Brylawski’s declaration that the present bill was unclear. Committee officials said, that question that Kennedy intended to cover large theatres, but that courts could conceivably hold otherwise.

‘Desk’ Show Today

A showing of “Fashions for the Desk Set,” a new collection of Holly- wood-designed “clothes for the working woman” by Charles LeMaire, is being held for the press today at the Roxy Theatre’s sixth floor suite at 10:30 A.M. “The collection was in- spired by “Desk Set,” 20th Century-Fox film which will have its world premiere at the Roxy in a benefit for the National Urban League tomorrow night.

List Winners in Daff

European Sales Drive

Special to THE DAILY

ROME, Italy, May 13—At the opening session of Universal-International’s 1957 European sales confer-

ence today the winners of the recent- ly concluded Daff Drive, sales contest to promote Fred E. Daff, the company’s ex- ecutive vice-president, were an- nounced by foreign general manager, Americo Abate.

Manager Melkodro Hariburan in Indonesia was the winner in the in- dividual territorial contest in which 40 U-I branches competed. The Latin American division was victor- ies in the divisional race and won the Daff cup for its supervisor, Al Lowe, Second place in the territorial com- petition went to manager Saul Jacobs in Panama Leo DeJesus in Siam fin- ished third and John Marshall in Germany, fourth.

Eastern Standard Time

Won’t Be Voting in Ohio

Special to THE DAILY

COLUMBUS, O., May 13—The Ohio Senate today defeated a resolution to submit a constitutional amend- ment to Ohio voters establishing Eastern standard time for the whole state. The vote was 17 for the resolution to 16 against, but the measure needed 21 votes for a three-fifths margin.

Ponzi-Gerosi Formed

HOLLYWOOD, May 13—Carlo Ponti and Marcello Gerosi announced the formation of a new independent producing partnership, Ponti-Gerosi, replacing Ponti-De Laurentiis Co., on the eve of their return to Italy.
Agreement Is Reached on Conciliation Plan

(Continued from page 1)

are expected to last until tomorrow. Today's session begins at 10 A.M.

The first joint action was taken with the appointment of a "publicity committee" composed of Julius M. Gordon, Mitchell Wolfson, Adolph Schimmel and Ralph Hetzel "to inform the press on the proceedings," according to an MPAA official. The committee was formed after it was decided to close the conferences to the press, and each industry figure in attendance was "sworn to secrecy."

The "publicity committee," in reporting late yesterday afternoon on the unanimous agreement reached in principle on all phases of conciliation and the referring of the matter to a committee, did not disclose the committee representatives.

Some Absent in Afternoon

According to the "publicity committee," the meeting was presided over by Eric Johnston, president of the MPAA during the morning session. Johnston and a number of others did not attend the afternoon session, following a Harvard Club luncheon.

The "publicity Committee" reported that Johnston, Gordon, Ernest C. Stellings, and Max A. Cohen reiterated previous statements on the need for development of an arbitration and conciliation system.

Johnston Cites 'Deep Obligation'

Johnston said: "This industry owes a deep obligation to itself and to the public to reach an agreement on a system of conciliation and arbitration. Such a system will go far to enable the industry to concentrate its great energies and talents on providing even better entertainment to the public."

"I am optimistic about the industry's future, both here and abroad, but only an industry jointly dedicated to providing the best motion pictures can be successful in the face of great competition and obstacles here and abroad. This is why an agreement on conciliation and arbitration now is a most urgent goal for the distributors and exhibitors as well."

Gordon, president of the Allied States Association, then spoke and stated that his Association concurred in the fact that a proper system of conciliation and arbitration for the industry is needed and would serve the very necessary purpose of permitting more money and manpower to be devoted toward making more and better pictures which are needed in the industry. He further stated that he felt that "such a system of arbitration and conciliation was mandatory in order that exhibition could go back to its proper function of exploiting pictures and pleasing the public's desires."

Cohen Speaks for ITOA

Max A. Cohen then spoke and reiterated the desire of the Independent Theatre Owners Association to assist in bringing a conciliation and arbitration system into the industry, which they felt was urgently needed at this time.

Stellings, president of the Theatre Owners of America, in reply stated that it was the desire of TOA, in conjunction with all segments of the motion picture industry, to bring about a system of conciliation and arbitration for the industry, and on behalf of TOA he pledged their best efforts to complete the arbitration and conciliation plans. He said that it was "a case of arbitration vs. litigation," since a recent canvass of litigation showed that the amount of litigation was still of staggering proportions.

Points to Cost of Litigation

Litigation is costly and unprofitable to the producers and exhibitors alike. The expenditures in lawsuits could be better used for motion picture production, promotion and exploitation. TOA firmly believes that an arbitration and conciliation system would reduce the number of lawsuits; permitting not only a money saving but much manpower savings which could be put to much better advantage. Further that TOA's interest in arbitration has continued from the very first discussions; and that conditions as they now exist in the industry make conciliation and arbitration even more needed than before, and that it be brought about as quickly as possible."

Top Officials Attend

Those in attendance were: For Allied States Association—Gordon, president; Nathan Yamin, Wilbur Sniper, Abram F. Myers, For TOA—Stellings, president; Wolfson, St Fabian, Herman Levy, Al Pickus, George Keratos. For Independent Theatre Owners Association—Cohen.


For MPAA—Johnston and Hetzel.

The three-man committee from Metropolitan Motion Picture Theatres Association, appointed by the group's membership to act as "observers," did not attend.

UA's New Charlotte Bldg. Open Tomorrow

Special to THE DAILY

CHARLOTTE, N. C., May 13—United Artists will formally open its new exchange building here Wednesday in ceremonies headed over by James B. Velde, general sales manager, and Milton E. Cohen, eastern and southern division manager.

The exchange is a newly-constructed one-story building located at 225 West Third Street in Charlotte's film row. In addition to Velde and Cohen, UA executives participating in the opening ceremonies include George Fabst, Southern district manager; Jules Chapman, supervisor of branch operations; John Hughes, Eastern and Southern contract manager, and Harold Kreeter, Charlotte branch manager.
Television Today

PASSING IN REVIEW...

CORN, ELECTRICISM and a large slice of euphemiism were the most striking aspects of the television week just concluded. The first two are part of the standard operating procedures in all phases of show business. Euphemism, however, is something that's been out of style for almost 350 years, thus any attempt to revive it is noteworthy in a day when spades must be called spades.

Music, at Least, Was Good

The man responsible was the remarkable Duke Ellington and the show, "A Drum Is a Woman," presented Wednesday by CBS-TV's U.S. Station. The compensation was so different as to be laughable, but U.S. Steel stockholders might rightly wonder if management hadn't flipped its cotton-pickers lid. "Drum" was described as an "adaptation" of a long-playing Ellington record which, in Ellington terms, traces the history of jazz. The music was okay, but the so-called book and narration, delivered by the Duke himself, were out of Gingerbyle way of Square Juncton and Creep Corners.

Profoundly Titled

It concerned a lady, euphemistically called Madame Zajj (just spell it backward), who comes out of the jungle under the man inspiring men to play music by Ellington. The production numbers were colorful but the energetic dancing was an endless reprise of all those slaking pelvis-lingering elbow gestures photographers find so peculiarly meaningful. And this from the network whose only criterion in judging dramatic fare is the question: does it have something pertinent to say to us today?

Eclectic, perhaps, is the word for CBS-TV's Sunday afternoon Odyssey presentation, "The Biography of the Kibbo Kamma: The Inuk's Revenge," an interesting and fascinating show. As pointed out yesterday by the conscience of the television industry, Jack Gould of the New York Times, the major portion of the show was made up of uncredited clips from several classic Soviet films, notably the work of Eisenstein and Udovkin. Some of the same clips were used earlier by Henry Selick for his "Nightmare in Red," where they also went without credit.

Assumption Is Posed

It can only be assumed that the producers feel this information might have a subversive effect on the imaginations of their viewers.

Elsewhere in the week, the corn

Telemovies

(Continued from page 1) that negotiations were being conducted in Motion Picture Daily on April 29.

According to the agreement Video in turn will pay Southwestern Bell rental for the use of the cable and utility poles. The contract now clears the way for opening telemovie operations at Bartlesville, Okla., in July or early August, Griffin said.

State Will Fix Rate

Although the initial rental is figured on the cost of constructing and maintaining the cable, the eventual rate schedule is expected to be fixed by a state corporation commission, which regulates Southwestern Bell's tariffs.

Under the contract, specifically between Southwestern Bell and Vinnore Company, a Video subsidiary, the telephone company will maintain the main line cable and amplifiers. Vinnore will be responsible for servicing its tap-out lines to subscribers' television sets. The coaxial cable also can be used by Southwestern Bell for its own communications.

More Service from More Channels

Video's Bartlesville telemovie theatre will offer, by use of several channels, a more complete service and entertainment package to the home than originally planned, Griffin said. Expansion for the telemovie theatre calls for subscribers to now have their choice of two current motion picture features in separate channels, in electronic news coverage, and other services, and entertainment including time, temperatures, weather forecasts, miscellaneous educational and cultural programs, and various types of recorded music.

was as high as an elephant's eye, which is to say, it was responsible for the total eclipse of little Mickey Rooney in "The Legend of George M. Cohan," NBC-TV, Saturday night. The fact that a rousing, definitive biography of Cohan has already been done by Hollywood need not stop TV producers from another stab, but it might if they can't come up with even a better outline than this show, June Havoc, without billing, contributed a couple of 30-second packages and daunted the Mick himself showed himself to be a vital performer as he was back in the old days at Lewis Stone's knee. But the total effect was of lack of direction, script and production. Corny, too, but nevertheless well acted, were Kraft's Wednesday night production of "Flesh and Blood" (NBC-TV), particularly by Victor Jory and Playhouse 90's Thursday night production of "Homeward Borne" (CBS-TV), particularly by Richard Kiley--V. C.

a new word likely to become a marqueep queen in short order, if its effectiveness in this first American production employing it is fair augury. Technirama, of course, a child of Technicolor, and cinematographer William Daniels, who made his first wide-screen picture 20 years ago and who took part in the development of Vista-Vision, says of it, "The new process is the sharpest, closest and most natural for color that has ever been invented." His use of it in "Night Passage" bears out his confidence.

The precedents that point to an assured success for "Night Passage" are numerous, but the top one is the box office record of the five previous Universal-International productions starring Stuart in which, as on this occasion, the star and the studio earned a profit-sharing arrangement that has been widely copied in the industry. The five pictures were "Winchester 73," "Bend of the River," "Thunder Bay," "The Glenn Miller Story" and "The Far Country." Possibly the most meaningful statement that can be made about "Night Passage" is that it's full brother to these.

Mother Nature's contribution to the bright promise of "Night Passage" success is the astoundingly beautiful Colorado setting—the visually inaccessible Animas Canyon country, with majestic mountainsides garbed in golden aspen foliage—against which most of the picture is played. Caught by the wide-eyed Daniels camera in the all-embracing Technirama process, this contribution of Mother Nature's is worth the price of theatre admittance for its own sake.

The screenplay enacted by these players in this setting under these circumstances with these advantages is by Borden Chase, who writes most of the Stuart screenplays, and is from a story by Norman A. Fox. The production is by Aaron Rosenberg, who produced all of the other Stuart pictures for U-I. In common with most of them, the story presents a large number of characters, some good, some bad, some plain, some colorful, who follow a variety of motives through a diversity of incidents to a climactic ending arrived at dramatically. Direction is by James Neilson, a television director who directed Stuart in one of his ventures into that medium and did it so satisfactorily that the star drafted him for the present job, his first theatrical picture, when Anthony Mann, the regular Stuart director, was not available.

The particular issues in principal concern of Stuart in this appearance are burghly and brotherhood. The burghly is done chiefly and proficiently by Murphy, Duryea and their band, an extremely capable crew of train-robbing; and the brotherhood angle (on which the story finally focuses to build an emotional interest that is longer than usual in coming) rises from the circumstance, revealed late in the script, that Stuart and Murphy are brothers. In a furious shooting finish, fatal to Duryea and any other experienced, Murphy takes a shooting stance on the side of Stuart, the good brother, and this is an appropriate place to close a synopsis that is likely to play better than it reads.


WILLIAM R. WEAVER

Von Stroheim Dies

PARIS, May 13—Film actor and director Erich von Stroheim, one of the pioneers in Hollywood's early days, died yesterday of cancer at his home near Paris. The 70-year-old man had been paralyzed for several months. His best known pictures were "Sunset Boulevard," "The Great Illusion," "Tempest Over Asia" and "Five Graves to Cairo."

Millar Leaves RKO

HOLLYWOOD, May 13—Stuart Millar has asked for and been granted a release from his producer contract at RKO, William Dozier, RKO vice-president in charge of production, has announced.

No High Court Review

OF NASSER-UA ACTION

FROM THE DAILY BUREAU

WASHINGTON, May 13.—The Supreme Court today refused to review an appeal by James Nasser Productions, Inc., against the actions of district court judge Thumond Clarke.

The Nasser firm and several related firms and individuals were sued by United Artists Corp. for alleged copyright infringement on several films. That they argued the judge acted arbitrarily and showed partiality to the plaintiffs, and asked the higher courts for relief. Today the Supreme Court refused to interfere in the lower court proceedings.

RONALD L. MILLAR

Von Stroheim Dies

PARIS, May 13—Film actor and director Erich von Stroheim, one of the pioneers in Hollywood's early days, died yesterday of cancer at his home near Paris. The 70-year-old man had been paralyzed for several months. His best known pictures were "Sunset Boulevard," "The Great Illusion," "Tempest Over Asia" and "Five Graves to Cairo."

Millar Leaves RKO

HOLLYWOOD, May 13—Stuart Millar has asked for and been granted a release from his producer contract at RKO, William Dozier, RKO vice-president in charge of production, has announced.

No High Court Review

OF NASSER-UA ACTION

FROM THE DAILY BUREAU

WASHINGTON, May 13.—The Supreme Court today refused to review an appeal by James Nasser Productions, Inc., against the actions of district court judge Thumond Clarke.

The Nasser firm and several related firms and individuals were sued by United Artists Corp. for alleged copyright infringement on several films. That they argued the judge acted arbitrarily and showed partiality to the plaintiffs, and asked the higher courts for relief. Today the Supreme Court refused to interfere in the lower court proceedings.

RONALD L. MILLAR
Levine Golf Event Chairman

Martin Levine, executive of Brandt Theatres and past president of New York's Cinema Lodge of B'nai Brith, has been appointed chairman of the committee of the sixth annual film industry golf tournament being sponsored by the Lodge at the Vernon Hills Country Club at Tuckahoe, N. Y. on June 13.

'Guilty' Will Bow in Brooklyn

RKO Radio's "Finger of Guilt" will have its New York premiere on Thursday at the Paramount Theatre in Brooklyn, it has been announced by Budd Rogers, who is supervising the handling of RKO product distributed by independent local releasing organizations.

Spot Radio Drive for 'Fire'

Columbia Pictures and the NBC radio network have closed a deal whereby the Warwick production, "Fire Down Below," will be promoted via spot announcements and editorial-type material over the 176 stations of the network from June 10 through July 13.

Chicago Honors Ross Today

The J. S. Marine Corps and the city of Chicago will pay tribute today to Barney Ross, Marine combat hero, ex-crew trumpet and native son of Chicago, in ceremonies launching the world premiere of United Artists' "Monkey on My Back" at the Woods Theatre.

Score Davis Comment

(Continued from page 1)

he said: "In my view entertainments tax relief is not the solution to many of our problems."

The cinema men disagree with Davis violently. They discussed ways and means of getting the British film executive to quantify his statement, which has been widely circulated here via press and radio.

Sir Alexander King, Scottish cinema magnate, and a champion for tax cuts, said he has nothing personal against Davis but described the point in his speech as unwise. Another exhibitor, Jack Pendergast, of Leeds, England, said that, as a result of this going out to the world the Glencoe Convention of 1957 would go down as "the Glencoe massacre conference."

Exhibitors from all parts of Britain urged total abolition of the tax.

A move will be made to contact Davis and get him to qualify his remark on the tax. Exhibitors had high praise otherwise for his speech.

Okay Buy of KTCA, Para. Music Firms

(Continued from page 1)

was an agreement to purchase the outstanding stock of WNEW Broadcasting Inc., operating New York radio station WNEW, and an employment agreement under which Richard D. Buckley, president of WNEW, $86,000,000, would head that division of Du Mont. The stockholders approved a restricted stock option plan for employees and elected the following directors: Barney Balaban, Buckley, Allen B. Du Mont, Armand G. Erpf, Thomas T. Goldsmith, Jr., Bernard Goodwin, Robert C. Jones, Paul Rubbourn, Percy M. Stewart and Edwin L. Weidt.

Goodwin, president of Du Mont Broadcasting, told stockholders in reply to inquiries that the company will be engaged in expansion which will include cash resources to the exclusion of dividends for the next several years. The expansion, he said, will involve acquisition of the maximum number of station outlets permitted, namely, seven radio, five television and two UHF stations. Some of them may be acquired later this year, he said.

Goodwin pointed out that the company is new, having been spun-off from Du Mont Laboratories only a year and one-half ago, and had started with a minimum of resources. For those reasons, he said, considerations of dividend payments must wait upon expansion.

A proposal to change the name of the company which had been scheduled to be acted upon at the meeting was postponed indefinitely.

The Paramount music publishing companies which will be acquired by Du Mont Broadcasting along with station KTCA if negotiations are consummated include Famous Music Corp., wholly owned, and Paramount-Boy Rogers Music Co., Inc., and Gon甲醛 Music Corp., 50 per cent owned.

Liabilities to Be Paid

The WNEW purchase would be for 270,147 shares of Du Mont Broadcasting valued at $8.25 per share, and $2,932,687 in cash. Du Mont Broadcasting also would pay liabilities and obligations of WNEW, which aggregated $1,760,664 as of May 1.

As part of the WNEW acquisition, Du Mont Broadcasting would borrow $3,500,000 from The Bank of New York and Manufacturers Trust Co., which would be used to prepay the company's presently outstanding Bank of New York loan of $500,000, to supply the balance of the cash required for the acquisition of WNEW, and to augment the working capital of the company.

55 Per Cent of Shares Represented

There was representation at the meeting approximately 50 per cent of the Du Mont Broadcasting shares outstanding.

Meet in U.K. on Releasing 'Ten'

(Continued from page 1)

Plans for the release in England and Europe of Cecil B. DeMille's "The Ten Commandments" will be outlined at a meeting called for next week in London by George Welterm, president of Paramount Film Distributors in London, and Willard Clay Hake, managing director of Paramount in Australia-New Zealand.

With Paramount managers from Great Britain and Continental countries and executives from the New York home office participating, the seminar will convene at the Westbury Hotel, London, on Monday, and continue for three days. Speakers, in addition to Welterm and Hake, will include James E. Perkins, executive vice-president; Jerry Pickman, vice-president, and Charles Boasberg, head of worldwide sales for "The Ten Commandments."


Para. Quarter

(Continued from page 1)

were estimated at $1,372,000 or 64 cents per share, exclusive of $350,000 or 16 cents per share profit on the sale of film shorts, etc. The total shares outstanding at March 29, 1956, were 2,141,116.

The board of directors yesterday voted a quarterly dividend of 50 cents per share on the common stock payable June 14 to holders of record May 27.

Rand Wood V.P.

(Continued from page 1)

since its formation by him in 1930. Dot, which did a gross business of $86,000,000 for the year ending April 30, 1957, was acquired by Paramount last month through the delivery of 54,000 shares of Paramount common stock to stockholders of Dot Records.

'Bus' Opens May 29

20th Century-Fox's "The Wayward Bus" will open May 29 at the Victoria Theatre here.
FLY WITH THE PILOTS WHO FLY THE WORLD

TWA CAPTAIN FRED G. RICHARDSON flew the first 4-engine passenger plane across the Atlantic and, on one memorable occasion during World War II, had as passengers all the Allied joint chiefs of staff. Today, between regular flights out of Kansas City, Richardson and his wife Anne collect and refinish antique furniture. Captain Richardson, with more than 5 million miles of flying, is the solid kind of man TWA traditionally puts on the flight deck, the kind of man you like to have in command.

TWA LUXURY COAST TO COAST!

Fly TWA fast, non-stop Ambassador between New York and Los Angeles. De luxe Super-G Constellation service offering tempting meals and beverages, gracious hostess service and the delightful Starlight Lounge. Exclusive! ... full-length sleeper berths (extra charge) available on overnight Ambassadors.

For full information on Ambassador service, or any of TWA’s many other First Class and thrifty Sky Tourist flights, see your travel agent or nearby TWA office today.

FAMILY TRAVELERS: Special savings for you with TWA’s Family-Fare Plan.
In 100 Runs
Gross of ‘Ten’
To Date Totals
$15,000,000

Of 13 Openings in ’56
Only One Has Shut Down

Coell B. DiMille’s “The Ten Commandments,” which has had 100 runs since its world premiere last fall, has grossed between $14,000,000 and $15,000,000 to date, according to Charles Boasberg, Paramount Film Distributing Corp., sales executive.

Boasberg, who is currently preparing to leave here at the weekend for two weeks in London to attend sales meetings on the September opening of the De Mille presentation abroad that based on “the tremendous success” the picture has had thus far, believes it

(Continued on page 7)

B & K ’56 Earnings
Are $2.50 Per Share

Special to THE DAILY
CHICAGO, May 14.—At the annual meeting of Balaban and Katz stockholders today it was reported net earnings for 1955 after all expenses, including taxes, amounted to $2.50 per share as compared to $4.77 per share for 1954.

David Wallenstein’s appointment as president was formally confirmed, and Arthur A. Goldberg was elected a di-

(Continued on page 8)

MOTION PICTURE DAILY

Vol. 84, No. 94

New York, U. S. A., Wednesday, May 15, 1957

TEN CENTS

The Prince and the Showgirl

Warner Bros.

Hollywood, May 14

In a kind of hands-across-the-sea cooperative undertaking without prece-
cise precedent in motion picture annals, if in any, America’s Marilyn Monroe and England’s Laurence Olivier conspire, in high good humour, to give royalty and its routines such a ribbing as hasn’t been witnessed heretofore in any spectator medium. The talents and styles of the two principal players are singularly congenial, for an undertaking of this kind, and the outcome of their joint efforts is an immensely amusing

(Continued on page 6)

At Second Day of Meetings
Agree Clearances,
Runs Are ‘Arbitrable’

Appoint Sub-Committee to Work on Plan
For Organizing, Financing Arbitration

By LESTER DINOFF

Distributor and exhibitor representatives in their second day of conferences designed to formulate a workable industry arbitration and conciliation system yesterday reached agreement on a number of points considered arbitrable, particularly those relating to clear-
cances and runs, it was reported follow-

ing a joint meeting at the board room of the Motion Picture Association of America here.

Earlier, they had agreed to a con-
ciliation plan, virtually the same as that contained in the abandoned 1955 draft. Efforts will be made to salvage as much of that draft’s arbitration pro-

vision as possible, too.

The conferences, which will resume at 10 A.M. today at the MPAA offices, will go into other subjects to be considered arbitrable, among them

(Continued on page 2)

AIP Releasing Policy
Revised by Nicholson

HOLLYWOOD, May 14 — Complete revision of American Interna-
tional Pictures releasing policy, de-

signed to bring the exhibitor the minimum supply of product in times most needed, was announced today by president James H. Nicholson on

(Continued on page 7)

Sidney Franklin Named
Ben Thau’s Associate

From THE DAILY Bureau

HOLLYWOOD, May 14 — Sidney Franklin today was named by Joseph R. Vogel, Loew’s-MGM president, to serve as associate to Ben Thau in MGM’s production activities. Franklin, well known producer-director, won the Irving Thalberg Award in 1952 and has handled many of MGM’s most important productions over the years.
Agree on Clearances, Runs

(Continued from page 1)

conditioning, contract violations, print shortages, competitive bidding and pre-release of pictures.

The representatives of Theatre Owners of America, Allied States Association, Independent Theatre Owners Association, the Motion Picture Association of America, and the distributors and exhibitors, at a conference held in New York, entered the term with the understanding that film rentals and sales policies would not be discussed.

The conference went into its second day in its deliberations to develop suitable arbitration machinery and to agree on subjects considered arbitrable.

The conference agreed to explore a number of possibilities relating to the organization and financing of an arbitration system that would prove practicable under present day conditions and appointed a sub-committee to work on this and to report back.

"The conference went on to a study of specific subjects considered to be arbitrable preferably in relation to clearances and runs. These subjects will be further discussed when the conference reconvenes at 10 A.M. tomorrow."

Once again, the "publicity committee" did not disclose the names of the industry figures on the sub-committee appointed. Following Monday's meeting, the "publicity committee" said that a conciliatory group was named, but those on the group were not identified.

Representatives attending the conferences have been "sworn to secrecy since the meetings were held in New York last week." The 1955 arbitration draft's provisions on conciliation, which are listed in four sections, were picked up almost intact for inclusion in the arbitration and conciliation plan.

Four Part Plan

The first of the four sections deals with controversies which an exhibitor has not been able to settle with a distributor, on the merits of their relationship, which are to be submitted to conciliation amicably, informally and quickly; second—the manner in which conciliation shall be conducted; third—the functions of the associates of the exhibitor and distributor shall be limited to the endeavor to assist in disposing of the controversy being mediated; fourth—the discussions shall be confidential and without prejudice and shall not bar an exhibitor from resorting to arbitration under this agreement, or to litigation.

Ross Scores 'Monkey'; U.A. Claims a 'Switch'

Barney Ross, subject of the Edward Small production, "Monkey on My Back," being distributed by United Artists, told newspapers yesterday that he considered the film "evil and detrimental to the motion picture business" and would sue U.A. for $5,000,000.

Max Youngstein, U. A. vice-president, countered that Ross is on record via table recordings, broadcasts and news clippings as saying the picture is the "best I've ever seen," "something every kid in America should see," and "an accurate story of my life."

Youngstein added that was before Ross asked for and was refused an additional $50,000 not included in his deal with Small.

Ross reportedly was in Chicago to attend the premiere of the picture last night. The picture describes Ross' addiction to drugs after the famous Bataan Death March and World War II as a marine hero. The Production Code Administration has refused the picture a Code seal because it depicts the administration of drugs. The refusal has been appealed to the Motion Picture Association board of directors which is expected to hand down its decision next week.

30 'Crowd' Charities

More than 30 charities have been designated thus far to benefit from the "your favorite charity" world premiere of Warner Bros.' "A Face in the Crowd" on May 28 at the Globe Theatre here. Ticket-holders name the charities they wish to receive their contributions.

Launches Campaign to Cut Doors

Newark houses launch a smoking and exhibitor reaction mixed campaign to cut doors. Newark Fire Department restrictions and granting permits to allow smoking in local theatres.

Theatre owners in this municipality with "no smoking" signs have voiced some objections while exhibitors with balconies and lofts have no objections, it was reported.

ATONJ Makes Plans For Industry Outing

Plans for the staging of an all-industry outing on June 6 to be conducted under the auspices of Allied Theatre Owners of New Jersey were completed here yesterday when the exhibitor unit's membership met to receive a report on the delegation to last week's national Allied board meeting, according to ATONJ president Sidney Stern.

ATONJ has scheduled a complete day of sports activities and entertain-
ment at the Rockaway Hills Country Club in Denville, N. J., to which industry men and women are welcome, he said. Stern added that the ATONJ membership will also hold a brief meeting that day to elect officers.

Report by Dollinger

The membership yesterday heard a complete report on the Detroit board of directors' meeting of national Allied which was held in conjunction with the annual convention of Allied Theatre Owners of Michigan. Irving Dollinger, chairman of the Emergency Defense Committee, reported to the ATONJ group on his committee's activities.

Stern said the ATONJ Emergency Defense Committee also presented a report on a "film company, which is seeking unfair and unreasonable terms from New Jersey exhibitors on its next 14 pictures." He declined to name the company.

Personal Mention

KENNETH CLARK, vice-president of Motion Picture Association of America, has returned to Washington from New York. Taylor Mills, director of information for the association, is in Washington yesterday from here.

CHARLES "Bud" Barry, vice-president of Loew's, Inc., in charge of TV operations, is back to New York from the Coast.

R. E. Warn, vice-president of Westrex Corp., is in Hollywood from New York.

B. G. Kranze, vice-president of Stanley Warner Cinemans, will leave here on Saturday aboard the "Ilze de France" for Europe.

WILLIAM WETSMAN, of Wipper Wetsman Theatres, Detroit, will be married in the summer to VALERIE OPPENHEIM, daughter of National Or-
pheum, owner of leased theatre properties.

MARIO di PALMA, of the 20th Century-Fox home office publicity depart-
ment, has left here for an extended tour of duty with the U. S. Navy.

CHIARA CHAINIKARANA, Paramounth's manager in Bankok, has ar-
ived in New York from the Far East via London.

ARY LIMA, Warner Brothers supervisor for Brazil, Argentine and Ur-
guay, has arrived in New York from Rio de Janeiro.

'Desk Set' Premiere

At Roxy Here Tonight

20th Century-Fox's "Desk Set" will have its world premiere at the Roxy Theatre here tonight in a benefit for the National Urban League, an organization devoted to inter-racial understanding, Robert W. Dowling is chairman of the benefit premiere committee.

Attending will be entertainment celebrities and civic and social leaders. Among the celebrities invited are Janet Gaynor, Joan Blondell, Dina Merrill, Arlene Dahl, Tommy Sands, Joan Crawford, Richard Widmark, Dolores Michaels, Karl Malden, Mickey Rooney, Betsy Von Furstenberg, Nina Foch, Jan Sterling and Myrna Loy.
Decision on Shutting Churubusco
To Be Made in Mexico Tomorrow

Special to THE DAILY

MEXICO CITY, May 14 — All-out efforts to avert the closure, announced for May 30, of the Churubusco studio here, Mexico’s largest and best equipped motion picture plant, are being made by the Ministry of the Interior, top Government department that governs cinematographic affairs for the National Administration, and the Producers Assn. The producers are holding an emergency meeting Thursday for the purpose of adopting action to prevent the closure, according to its president, Gregorio Wallerstein.

The closure was recently threatened by Emilio Azcarraga, motion picture-radio-TV executive, speaking as the studio’s board chairman. He blamed a deficit of $80,000,000 accumulated since the studio opened in 1946, which was announced by its managing partner, Cesar Santos Galindo, in an official letter to the Ministry, the Association and Congressman Jorge Ferretis, chairman of the National Cinematographic Board.

Studio employees are to be cash indemnified for dismissal to the amount of $200,000 and the plant’s equipment, valued at $1,440,000, is to be offered for sale at auction in Mexico or for sale abroad. The stage will be dismantled, the buildings razed, and the land will be made into a realty subdivision and put up for sale to the general public, Galindo revealed.

U-I German, Italian Sales Units Advance

Special to THE DAILY

ROME, Italy, May 14.—Universal-International’s German and Italian organizations have advanced to the point where they are in close competition for the largest percentage of the company’s European business, delegates to the company’s 1957 European sales conference were told here today.

The conference is being attended by several top U.S.A. executives including Nate J. Blumberg, chairman of the board, who is here after visiting U-I branches in France and Germany; Alfred E. Daff, executive vice-president of Universal Pictures, and president of its overseas subsidiary, and foreign general manager, Americo Aboaf.

Prefacing the business sessions, the company was honored by an unprecedented private audience granted the conference delegates by Pope Pius XII in the Vatican last Sunday.

12 Men’ ‘Teahouse’

To Berlin Festival

United Artists “12 Angry Men” and M-G-M’s “Teahouse of the August Moon” have been chosen as the official American entries in the Berlin Film Festival, June 21—July 2, it was announced here yesterday by the Motion Picture Export Association.

A Columbia Pictures picture short subject, “Mr. Magoo’s Puddle Jumper,” was another nomination of the export association.

Jean Seberg to Tour

Jean Seberg, who has the title role in Otto Preminger’s “Saint Joan,” will tour 12 cities of the U.S. and Canada to spotlight forthcoming premieres of the United Artists releases. The actress, with Petula Clark, will visit Montreal, Toronto, Detroit, Boston, Washington, Philadelphia, Chicago, Minneapolis, Denver, Seattle, San Francisco and Los Angeles.

Columbia to Release Six Films in June

Columbia Pictures will release six feature productions in June, its largest schedule in recent years, according to an announcement by general sales manager A. Montague. The company will also distribute the Variety Clubs International film, “Heart of Show Business,” during June.


‘80 Days’ to Open in Cleveland on June 12

Special to THE DAILY

CLEVELAND, May 14.—Announcement has been made that the 20-week engagement of “The Ten Commandments” at Loew’s Ohio Theatre will end on June 5, and that Michael Todd’s “Around the World in Eighty Days” in the Todd-AO process will follow, opening on June 12.

The 1,600-seat Ohio will be dark one week for installation of the Todd-AO equipment.

Acosta to Columbia

Gustavo Acosta, formerly secretary-treasurer of Azteca Films, has been named Western supervisor for Columbia Pictures’ new Mexican film division, it was announced yesterday by Donald F. McConville, head of the division. Acosta’s headquarters will be established in Columbia’s Los Angeles branch office.

Switch ‘Joe’ Premier

“Joe Butterfly,” a Universal-International national release, will have its world premiere at the Mayfair Theatre here on May 20 instead of at the Paramount Theatre in Norfolk, Virginia, on June 7 as originally announced.

Para. Has 20 Films in Production or Finished

Paramount Pictures currently has 20 films which will be in various stages of production and release for the balance of 1957, the company reported yesterday. All will be in Vista-Vision and a large number in Technicolor, it was said.

The breakdown is as follows: nine films in release or scheduled for early release; two completed and awaiting release; nine shooting or in various stages of production.

British Exhibitors Accept ‘Levy Penny’

Special to THE DAILY

GLENEAGLES, Scotland, May 14.—A plan for an extra penny on all seat prices, to be payable as statutory levy, was accepted by the General Council of Cinematograph Exhibitors’ Assn. in its summer conference held here.

The proposal is that it would be known as the ‘levy penny,’ and could be added on basis of no additional tax liability attaching to it. The plan is to be sent to the board of trade and the British Treasury. Exhibitors estimate that such a ‘leaky penny,’ at current rates of admission to taxable seats, would yield approximately $12,000,000. British exhibitors are also likely to propose some form of exemption limit for cinemas with small seatings.

Little Hope Seen for Government Acceptance

LONDON, May 14—There is little hope of the CEAs’ ‘leaky penny’ scheme being accepted as an amendment to the Finance Bill, according to government and opposition sources. The scheme is dependent, states a report of the CEAs’ Finance and Management Committee, on exhibitors in general raising admission prices to the extent of one penny. The levy would therefore be passed on to the public, it is understood, and it plans an early approach to the Board of Trade and it is hoped they will pass it on to the Treasury.

Parliamentarians, however, point out that the scheme, especially the ‘passing of the levy cost to the public,’ is ill-timed and likely to damage the industry’s case for further tax relief. Moreover, to the Treasury it is unfriendly to addition the ‘no tax liability penny’ included in the scheme.

Continental Moves

Continental Distributing, Inc., will move to new and larger quarters here today in the General Motors Building.

Wednesday, May 13, 1957

Motion Picture Daily
The N.Y. Reviews:

"EXEMPLARY! DON'T MISS IT!

Eloquent and exciting picture filmed brilliantly by M-G-M with a realistic blending of violence and compassion. Sidney Poitier is really great. In all ways an admirable job of motion picture making."

— Irene Thirer, N.Y. Post

"An arresting film, highly realistic. Rock Hudson forceful. A fine cast."

— Kate Cameron, Daily News

"A great tapestry crowded with people and events. There is something for everybody. A rousing film."

— William K. Zinsser, Herald Tribune


— Bosley Crowther, Times

"Realistic adventure based on the Mau Mau uprising in Africa."

— Alton Cook, World-Telegram-Sun

"An excellent job of transferring 'Something of Value' to the screen. Arresting in its development, sustains a tense mood throughout. Very dramatic."

— Rose Pelswick, Journal-American
BIGGEST FIRST WEEK-END BIZ IN A YEAR AND A HALF AT ASTOR, N.Y.

The director and producer of M-G-M's famed "Blackboard Jungle," Richard Brooks and Pandro S. Berman, have made another explosive attraction whose reception by the public in its World Premiere at the Astor, N.Y. forecasts a new "Jungle" box-office bomb-shell!
The Prince and the Showgirl

(CONTINUED FROM PAGE 1)

entertainment of mature design for adult acceptance. The attraction looks like a guaranteed financial success in the English-speaking world and probably in all other worlds not in total control of an absolute monarch with no sense of humour at the moment of exhibition. It’s a picture to be seen from no starting point save the opening scene, and in its 116-minute length it shapes up as ideally suited for roadshow type programming.

The scene of the picture is London, in the year 1911, when royalty was enjoying a happier time, world around, than it is today, and when a camera that poked its nose into a monarch’s private chambers would have been in line for dangerous disposal. World War One was still three years distant, Kaiser Bill was a royal cousin in good standing, American and Europeans were regarded as far away and somewhat quaint, in an upright way, and London was accustomed to spreading itself in hospitable welcome to visiting sovereigns—even little ones like the Grand Duke Charles, Regent of the Balkan state of Carpathia—who is played by Olivier with skill, taste, and degree of controlled abandon. In this London of 1911, as in other periods of times and places elsewhere, there was a royal pastime, widely held to be a royal prerogative, consisting of a ceremonious invitation extended to a chosen one to join the royal personage in his chambers for supper and so on. The fair one in receipt of the invitation from the sovereign played by Olivier is, of course, Miss Monroe, an American chorus girl who happens to be appearing in a musical which Olivier happens to attend on the evening of his arrival in Britain.

The foregoing paragraph outlines the time, the castings, and carries the story forward to the principal incident, which is practically the only incident of importance to the plot and which consumes nearly all of the remaining running time. The monarch sends his minions with the message of invitation. The chorus girl accepts and arrives in due course at his chambers. He sets out to run through the established routines—wines and other drinks are time-honored devices. He doesn’t want to be left along with the idea immediately, as guests in kind are expected to do, and this nettle her host no end. Dialogue, situation, gesture and expression, here and throughout the several successive chamber scenes, and others, are skilfully handled, so as to hover between humour and amour, by both players and by the many others, led wonderfully by the great Sybil Thorndyke, drawn from England’s splendid talent force.

The picture was produced and directed by Olivier from a screenplay by Terence Rattigan, who also wrote the play, "The Sleeping Prince," from which the picture is derived.


WILLIAM R. WEAVER

B & K Earnings

(Continued from page 1)

(Continued from page 1)

Schwalberg

(Continued from page 1)

Artists-Producers, Associates, Inc., his own firm which he established two years ago. He was president of that company which was active in the distribution and production of motion pictures.

Before organizing his own company, he was associated with Paramount Pictures for a seven-year period, joining that organization in 1948 as executive assistant to Charles Rea
gan. He was named general sales manager the following year, and in 1950 was named president of the Paramount Film Distributing Corp. He served in that capacity for five years.

Guild Stock Meet

Guild Films Co., Inc., will hold its annual stockholders’ meeting on Saturday at 10:30 A.M. at its main headquarters here.

Early Toll-TV Edict Pledged

From THE DAILY Bureau

WASHINGTON, May 14—Members of the Federal Communications Commission today promulgated a House Commerce Committee chairman Harris (D., Ark.) an early written answer to his questions about the commission’s authority to approve toll television.

Chairman George C. McCon

naughney and other FCC members and aides met for over an hour late today with Harris, who had raised a question. But no attempt was made by anyone to “convert” anyone else, and no conclusions were reached.

Harris, whose committee has jurisdiction over the FCC, recently wrote the commission, raised a series of basic questions as to whether the FCC has the power to authorize toll TV and whether it felt it should do this, if it had the power. The commission, which had been meeting on and off for some time on the question, then decided it could take no further action until it had talked to Harris.

McConnaughney today emphasized that of the FCC had been studying the matter for some time, no final conclusion had been reached. He promised the commission would sup

ply Harris as soon as possible with a written answer. Members said it was possible the matter might be taken up at an FCC meeting tomorrow, and if not, at a meeting next week.

Reportedly, majority of the commission has been ready to okay a limited public test of subscription television.

Create New NBC Unit To Aid Advertisers

The creation of a new NBC unit—the Television Station Sales Unit—aided to aid advertising agencies and clients in making the most effective use of network television has been announced by William R. (Billy) Goodheart, Jr., vice-president, television network sales.

Goodheart said the new unit will be headed by C. Herbert Clarke as manager, station sales.

One Man’s TV Views

JOAN CAULFIELD’S new situation comedy, TV vehicle, “Sally,” which will tee off Sunday, Sept. 27 (7:30-8:00 P.M.) will feature Marion Lorne, remembered for her fine comedy characterization in “Mr. Peepers” and will be alternately sponsored by the Chemstrand Corp. and Royal McBee Corp. The Frank Ross Production will be directed by William Asher. . . . The Bert Lowis (He’s Western CBStation relations manager) spending their 25th wedding anniversary in Honolulu. (For such swell folks we hope it’ll always be “Bye Bye Blues.”). . . . Joe Graham, formerly producer-director-writer at ABC has joined a new TVping Film Inc., Inc., as executive producer. Joe’s initial effort will be a series of half-hour dramatic telefilms, starring Richard Kiley with stories based on insurance frauds and racketeers.

Fine Sound, under the expert management of veep Elmer O. (Ed) Wilschke and the effectiveness of the sales policy under the direction of Betty Jane Keilus, will take over the two floors at 711 Madison Ave.

New work will be completed at the end of July by station WMGM. The expansion move will give Fine Sound approximately three times the current space and makes possible the extension of its dubbing, recording and editing service to motion picture producers as well as producers of telefilms, ET’s and advertising agencies. . . . ABCController Edward P. Morgan will receive an honorary degree of Doctor of Letters June 2 at Whittier College, Walla-Walla, Washington, his alma mamma. . . . More than 17 million visitors including people from all over the world have inspected the radio, TV and electronics exhibits at the RCA Exhibition Hall in New York. . . .

Butch Palmer, former basketworker, who was signed to host “The Big Moment” a half hour telefilm sports series, produced by Sterling TV and skedded for NBCchanneling every Friday from 9:00-9:30 P.M. starting July 5.
**USIA Budget**

(Continued from page 1)

200,000 for the agency for the year starting July 1. This year the agency has $113,000,000 and for the coming year it had requested $144,000,000. The House voted $107,000,000. The bill will come up for a Senate vote today, and is almost certain to pass in its present form.

Senator Johnson (D., Tex.), chairman of the subcommittee that handled USIA appropriations, said there might be attempts to cut it still further.

The committee did not say how much of the total the film division should get. That branch has $7,004,320 this year and had sought $9,446,000. Under the House bill it would get $5,300,000, and would obviously get less under the Senate version.

May Aid U.S. Firms

Johnson said language in the bill would bar U.S.I.A. from carrying on any overseas activity that might "pre- 

vent private U.S. concerns from selling corresponding information services or products overseas."

The vote in favor of putting U.S.I.A. back under State was unanimous, members said. However, this would still take action by the Senate Foreign Relations Committee.

The appropriations group asked the foreign relations committee to study this matter and other criticisms of U.S.I.A.

'Ten Commandments' (Continued from page 1)

will have an 88,000,000 world-wide gross, with $40,000,000 coming from the domestic market, within the next two-to-three years.

The Paramount sales executive said that of the 13 openings which "The Ten Commandments" had in 1956, only one, in Cincinnati, has closed down "and that was after a 19-week run." In the 100 runs which the film has had thus far, Bosberg said some situations have been moveovers—from one house to another in the city.

The long runs which we are enjoying, are starting to pay off the prints," Bosberg stated.

Predicts 100 Playdates

Commenting on further openings of the picture, Bosberg said he anticipates around 100 playdates for the late June, early July period all over the country.

To reporting on the forthcoming European sales meeting, Bosberg said that each market will be taken up individually for consideration and that the domestic experience the company has had with "The Ten Commandments" will be looked into to see if it is applicable.

He said that Clay Hale, managing director of Paramount's Australia- New Zealand division, has been ap-

pointed by president George Weltermann as overseas sales head for the picture. Thirty-five persons from all European markets will attend the meeting, he said.

**Barnes Urges**

(Continued from page 1)

opened hearings on legislation to ex- 

tend SBA, which expires June 30 un- 

der present law. Barnes said SBA had been extended on a temporary ba- 

sis in previous years, and experience 

showed this had "hampered the effi- 

cient operation" of the agency. He 

said banks and government agencies 

were reluctant to make arrangements with SBA when the agency is about to expire, and that short-range agen- 

cies had trouble keeping personnel.

"Establishing the Small Business Administration as a permanent agency will strengthen all of the agency's small business programs," he said.

Senate Group Okays Funds To Kill Post Office

From THE DAILY Bureau

WASHINGTON, May 14 — The Senate Appropriations Committee to- 

day voted to provide funds to keep 

going the Commerce Department's Business and Defense Services Ad- 

ministration.

This division, which includes the motion picture branch headed by Nathan Budi, is the business office between government and business. The House had voted to abolish the agency, but the Senate committee to- 

day voted to give BDSA $2,- 

107,000 to continue operating these 

divisions. This was still less than the agency asked, however, so presum- 

ably the operations would still have to be cut back from present levels.

Promote 'Garment' Here

Full-page ads appear in three New York daily newspapers today as part of the opening day campaign for the 85 theatre day-and-date premiere of "The Garment Jungle" in the metropoli- 

tan area. Other promotion in- 

cludes spot announcements on 12 lo- 

cal radio stations. In addition Loew's Theatres has distributed streamers in the form of four-page newspapers, including a large number of stills.

**AIP Releases**

(Continued from page 1)

his departure for a European business trip.

The immediate effect of the policy change will be the release of four pic- 

tures in June, instead of two in 

June and two in July, in line with decisions made following considera- 

tion of a four-year industry-wide re- 

lease pattern derived from a survey inspired by exhibitor expressions re- 

garding long-standing trade procedures.

Nicolson said the studios were planning for fewer pictures are released in 

March, April, May, June, October, 

November and December, than in 

other months, as a general rule, and 

that AIP releases will be timed here- 

to with this "controlled shortage."

AIP's June releases will be "I Was a Teenage Werewolf" packaged with "Invasion of the Saucer Men," and "Naked Africa" packaged with "White Hunter,""
WAR DRUMS

BOOMING EVERYWHERE!

a rip-roaring action thriller in war paint COLOR... off on a boxoffice rampage!

Beautiful JOAN TAYLOR... loved like a woman... fought like a wildcat!

“WAR DRUMS” COLOR by De Luxe

Starring LEX BARKER

Written by
Music by
Executive Producer
Produced by
Directed by

THRU UA
Warns of Censors
Theatre Future Secure Despite TV: Johnston

Feels Video Can Be Aid; Urges Promotional Effort

By WILLIAM R. WEAVER
HOLLYWOOD, May 15—"Pay-television could prove helpful to everybody, but the motion picture theatre is here to stay, and we all must do everything we can to strengthen its position and increase attendance."

This observation was made today by Eric Johnston, president of the Motion Picture Association of America, to the press at association headquarters. He emphasized that "it now (Continued on page 2)

TOA Officials at SBA Seek Exhibitor Loans

From THE DAILY BUREAU
WASHINGTON, May 15—Officials of Theatre Owners of America discussed with a Senate Small Business Committee staff member today the possibility of getting legislation to make more loans available to exhibitors. Philip Hatling and A. Julian Brylawski, of TOA, met with Jack Flynn of the Senate committee staff. The TOA officials did not say they (Continued on page 6)

Gen. Precision Profit

$1,107,732 in Quarter

General Precision Equipment Corp. had consolidated net profit of $1,107,732 for the quarter ended March 31, after taxes and amortization of goodwill, compared with consolidated net profit of $346,973 for the first three months of 1956, Hermann G. Place, (Continued on page 8)

Television Today Page 6

Studios' Production
On Upswing: Rhoden

KANSAS CITY, Mo., May 15.—A resuming confidence in Hollywood has resulted in an upturn in activity on studio lots, Elmer C. Rhoden, president of National Theatres, Inc., said yesterday in an address at a luncheon meeting of the Kansas City Chamber of Commerce. The luncheon was given as a salute to the motion picture industry in Greater Kansas City.

During last summer, Rhoden pointed out, only six major films were in production in Hollywood, with a total investment of $35,000,000.

"Each producer was concerned," Rhoden said, "about whether he would get his investment back. These films, it now appears, are going to (Continued on page 8)

USIA Budget Question
To House-Senate Group

From THE DAILY BUREAU
WASHINGTON, May 15 — The Senate today approved a 37 per cent cut in the appropriation requested for the U. S. Information Agency for the year starting July 1.

By 61-15 the Senate voted to give the agency only $60,200,000, compared with $114,000,000 requested. The House previously had voted (Continued on page 6)

23rd Quigley Awards
Judging on Monday

The 23rd annual Quigley Awards luncheon will take place Monday at Toots Shor's restaurant here. There will be approximately 85 judges present to determine the Grand Award winners for 1956.

Speaking at the luncheon will be Sol Schwartz, president of Biograph Theatres Corp., and Silas F. Seidler, advertising manager of Loew's, Inc.

Adjourn Following 'Harmonious Discussions'
Resume Arbitration
Meetings on June 17

Committees To Draft Conciliation Plan, Study Arbitration Machinery in Interim

By LESTER DINOFF

The joint distribution and exhibition conference on formulating a workable industry arbitration and conciliation program has been adjourned after two-and-a-half days of "harmonious discussions" until June 17 to allow two of its appointed committees to complete a draft of the conciliation plan and to study arbitration machinery which would be set up nationally, it was announced by the conference's "publicity committee" yesterday.

The series of meetings, which were held at the board room of the Motion Picture Association of America here, will be reconvened on June 17 with a thorough going-over of all arbitrable matters.

The representatives of Theatre Owners of America, Allied States Association, Independent Theatre Owners, (Continued on page 8)

MPA Meets Tomorrow
On Business Financing

A. Montague, a member of the board of directors of the Motion Picture Association of America tomorrow on proposals presented for financing the industry building program, The (Continued on page 8)

NTA Pictures Will
Take Over A-PA Films

All product being distributed by Artists-Producer Associates, Inc., will be taken over by NTA Pictures, Inc., for release, under the agreement in which Alfred W. Schwalberg joins National Telefilm Associates in an executive capacity, it was reported yesterday.

Schwalberg said here yesterday (Continued on page 6)

Approve NT Request for
Theatre in Colorado

Federal Judge Edmund L. Pal- niere yesterday signed an order granting National Theatres permission to acquire the Woodlawn Theatre in Littleton, Colo., a suburb of Denver.

The decision was handed down after a week of study of the application by Judge Palmieri. The Department of Justice and exhibitors had no objections to the NT proposed acquisition.
Johnston Sees Future Secure

(Continued from page 1)

is generally considered that showing motion pictures on television has stimulated interest in attending theaters.

Domestic business is slightly better than a year ago, said Johnston, and revenue from the foreign field in 1957 should just about equal 1956. At this time, he pointed out, the American industry is deriving approximately 50 per cent of its revenue from the foreign market, considering Canada as foreign.

Expanding his comment on pay-television, Johnston said he has not spoken with any members of the Federal Communications Commission and has no private information on the matter, but there is general speculation that FCC will authorize some form of pay-television test, possibly a "time share" system, for use in Oklahoma, he said, "would be indicative in many ways."

'Going Out' Ever Popular

Declaring, "I am one of those who believe the motion picture theatre is here to stay," Johnston said young people's preference for 'going out' to see pictures, housewives' desire to get away from household surroundings, gregarious habits of American families, all assure a perpetual place for the theatre. He referred indirectly to the all-industry plans in the making for a promotional campaign to stimulate interest in theatres, and said evidence that television pictures is increasing theatre attendance is reported from all sections of the country.

Johnston warned a"warming front against censorship, saying, "there are more threats of state and local censorship now than at any time since I joined the industry in 1945."

He said he knows no reason for increasing agitation for strong legislation, mentioning eight bills that have been killed in state legislatures, and others still to be opposed. He added, you have fought censorship, of course, and now we must fight this new rash vigorously.

Concerning the foreign field, the MPAA president said it seems the threat to foreign revenues from abroad appear to have reached a stationary level is the increase in difficulties met with in serving the foreign market, due to a stiffening of governmental attitudes and regulations in many sectors. "We are back in Denmark, after two years under boycott," he said, "and we have been out of Spain two years now," with negotiations still in progress.

Europe, Asia Problems

Problems in Europe, Asia and South America are increasingly difficult, Johnston stated.

Queried on the progress in talks with AFM president Petullo regarding payments to musicians for theatrical films sold to television, Johnston said no negotiations have been held, and no payments have been made to AFM by MPAA member companies, as the only payments received by AFM so far have been made by purchasers.

The MPAA contract with AFM runs to February, Johnston said, adding that the original agreement with AFM and talent guilds, made before he joined the industry, binds companies only to negotiate with them for residual arrangement.

Urban League Benefits From 'Desk Set' Bow

In a benefit performance for the National Urban League, interracial organization, 20th-Century-Fox's "Desk Set" had its world premiere at the Roxy Theatre here last night. Attendance was strong and entertainment celebrities and civic, social and diplomatic personalities.

FCC Toll-TV Decision Off Until Next Week

WASHINGTON, May 15 — The Federal Communications Commission put off until next week any action on preparing a commission answer to House Commerce Committee chairman Harris' recent letter raising question as to FCC's authority to authorize toll television.

No Increase in Irish Entertainment Levy

DUBLIN, May 12 (By Air Mail).—Although increases in taxes have been placed on petrol, beer, and tobacco, the entertainment levy has been left at its present level.

In his budget speech this week, Dr. Ryan, minister for finance, said: "I have had representations from cinema proprietors generally, both for relief from the weighty entertain- ment duty and for the revision of the structures of the existing scale of duty. In the present circumstances I am unable to agree to any concessions which would involve loss to the exchequer. I propose, however, to include in the Finance Bill a new scale of duty which will remove some unnecessarily burdensome features of the present scale."

Drop Four in Suit

Four defendants in an anti-trust suit filed by Morris Stein, operator of the Corona Theatre in Queens, were ordered dismissed in Federal Court here yesterday. The defendants are RKO Theatres, List Industries, Stanley-Warner Corp., and Stanky-Warner Corp. Other defendants, including the major distributor companies, were continued "without prejudice," the order stated. Stein has charged discrimination against his theatre in the "split" of product for RKO and Loew's Theatres in the vicinity of the Corona.
You're too slow! You're too slow!
Move! Move! Move!!!
You came here with nothin' but fat—
you gonna leave with nothin' but muscle!
All right Tigers gimme a growl!

The first story of that special rugged breed they call the Drill Instructor. You give him a boy... and 12 weeks later he gives you back a Marine!

Nobody knew he had a girl—not even the girl!

Presented by Warner Bros. Starring Don Dubbins · Jackie Loughery Lin McCarthy · Monica Lewis · Virginia Gregg

And "Platoon '44"—real Marines who make a great story ring true!

Screen play by James Lee Barrett produced and directed by Jack Webb

A Mark VII Ltd. Production

From Warners May 30*
Chicago Thea.
Chicago
June 5*
Paramount*
New York*
“So timely...so urgent...that we immediately showings ever arranged in the New York territory for a Columbia picture!”

A. Montague
VICE-PRESIDENT AND SALES MANAGER: COLUMBIA PICTURES

THE GARMENT JUNGLE

SIMULTANEOUS OPENINGS
IN 85 NEIGHBORHOOD AND
SUBURBAN THEATRES: TOTAL SEATING
CAPACITY: OVER 145,000!...HUGE NEWS-
PAPER, RADIO AND TV PROMOTION
SUPPORT! Top theatres of 9 circuits involved: Loews,
Skouras, Century, Randforce, Brandt, Liggett, RKO, Fabian and Island!

starring
LEE J. COBB - KERWIN MATHEWS - GIA SCALA - RICHARD BOONE - VALERIE FRENC
with ROBERT LOGGIA - From Articles by LESTER VELIE - Produced by HARRY KLEINER - Directed by VINCENT SHERMAN - Screen Story and Screen Play by HARRY KLEIN

KEEP YOUR EYE ON THE HAND-TAILORED DISTRIBUTION-PROMOTION PLAN
AN OPEN LETTER TO THE PEOPLE OF NEW YORK!

"The Garment Jungle" tells the whole, hard truth about the racketeers and their paid thugs who are trying to turn New York's billion-dollar garment center into a jungle.

At this very moment, Congressional probers are unearthing more terrifying details of this gangland invasion that menaces every great city and extorts tribute from almost every family in the nation.

No threats, no pressure should prevent this picture from being shown NOW, in as many theatres as possible—to the largest possible audiences. It may shock you, but it will open your eyes to the cleanup job that must and will be done!

IMPORTANT!
This film WILL be shown now...not just at one theatre, but in 85 theatres throughout this area at one time! Nothing can stop it!

COLUMBIA PICTURES presents

THE GARMENT JUNGLE

Screening:
LEE J. COBB - KERWIN MATHEWS - GIA SCALA
RICHARD BOONE - VALERIE FRENCH
with ROBERT LOGGIA

Screen Story and Screen Play by HARRY KLEINER
From Articles by LESTER VELE - Produced by HARRY KLEINER
Directed by VINCENT SHERMAN

COLUMBIA PICTURES presents

THE BURGLAR

with DAN DURYEA - JAYNE MANSFIELD - MARTHA VICKERS

OR "THE GARMENT JUNGLE" FROM COLUMBIA!
Television Today

Greater Program Variety Will Increase Audience: Goldenson

Talking in culinary terms, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, parent of the American Broadcasting Company, said yesterday that next year the three major networks will offer a "greater variation of menu" which will result in broadcasting the finest of TV and in a larger total audience.

Goldenson, talking before a luncheon meeting of the Radio-Television Executives Society here, said that at the present time "the three networks' chefs are hard at work to create more and better gourmet dishes—to satisfy the public's growing appetite for tasty brain food." With the exception of one single half-hour period on Wednesday nights which remains the same, he said, "every other slot in prime time is seeing some program change by at least one network, and sometimes by all three."

Plans 17 Categories

"The three networks will offer up to 20 different kinds of programs," he said. "Of these, we at ABC will have 17 different categories and sub-categories, while our information is that NBC will offer 12 and Columbia 14 different kinds of program fare."

The AB-FT chief said that while the AB-FT network chooses most of its programs to appeal to the most viewers, it must be remembered that "there are many publics." Thus, he added, "networks and stations present—in addition to mass appeal shows—programs of relatively lesser appeal, which add to the richness and fulfillment of our lives."

Color TV Is 'Mature Medium' Says Eiges

MILWAUKEE, Wis., May 15 — Color television is "a mature, established medium with national distribution," Sydney H. Eiges, vice-president, press and publicity, for the National Broadcasting Co., said here yesterday in an address before the Milwaukee Radio and TV Council.

The occasion was the Carnival of Color, being conducted here by the Radio Corporation of America as a major campaign with national distribution throughout the country. Eiges said that the production of color television programs has "no more growing pains," that it already is as completely routine as that of black-and-white shows.

Lipton Renews Godfrey

Thomas J. Lipton, Inc., has announced a renewal of its alternate-week sponsorship of "Arthur Godfrey's Talent Scouts" for one year, starting with the May 22 program. Lipton was Godfrey's television sponsor when the program had its premiere as a simulcast Dec. 6, 1948, and has continued to sponsor the show ever since.

Dowling, Porter to UA Board

(Continued from page 1)

Dowling, a leading figure in the real estate and building business as well as civic affairs, and Robert C. Porter, partner of the Dowler-Eaton Co., an investment banker. Their election increases board membership from nine to 11.

Eleven Now on Directorate

The election of Dowling and Porter increases the UA board membership from nine to 11. The management members of the board, in addition to Benjamin, include Arthur B. Krim, president; William J. Heineeman, vice-president in charge of distribution; Max E. Youngstein, vice-president; Arnold M. Picker, vice-president in charge of foreign distribution; Seymour M. Peyer, vice-president and general counsel; Leon Goldberg, vice-president and treasurer; Seward J. Benjamin, secretary, and Joseph Endle, controller and assistant treasurer.

Benjamin also announced that the board has issued a call for the first annual meeting of the UA stockholders on June 4 at the Rivoli Theatre here; stockholders of record May 15 will be eligible to vote.

Dowling is president of the Cit Investment Co. of H. E. Dowler Realty Corp. He is also a director of Starrett Bros. & Eken, City Bank Farmers Trust Company, the Hom Insurance Company, the Home Title Guaranty Company, H. H. Macy Co., Inc., Hilton Hotels International, Emigrant Industrial Savings Bank and of a number of other corporations.

Made General Partner This Year

Porter became associated with E Eberstadt & Co. early in 1956 and was admitted as a general partner effective Jan. 1, 1957. He is head of the firm's new business department. Prior to coming with Eberstadt, Porter was secretary, general counsel and a director of Chas. Pfizer & Co., Inc. and before that was a vice-president of Chemical Bank Trust Co., and president of the New York State Bar.

Porter practiced for several years with the New York law firm of Gravath, Swaine and Moore.

National TV Week

Set for Sept. 8-14

From THE DAILY BUREAUS

WASHINGTON, May 15 — Dates for the observance of "National Television Week" have been confirmed. RETMA executive vice-president James D. Scearce said today that the all-industry promotion and publicity campaign this year will be celebrated Sept. 8-14, a change from the originally proposed observance date of Sept. 22-28.

The broadcasters, represented by the NARTB, agreed to the RETMA request for a new date, which was made in order that extensive new merchandise promotion campaigns by the retailers and manufacturers, and an effect, run concurrently with the nationwide celebration, Scearce pointed out.

Sindlinger to Speak

At New England Meet

BOSTON, May 15—Albert E. Sindlinger, president of Sindlinger & Co., industrial analysts, will be the principal speaker at the annual convention of Independent Exhibitors, Inc. of New England on Tuesday, June 4, at the Toy Town Tavern, Winchendon, Mass. Sindlinger, on the day will be a representative from Jerroll Electronics Corp. of Philadelphia, who will explain the cable theater.

The convention will open for luncheon on Monday, June 3, and the first afternoon will be devoted to film clinics and informal discussions and forums. There will be the usual meeting following Monday's dinner. On Tuesday morning, four men will speak briefly on concessions for drive-ins and regular theatres.

TOA Officials

(Continued from page 1)

would definitely seek legislation, but talked with a' Flynn the pros and cons of the problem.

The association has asked SBA to make more loans available to exhibitors and to take other steps to make it easier for exhibitors to get loans directly from SBA and to get private loans underwritten by SBA.

Recently SBA administrator Wendell Barnes wrote Hilding that most of what TOA wanted would take legislation to change the basic SBA act and that he didn't think Congress would or should enact such legislation.

Actually, the Small Business Committee can't handle legislation. Legislation affecting SBA must be handled by the banking committees.

NTA Pictures

(Continued from page 1)

that all of his 'key personnel' from A-PA will join him at NTA where he will also be responsible for the operations of NTA Pictures, Inc., the company's theatrical distribution subsidiary.

He said that negotiations are currently being concluded regarding the A-PA product.

USIA Budget

(Continued from page 1)

$106,000,000. This year the agency has $113,000,000.

The bill money will now go to a House-Senate conference. The Administration will undoubtedly try to work the conference to get the House figure, but odds are that the final decision will be much closer to the lower Senate amount.

Who's Where

Robert S. Fleming, noted Midwestern newsman, will join the American Broadcasting Company's Washington staff on June 3. He will leave his present post as chief of Newsweek Magazine's Chicago bureau to go to ABC.

Philip Feldman has been appointed CBS Television vice-president and business manager of talent and contractual properties, Hollywood effective immediately.

James P. Gilmore and Keith Morrow have been appointed controller and assistant controller, respectively, of operations of the Canadian Broadcasting Corp. Gilmore will continue as co-ordinator of TV.

Bernet G. Hammel has been appointed assistant manager of research for the ABC Television Network. He will be assigned to supervision of daily research activities and engage in development of various research projects, reporting to Julius Barnathan, manager of ABC-TV research.

Brice Howard has been named executive producer of the NBC Educational Television Project. He succeeds David Lowe, who has taken leave of absence from the network to make a full-hour "March of Medicine" color film portraying the activities of American doctors around the world.

Dean Shaffner will join NBC May 20 as director of sales planning, television network sales. Shaffner has resigned as vice-president in charge of sales development and research for the ABC Radio Network.

Al Naroff Dies

Funeral services for Al Naroff, West Coast manager of Trans-Lux Television Corp., were held yesterday at the Midwood Memorial Chapel in Brooklyn. Naroff, 46, died suddenly Friday while on a business trip in Santa Barbara, Calif. A motion picture and TV industry veteran of 25 years, he had been associated with Brault Theatres prior to his joining Trans-Lux.
TWENTIETH CENTURY-FOX's "Desk Set" in CinemaScope, starring Spencer Tracy and Katharine Hepburn, was given a lavish world premiere last night at New York's Roxy Theatre before an enthusiastic audience of prominent entertainment world celebrities and social and civic dignitaries. The glamorous charity affair, which benefited the National Urban League, was accorded national coverage by Ray Heatherton over the Mutual network and by reporters and photographers from the wire services and metropolitan newspapers. Movietone newsreel cameramen also were on hand filming highlights, for use on more than 100 TV stations while the Voice of America and Armed Forces Radio Service described the festivities to their listeners around the world. Representing 'Desk Set' were Charles LeMaire, the studio's noted wardrobe designer who is currently touring the nation with the lavish fashions he created for the romantic comedy, and featured actresses Dina Merrill, Neva Patterson and Rachel Tepghens, all of whom play important featured roles in the production.

Charles Einfeld, 20th Century-Fox vice-president (left), greets lovely Dina Merrill, featured in "Desk Set," Francisco Urritia, Colombian Ambassador to the U.S., and Stanley Rumbough, Jr., (right), husband of the actress.

Robert C. Rothafel (left), managing director of the Roxy, welcomes actress Neva Patterson, featured in "Desk Set," and 20th's forthcoming "An Affair to Remember," and Charles LeMaire, the studio's noted wardrobe designer of the lavish "Desk Set" fashions.

Murray Silverstone, president of 20th Century-Fox International Corp., and Mrs. Silverstone arrive for the glamorous opening.

Tommy Sands, the nation's new singing age, and TV personality Jan Norris photographed entering the Roxy. Sands headlines the Roxy stage show during the Desk Set" engagement.
Arbitration Talks on June 17

(Continued from page 1)

The Kettles on Old MacDonald's Farm

Universal-International

HOLLYWOOD, May 15—This ninth in the series of pictures based on the Kettle Family borrowed from "The Egg and I" is beneficiary of a more promising title than most Kettle films have worn, and figures for that reason as a somewhat more than the now firmly established par for Kettles. On the other hand, this item undertakes to utilize a basic situation common to boudoir farce as foundation for rustic amusement and comes perilously close to overstepping the Kettle boundary line of wholesome family entertainment. As if struggling to find its way in a world of discarded and accepted Kettle material, the pictures founders on through several false endings and new beginnings to a quiet close. It may satisfy the steady Kettle chentle, but isn't likely to add to it.

Parker Fennelly plays Pa Kettle this time, doing a nice job of it, but a different one than Percy Kilbride's, and Marjorie Main provides her customary portrayal of Ma. Gloria Talbot and John Smith carry the romantic assignment, and a large number of adequate players perform the pattern roles assigned them.

The title reference to Old MacDonald's farm is the only one made, although two farms figure in the story, the original Kettle place and an unnamed other one to which the family is moving when the picture opens. To the old one go Miss Talbot and Smith, who are on the point of being married but still single, and when they are discovered there under circumstances suggesting otherwise, Ma and Pa set out to chaperone them in a pretended state of marriage. This is the basis for a protracted and unusually violent series of slapstick episodes. Howard Christie produced and Virgil Vogel directed, the picture being a first Kettle for each of them.

Running time, 81 minutes. General classification. Release, in May.

William R. Weaver

The Seventh Sin

M-G-M—CinemaScope

"The Seventh Sin" is a remake of an old Garbo film, "The Painted Veil" (1934) which in turn was based on one of the lesser novels of Somerset Maugham. The story in the new version is still essentially the same; it deals with the trials and tribulations of an unfaithful wife who, when her husband, with the husband she later decides she wants to win back. The locale is still Hong Kong but time has been advanced to 1953.

In keeping with the modernization Metro has dressed up the production with location photography and Cinemascope (black-and-white). Cast in the Garbo role is Eleanor Parker, and Bill Travers and Jean Pierre Aumont are her husband and lover, respectively, in the parts originally taken by Herbert Marshall and George Brent. In the new script of Karl Tunberg, which is on the talky side, the moral indiscrivity of Miss Parker with Aumont is reconstituted briefly and frankly. Thus the traditional Maugham philosophy is condemned for her; she is forced to accompany her doctor husband (Travers) to the interior of China, where she is volunteered to help fight a cholera epidemic. The rest of the picture is concerned with the heroine's rather half-hearted efforts at redemption—a long and unconvincing process. She discovers that her husband's fight to stop the spread of disease has made him a hero in the eyes of the natives and a brand of nuns who run a local orphanage. This esteem he has acquired impresses her, and she attempts a reconciliation, just as it is about to be accepted, he dies of cholera.

Exhibitors will discover that this is a minor-league "woman's picture," with all that implies. It is, also, of course, not recommended for children.


Richard Grimm
**EDITORIAL**

The New Approach To Arbitration

By Sherwin Kane

In three days of conferences here this week, representatives of organized exhibitors and distributors were able to make significant progress toward the development of a new plan of industry arbitration and conciliation. No such auspicious beginning could have been made if the conferences were not sincere in their desire to do their utmost to resolve the principle of arbitration with the discord and to agree on a program that can be put into operation.

The sincerity of purpose of the conferences augurs well for a successful outcome. And, perhaps, last effort to establish arbitration machinery for the industry.

For the most part, it is said, conferences showed an encouraging tolerance of the other fellow’s viewpoint and for the most part, it is said, a lack of conflict but, rather, one of earnest desire to satisfactorily work out the issues.

The value of arbitration in all industry has been a matter of debate in recent years. Responsible opinion in this industry inclines to the belief that the availability of arbitration machinery will not appreciably reduce the amount of new trade practice litigation because those who bring legal actions, for the most part, will do so whether or not arbitration-conciliation machinery is available.

What industry arbitration is expected to do is to reduce the amount of friction constantly straining the buyer-seller relationship which gives rise to costly and time-consuming exchanges between the parties involved.

Presumably, much of the last arbitration draft can be salvaged, thus appreciably reducing the amount of time required to develop a plan that can be submitted to the participating organizations for ratification.

Meanwhile, the industry is indebted to the conferences for giving so freely of their time and labors to this essential effort for the betterment of intra-industry relations.

---

**Daff Launches Attack on Talk of ‘Hollywood Decline’**

ROME, Italy, May 16—A blistering attack on recent statements referring to a “decline of Hollywood” was delivered here by Alfred E. Daff, executive vice-president of Universal Pictures and president of its overseas subsidiary, at yesterday’s session of Universal - International’s 1957 European sales conference.

“It is absolute bunk,” Daff said. “All this talk of the decline of Hollywood is merely the decline of some companies due in most cases to unfortunate company circumstances. There is no more decline in Hollywood. (Continued on page 6)

**Name Picker, Freedman To Hospital Committee**

David V. Picker and Irwin Freedman were elected chairman and co-chairman, respectively, of the national junior committee of the Will Rogers Memorial Hospital at a special luncheon meeting at Rumpelmayer’s here. In addition Michael Mayer was elected secretary-treasurer for a second year.

The national junior committee. (Continued on page 2)

**Disney Profit $1,532,391**

BURBANK, Calif., May 16—Gross revenues of Walt Disney Productions for the six months ended March 30, the first half of the current fiscal 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 30, 1957, the statement pointed out, consolidated gross revenue totalled (Continued on page 5)

**‘Straight Ahead’ for UA Velde Tells Carolinians**

CHARLOTTE, May 16 — A firm policy of “Straight Ahead,” with no cutbacks, was outlined here today by James R. Velde, general sales manager of United Artists.

“We plan no retrenchment,” said (Continued on page 6)

**Economically**

**Wolfson Says Cable Theatre Idea Unsound**

Fears It Will ‘Destroy’ Present-Day Theatres

By LESTER DINOFF

Exhibitors who support “cable theatre” and urge that first-run motion pictures be made available to assure the success of that system are only destroying their theaters and investments in their businesses, according to Mitchell Wolfson, president of Wometco Theatres of Florida.

Wolfson, who is in New York to further planning for the 1957 annual convention of Theatre Owners of America of (Continued on page 8)

**Wolfson Optimistic on Conciliation Prospects**

Prospects for the formation of an industry arbitration and conciliation system look better than ever as the whole industry is behind the current effort, in an opinion of Mitchell Wolfson, past president of Theatre Owners of America and a member of the national exhibitor association’s arbitration committee.

Wolfson, who also participated in preparation of previous arbitration and conciliation programs, declared (Continued on page 8)
FRIDAY, May 17, 1957

Rogers Drive

(Continued from page 1) which was formed in September, 1955, was instrumental in raising in excess of $325,000 last year at the benefit premiere of "Around the World in 80 Days" at the Rivoli Theatre here for the tubercular institution at nearby Lake Success.

Plans for 1957 will be announced by Picker and Freedman after the annual meeting of the board of directors at Schuon Lake June 20-23.

Also present at the meeting here in addition to those named were Thomas E. Rodgers, Richard P. Brandt, Allan Robbins, Norman Robbins, Burton Robbins, Neil Shugrue, Ed Fabian, Herrl Meinhart, Richard Roemer, Harold Freedman and Edmund Grainger.

Gulf States Allied

Will Meet in August

Special to THE DAILY

NEW ORLEANS, May 16—Allied Theatre Owners of the Gulf States, Inc., will hold its annual convention this year on Aug. 30 and 31 at the Edgewater-Gulf Hotel on the Mississippi Gulf Coast, Abe Berenson, president of the exhibitor organization, has announced. He said hotel reservations have been secured to allow participants to spend the Labor Day weekend through Sept. 2.

Edward Otto, theatre owner of the Mississippi Gulf coast, will be convention chairman. The social agenda will include cocktail parties, dinners and dances, deep sea fishing, swimming and a golf tournament.

Study Proposal to Lease

Charlotte Auditorium

Special to THE DAILY

CHARLOTTE, May 16—A decision on whether the 2,500-seat Civic Auditorium here will be leased to the Todd-AO Co. for showing "Around the World in 80 Days" will be reached by the Charlotte Auditorium Coliseum Authority next week. Meeting here today the authority heard a proposal from the Todd-AO Co. for the auditorium for a 10-week period beginning in July.

The authority members agreed they wish to study the proposal before reaching a decision.

NEW YORK THEATRES

-RADIO CITY MUSIC HALL

ROCKETS ON 181st STREET AND 72ND STREET

GREGORY PECK, LAUREN BACALL

In "DESIGNING WOMAN"

In Cinegangs and METROCOLOR

A Metro-G.M.M. Picture and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Marvin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Iraons D. Jones, Managing Editor; Richard Gerrey, News Editor; Floyd R. Stone. Photo Editors: Herbert K. Fedro, Advertising Manager; Tom H. Kaesch, Production Manager. TELEVISION TODAY. Charles S. Arrison, Senior Editor; Richard Roemer, Assistant Editor.ピンク Herman, Vicent Canby, Eastern Editor. Hollywood Bureau, Wain-Vane Building, Samuel D. Berges, Manager; William R. Weiss, Editor. Telephone: POMONA 7-2323. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays. Sundays and holidays. In Canada, subscription price $5.00 per year.

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, $10 in the Americas and $24 foreign. Single copies, 25c.
20th Century-Fox proudly announces a distinguished motion picture from the pages of the supreme novel by the master story-teller!

JOHN STEINBECK'S
The Wayward Bus
CinemA Scope

PRODUCED BY CHARLES BRACKETT who gave you "The King and I"
DIRECTED BY VICTOR VICAS one of Europe's outstanding directors
SCREENPLAY BY IVAN MOFFAT from the novel by JOHN STEINBECK

to be launched on its important career soon at the
VICTORIA THEATRE, New York and at selected theatres across the nation
The Steinbeck people!
The Steinbeck passions!
The Steinbeck power!

Joan Collins in a performance revealing a new peak of power!
Jayne Mansfield emerging as an actress of great emotional range
Dan Dailey in one of his most penetrating characterizations!

And the fresh and commanding new talents of:
Rick Jason destined to be a great new romantic star!
Betty Lou Keim brilliantly fulfilling the promise of "Teenage Rebel"!
Dolores Michaels introducing a young beauty with notable acting skill!

With:
Larry Keating • Robert Bray • Kathryn Givney • Dee Pollock • Will Wright

another BIG ONE from 20th!
Disney Profit

(Continued from page 1)

$16,457,933, compared with $13,621,369 for the like period a year ago.

Net profit, after all charges, amounted to $1,532,391, equal to $1.03 a share on the 1,492,416 common shares outstanding. This compared with $1.418,850, or $1.09 per share for the 1,305,680 shares then outstanding, after adjusting for the two-for-one stock split effected Aug. 20, 1956.

Sees Future Bright

"Earnings for the second six months of the fiscal year," Disney said, "are expected to equal, or slightly exceed, those of the first six months."

Quarterly cash dividends were initiated on the common stock with the payment of 10 cents per share on April 1, 1957, to stockholders of record March 8, and will be paid on June 15 to stockholders of record June 14.

The board of directors also declared a quarterly cash dividend of one cent per share payable July 1, to stockholders of record June 14.

The board of directors has authorized the company to acquire, for cash, a number of its common shares equal to an additional five per cent of its outstanding common stock, at any time during the fiscal year.

Bank Borrowings Reduced

In reporting on financing, Disney noted that the company sold for cash 186,556 shares of common stock at $20 per share in November 1956, "pursuant to an offer made to shareholders." Proceeds from this issue, which amounted to $3,731,530, were credited to stated capital account and used to reduce bank borrowings. For each share purchased pursuant to this offer the company issued a transferable warrant which, exercised by the holder on or before October 31, 1957, carried the right to purchase one additional share of common stock at a price of $22 per share.

The exercise of the common stock warrants would call for the issuance of an additional 186,526 shares and provide approximately $4,100,000 of new permanent capital which would be used to further reduce current bank loans, "thus providing a stronger financial foundation for the company," Disney said.

Has TV Pact with ABC

Discussing television, Disney stated that a contract has been signed with American Broadcasting Co. for the filming of about $9,500,000 of television specials for the 1957-58 production year. Production is well underway on the programs, which will consist of 26 new half-hour shows in the weekly Disneyland series, 13 new half-hour Mickey Mouse Club daily programs and 39 half-hour shows in the new series, Zorro. With some shows to be repeated, this schedule will provide 52 weeks of new programming of each of the three series commencing in September and October of this year.

Gun Duel in Durango

Peerless-United Artists

Once more George Montgomery puts on his gun belt and romps through another Western, this one a standard version about the bad guy determined to become a good guy. As usual, Montgomery flies into his saddle-and-spurs role well, but the action surrounding him is familiar. His efforts to reform after leading a notorious gang of outlaws are thwarted and/or misconstrued by any number of people until the villains get theirs at his hands. When he first joins the gang, they give him 30 days to think it over and if he doesn't return they promise to "get" him. On his journey to Durango, Montgomery picks up a little boy whose father has died. The boy knows who he is but tries to trust him.

Montgomery wants his ex-girl friend, Ann Robinson, to be the boy's guardian, until any possible trouble is put to the rear. The girl, finding of him, won't marry him until he's definitely through with the outlaw's life. He gets an honest job in the bank and, as luck and screenplay wakes Louis Stevens would have it, his old gang comes to Durango for a quick caper. When they see him in the town, they plan to come back, rob the bank, then murder him in the skullhuggeries. They are almost successful until the newly-created hero becomes a one-man posse and wipes out every last varmint.


Raising a Riot

Continental

Kenneth More, Britain's Number One Money-Making Star, proves once again why exhibitors over there voted him the top. The versatile actor here plays an harassed father who temporarily takes over the chores of bringing up a trio of children. More is charming in the part and refuses to "ham it up" even when the opportunities are.

And they are there quite often for the screenplay by Ian Dalrymple, Hugh Perceval and James Matthews is practically plotless and consists of a series of generally hilarious and sometimes tearful scenes with domestic life sun mother. More is a Naval officer on leave whose wife must go to Canada. He is left to tend his brood whom he hasn't seen in several years and who have taken to his father's new home in the country—a windmill.

His efforts at cooking, cleaning, mending, training and loving are delightful and although necessarily exaggerated, ring true most of the time. In addition to the youngsters

Badlands of Montana

20th Century-Fox—Regiscope

Hollywood, May 16

Written, produced and directed by Daniel B. Ullman, whose works in the Western fiction field have attracted remarkable audience under a number of trademarks, brings the heart of this uninhibited script, played out with gusto by a large and competent cast, is pointed at adult sector of the theater. Whether it is the junior or juvenile trade. The first incident of moment, a key point in the story, is a Western variant of the badger game, utilized this time for a political purpose, but it is from this incident that the story flows on to include episodes of violence, outlawry, robbery, murder, double-crossings, a horse-whipping, chases, escapes, kill-fares and pursuits, all of them realistically performed and photographed, and with none of them following familiar Western patterns. It's for the senior students of Western drama.

But, Reason, clarifies the script, is the good citizens' choice for mayor of Cascade in an election opposing incumbent John Pickard, who runs an open town. Pickard's wife, Margaret, Donn, brings home from San Francisco the son of her mother, Reason, lures Reason into her bedroom pleading deep trouble, and when he refuses to withdraw from the election, sheありで, him by his hand. Whereupon her husband and his benn dismiss into the field and take Reason to another building where Pickard horsewhips him in view of the elderly woman, the boy's innocent character. The conversation is consistent with the violent story, and the shooting is swift, straight and abundant.

Running time, 75 minutes. Adult classification. Release, in May.

William R. Weaver (two girls and a boy), he has to contend with his lovable but essentially clueless father whose life he is compelled to join. In a skillfully mastered sequence of exciting events thereafter Reason gets back on the side of the law and wins the heart of his innocent character. The conversation is consistent with the violent story, and the shooting is swift, straight and abundant.

Running time, 75 minutes. General classification. Release, in May.

"S.O.O.N. after Scott Carey is sprinkled with a strange atomic mist, his body begins to grow to a giant, then kneel-high to a grasshopper," reports "Life" in the May 6 issue. From then on, the movie, "The Incredible Shrinking Man," relies on the art and ingenuity of its props which were built on a gigantic scale so that a normal-sized actor would look small against them. He gets lost in a new world—this a hairy spider and finally grows small enough to slip through a wire window screen.

By hewing straight to the dilemma of the vanishing man, Universal has found a way to make a science-fiction film which has already grossed $4 million. The movie offers no answer to "The Shrinking Man's" problem as to the meaning and consequence of this metaphysical comment. "To God there is no zero. I still exist."

* * *

"The Little Hut" is advertised on the table of contents page in the May issue of "The Saturday Evening Post."

"Beau James," the film based on the life of former Mayor Jimmy Walker of New York, receives considerable attention in the May issue of "McCall's." Vera Miles, who plays opposite Bob Hope in this new Paramount picture, is the cover girl on the issue. A cover story of this new year signed for five years by Alfred Hitchcock appears in the same issue. Insiders believe Hitchcock found in Fred Weiler a promising comedy, but that the show is almost stolen from them by a Oddly named "Armenter."

* * *

"Gunlight at the O.K. Corral," a handsomely produced and entertaining western, stars Burt Lancaster as the unyielding frontier marshal," reports Edwin Miller in the May issue of "Seventeen."

"Fanny Face" is the most cheerful musical we've seen in a long time," says Ruth Hart of the May issue of "Good Housekeeping." Fred MacMurray never does better. People who don't know that John Wayne has started out as a dancer will be delightfully stunned, not merely over the job she does with her lovely feet, but over her ability to sing a song. The color is breathing, the music naturally excellent."

WALTER HAAS


 Attacks ‘Hollywood Decline’  
 (Continued from page 1)  

 wood than there is in the film production of France, Germany, Italy and England.”  

[In a speech before the summer conference of the British Cinematographic Exhibitors’ Association at Glenelg, Scotland, last week, John Davis, managing director of the Rank Organization, said that the main source of film production is moving away from Hollywood. Davis also said that the motion picture industry in the United States is standing in the same way as the retail market must be developed and it will be long in the long term interest of England.—Ed. Note.)  

In his speech here Daff pointed out that almost 70 per cent of the world’s screen time is devoted to Hollywood-made pictures. He added that “this fact cannot be disputed by anyone acquainted with the business.”  

Sees Subsidy No Guarantee  

On the subject of the wedding together of the common market in Europe, Daff said: “The protection and subsidization of any country’s film industry by its government does not guarantee quality product nor does it guarantee public acceptance of pictures made this way. You cannot legislate quality nor should incompetency be supported.”  

“We are all for the common market although we also know that all films will continue to have language and ethnic barriers and be faced with the problems generated by local conditions.” Daff told his listeners. “Turning to U.S.’s own operation, Daff revealed that the company was now operating in 74 out of 83 countries in the ‘civilized’ world and in all of them U.S ’s standing had greatly increased in the past five years. “We are still opening branches, while other companies are closing theirs,” he said. “Our global business has increased 39 per cent over the last five years,” Daff pointed out, “and our foreign business has gone up 78 per cent in the same period.”  

Big Hand for Nate Blumberg  

A great ovation was given chairman of the board Nate J. Blumberg by the representatives of the 21 European countries present at the conference. Vice-president and foreign general manager, Americo Aboaf, told the conference that last year’s 1937 Daff Drive was the most successful of any in the company’s history. “Billings for the last week in the European area of sales surpassed over one million dollars,” he revealed. In addition, ten territories throughout the world established new records for billings, bookings and collections. Latin America in winning the Daff Cup emblematic of division supremacy exceeded last year’s drive figure by 11 per cent while Indonesia, the Philippines and Ceylon outdistanced the last year’s drive mark by 53 per cent, Aboaf stated.  

Velde Talk  
(Continued from page 1)  

Velde, who came for the formal opening of United Artists’ new exchange here, he pointed out that the company is moving to new buildings in several exchange cities of the nations this year and said the number of employees in these exchanges as well as in New York City has actually been increased.  

Velde was accompanied to Charlotte by Milton E. Cohen, Eastern and Southern division manager, and John Hughes, Eastern and Southern contract manager. They returned to New York today.  

G.K. Rudolph Dies; Was Journalist, Publicist  

Special to THE DAILY  
BUFFALO, May 16 — Gerald K. Rudolph, 79, veteran industry publicist and journalist, died here following a protracted illness. He is survived by his wife, a daughter and a son, James S. Rudolph.  

The deceased was editor of “Motion Picture Magazine” in the 20’s and from 1929 to 1933 was advertising manager of RCA Photophone. Later he served as publicist for many of the outstanding film stars. Before entering the industry he had been managing editor of the “Buffalo Enquirer.”  

Sues Allied Artists On TV Exhibition  

Samuel A. Feir filed a suit in Federal Court here yesterday against Allied Artists Pictures Corp., formerly Monogram Pictures, seeking an accounting from the television exhibition of certain films produced under a 1937-38 agreement with Crescent Pictures Corp.  

Feir charges in his suit that AA has violated the agreement by deducting for itself over 90 per cent of the revenue. He was assigned all rights to Crescent product in 1940.  

Winograd Services  

PITTSBURGH, May 16—Services were held here yesterday for Meyer Winograd, president of the Rochester Amusement Co. in nearby Rochester, Beaver County. Winograd, a motion picture exhibitor for 30 years, was a charter member of Variety Club, Tent One. A sister, Mrs. Samuel Miller of Pittsburgh, survives.  

Millar Signs with M-G-M  

Producer Stuart Millar has been signed to a long-term contract by M-G-M and will report to the studio on completion of editing on “Stage Struck” at RKO. Several major properties are under consideration for him at M-G-M.  

WEBB ‘SELLING’ His Own Film  

By FLOYD STONE  

Jack Webb, who is here to sell “The D.I.,” and will also go to Chicago and Detroit for that purpose, told newsmen yesterday morning at the Warner office that he hadn’t quite realized the value of selling pictures one makes before, but he does now. He added he also feels “it’s duty to the industry of which he is a part not only as a producer but because in days before his television success he was a studio bit player.  

He helped “Dragnet” in one city, “Pete Kelly’s Blues” in 41, and his latest he will spend 12 days upon in New York, his first time in such activity here, and then in the other cities.  

Three Actors and 75 Marines  

The new picture has the title and the topical interest and is not in the “Dragnet” style, he said. He described its values of realism — only three actors plus 75 Marines — said it is somewhat documentary in effect. It may be termed in whatever controversy arises, a whitewash; but if so, he welcomes it, because although he doesn’t assume deliberately a patriotic mantle, the Marine Corps in portrayal speaks for itself. It tries hard to mold its men, he believes. He doesn’t know what the formula for success is, he admitted. About “Dragnet,” perhaps it was radio and television; in film he merely added color.  

Undecided Regarding Future  

He doesn’t know whether he’ll stay away from the “Dragnet” formula; nor does he know whether he’ll return to pictures about crime. There are better men in that field, he avers, and he does not believe it should be regarded as his specialty. His approach is that under his agreement with Jack L. Warner he was given some freedom, and time. He made three pictures—this is the third—and each time was waited for the returns. Success meant he would begin another. He now is negotiating what he hopes will be a similar agreement.  

He doesn’t know what he’ll make next. He’ll wait and see how “D.I.” turns out.
1st FLASH FIGURES OPENING DAY GROSS FOR 28 LOEW'S HOUSES IN 'GARMENT JUNGLE' NEW YORK CITY SATURATION 34% BETTER THAN 'SOLID GOLD CADILLAC'!
Sees Cable Theatre Unsound

(Continued from page 1)

which he is honorary chairman, declared here yesterday that:

"I don't believe that cable theatre is economically possible unless they can get first-run films for it and destroy motion picture theatres, and even then, it is questionable whether the cost of this kind of distribution for motion pictures will be acceptable as compared to the present system. For example, the cost of equipment, the cost of sending out signals, the cost of leasing cables from the telephone company, the cost of providing one's own poles, maintenance, the regulation of profits by the public utility commission, and others of this would be higher than the present overhead.

"In addition to the cost, 'cable theatre' has a questionable income. The big problem to the producers-

Distributors is to make that they attain a fair rental based on a portion of the admission charge each person will be likely to see the product. The higher the charge for this cable service, which is reported to cost around $9.30 per month, the more 'free loaders' will be viewing the pictures in the homes, taking advantage of the producers without paying to view the program," he said.

"I advise all exhibitors to adopt a policy of watching carefully regarding 'cable theatres,'" Wolfson stated, adding that producers-distributors should follow the same course. He said that most likely the revenue which a film will get from "cable theatre" will be dissipated after its first run, so the producer had better make sure that he gets a fair return."

Wometco Not Interested

As for his own theatre circuit, Wolfson declared that "Wometco has no intentions of engaging in the system as we believe it is not practicable for distributing entertainment as compared to motion picture theatres and free television. Our present policy in our territory is to fight for the principles of no monopolies. In other words, 'cable theatre' should be open to anyone who wants to use a public utility on municipal street, telephone or power pole."

Wolfson added that under the present system of free enterprise in America "cable theatre" is absolutely practicable, but abroad, in countries like England and Japan where the government regulates industries, "it may work."

Commenting on his convention planning activities, the exhibitor leader and TOA official Joseph C. Alterman disclosed that there will be a meeting early in June with a group of foreign film distributors regarding the details and planning for the TOA Foreign Film Festival.

Planning for Miami Meeting

Wolfson also stated that he intends to seek the cooperation of the distribution companies for the 1957 TOA meeting at the Americas Hotel, Nov. 20-23, in Miami Beach.

In reply to a question about current business, Wolfson said that it is holding up, but that it depends on the picture. He recalled a statement made 10 years ago, which he is comparing to our business. "Every house is a kitchen, and a good restaurant makes money," he said.

Wolfson Optimistic

(Continued from page 1)

here yesterday that "if there ever will be an arbitration and conciliation plan for the motion picture business, it will be this year. I am encouraged by the word which was done by representa-

tives of exhibition and distribution in the talks held this week."

The exhibition figure added he "is certain that a conciliation program will be completed and approved by

ABC Sets $65 Million
Plant, Color Budget
Special to THE DAILY

CHICAGO, May 16—The American Broadcasting Co. will spend $65,000,000 in the next four years on plants and equipment. President Leonard H. Goldenson told the Chicago Broadcast Advertising Club here today.

In an address entitled "The Modern Advertising Man (The Broadcaster) Wears At Least Seven Hats," Goldenson, who is also head of American Broadcasting Co., said the parent company, said that ABC is currently at work to create and develop new programs, new formats and new personalities for next season and beyond.

Telemovies Has Passed 'Turning Point': Shapp

Special to THE DAILY

PHILADELPHIA, May 16.—Both net sales and service revenues and net earnings of the Jerrold Electronics Corp., for the fiscal year ended Feb. 28, 1957, were up 30 per cent over the previous fiscal year, Milton J. Shapp, president, told a meeting of Philadelphia Securities Association.

For the fiscal year ended Feb. 28, 1957, the company's net sales and service revenues for the fiscal year ended Feb. 28, were $119,441, compared to $108,890, a year earlier. Net income for the 1956-57 fiscal year was $161,133, or 15 cents per share, as against $119,838, or 11 cents per share for the 1955-56 fiscal year. This does not include a non-recurring tax credit of $49,584 for the 1955-56 fiscal year, he pointed out.

Upsurge Followed Net Loss

Shapp said the 1956-57 fiscal year marked the distinct turning point in the company's operation. "It was during the second half of the fiscal year," said Shapp, "that Jerrold started to benefit from the successful operating results of its expansion and diversification program. Thus, after a net loss of $63,358 for the first half of the fiscal year, the company realized a net income of $229,491 for the six months ended Feb. 28."

Shapp also disclosed that electronic equipment for the Jerrold "home theatre" is now being shipped to Martinsville, Va., site of the first installation. It will be installed and operated by Video Independent Theatres, Inc.

The year end as there are no legal problems involved." However, on arbitration, Wolfson, who is 'an optimist and a realist, was frank in stating whether he foresaw a workable and complete system by 1958. He pointed to the long time and lengthy efforts which went into preparing previous drafts.

NTA's 'Rocket 86' Film Sold to 120 Stations

Exhibition contracts for National Telefilm Associates "Rocket 86" package of feature motion pictures have been signed by 120 television stations in the United States and its possessions. However, making a name director of signal for the ABC radio network in Chicago yesterday.

Walter K. Neill, Hugh M. Simp5s and Stan Byrnes this week joined the staff of Television Programs of America, Inc., as account executives.

The "Rocket 86" group of feature pictures included "Rocketeers 205" release from the 20th Century-Fox studio. "The ratings achieved by motion pictures televed throughout the country indicate this type of programming has carved a definite niche for itself in the nation's living rooms," Goldman declared.

Web' Summer Show

"The 'Web,' a new filmed mystery series, will be seen on NBC-TV. The series will begin on NBC-TVC, the Sunday night 10-10:30 P.M. EDT time period beginning July 7 and continue every Sunday night for two months. The show is a replacement for "Loretta Young Show," it was announced today by Manie Sack, vice-president, television network programs.

Rooney in 'Pinocchio'

Mickey Rooney will star in the title role of a one-hour original musical based on the classic film "Pinocchio," to be telecast over NBC Sat-
EXHIBITORS
of
NEW ENGLAND
Are Invited To Attend
the
26th ANNIVERSARY CONVENTION
of
INDEPENDENT EXHIBITORS, Inc.
and
DRIVE-IN THEATRE ASSOCIATION
OF NEW ENGLAND
Held Again At
TOY TOWN TAVERN
WINCHENDON, MASSACHUSETTS
June 3 and 4, 1957

Reports, Debates, and Discussions on Various Topics of Interest
to Both Conventional and Drive-In Theatre Operators
Prominent Speakers
Golf Tournaments . . Door Prizes . . Surprises
Special Activities For The Ladies
Screenings . . Cocktail Parties . . Banquet

— PLAN TO ATTEND —

SEND REQUESTS FOR RESERVATIONS NOW!
to
INDEPENDENT EXHIBITORS, INC.
36 Melrose Street
Boston 16, Mass.
EARTHQUAKE?
NO!
MIRTHQUAKE!

JOE BUTTERFLY
ROCKED THE HOUSE!

“Joe Butterfly”
SPRITELY COMEDY DRAMA WITH ROBUST CHUCKLES, GOOD PORTRAYALS AND SOLID BOX OFFICE PROSPECTS. IT RATES OUTSTANDING BOOKINGS.

DIRECTION: Imaginative. PHOTOGRAPHY: Excellent.

A thoroughly delightful and frolicsome comedy-drama has been concocted by Universal-International in “Joe Butterfly.” Shot largely on location in Tokyo, the film has a persuasive cast, an uproarious funny story and a handsome production setting. It should take its place among the superior grossing films of the season.

The spirited, slyly impudent performance of Burgess Meredith as a lovable Japanese with a mischievous talent for larceny is one that will be remembered for a long time. The story harks back to the end of the war’s frustration and the efforts of GI correspondents to get out their weekly issues of the Army paper Yank. The story centers on the effort to find living space in the congested area with recourse to wit and daring often a necessity. George Nader plays the editor sergeant, with the Yank staff consisting of Audie Murphy, photographer; and staffmen Charles McGraw, John Agar and Frank Chase. Also present on the scene is the laudatory rival correspondent of a civilian magazine, Keenan Wynn. What develops is a sizzling journalistic competition between Wynn and Nader; an overall drive by the Yank staff to find comfortable working quarters. Fortunately Meredith has a novel answer to everything. It is not so much the story lines in this screenplay by Sy Gomberg, Jack Sher and Marion Hargrove that make the picture so successful as the evoked moods and situations that result in resounding bellylaughs.

Aaron Rosenberg has adorned his production in CinemaScope and Technicolor and Jesse Hibbs directed in a breezy style. Laughter follows laughter in sequence after sequence. Especially funny is the scheme of the Yank boys to outwit Wynn by pretending that a native, Reiko Higa is Tokyo Rose. In form, Miss Higa is a Marilyn Monroe and in speech she is pure, stereotyped Brooklyn.

Oddly enough in the film the boys on Yank not only have their fun, they go on to have their glory.

The photography by Irving Glassberg is very good, especially in capturing native scenes, rituals and customs. Music supervision was by Joseph Gershenson. “Joe Butterfly” is by far the general moviegoers’ cup of tea. At a “sneak” at the Riviera Theatre in Manhattan, it rocked the house.

A Universal-International Picture starring
AUDIE MURPHY • GEORGE NADER • KEENAN WYNN
KEIKO SHIMA • JOHN AGAR • CHARLES McGRAW • FRED CLARK
and BURGESS MEREDITH

Directed by JESSE HIBBS Screenplay by SY GOMBERG, JACK SHER and MARION HARGROVE Produced by AARON ROSENBERG

A Universal-International Picture starring
AUDIE MURPHY • GEORGE NADER • KEENAN WYNN
KEIKO SHIMA • JOHN AGAR • CHARLES McGRAW • FRED CLARK
and BURGESS MEREDITH

Directed by JESSE HIBBS Screenplay by SY GOMBERG, JACK SHER and MARION HARGROVE Produced by AARON ROSENBERG
How Not Answered

Harling Hits Johnston on Toll-TV Issue

Sees No Foundation for Claim It Could Aid All

"The bald statement by Eric Johnston, president of the Motion Picture Association of America, that 'subscription television could prove helpful to everybody' has absolutely no foundation behind it," according to Philip F. Harding, co-chairman of the Committee Against Pay-As-You-See Television.

Harling, answering Johnston's statement made in Hollywood last (Continued on page 2)

Guild Gets TV Station; FCC Rejects Protest

From THE DAILY
WASHINGTON, May 19.—The Federal Communications Commission has approved the transfer of stations WHAM and WMBV-TV in Marinette, Wisc., to Guild Films Co. Guild, a television film producer, is acquiring the stations from M. and M. Broadcasting Co.

The FCC last July originally approved the transfer, but received a protest from Valley Telecasting Co., which owns a Green Bay television station. Valley argued that Guild, as a film producer, would be in a favored position to get programs, but the commission on Friday decided otherwise and dismissed the protest.

Accept Egypt License Plan

The board of directors of the Motion Picture Export Association has agreed to accept the license plan offered by the Egyptian government in a new agreement, according to the MPEA. The directors, however, are putting the license agreement subject to further discussions on working out a satisfactory remittance plan with Egypt.

The MPEA board, at its meeting last week, also heard reports from vice-president Ralph Hetzel, Griffith Johnson and Robert Gorken on their recent European and South American trips, respectively. They also discussed a minor adjustment in classification of provincial Danish (Continued on page 4)

Tod Retires; Gordon In His Fox Field Post

Tod Tod, 20th Century-Fox's Chicago field exploitation representative since 1949, has retired, effective May 25, it was announced at the weekend by Rodney Bush, the film company's national exploitation director.

At the same time, Bush announced that Sol Gordon, veteran field man attached to the company's Detroit branch for the past seven years, has been transferred to Chicago to succe (Continued on page 4)

Hetzal Reports on Tour of Continent

SEES EUROPE COMMON

Market Aiding U.S.

Tells of MPEA Long-Range Plan Abroad To Coordinate Activities Under System

By LESTER DINOFF

"If a common market resulted in a strong market, the position of the American film companies would be strengthened considerably also," in the optimistic opinion of Ralph Hetzel, vice-president of the Motion Picture Export Association. He recently returned from a four-week tour of the Continent, his first in an MPEA capacity.

Hetzel, who presented a report on his trip to the board of directors of the MPEA at the weekend here, said that while in Rome, where the MPEA held a meeting (Continued on page 2)

Honolulu Circuit Files

U-I Anti-Trust Suits

Spacial to THE DAILY
SAN FRANCISCO, May 19.—Consolidated Amusement Company of Honolulu, which operates a score of theatres in the islands, filed an anti-trust suit in United States District Court here Friday against Universal-International.

The suit charged U-I with selling pictures previously earmarked for Consolidated, the recently opened Hawaiian theatre circuit operated by William Forman. Forman operates 35 drive-ins in California. Some of the 22 U-I films specifically named in the complaint will not be generally released until the end of July.

REVIEW:

Silk Stockings

MG—CinemaScope

Sparkling with music, dance and dialogue, plush with production values, lush in color and CinemaScope, this musical version of "Ninotchka" has value enough to make any box office jump. It is a light one-over treatment of the near classic film which contributed to Greta Garbo's greatness but for ingredients it has the indestructible Fred Astaire, the eye and dance appeal of Cyd Charisse, music and lyrics by Cole Porter and if that is not enough, a comedy trio led by, of all people, Peter Lorre.

Leavening the frothy picture are some touches of superb satire, mostly (Continued on page 4)
Hetzel Report

(Continued from page 1)

National Film Sues Gen. Films, Rank

A suit for $380,000 was disclosed in New York Supreme Court on Friday morning by William Wheelwright, president of the International Film Corp. for examination of Robert S. Benjamin, of General Film Distributors, Ltd., and the J. Arthur Rank Organization in connection with a 1951-52 agreement for distribution of 27 films for theatre and television exhibition in the U. S. and territories.

The complaint asserts that the defendants’ representations that the films were free and clear as to obligations and liabilities of distribution by the Pentagon Pictures, Ltd., were “false and done to deceive and defraud the plaintiffs.” In addition, ten of the 27 films were never delivered to the plaintiff, it is claimed.

AMPA Meet Thursday

A closed luncheon meeting of the Associated Motion Picture Advertisers to elect the nominating committee for a new slate of officers will take place Thursday at the Cadillac Restaurant here.

by intensified joint efforts,” Hetzel stated.

The MPEA official said that when he visited Denmark, he was encouraged by the outlook there and the results which old American films are having in that market. He expressed a hope that once other Danish theatremen see what success their fellow exhibitors are having with old American product—some report that business has increased between 40 to 50 per cent—there will be agreements with the MPEA. Hetzel said he envisioned a further boost in Danish business once the new American films enter that market, starting July 1.

Harling Hits

(Continued from page 1) week, declared here at the weekend that “for two-and-a-half years, exhibitors have been strenuously opposed to any form of pay-television coming under the jurisdiction of the Federal Communications Commission.

“The big question ‘how can pay-TV help exhibition has never yet been satisfactorily answered,” he added.

For years, the proponents of toll-TV have said they can give greater and better television entertainment, but nobody has said to date that the entertainment they talk about will be supplied by new writers, new actors, new stories, and entirely new formats, the committee co-chairman stated. “It is a fact it is the very people who are in business today who will be in business for toll-TV if it ever comes to pass, and it is our opinion that today they are doing their best for free TV,” said Harling.

Says FCC Was the ‘Forum’

“When it was necessary for all segments of the entertainment industry to stand up and be counted, where was Johnston when the hearings were held in Washington on this very important issue concerning the customers of his clients? The Forum to have made statements before was the FCC where it could be weighed as to its merits. The case is now in and waiting to be decided,” Harling said.

Allied Outing Postponed

Allied Theatre Owners of New Jersey has postponed its scheduled June 6 alumni outing and meeting to a later date. The exhibitor unit felt that attendance would not be high due to the following week’s golf tournament sponsored by the Cinema Lodge.
It is not enough to hate tyranny and cruelty. This is no time for comfortable complacency. These people were evicted overnight from their homes in Egypt for only one reason—they are Jewish. They will be welcomed in Israel. The burdens of this courageous little nation are heavier than ever now. They need our immediate help. When you attend the UJA Luncheon Thursday noon on May 23rd at the Park Lane Hotel, Park Avenue and 48th Street, the disheartened will take heart knowing you are a friend.
Television Today

IN OUR VIEW

CERTAIN of the advertising problems which with all industry in this country is faced generally are the most intense in some respects when television is the medium of advertising employed. And this condition is yet another aspect of the field of commercials, that energetic item in the television agenda about which so many people do so many things, and concerning which nobody can ever do too much.

The case in point here is an action brought last week in New York State Supreme Court by the7 Schick Corporation, manufacturers of electric shavers for men and women, against the Remington division of the Sperry Rand Corporation, which prepares and advertise electric shavers for men and women. Remington is required to answer charges of "false, misleading, disparaging and damaging" advertising assertions by action for no less than $5,000,000. Schick claims Remington made the allegedly harmful statements on television commercials on several network TV shows, with reference to the Lady Schick electric shaver for women.

Advertising in publications, let us say national magazines, for example, does not usually lend itself so readily to this kind of charge, since such something sometimes matters become more readily by voice in written form, and of course often in connection with the voice remarks the use of a picture can strike in most good and greater impact and effect. In any event, the fad is that there are millions of potential viewers of a television commercial, and will be a lot of popular show, it may be safely assumed that many millions of persons are tuned in. The effect is greater in every respect and in consequence the damage, if damage there be, is intensified. It behooves the advertiser, therefore, and the television industry generally, to be sharply aware of the situation.

Another case in point emerged last week when the Federal Trade Commission, in a test case, sought to restrain the American Chicle Company, makers of a stomach preparation, Rolaid's, from making claims on television commercials which the F.T.C. says are not so. Also questioned is the demand of an advertisement, dear to a doctor, making the pitch.

It does no one any good, in the long run, and a great many considerable harm, when intelligent public taste in advertising the advertising message. No product is helped by declaring publicly that the competitive product is no good. Obvious exaggeration is equally faulty selling. That's negative selling and impresses very little, if at all the people who buy. As a matter of fact in many cases it has the effect of turning the impact of away from the product whose seller disparages that of another or which is exaggerated. Television would seem to be an excellent voice to avoid that kind of faulty advertising, for the good of everyone. —Charles S. Aaronsen

Silk Stockings

(Continued from page 1)

in the person of Janis Paige who plays a Hollywood movie star in the grand manner. A press interview upon her arrival in Paris ("There's absolutely no truth to the rumors. We're just good friends") is Hollywood at its best making fun of itself at its worst. From there it breaks into a satirical dance, "in gorgeous Technicolor, breathtaking Cinemascope and stereophonic sound," which is a classic in its own right.

Throughout the picture it is the dance arrangements, flowing, fluid and meaningful as interpreted by Astaire, Miss Charisse, Miss Paige, and especially so by the way Lorre, which time and again pick up the story and send it on its merry way. Miss Charisse is the dedicated lady Communist who is sent to Paris to force the return behind the false curtain of Wim Sonneveld, a Russian composer whom Astaire, an American film producer, has seduced into adapting his music for a capitalist picture.

The conversion of the Spartan lady from the Marxian dialectic to Parisian romance is, of course, the story, told this time around in considerabler broader comedy terms than in the more subtle comedy-drama of the first version. But the music, the dancing, the color and the general air of bubbly fun add up nevertheless to solid entertainment.

The picture is an Arthur Freed production, directed by Rouben Mamoulian and shows the veteran professional touch of both. It is in Metrocolor and Cinemascope with Perspectov sound.


JAMES D. IVES

WGA (West) Reports

Worth Doubled in Year

FROM THE DAILY BUREAU

HOLLYWOOD, May 19 — The Writers Guild of America, West, has doubled its net worth in the past year, it is reported by Curtis Kenyon, treasurer, in his annual financial statement to the membership.

Total capital for the fiscal year ending March 31 is $83,146, as compared to $39,872 for the previous year, Kenyon stated.

Television writers' income for the period covered by his annual statement averaged nearly two million dollars, from $4,742,404 to $6,814,662 over the previous year, and screen writers' income nearly a million, from $10,338,431 to $11,151,254, the figures revealed. Radio writers' income was down from $765,939 to $467,227, but with the slack well taken up by the additional revenue from television.

McPherson, MGM, Dies

LONDON, May 19 —Mervyn McPherson, famed English stage and screen actor who emigrated to London for M-G-M, died in Monte Carlo, where he retired six years ago. A familiar figure in the industry here, he was described as "the publicity man who looked and acted like an ambassador."

A. C. Books Todd-O

ATLANTIC CITY, N. J., May 19 —George A. Hamild, Jr., has arranged for the installation of the Todd-O process at his Virginia Theatre on the west coast. In conjunction with the showing of "Around the World in 80 Days." The Hamild house will be the only one in the entire state equipped with the process, which is expected to be installed within the next two weeks.

Egypt Licenses

(Continued from page 1)

Theatre regarding film rentals, a report on a discussion with Italian film authorities, and theatre prices in Brazil, where there is a ceiling on admission ticket prices. On Brazil, the directors are seeking an adjustment of the prices for "special system" films.

The MPEA was also informed that overseas representative Charles Bakhwin is in Spain currently surveying that market and that overseas representative Charles Egan is in Pakistan working on a new film agreement. The board also approved the naming of a distribution official to the censorship board in Peru.

Tod Retires

(Continued from page 1)

ceed Tod. Stephen Pirozzi has been employed by 20th to assume much of Gorden's present territory.

Coincident with the changes in its field force, 20th has realigned the midstwest exploitation territories. Gorden, operating out of Chicago, will cover the area serviced by the Chicago, Detroit and Milwaukee exchanges. Pirozzi will supervise exploitation activities in the Cleveland, Cincinnati and Indianapolis exchange areas, with his headquarters in Cleveland.

Barry Tour for China

Gene Barry, star of 20th Century-Fox's "China Gate," will open in New York today a tour on behalf of that picture. His appearances here today and tomorrow will be followed by visits to Boston, Montreal, Ottawa, Toronto, Hamilton, Ont., and London, Ont.
Coming! United’s superior new low-cost service...

DC-7 CUSTOM COACH

NONSTOP NEW YORK-LOS ANGELES
Starts June 9, fare only $99*

NEW YORK-CHICAGO-LOS ANGELES
Starts July 11, fare New York-Chicago only $33*, Chicago-Los Angeles only $76*

It’s air travel’s newest treat! United’s DC-7 CUSTOM COACH, featuring —
• HOT meals (optional at nominal price). They’re full-course and they’re delicious, served to you on convenient fold-down tables.
• Specially reserved seats (choose your own at check-in time!).
• Exclusive new comfort arrangement, with plenty of stretch-room for 6-footers, increased aisle space, extra comfort for everyone. Colorful new interiors.
• Nation’s fastest airliner, the DC-7, with 6-mile-a-minute service at economy fares.

For reservations or information, just call United or an authorized travel agent.

*Fares plus tax. Local taxes quoted.

STARTS JUNE 9
Nonstop service lv New York 11 a.m., arr Los Angeles 4:35 p.m.

STARTS JULY 11
Lv New York 10:30 a.m., lv Chicago 1:10 p.m., arr Los Angeles 5:25 p.m.
the producer
and the director of
FROM HERE TO ETERNITY*
command
your attention
to
another
motion picture
masterpiece...

produced by
BUDDY ADLER / FRED ZINNEMANN
directed by
from 20th century-fox in CINEMASCOPE
Annual Meeting
Confirm Tech.
Seeks Foreign Cinerama Deal

Technirama Encouraging Kalman Tells Stockholders

By JAY REMER
Dr. Herbert T. Kalman, president and general manager of Technicolor, Inc., yesterday confirmed that his company is currently negotiating for the foreign rights of the Cinerama productions.

Presiding at the annual stockholders meeting here, he admitted that Technicolor was in the midst of negotiations but refused to comment further.

(Continued on page 8)

RKO Circuit Asks for Bid Rights in Mpls.

Special to THE DAILY
MINNEAPOLIS, May 20 — Changes in the first-run situation here are seen as a result of the demand by the New York home office of RKO Theatres that its Twin Cities houses be allowed to bid for all pictures, regardless of company.

In the past, the Malco circuit and the two independents, Ted Mann and

To Show Variety Film
At Tent 35 Luncheon

"Heart of Show Business," a 40-minute film in color depicting the heart projects of American Variety tents, will be shown to members of New York's Tent 35 following a luncheon meeting at Toots Shor's next Tuesday. The film, as previously an-

(Continued on page 5)

QP Showmanship Awards Luncheon
Re-Appraise Industry Thinking,
Schwartz, Seadler Urge Showmen

A reappraisal of industry methods and thinking in the fields of advertising-publicity, product supply and business building was urged by SI Seadler, M-G-M advertising man; and Sol Schwartz, president of RKO Theatres, in addressing industry advertising-publicity executives who served in the judging yesterday of the 23rd annual Quigley Showmanship Awards at Toots Shor's restaurant here.

Seadler called for an early solution of the problem of advertising billings, which he said is becoming increasingly costly to the industry; recommended a re-evaluation of the practice of emphasizing sex in advertising, and also of the practice of de-glamorizing stars and films by publicity that leaves nothing to the imagination.

Sees Public as Smarter

Schwartz reminded the public today is less gullible than ever before, but that the industry, in producing and selling entertainment, has changed but little in the last 10 years to win the patronage of this smarter public.

Schwartz also reminded that theatres are in business 52 weeks of the year and charged distributors with neglecting to provide a sufficient supply of product throughout the whole year.

The speakers were introduced by Martin Quigley, who presided at a dais which also included Sidney M. Markley, vice-president, American Broadcasting - Paramount Theatres; Alex Harrison, 20th Century-Fox.

SI SEADLER SPEAKING, and with him at the head table Sidney Markley; Alex Harrison, Russell V. Downing, Sol Schwartz, Martin Quigley, Max R. Youngstein, Herman Robbins, Ned E. Depinet, and Mitchell Wolfson.

(Continued on page 7)

Blame Cut in Minnesota Drive-in Takes on DST

Special to THE DAILY
MINNEAPOLIS, May 20 — Two weeks of daylight saving time in Minnesota have already hurt theatres, a check of outdoor exhibitors has revealed. The drop in revenue from the comparable period in previous years ranges from 35 per cent up to a high of 40 per cent in some exceptional cases.

In the Twin Cities area, the operators of 11 drive-ins claim they might as well shut up shop during the week and they concentrate on Friday and Saturday nights.

"You've got to do it week-ends," one Twin Cities exhibitor said, "because they just won't come out on

(Continued on page 8)

Postpone Decision on Business Plan Funds

The board of directors of the Motion Picture Association of America, following a meeting here yesterday morning, decided to look into all phases of the industry business building program before deciding upon the financing of such a plan, according to an MPAA representative.

The board, after hearing a report yesterday from A. Montague of the MPAA business building coordinating committee, agreed not to make a de-

(Continued on page 6)

Progress Report
UA's 19-Week '57 Gross Up 16 Per Cent

Krim Is Optimistic on Co.'s Prospects for Year

By LESTER DINOFF
(Picture on Page 8)

United Artists' world - wide gross from theatrical distribution in 1957 will "be substantially greater" than that of last year's all-time high of $64,771,764, according to president Arthur B. Krim, who yesterday announced that the company's gross in the first 19 weeks of this year is 16 per cent over the comparable 1956 period.

Krim, presiding at a UA "progress report" press meeting, reported that the world-wide gross in the first 19 weeks of 1957 totals $20,716,692 as compared with $17,889,790 for the similar period of last year.

Highly optimistic about the company's prospects for the remainder of 1957 and for the calendar year 1958,

(Continued on page 8)

UA TV Revenue Seen
$5,000,000 in '57

United Artists is currently studying "all alternatives" regarding television production and distribution, according to president Arthur B. Krim. He said yesterday that the company "does not consider television as a receding influence, but looks upon it as a healthy source for increasing revenue."

Krim, disclosing that UA received

(Continued on page 8)
PERSONAL MENTION

ROBERT S. BENJAMIN, chairman of the board of United Artists, and Mrs. Benjamin have returned to New York from a three-week trip abroad.

THOMAS F. O'NEIL, chairman of the board of RKO Pictures, and WALTER BRANSON, vice-president of RKO Radio in charge of worldwide distribution, will leave New York for Innsbruck, Germany.

ERIC JOHNSTON, president of Motion Picture Association of America, and KENNETH CLARE, vice-president, returned to Washington yesterday from New York. They will be back here again tomorrow.

Y. FRANK FREEMAN, vice-president of Paramount Pictures, has entered a Coast hospital for a periodical check-up.

JULIUS M. GORDON, president of Allied States Association, has returned to Beaumont, Texas, from New York.

MORSE WOLFSON, president of Wometco Theatres, returned to Miami Beach yesterday from New York.

LEWIS HORWITZ, son of M. B. Horwitz, head of the Washington Circuit, Cleveland, will be married on June 13 in Park Synagogue there to JANET PRICE.

DON MANSKEWITZ, writer, will return to the Coast at the weekend from New York.

JOHN HIGGINS, in charge of the film advertising department at "Saturday Evening Post," will leave here today by plane for the Coast.

LOUIS ROSENBAUM, president of Muscle Sheals Amusement Co., Florence, Ala., and Mrs. Rosenbaum are expected to return there shortly from a trip around the world.

MRS. JOSEPH HYAMS, wife of the assistant advertising-publicity director of Filler Productions, gave birth to a girl here last week at Polyclinic Hospital.

WILLIAM HANLEY, formerly head booker for RKO Radio in Albany, N. Y., is now booking for Allied Artists in that city.

THAT was a lull in a rejoinder that Al Daif, Universal's executive v-p, got off at the company's international sales meeting in Rome last week to the remarks of John Davis, the Rank Organization major domo, at the Cinematograph Exhibitors Association convention in Glenelgues, Scotland, anent an allegedly faking Hollywood and dwindling overseas American market... If Hollywood is fading with 70 per cent of the world theatres' playing time, Elstree did seem to have an 'happy like that, might be a paraphrase of Daif's reply, even though made by John Davis. And even with legislative protection and government subsidy, in Britain as in most other countries abroad, no nation's films have succeeded in replacing Hollywood's in overwhelmingly public favor, Daif reminded, casting some doubt on whether the suggested European common market will have as disastrous an effect on American films as Davis predicted.

ANOTHER SPEECH that made headlines last week was Eric Johnston's to a Hollywood press conference on the subject of toll television, among other things... Pay tv, he was quoted as saying, "may be good for everyone." Now that's just dandy if, like Eric's membership, you're a producer-distributor. But an exhibitor can be forgiven if he's so dumb he can't see much chance of being aided by the sale of films his theatre wants to toll television station that will sell them to the theatre's patrons in their homes at less per head than the theatre has to charge. ... As a matter of fact, there is no conclusive evidence yet that even the sale of film backlogs to "free" tv has been wise. Who knows what part it has played in reduced theatre attendance? Will it end up by taking more from distribution receipts than the selling companies realize on the tv rights? Who knows? ... Republic and RKO were among the first to make tv deals. It didn't exactly bring them prosperity. ... Then Mitchell Wolfson of Wometco Theatres, Florida, one of the nation's able exhibitors and among the first theatre men to tie into tv station operation, warned fellow exhibitors about telemovies, terming the new idea economically unsound but having the possibilities of destroying theatres should it succeed. ... He's probably right, but did he have to warn distributors to get a big enough cut for their pictures for the first run on telemovies because it's unlikely there will be any subsequent runs? That's being too tender-hearted.

ALTHOUGH THE DEAL by which Howard Hughes' "Jet Pilot" went from RKO to Universal for distribution made no provision for Hughes to have any say in its advertising, Hughes nevertheless is reported to have told a New York ad agency to go right ahead with a campaign that he devised. ... Hey, David Lipton, has he lost his mind it yet? "Nuts," said the advertising producers and production planners—nuts; "Love Me Tender," 20th Century-Fox's offering to the Elvis Presley—rock 'n' roll set, is outgrowing "Carousel" and "The Man in the Grey Flannel Suit." And it's only about two-thirds played off. ... And on the other side of the street, Henry Fonda's fine picture, "12 Angry Men," beautifully written, acted and directed, enthusiastically praised by critics, and with strong opening advertising-publicity, has to fight for every buck it earns. ... An executive of a hinterland circuit tells of his company employing a rural school superintendent as part time manager of one of its houses in a small town some 300 miles from circuit headquarters. They noticed more juvenile than adult tickets were being sold and attributed it to enterprise on the manager's part among his classroom charges. But the increase of juvenile sales over adults continued until it was entirely out of proportion to the town's juvenile population. Investigation disclosed that the superintendent of schools was selling almost everyone a juvenile ticket and pocketing the difference. ... And they blame delinquency on movies.

MOBILE THEATRE

Balanbat Group Buys Radio Co.

Balaban Group Buys Radio Co.

From THE DAILY BUREAU

CHICAGO, May 20. — Harry and Evelyn Halberstam, owners of the H. & E. Balaban theatre chain as well as a group of radio-TV stations in Illinois and Indiana, are included in the group of Chicago financiers who have purchased the Missouri Broadcasting Corp.

The sale is contingent upon approval by Federal Communications Commission. The corporation operates stations WWMT and WWIL in Fort Lauderdale, Fla. The sale price was quoted at $850,000. Other in the group are Leo and Harold Lederer, of Atlantic Brewing Co., and Julius Epstein, banker.

Fox Meeting Today

Twentieth Century-Fox's annual meeting of stockholders will be held today at the company's home office at 2 P.M. In addition to the election of directors and other regular business, the stockholders will be asked to act upon a new plan for the granting of stock options to certain executive employees of the corporation.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Gregory Peck and Lauren Bacall in "DESIGNING WOMAN" in Cinemascope and METROCOLOR

An M-G-M Picture

in SPECIAL THEATRE PRESENTATION

MOVIETUBE BUILDING

619 W. 54th St., New York 19

Judson 6-0367

FILM SERVICE CENTER

• EDITING ROOMS
• SCREENING ROOMS
• SHIPPING ROOMS
• OFFICES
• PROJECTION ROOM FACILITIES

MOVIELAB

WHEN YOU NEED A GOOD SPECIAL TRAILER QUICK... and one that SELLs IT TO YOU... and one that YOU'LL HAVE IT... and GOOD OLD DEPENDABLE...}

FILM/EDITOR

1731 S. Michigan Ave., Chicago, III.

FILMSTATION

1731 S. Michigan Ave., Chicago, III.
THEY'LL NEVER PUT OUT A HOTTER ONE......
...and they'll never put out a hotter music promotion!

**TV MATERIAL** featuring Rita Hayworth's Calypso dance and the Calypso music background and melodies nationwide. **SPECIAL RADIO SPOTS** her favorite Calypso tunes, which were born right where the picture was filmed, in the West Indies. **A NEW RECORDING BY MORRIS STOLOFF**, "Theme From FIRE DOWN BELOW," on the Decca label, features the new, hot beat that's got the nation listening and dancing. **A SENSATIONAL DECCA SOUND TRACK ALBUM**, "Music From The Sound Track of FIRE DOWN BELOW," will receive the same high-powered promotional treatment given the fabulously successful "EDDY DUCHIN STORY Sound Track Album." **A NEW CALYPSO ALBUM** by Mercury, "FIRE DOWN BELOW—Music With A Calypso Beat," features Rita Hayworth and the picture title on the cover. Eleven popular artists are heard on this LP disc. **RICHARD HAYES SINGS** "FIRE DOWN BELOW." **JERI SOUTHERN SINGS** "FIRE DOWN BELOW" on a new Decca disc that looks—and sounds—like a hit. **OTHER RECORDS BY TOP ARTISTS** are now in the preparation stage, timed to reach the public in advance of the film's release. **DISC JOCKEYS** all over the country will be bombarded with records in advance—and Columbia will add fuel to the Calypso fire by "hand-planting" platters with key spinners everywhere in conjunction with major area playdates. **SHEET MUSIC** of both the vocal arrangement of "FIRE DOWN BELOW" by Ned Washington and Lester Lee and the piano solo, "Theme From FIRE DOWN BELOW," by Jack Lemmon, will be sold in music stores from border to border and coast to coast.

COLUMBIA PICTURES presents A WARWICK PRODUCTION

RITA HAYWORTH • ROBERT MITCHUM • JACK LEMMON

in

FIRE DOWN BELOW

Screenplay by IRWIN SHAW • Directed by ROBERT PARRISH
Produced by IRVING ALLEN and ALBERT R. BROCCOLI

TECHNICOLOR® • CINEMASCOPE

and more hot promotion to come...from COLUMBIA!
Red China Theatregoers
Over Billion in 1956

By A. C. PINDER

TOKYO, May 15 (By Air Mail)—Cinema-goers in Red China, which numbered 50 million in 1949, climbed to 1,300,000,000 in 1956 with rural attendance accounting for 60 per cent of the 1956 total, Hsia Yen, Communist Vice Minister of Culture, claims. He admitted that there were shortcomings in the Chinese film industry on the mainland, describing one of its causes as “a doctrinaire and sectarian style of work by leading people and lack of experience.” He also admitted that the Chinese people had expressed dissatisfaction with the low quality and dull films produced in 1956.

PEOPLE

Jack Labow, formerly managing director of the RKO Radio organization in Canada, has been named special sales representative for the company’s foreign sales division. He will work out of the home office and will report directly to Sidney Kramer, foreign sales manager.

Murray M. Kaplan, formerly of the sales department of United Artists and of Artists-Brothers Associates, has joined Times Film Corp. as sales assistant to William Shelton, vice-president in charge of distribution.

Ohyo Potoshnick, of the Warner Brothers advertising department, has resigned to join Charles Schlaifer & Associates.

Benny Zimmerman, formerly manager of the Carman Theatre, Philadelphia, now closed, has joined with Dave Rubin to form Z & R Amusement Co. to operate a theatre, which they will reopen late this month.

John E. Holmes, formerly vice-president in charge of sales for Automatic Projection Corp. and district sales manager of Viewlex, Inc., has been named sales manager of Roger Wade Productions, Inc.

George T. Eaton, head of the photographic chemistry department, has been appointed assistant head of the applied photography division of Kodak Research Laboratories.

Variety Film

(Continued from page 1)

announced, is to be distributed to theatres by Columbia, with proceeds to be shared by Variety Clubs International, the individual tents and the producer of the film.

Churubusco Workers
To Strike June 7

Special to THE DAILY

MEXICO CITY, May 20.—If the Churubusco Studios are not closed by its owners as announced on May 30, they will be shut down on June 7 by a strike of its organized employees, members of the technical and manual workers locals of the Picture Production Workers Union (STPC). The strike was moved up from May 21, to guarantee that their interests are protected.

In announcing the closure, Cesar Santos Galindo, Churubusco’s manager, said the unions would be paid a $290,000 indemnity for the dismissal. Galindo declared that he is at a loss to know why the unions called the strike because the studio’s owners intend to pay the dismissal indemnification.

Seeks 3 Theatres

PHILADELPHIA, May 20—A. M. Ellis, who heads the largest independent theatre circuit in this area, the A. M. Ellis Theatres, has entered into negotiations with Paramount Theatres for the circuit’s three local key neighborhood houses—the Tower, Roosevelt and Nixon.

Mexican Circuits Buy Full Control of Cos.

Special to THE DAILY

MEXICO CITY, May 20.—The two leading theatre circuits, Operadora de Teatros and Cadena de Oro (Golden Chain), now totally own the theatres and distributing companies that were controlled by Gen. Abelardo L. Rodriguez, former president of Mexico; Theodore Gildred, American film industry and Miquel Bujazan. They recently bought out Rodriguez and Gildred, who owned 75 per cent of the stock. Bujazan has just sold to them his 25 per cent holding. Operadora and Golden Chain plan to extend into Central America. They are soon to send representatives to Guatemala, El Salvador and Costa Rica to buy or lease theatres, then later to do likewise in other countries in that zone whose money has a favorable exchange rate against the dollar. Both circuits count upon this extension as strengthening exhibition of Mexican pictures abroad.

Evergreen House Is Shut

TACOMA, May 20 — Evergreen Theatre has closed the Blue Mouse here, thus cutting their operations in this city to four houses.

...NEWS ROUNDUP

Two Flights to Honor Linda

Commemorating the 50th anniversary of Charles A. Lindbergh’s historic trans-Atlantic flight, two special flights will retrace the famed flyer’s route, one from Floyd Bennett Field to Paris, the other from San Diego. This morning a North American F-100F Super Sabrejet will take off from Floyd Bennett Field for Paris in an attempt to establish a new record for the route. In addition, a KLM Royal Dutch airline will leave San Diego tomorrow to fly non-stop to Paris. The Bloodworth was virtually the same route taken by Lindbergh in The Spirit of St. Louis.

Gimbel Aids ’Face’ Benefit

All four of Gimbel’s department stores in the New York Metropolitan area have tied in with Warner Bros.’ “your favorite charity” world premier of “The Face of the Crowd” at the Globe Theatre on May 28. Basis of the tie-in is a photo identification promotion calling for patrons of the Gimbel’s stores on Fifth Avenue, 5th Avenue South, Yankee Stadium, Valley Stream and Bay Shore, L.I., to identify themselves from photographs taken at these stores daily. Those who do so will receive a pair of tickets to the world premiere of the picture.

Six B.I.S. Color Shorts Here

The opening yesterday of “Footstool on Antarctica” at the Fine Arts Theatre here as a companion film to “Toroero,” and “Bloodstock” at the Baronet with The French They Are a Funny Race, brings to six the number of color shorts from British Information Services currently playing in New York.

Galanter to Tour for ’Eagles’

Serving as a special emissary from producer George Sidney, public relations representative Ted Galanter tomorrow will begin a tour of the course of which he will introduce Columbia’s “Jeanne Eagels” to newspaper editors and radio and television executives in 21 major cities.

Advancement for 3 Kodak Executives

ROCHESTER, N. Y., May 20 — Three Kodak men have been advanced to new positions by directors of Eastman Kodak Company. Harriet Breeton was elected vice-president and general counsel. William F. Shepard was elected a director, and Ira C. Werle assistant secretary. Shepard and Werle were also appointed assistant general counsel.
Television Today

Who’s Where

Henry A. Gillespie has been appointed manager of the Chicago office of CBS Television Film Sales, Inc. He has been Midwest sales manager of Screen Gems since 1953. Before that he was Southeastern sales representative for RCA recorded division services, after being in the radio recording division of NBC in New York.

Sam F. Hill, Jr., has been named an account executive in the New York office of CBS Television Spot Sales, Inc. Hill formerly was in the Chicago office of Spot Sales.

W. E. Boss has been appointed director, color television coordination, Radio Division of America.

Murray to Bristol-Myers

The Bristol-Myers Company will sponsor the Arthur Murray Party starting Monday, July 1 (9:30-10 P.M., EDT), when the NBC-TV variety show moves to a new evening time for the summer, it was announced today by William R. (Billy) Goodehart, Jr., vice-president, NBC Television Network Sales.

‘Telephone Time’ Moves

ABC-TV’s “Telephone Time,” the series of true-life human interest dramas sponsored by the Bell Telephone System, will move to Tuesday nights, 8:30-10 P.M., EDT, effective June 11. The program is currently presented Thursday nights at 10 P.M.

Commerce Film Section

Funds Up to House

(WASHINGTON, D.C., May 20—A House-Senate conference now must decide whether to continue the Commerce Department’s Business and Defense Services Administration, which includes the film section headed by Nathan D. Golden.

The House originally voted to abolish all the BDSA industry divisions, which serve as liaison between Government and business. The Senate has appropriated $2,167,000 to continue the industry divisions during the coming year, although on a somewhat curtailed basis. The matter must now be compromised in a House-Senate conference. Lawmakers thought it likely that some funds would be left on divisional programs, though possibly still less than voted by the Senate.

Hartman Buys in Coulee

COULEE DAM, Wash., May 20—B. B. Hartman has purchased the Roosevelt Theatre here from R. A. Gardner. The Coulee Dam Theatre has been closed.

Business Plan

(Continued from page 1)

Roach Series Goes to NBC for Syndication

The Charlie Farrell Show package of films produced by Hal Roach, Jr., has been sold to NBC Television Films for the fall season. The series, which is in the twelve-episode block, which aired last summer on CBS Television, was negotiated by Neil Koenig of the ROAC Syndicate.

The Farrell series re-activation is the second such accomplished by studio owner Roach during the past season, and follows the purchase by RKO Television of the Roach-produced "Screen Directors Playhouse" episodes for world-wide syndication on a seven-year lease rights basis.

New Teen-Ager Series

"Look Up and Live," CBS Television's high-acclaiming Public Affairs series (Sundays, 10:30-11:00 A.M., EDT), is beginning a special nine-part summer series aimed at television's teen-age viewers starting Sunday, June 2. The series, titled "The Year's Seekings," is aimed at helping teen-agers think about their goals, their standards and approach to life.

Pacts for 5 CBS Shows

Nestle Company, Inc., Time, Inc., Thomas J. Lipton, Inc., and Schlitz Brewing Company have signed time renewal contracts and others have signed daytime renewals for five CBS Television network programs, it was announced today by William H. Hylan, CBS Television vice-president of sales administration.

194,200 Stock Shares Registered by GPEC

General Precision Equipment Corporation has filed with the Securities and Exchange Commission registration statement covering 194,200 shares of convertible cumulative preferred stock ($50 liquidating value). The corporation proposes to offer the stock for subscription by the holders of its common stock on the basis of one new preference share for each 6 common shares held by the holders of its $1.60 cumulative convertible preference stock on the basis of one new preference share for each $1.60 of convertible shares of the company held.

Special 'Face' Showing

WASHINGTON, May 20—Elia Kazan and Budd Schulberg will meet with the nation’s leading political commentators, plus United States Senators following a special showing tomorrow night of Kazan’s "A Face in the Crowd" to be held at the Motion Picture Association Theatre.

RKO TV Luncheon

C. Robert Manby, vice-president of RKO Telecolor Pictures, will discuss the operation and development program of RKO Television, a subsidiary, at a luncheon here on Thursday at Toots Shor’s Restaurant.

Detroit Theatre Closed

DETOIT, May 20—The Carver Theatre here has closed. Equipment is being removed and the property will be used for other than theatre purposes.

Reviews

Break in the Circle

Exclusive—20th-Fox

Forrest Tucker stars in this British-made melodrama that’s long on action and short on logic. Everybody keeps running to and fro, on land, sea and air, the villains are disposed of, the hero falls in love and the picture telegraphs its plot with obvious lines.

Tucker plays an American whose boat is used for various smuggling activities in European waters. Eva Bartok, ostensibly a writer but actually working for Scotland Yard Special Intelligence, is in love with him and tries to make him give up his illicit work, all to no avail. Wealthy Maris Goring persuades him to smuggle a noted German scientist into England, the snipping Miss Barton is forced to come along, and the plot is on to trap the hero. Tucker once again dons his hero’s costume and brings the villain to justice.

An Exquisite production, the film was produced by Michael Carreras and written and directed by Val Guest.


Spoilers of the Forest

Republic—Naturama

HARTFORD, May 20 Rod Cameron, who needs scant introduction to action-seeking audiences, teams with Vera Ralston in a forest melodrama accorded the very evident advantages of both Naturama and Trucolor processing. Additionally, the Republic production is enacted by Ray Collins, Hilary Brooke, Edgar Buchanan, Carl Benton Reid and Sheila Bromley, no strangers to this type of entertainment.

Mrs. Hallett owns some 64,000 acres of valuable timber land with her foster-father (Carl Benton Reid), their conservativc cut, to preserve forest resources, doesn’t particularly fit in with Bay Collins’ (Ray Collins), lumber tycoon. So he puts into effect a scheme whereby his foremost (Cameron) will make love to Miss Hallet, thus influencing her father to let the Collins interests cut her share of the timber.

From here, matters assume rather familiar proportions, but the action, assimilated by Kane (dual credit as producer-director), flows smoothly along. And the great forests of the Pacific Northwest are seen in all their splendor.


A. M. W.
Re-Appraisal of Industry Thinking Is Urged

Seadle Wants A Freer Hand For Ad Men

(Continued from page 1)

Seadle told the audience of approximately 95 advertising-publicity executives that the first responsibility of attempting to solve the problem of advertising billings belongs to the studios. Names of stars in the same size type as the picture's title, and pictures of several stars equal in size to those of other stars in a single film are among the demands being made—and met—in Hollywood, Seadle said. These are imposing upon selling copy and the space available for it to a costly and burdensome degree, he said.

Seas Better Advertising Job

If relieved of such restrictions on their work, Seadle continued, industry advertising men could do a much better job.

"Hollywood billings must give way to boxoffice billings," he said.

On the subject of sex emphasis in film advertising, Seadle said, "I don't necessarily say that we should stop it but I do think we should re-evaluate the practice. Some ads scare people away from theaters."

He added that Hollywood, too, should figure in such a re-evaluation of policy for its application to production. "After all," he said, "we advertise what Hollywood gives us.

He called, too, for a re-examination of the policy that seems to be "publicity at any price."

"It isn't necessary to tell everything about the stars and the pictures. Let's bring glamour back to both. These are times for research, for trial and experiment with new patterns," Seadle concluded. "They are times for re-appraisal of practices that may have outlived their usefulness."

Seadle prefaced his remarks with the suggestion that the industry has the best manpower available, the proof of that being that virtually all other industries copy the promotional procedures of this industry.

Film Studios Can Put An End to Abuses In Advertising Billings, Quigley Reminds

The way to solve the problem of advertising billings is to refuse to accede to the demands made upon producers by stars and their agents, Martin Quigley told industry advertising-publicity executives at the Quigley Showmanship Awards luncheon.

Commenting on remarks on the subject by Si Seadle, M-G-M advertising manager, Quigley reminded that "Contracts don't happen by accident. They're negotiated. The people making contracts should wake up. That's where the abuses must be stopped!"

Of Seadle's remarks on sex emphasis in film advertising, reported in adjoining columns, Quigley told a smiling audience: "My position on that subject has been so obscure for so many years, I shall refrain from further reference to it."

Concluding his unscheduled remarks which he said were occasioned by his strong feeling on the subjects Seadle had touched upon, Quigley reminded the advertising-publicity heads that if present day publicity has deprived stars and pictures of glamour, "The publicity is sent out by people in your department. Why not harm is done in making every fan an expert in process photography."

Schwartz Asks Industry Sponsor 'Oscar' Program

Sol A. Schwartz, president of RKO Theatres, added his voice yesterday to the many that have called for industry sponsorship of the annual Academy Awards telecast from Hollywood.

"There are 60,000,000 Americans in our audience that night," Schwartz said addressing the 23rd annual Quigley Showmanship Awards luncheon at Toots Shor's. "It is our opportunity to say to them: This is what we did last year. And here is what we will give you this year and next. Is there any reason why Oldmobilie should represent our pictures on the Awards program?"

Skouras Hailed For 'Big Show'

Skouras as his program, for their solution, the sooner you will see improvement."

In opening the luncheon meeting Quigley observed that the large attendance of industry advertising-publicity executives was "evidence that the Awards are fulfilling a good and useful purpose in the industry."

He introduced former grand award winners Harry Goldberg of Stanley Warner; Raymond Bell of Columbia, and Lige Brien of United Artists, who were in the audience.

Out-of-town guests introduced included Mr. and Mrs. Albert Sidi of London. He was the winner of an Associated British Cinemas showmanship contest for managers.

Tabulation of the judges' voting on entries in this year's Quigley Showmanship Awards, sponsored annually by the Managers Round Table section of Motion Picture Herald, of which Walter Brooks is director, is in progress. Winners will be announced in both Motion Picture Herald and Motion Picture Daily on Friday.
UA Continues Talks on Financing by Circuits

United Artists' conferences with theatre circuits concerning the procurement of funds for production financing "are moving forward smoothly," president Arthur B. Krim, stated yesterday. He said that the company hopes to raise at least $60,000,000 from these talks.

Technicolor

(Continued from page 1)

"For business reasons." He also discussed many other subjects at the meeting, including the business possibilities for the coming year, the British company's financial status, the consumer products division, the graphic arts division and the electronics diversification program.

Reports on Five-Month Earnings

He reported that Technicolor Ltd. for the five months from December 1, 1950, to April 30, 1957, had a profit of $(408,345),(581,385); its total taxes were of $2,005,000 for the corresponding period the previous year. He also said that operations in France were not good during the six months but added that the plants there and in Rome are expected to do better this year.

He said that business in the motion picture division continues at a slow volume, with low inventories but that the new process of Technirama looks extremely promising and that increased business and profits should be forthcoming by the end of this year. He cited several films which have been or are being made in the process. A demonstration of Technirama will be given in London June 1 at the Odeon Theatre for members of the industry.

Calls Technirama "All-Purpose"

Dr. Kalman said that Technirama is the "best all-purpose film" as it is capable of being converted into Cinemascope, VistaVision, 35mm or 16mm projection. Another hopeful factor, he said, is the current swing back to more use of the color film from black-and-white.

Discussing the company's recently-announced diversification into the consumer field, he said 1957 is a transitional year but that sales should reach between $55,000,000 to $60,000,000 by 1961, with $5,000,000 indicated for this year.

Research Activity Heavy

Research on the company's electronics diversification program is progressing very well, Dr. Kalman said, and he is optimistic about the results. He also commented on the graphic arts division which he said has an excellent product but the company is still trying to ascertain the best way to market it.

Four directors were reelected unanimously for three-year terms at the meeting. They include James Bruce, Hugh Fulton, David S. Statteuck and Murray D. Welch.

UA's 19-Week Gross Rises

(Continued from page 1)

Krim, along with Robert S. Benjamin, board chairman, William J. Heineman, vice-president in charge of distribution, and Max E. Youngstein, vice-president in charge of advertising, publicity and exploitation, reported that:

$2,000,000 from Television

The UA revenue from television sales last year amounted to $2,000,000 and that during 1957, the revenue will be $5,000,000.

"A" pictures as were released throughout the entire past several years.

"We are making big pictures as exhibited need be," Krim said, adding that the company is cutting down on its small picture production as it felt that "the saturation point has been reached" in this area with other companies turning out such product.

Still Talking with MPA

Commenting on his recent discussions about a reallignment with the Motion Picture Association of America, Krim said that the "talks are proceeding and that the area of discussion is on the Production Code." In reply to other questions, the UA president stated that the board of directors is currently discussing a stock option plan for executives; the company is going along with the stock and debentures to purchasers. Once the complete stockholder list is compiled, UA will proceed with its plan to secure a listing, he said. Benjamin estimated that there are between 2,500 and 3,000 stockholders.

Attended Cannes Festival

The UA board chairman, who returned to New York over the weekend from a European and Middle East tour, said that he was "impressed with what I saw in Israel." He said that he and his wife attended the Cannes Film Festival.

UA's TV Revenue

(Continued from page 1)

$2,000,000 from the leasing and sale of 39 films in 1956, and estimating that the 1957 revenue would be about $5,000,000 from the syndicating of a package of 50 films, added that the company's management team is considering an entry into television film programming distribution along the lines of its theatrical distribution organization.

Asked about the syndication of the UA package of 52 films, many of which were produced after 1954, Krim stated that they haven't any more theatrical potential. "We will release films to television when their theatrical potential is over," he stated.

Fiscal Advantages to US Films at Cannes

Under provisions governing U.S. exhibitors at the Cannes Film Festivals "Friendly Persuasion," the grand award winner of this year's festival, and the three other American pictures shown there can be exported to France without using import permits set aside for American films.

Another advantage accruing to festival films is that earnings up to $20,000 can be remitted with monetary restrictions being applied. Above that, the usual restrictions apply. The films shown at Cannes were Paramount's "Fun Face," and "Around the World in 80 Days" and "The Bachelor Party," distributed by United Artists. M-G-M distributes "Persuasion" overseas.

RKO Circuit

(Continued from page 1)

Benjamin H. Berger, have reported a very healthy first quarter of 1957 from several of the major companies including M-G-M, Paramount, and United Artists, on a negotiation basis with the Radio-Keith-Orpheum Corporation, the RKO Para Theatres collecting Column and RKO product on an exclusive basis and dividing the product from other majors.

This RKO demand was contained in a letter from the circuit's home office to the home offices of all companies not currently servicing the circuit. Branch managers of the companies in Minneapolis have been notified of the demand but have received no instructions as to how to new method will operate.

Blame Drop in Minn.

(Continued from page 1)

Saturday nights or on week-days. A frutty or cold week-ends this summer will be disastrous for us." Starting time at most of the Tw C.A. Theatres is 8:30 p.m. at the present time but as the sun moves northward dusk becomes later each evening a few of the operators believe they of start much before 10 P.M. by mid-June.

Some of the 11 theatres are tying to a two-show policy for week-ends, but modify it to a single show the day of it. In the 11 plays during a week, ME, operator of five drive-ins, is sticking with a two-show policy but that may have to be abandoned later in the season.

Concession sales, along with opera receipts, have slumped badly principally because the first show break comes too late in the evening. One of the operators reports a rise of daylight saving time was a sence of children on drive-in playgrounds during the week.

Their playground used to be full of youngers on week-day nights. The aren't now, Their parents won't keep them up that late and what worse, the parents can't drive or one exhibitor said.
Outlook 'Good'

Industry in Balance Soon, AB-PT Told

Goldenson Sees Fewer But Better Theatres

By LESTER DINOFF

The outlook for American Broadcasting - Paramount Theatres, which is continuing its stated policy of revaluating its theatre portfolio with an eye towards disposing of unprofitable properties, broadening and strengthening its radio and television structures, and diversifying its interests and investments in other fields, is "good," according to president Leonard H. Goldenson.

Presiding over the company's annual meeting, he said that AB-PT is producing these six "exploitable" films with an

(Continued on page 5)

Confirm AB-PT Deal For Republic Release

AB - PT Pictures, a subsidiary of American Broadcasting - Paramount Theatres, has agreed upon a six-picture distribution deal with Republic Pictures, "but thus far has not signed any agreement," according to president Leonard H. Goldenson and vice-president Sidney M. Markley.

Goldenson, presiding over yesterday's annual stockholders' meeting here, said that AB-PT is producing these six "exploitable" films with an

(Continued on page 5)

Television Today Page 5

MOTION PICTURE DAILY

NEW YORK, U.S.A., WEDNESDAY, MAY 22, 1957

VOL. 81, NO. 99

TEN CENTS

Could Become 'Radio City of California'

20th-Fox Studio May Become A Vast Business, Residential Development

A still incomplete study of land use of the 20th-Century-Fox 280-acre studio property may "very likely" result in a plan for the development of the more valuable acreage for office buildings, stores, apartments and the like, Spyros P. Skouras, president, told the company's annual meeting of stockholders here yesterday.

The study, which has been underway for some months, is being made by Wilton, Becket & Associates, architects and engineers, assisted by

(Continued on page 8)

A. H. Blank Retires As Head of Tri-States

From THE DAILY BUREAU

HOLLYWOOD, May 21 - A. H. Blank, founder and president of Tri-States Theatre Corp., has retired from active, personal management of the circuit, it was announced by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, Inc., parent company of Tri-States. Blank has been persuaded by Leonard Goldenson, president of AB-PT, to remain in an advisory capacity as chairman of the board of Tri-States, and to retain his position on the board of AB-PT, Hyman said. Blank's announcement that after 60 years in

(Continued on page 5)

Show Increase

Fox Quarter Earnings Hit $2,171,680

Stock Option Plan Is Approved at Annual Meet

Earnings of 20th-Century-Fox for the first quarter of the year jumped to 82,171,680, equivalent to 82 cents per share, compared with earnings of $460,730, or 17 cents per share, for the corresponding period last year, Spyros P. Skouras, president, told an overflow annual meeting of stockholders at the home office yesterday.

The meeting approved the stock option plan for company executives

(Continued on page 8)

Weaver-Caesar Films To Star the Comedian

From THE DAILY BUREAU

HOLLYWOOD, May 21 - Feature-length theatrical pictures starring Sid Caesar and "designed for regularly recurring release," production of which is described as the first project to be undertaken by Caesar and Sylvester L. Weaver in their partnership announced today, will run 75 to 80 minutes each, according to Frederic W. Wilc, Jr., who is associated with

(Continued on page 2)

Cable TV Prime Topic At Kansas-Mo. Meet

Special to THE DAILY

KANSAS CITY, May 21 - A meeting of the film industry and the community antenna system was proposed in an address by Bill Daniels, president of the National Community Television Association, at a luncheon

(Continued on page 2)
PERSONAL MENTION

HARRY COHN, president of Columbia Pictures, and PAUL LAZARUS, Jr., and LEO JAFFE, vice-president, left here for the Coast yesterday.

NATHANIEL LAPIN, vice-president of Stanley Warner Corp., left yesterday for New York. He will return here at the weekend.

JON P. BYRNE, M-G-M assistant sales manager, is in Boston from New York.

WILLY KUSCHEL, West Germany exhibitor, and Mrs. Kuscheil have arrived in New York from Hanover.

DON KLAUSER, director of national sales for Associated Artists Productions, left here yesterday for Dallas.

R. D. PUNN, producers representative in England, has arrived in New York from London and is making his headquarters with JACK HOFFMANN.

G. C. BEADLE, director of television for British Broadcasting Corp., will return to England today aboard the "Queen Mary."

MRS. BENJAMIN THAU, wife of the vice-president of M-G-M, gave birth to a son yesterday at St. John's Hospital, Los Angeles.

Webster Rosewood Suit Against Schines Opens

SPECIAL TO THE DAILY

ALBANY, N. Y., May 21 — Federal Judge James T. Foley heard opening arguments today in the $660,000 alienation of affection suit filed yesterday by Webster Rosewood Corp. and Hazzelrose Corp. and their principal stockholders and officers, Max and Belle Fogel, against Schine Chain Theatres, Inc., three other Schine corporations, J. MYER SCHINE, Louis W. Schine (deceased) and John A. May.

The complaint charges a "continuous combination and conspiracy in restraint of interstate trade" in the licensing of pictures for exhibition in Rochester between 1942 and 1950. Named as co-defendants are eight major distributors.

Webster Rosewood Corp. operates Webster Theatre. Hazzelrose Corp. owns the title to the building and the land.

Silverbach Promoted to Fox Foreign Sales Post

Alan M. Silverbach has been promoted to the post of foreign sales supervisor of Twentieth Century-Fox International Sales for the European, Latin-America Corporations, it was announced yesterday by Emanuel D. Silverstone, vice-president and general sales manager of the two companies. Silverbach joined Twentieth Century-Fox in 1946 following service in the Air Force and was assigned to the office as an assistant in the sales department. His activities have covered the administration of the Fox's foreign 16mm business, New York buyers accounts, and executive assignments as assistant to the vice-president and general sales manager.

As foreign sales supervisor, Silverbach will aim at streamlining foreign sales operations, and creating a closer liaison between the home office and Fox's foreign branches.

MMPTA Studies Tax, Arbitration at Meeting

The New York City five per cent admissions tax, and a report on arbitration methods were highlighted on the board of directors meeting of Metropolitan Motion Picture Theatres Association at the St. Moritz Hotel here yesterday, according to president Solomon Strausberg.

The current status of the New York impost on theatre admissions and the survey being conducted by a three-man citizen's committee were talked over by the MMPTA. The committee's survey report on the effect of the five per cent tax on admissions will be presented to Mayor ROBERT F. WAGNER shortly, Strausberg said.

The MMPTA also discussed the recent industry talks on formulating an industry arbitration and conciliation plan. The MMPTA did not participate in the talks, as the regional exhibitor group has decided to sit in on an "observer" status only.

Marcus Schiltz, 58

Funeral services will be held today for Marcus Schiltz, 58, co-owner of the Deluxe Theatre Premium Co., here, who died while on a business trip this week to Ohio with his partner, Samuel D. Goldstein. Services will be held at Gotteman's Funeral Parlor in Brooklyn.

Producers Can't Loaf Today, Says Cohen

BY FLOYD STONE

There's no middle-of-the-road picture these days, and there's no loafing for producers, Alfred J. Cohen said yesterday at the Gotham, where he's staying for ten days.

Cohen wrote to 42 publishers for story material and is here to examine it also to interview directors. Jaguar Productions, which he owns along with Alan Ladd, and of which he's executive producer, can't afford elaborate story departments, and he's building them up by majors by doing his own scouting.

The story's the thing, and so is the budget, and star names merely are insurance, he opines. When he says no Middle-of-the-road, he means a picture either has to cost more than a million and have names, or cost perhaps two hundred thousand and be what is known as an exploitation picture: either science fiction, or, as lately, rock-and-roll.

He's here interviewing actors for television half hour shows which he hopes to produce, four per year. He'll also be the pilot for an Rock and Roll TV show, feels with reason to tell, says MCA will handle it, and desires a Rock Hudson type as his star. Ladd will not be in the television shows. Cohen said. Cohen's intention in going to Hollywood is to sell a picture, not to go on a quickie, but to buy a good picture and make something with it.

'Pride and Passion' TV Feature on 115 Stations

United Artists' "The Making of a Great Movie," 50 minute special feature, "The Pride and the Passion," will be shown June 6 on 115 television stations blanketing the 35 exchange areas in the U.S.

Roger H. Lewis, UA national director of advertising, who announced the re-presentation, announced the deal yesterday under which the film will be shown on NBC network stations which carry the network program "The Home Show" and on 57 additional stations. The film was made during the shooting of the Stanley Kramer production in Spain.

Farnol Will Handle

(Continued from page 1)

Bess," it has been announced by Samuel Goldwyn. He was publicity director for Samuel Goldwyn Productions from 1946-1949 and prior to that was director of press relations for the company. Farnol became an independent publicist in 1930.

KANSAS MEET

(Continued from page 1)

them in the new organization and has charge of West Coast activities.

The Kansas-Missouri production on the first feature will be started in July, for release to theatres in January, through a distribution company now being organized.

Wade told MOTION PICTURE DAILY, when asked to explain the meaning of "regularly recurring release," that it is the intention to release theatrical productions "maybe every six weeks, maybe monthly, depending on how the plan works out."

Wade said each picture will be completed itself, then, in a running story, somewhat in the way each Hardy Family picture was independent of all others in the series. Each will be, he said, characteristic of the Sid Caesar show.

Whitney Reorganized

(Continued from page 1)

in charge of scientific research and development, and EDWARD H. Boerger comptroller and assistant treasurer.

Ford is currently producing "Missouri Traveler," now in active photography.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Race, Editor; James D. Iverson, Managing Editor; Richard Gertner, News Editor; Floyd F. Stone, Features Editor; Herbert M. Fiske, Advertising Index; Charles J. Kramer, Editorial Director; Harry E. Freeman, Western Correspondent; Edith Brown, Kansas City, Correspondent; Lillian Massey, Advertising Index; Tom Toner, New York Correspondent; Louis J. Sallmann, Vice-President and Treasurer; Leo J. Brady, Secretary; Other Quigley Publications: Motion Picture Herald, Television, Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Film Almanac, Farm. 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 prices per year, $6 in the Americas and $12 foreign. Single copies, 10c.
Smoo-o-o-th as silk—
Joy-o-o-ous is the word for it—
Everything that made the big, two-year Broadway hit a smash attraction sparkles with ten-fold brilliance and bounce in M-G-M's high, wide and Cole Porter entertainment.


Blanc Retires

(Continued from page 1)

show business he is going to retire is the culmination of a career that encompasses virtually the entire history of the motion picture theatre.

Also announcing his retirement from the executive management staff of the companies is L. M. McKenney, treasurer. He will now devote his time exclusively to the real estate field and will continue to handle the widespread real estate investments of Tri-State.

During his stay in Des Moines this week, Hyman arranged for the installation of A. Don Allen and Woodrow R. Prangth as co-general managers of the circuit, effective with the retirement of Blank July 1. Their promotion is in line with the company's policy of advancement from within.

Allen, who has been with the company for many years, is one of the leading officers of the company.

Utah Anti-Trust Suit

Postponed to October

Special to THE DAILY

SALT LAKE CITY, May 21—The five-year-old anti-trust suit of Village Theatre, Inc., of Salt Lake City against Paramount Pictures, was postponed today until next October.

The action came in the Federal District Court of Judge A. Sherman Christensen after the Village Theatre filed a second suit against Paramount, American Broadcasting - Paramount Theatres, Inc., and Intermountain Theatres, Inc.

In its new suit, Village Theatre seeks $1,050,000 for alleged anti-trust violations between 1952 and 1955. Judge Christensen conferred with plaintiff and defendant and consolidated the old civil complaint, which has gone through one judicial decision, being reversed once and had two hung juries, with the new suit. He said that to hear them separately would be a waste of time.

Village Theatre operated the Villa Theatre in a suburb of Salt Lake City until the Villa was sold in September, 1955. to Fox-Intermountain.

The complaint alleges Villa was denied first run films.

`News Leaks' from FCC

Eyed by Senate Unit

From THE DAILY Bureau

WASHINGTON, May 21—A Senate Government Operations Subcommittee will study "news leaks" from the Federal Communications Commission and other Federal regulatory agencies.

The FCC inquiry may go into leaks earlier this year of the news that the commission was ready to authorize a large-scale test of subscription television. The subcommittee reportedly is interested in news leaks, and these reports had on the increase in the value of stocks of companies with toll-TV systems.

One Man's TV Views

By Pinky Herman

(Continued from page 1)

V AUDEVILLIANS garnered many a laugh from the chiche, "marriage is an institution—but who wants to live in an institution?" The answer, of course, is that despite the query and variations thereto such as, "and do you call this living?" and/or "it's such a wonderful blessing—" for the other fellow," marriage is here to stay. Thus it was merely a matter of time before "Bride & Groom" which in a decade on radio and TV (1944-1954) had launched the marriages of more than 2500 couples, returned to the air. Produced by Roger Gimbel, the new series will be seen every afternoon (2:30-3:00) NBCCommencing Mon., July 1 . . .

Don Garret, formerly with the Screen Gems flackery has been named to take charge of Pat McDermott's newly-opened New York branch . . .

National Advertising NBChief John Porter will preside at that net's presentation of its mass communications set-up this afternoon at the Johnny Victor Theatre. . . . CBSummer replacement for "The Jackie Gleason Show" will be a build-up for the young comic Dick Van Dyke who'll be seen live in the 8:30-9:00 P.M. seg and Jimmy Durante (film) in the 8:00-8:30 P.M. portion starting Sat., June 29 . . . Allen Swift's "Official Popeye Record Album" released by AAP has shown a remarkable sales potential in a short time over WPIX and can become a standard for the moppet trade.

"And a little child (program) shall lead them." That's exactly what Dr. Frances Horwich's great TV series "Ding Dong School" has been selected to do. This fine program which, in four years on the NBCannels, had been awarded about 30 national citations, will launch Pat Weaver's New Program Service firm and will be seen over 8 stations every morning at 10:00 starting Monday, July 1. Programs will be increased in late August when the set up on CBS has its October 15th "Halloween" show and NBC-TV's "Mary's Theatre" for new "Ding Dong School" in Oklahoma City where he set up plans for Dave Garaway and "Today" to originate from that city June 17 thru 21 during the semi-centennial celebration . . . WABD has named a rotating panel of six including Emile Zola Berman, Mary Margaret McBride, Jimmy Cannon, Al Morgan, Art Ford and John Wingate, to succeed Mike Wallace on "Night Beat" starting June 4. Leonard Zweig and H. Wesley Kenney are producer and director, respectively for this triple-E Emmy Award winner.

Mrs. Raibourn, 85

EL DORADO, Ill., May 21—Funeral services will be held here Friday morning at the First Methodist Church for Mrs. Ida Carroll Raibourn, 85, mother of Paul Raibourn, vice-president of Paramount Pictures, who died today. Burial will be in Lyvile, Ind. Survivors include another son, Claude, of Sarasota, Fla.

Confirm Deal

(Continued from page 1)

eye towards making money on them. We have engaged young people to produce them. In the future, we will give consideration to producing bigger films with bigger budgets.

The first of the AB-PT product, "Beginning of the End," will be released domestically next month. The ABC-TV-CBS-TV "Comet" or the AB-PT production venture, Goldenson said that in 1949, AB-PT "refused to sign a consent decree in 1949 which had provisions in it forbidding our entry into production. We informed the Department of Justice that we did not want to be handcapped in the future if any of the producing companies cut down its production output." He said that the consent decree which AB-PT signed had no provision in it regarding their own production.

Goldenson

(Continued from page 1)

Goldenson

(Continued from page 1)

(Continued from page 1)

mural meeting at the Sheraton-Astor Hotel here yesterday, a large number of stockholders expressed concern over executive salaries and other monetary expenditures, Goldenson said that the "motion picture theatre is the most degenerable and inexpensive form of entertainment outside the home.

Expect Adequate Product

"The key to the problem is to create conditions in which highly appealing pictures will be shown in fewer but better theatres, having all the facilities necessary to attract the patronage of today. The industry is steadily moving toward the fulfillment of these conditions. As progress is made in this direction the supply of quality pictures in relation to the number of theatres will come into balance and an economically harmonious relationship will be established," Goldenson said.

The AB-PT executive stated that, in line with company policy, the circuit is continuing "to re-evaluate our theatre portfolio and increase or decrease programme, which we feel do not have a suitable potential as theatres; and on occasion to acquire theatres which do have such potential." Goldenson told stockholders that AB-PT currently operates 545 theatres and hopes to reduce that number to about 450 houses. He also said that $38,000,000 of the company's assets belongs to the theatres.

Discusses Broadcasting

In discussing the radio and television subsidiaries, Goldenson said that the volume of ABC-TV network sales for the 1957-58 season, starting this fall, already exceeds that at the start of last year's programming season. He attributed this increase in affiliates across the nation for the TV network and added that there have been encouraging indications lately of "a great awareness of radio's intrinsic value as an advertising medium by sponsors."

On subsidiaries and investments in other fields, Goldenson said that "they are progressing very well." He discussed a substantial business increase in Am-Par Records; the investment and profits from Disneyland, in which AB-PT has a 10 per cent interest; and the electronic companies "on which we expect to build a solid electronic division." The companies are Technical Operations, Inc., Microwave Associates, and Wind Tunnel Instrument Co.

By-Laws to Be Amended

Stockholders, over 82 per cent being present at the meeting in person or by proxy, approved resolutions to amend the by-laws of the corporation, amend the certificate of incorporation, and elect a board of directors of 15 men.


The board re-elected all officers also at the meeting yesterday afternoon.

Confirm Deal

(Continued from page 1)
ALLIED ARTISTS RAISES THE SHADE FOR 120 MILLION LOVERS!*

GARY COOPER
AUDREY HEPBURN
MAURICE CHEVALIER

LOVE IN THE AFTERNOON

PRODUCED & DIRECTED BY BILLY WILDER

*MOVIE LOVERS
FULL PAGE ADS IN TOP CIRCULATION MAGAZINES REACHING 120 MILLION READERS!
LIFE LOOK SAT. EVE. POST McCALL'S TRUE STORY PHOTOPLAY RED BOOK SEVENTEEN MOTION PICTURE MODERN SCREEN PICTORIAL REVIEW SCREEN STORIES MOVIE LIFE MOVIE STAR PARADE SILVER SCREEN

LOVE IN THE AFTERNOON

NATIONAL CAMPAIGN TIMED FOR YOUR PLAYDATE THIS SUMMER!
and recalled the board of 10 directors. A meeting of the board following the stockholders meeting recalled all officers.

Skouras said the favorable earnings are continuing in the current quarter, with prospects of earnings for the first half of approximately $4,000,000, or about $1.50 per share, as compared with $0.50 per share for the same period in 1956.

TV Production 'In Black'

Stockholders were told that all of the company's operations except production and distribution of film were in the black last year, which included television production, De Luxe Laboratory, sale of backing films to TV, and other activities. Skouras said film operations improved in the last half of 1956 and that improvement has continued into 1957. He gave credit at the meeting to domestic sales manager Alex Harrison and foreign distribution head, Murray Silverstone for the results being achieved currently.

Film rentals, including television and other operating income, during the first 1957 quarter rose to $30,808,538, compared with $25,861,517 a year ago.

Promises More Top Films

Skouras told the stockholders of 20th-Fox's production plans for an increased number of pictures and a larger number of top quality films to help theatres meet the competition of television. He added that even television's success today depends upon good film entertainment. TV audiences have become accustomed to good film entertainment not only are seeking it out again in theatres, Skouras said, but demand it on TV.

Reporting on 20th's arrangements with N.T.A., Skouras told the meeting that the deals in all are involved, covering 257 features evenly divided between "A" and "B" pictures, on a basis of $500,000 for each "A" picture and $50,000 for each "B." Each contract provides for minimum payments and additional film rental beyond a specified minimum. The company participates after N.T.A. recoups and makes a fair profit.

Guarantees Itemized

The guarantee itemizes are agreed upon under the rental deals run from five to seven years and aggregate $169,940,000. Received or to be received are: $5,850,000 in 1956; $5,430,000 this year, and $5,640,000 next year. Twenty-Fox offers a 50 per cent interest in the N.T.A. network, in addition. Skouras said the present TV programs will be continued and new ones will be added, to a possible total of six or seven.

The company has received $444,000 in basic royalties from oil and gas sales from deposits at the studio lot, and where costs have been recovered, it will be receiving in excess of $1,600,000 per year.

Skouras said 20th-Fox's South African investment, aggregating $30,000,000, is highly satisfactory and operation of the former Schlesinger theatrical interests showed a 10 per cent increase in the first 18 weeks of operation.

At the meeting, Ruth A. Fischel presented Skouras with the annual award of the United Shareholders of America for his contributions to improved relations between management and stockholders.

Says Hughes Is 'Friendly'

The meeting more than filled the home office Little Theatre with 73 per cent of the stock represented in person or by proxy. It was a quiet session with Shareholders listening attentively to Skouras report and with a minimum of questions being asked from the floor. One question concerned reports that Howard Hughes had developed a large 20th-Fox stockholder. Skouras replied the company's records did not include Hughes' name and added that he knows 'Hughes is friendly to management' in any event.

Directors reelected in addition to Skouras were: L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel O. Hays, Robert Lehrman, Kevin C. McCormick, B. Earl Packert, W. C. Michel and James A. Van Fleet.

Officers reelected in addition to Skouras were: Michel, executive vice-president, Murray Silverstone, Joseph H. Moskowitz and Charles Einfeld, vice-presidents; Donald A. Henderson, treasurer and secretary.

Vote 20th-Fox Dividend

A quarterly dividend of 40 cents per share was declared by 20th Century-Fox directors yesterday, payable on June 29 to holders of record on June 14.

Smith Mgt. Acquires 3 Florida Theatres

Special to THE DAILY

BOSTON, May 21. — Smith Management Co. has acquired three theatres in Florida as is negotiating for several more. It was announced today by Philip Smith, president. The properties under lease are the Surf Theatre and the Carefree Theatre, West Palm Beach, and the Colony Theatre, Palm Beach, all indoor theatres.

The properties under negotiations were not named.

The acquisitions of these three theatres marks the first time that Smith has gone into the Florida area, although it operates both types of theatres in the midwest, New England, New Jersey and Pennsylvania.

Heading the Florida operations for the company is Sam Feinstein of Boston, who has been with American Theatres Corp., for 35 years. He resigned his position as booker for ATC to accept the new post.

Study C'Scope Process

For Movietonews

Twentieth-Fox is surveying the possibilities of producing its Movietonews in CinemaScope, and has asked exhibitors for their reactions to the idea. Spyros Skouras told the company's annual meeting of stockholders yesterday.

He said it is hoped the idea may solve the problem of the newreel, which has lost many accounts since the advent of television and is the only department which still concerns us.

Fox's Studio

(Continued from page 1)

Homer Hoyt Associates, and the results will not be known for some months yet. Skouras said the property is sought in the "Radio City of California." He said the property constitutes the company's "most valuable asset."

Skouras said the surveys and negotiations concerning the possibility of 20th-Fox consolidating its physical production activities at the MGM lot in Culver City are continuing, but should nothing come of them, 20th-Fox has been told the less valuable center locations of the studio property could be used for production, with the outlying portions reserved for development.

Permanent sets and other studio facilities using large areas could be transferred to the 2,500-acre ranch property in back of Malibu Beach, Skouras said. He said current oil drilling at the West Los Angeles lot would not be affected by the development plan.

Approve Bill Requiring Advance Merger Notice

WASHINGTON, May 21. — The House Judiciary Committee approved a bill to require large firms to give the government advance notice of their merger plans.

Under the bill, advance notice would be required where the assets or stock being acquired is worth more than $2,000,000 and where the combined assets of the acquiring and acquired firms exceed $10,000,000. The firms would have 60 days to go through with the merger for a 60-day period following the notice to the government, while the Justice Department and Federal Trade Commission decided whether to try and block the merger in court.

The committee did not include an amendment suggested by the Allied States Association to make the bill apply to the acquisition of a "business" as well as to stock and asset acquisitions. Allied had argued such an amendment was needed to make the bill apply to situations like that under which Universal took over the distribution business of RKO Pictures.
$2,630,000

WB Six-Month Profit Shows Big Increase

See Third-Quarter Net Same as Last Year's

A net profit of $2,630,000 for the first six months of the current fiscal year for Warner Bros. Pictures, which is a substantial increase as compared with $1,863,000 for the corresponding period of the preceding year, was announced yesterday by Jack L. Warner, president, in a report to the stockholders.

Based upon operations for March and April, the company anticipates that the profit for the third quarter ending next June 1 will be approximately the same as for the cor-

(Continued on page 6)

Arbitration Units Seek Meeting Dates

The two sub-committees appointed by the joint distribution-exhibition conference to prepare a conciliation draft and investigate arbitration machinery financing and administration by June 17 are attempting to set up meetings for late this week or by early next week, according to a state-

(Continued on page 4)

Todd-AO Equipment Into 40 Theatres

A total of 35 theatres now have Todd-AO equipment installed and five others have installations under way, L. D. Netter, jr., of Todd-AO reported yesterday.

New installations set by Netter include Harrod's Virginia, Atlantic City, (Continued on page 6)

TRADEWISE on page 2

Television Today on page 4

Johnston Pact as MPA Head Extended Three More Years

The board of directors of the Motion Picture Association of America yesterday voted to extend for three years Eric Johnston's contract as presi-

dent of the Association.

Johnston's present contract still has four years to run. The new contract continues his services as head of the MPAA for seven years, until 1964. The terms of the pact were not re-

(Continued on page 4)

Reject Two Proposals For U.K. Tax Relief

By PETER BURNUP

LONDON, May 22 — In the course of a line by line examination by the House of Commons of the Finance Bill, members of both parties vigor-

ously pleaded—primarily on behalf of the small theatre exhibitors—that the Chancellor of the Exchequer raise the tax exemption limit on seat prices from 11 pence to one shilling and 

(Continued on page 4)

Sindlinger to ATOMK: 'Sell' Every Picture

Special to THE DAILY

KANSAS CITY, May 22.—Motion picture producers and exhibitors must stop contracting and start expanding, Al Sindlinger, president of Sindlinger and Co., research firm, asserted in a talk at the concluding session today of the two-day convention of Allied Theatre Owners of Kansas and Mis-

(Continued on page 6)

TOA Backs Bills Insuring Loans And Making SBA Permanent Agency

Theatre Owners of America "is in favor" of proposed legislative acts concerned with making credit more readily available for financing small busi-

ness by insuring loans and with bills Business Administration and also to change its policy board, it was an-

nounced here yesterday by Philip F. Harling, chairman of the TOA com-

mittee on Small Business Administra-

tion.

Harling, who is urging all TOA board members and executive committee members to get behind these measures, said the exhibitor organi-

zation will file a memorandum with
PERSONAL MENTION

GEORGE WELTNER, president of Paramount Film Distributing Corp., will return to New York by plane tomorrow from London.

Eric Johnston, president of Motion Picture Association of America, and Kenneth Clark, vice-president, returned yesterday from Washington to New York.

Sir Lancelot Joy-Hicks, attorney in England for Cinerama and Robin International, Ltd., will arrive today for a vacation in Florida and Cuba.

Loren Soletter and Mrs. Soletter, owners and operators of the Falls Theatre, Chapin Falls, N.Y., will celebrate their 30th anniversary on July 4.

Ralph Pielow, Pittsburgh branch manager for MGM, because a grandfather for the second time when his daughter-in-law, Mrs. Ralph Pielow Jr., gave birth to a daughter in Minneapolis.

George Maynard, managing director of George Maynard Freds, has arrived in New York from London via B.O.A.C.

Golf Co-chairmen Set

Ab Dickstein of 20th Century-Fox, Marvin Kirsch of "Radio and Television Daily," Harold Rinzler of Randfortheatres, and Joseph B. Rosen of Universal Pictures have been named co-chairmen of the Sixth annual film industry golf tournament being sponsored by New York's Cinema Lodge of B'nai Brith at the Vernon Hills Country Club at Tuckahoe, N.Y., on June 15.

Win UA Contest

Three United Artists salesmen—Ed Stevens of St. Louis, Harry Meadows of Indianapolis, and Morris Hamat of Montreal—have won top cash awards in the Quarter of UA's "Prize-Twelve" Playdate Contest.

TRADEWISE

By ONLOOKER

T HIS season of annual stockholders meetings brings some unusual characters up for air. Some of them are amusing, as the loyal lady who appeared at the Technicolor annual meeting this week with a roll of color film she wanted to leave to be developed (now that Technicolor has diversified by entering the amateur photography field), thereby favoring "her" company with her trade. Others are a strain on credulity, like the orange-haired doctor from Canada who discoursed at the 20th Century-Fox annual meeting about the never-ending clause of the original Anna Karenina. "The King and I." They present quite a problem to the company heads who preside at the meetings—whether to shut them off and risk offending, or permit them to waste the time of the other stockholders present on the chance that eventually there may emerge some point, or some amusement, to justify their distractions. . . . The patience of some stockholders in the meeting rooms does not always match the presiding officer, and it eventually becomes insistent. But let it be said to the credit of the company heads, their tact usually is found equal to the occasion. The vague ones somehow or other are diverted and back in their seats before open rebellion breaks out among serious-minded stockholders.

ROBERT BENJAMIN, United Artists board chairman, returned from a European sojourn this week to find his office brightly re-decorated and attractively re-furnished. The office connects with that of Arthur Krin, U.A. president, in which no changes have been made and which, by contrast, is beginning to look a little shiny around the elbows. . . . Inquiry revealed that he's not being slighted, that, in fact, it is presidential authority that keeps the decorators out of the presidential office. Krin is supervision, when he gets around to his administration took over six years ago, so he wants nothing changed lest it break the spell. Accordingly, everything's the same, except for the tatters in one of the window drapes, as it was when Krin took over the office in 1951.

IS THE CANNES Film Festival worthwhile for anyone? Motion Picture Daily's correspondent, Henri Kahn, answers no to that one. He quotes Jacques Flaad, general delegate of France's National Film Centre, as remarking "We have to do some serious thinking about Cannes," and E. Lapiniere, MGM's French publicity representative, as terming it "disastrous." . . . Kahn contends that even the business done at the festival is insignificant because producers put festival prices on their films that exhibitors and potential distributors know will be revised downward. Comment from overseas after the Cannes sessions, he reports, exhibitors find very little commercial product of interest. The general reaction to the entries, he says, is that most of them belong in the archives of the Film Society, and are suited to a tired business couple as a five-mile walk at the end of their work day. . . . And Allied Artists had a tough time getting the picture that topped the award entered. . . . And the integrity of the local critics was pretty well exemplified in the cases of "Around the World in 80 Days" after blaming Mike Todd for invitation mistakes for which he was not responsible when his picture was screened. . . . The derogatory Cannes reviews were in sharp contrast to those everywhere else the picture has opened, as well as to the tremendous public reception being given the picture in Paris. . . . Malco Circuit (Memphis) interest in UHF television stations, as exemplified by its recent application for FCC licenses in five additional cities in the Midwest, seems to be a common sense diversification move. Malco had a number of years experience in UHF TV in Evansville, with good results.

‘An Affair to Remember’ To Bow on Luxury Liner

A gala world première preview showing of 20th Century-Fox’s "An Affair to Remember" will be held off on July 11 aboard the "Constitution," luxury ship of the American Export Lines, which will be anchored in New York Bay for the purpose.

The event will signal the start of an extensive national pre-selling campaign for the Jerry Wald production.

Fete Benjamin Today

At UJA Lunch Here

More than 300 members of the motion picture and other amusement industries are expected to be on hand here today to honor Robert S. Benjamin, chairman of the board of United Artists, at the UJA luncheon on behalf of United Jewish Appeal. Leon Goldberg, vice-president of UA and 1957 chairman of the trade drive for UJA, will preside at the affair, which will be held at the Art Directors Club of the Park Lane Hotel.

Barney Balaban, president of Paramount Pictures, will present Benjamin with a special gift from his friends and colleagues in appreciation of his contribution to the industry and to philanthropies it supports.


FLY BOAC

The Monarch

ARISTOCRAT OF THE AIR

Direct

New York • London

BRITISH OVERSEAS AIRWAYS CORPORATION

Reservations through your travel agent or call BOAC at 482 Madison Ave., New York, N.Y., or 768-0000.
This is T/SGT. Jim Moore, toughest of the tough-guy drill instructors. One of the most powerful of all screen performances. A surprising new role for

**JACK WEBB**

as

**THE D.I.**

PRESENTED BY DON DUBBINS · JACKIE Loughery · LIN McCARTHY · MONICA LEWIS · VIRGINIA GREGG

SCREEN PLAY BY JAMES LEE BARRETT

PRODUCED AND DIRECTED BY JACK WEBB · A MARK VII LTD. PRODUCTION

STARRING

The girl with the Marine-blue eyes!
Two new account executives have been added to the staff of A.A.P.'s eastern sales division, Edward J. Owens will represent the film distributor in the South; Lloyd W. Krause in New England.

Walt Disney has signed veteran movie and television director Robert C. Springsteen to handle the directional reins of his TV serial "The Hardy Boys" for the 1957-58 season of the "Mickey Mouse Club" on the ABC Television Network.

W. Thomas Dawson has been appointed manager of sales promotion for CBS Television Spot Sales. He was previously sales promotion manager of WBBM-TV in Chicago.

WGA Awards Go to 'Requiem' and 'Night'

"Requiem for a Heavyweight," by Rod Serling, has been adjudged one of the winners in the Writers Guild of America's first annual awards contest. The play presented on CBS Playhouse 90 last October, was picked as the best "hour or longer" live drama of the 1955-56 season. The panel of judges for the awards contest included Gilbert Seckles, Jay Nelson Tuck, A. B. Guthrie, Jr., Gerald Green, Clifford Odets, Nina Foch, Ronald Colman, John Daly and Grunco Marx.

The award for best TV documentary, any length, went to "A Night to Remember," by John Wiedon, which was presented on Kraft TV Theatre (NBC-TV) last spring.

'Requiem' and 'Night' Win WGA Awards

'Fire Fighters' Set

The New York City Fire Department will be the subject of a new television series to be produced by Edward A. Byron for CBS Television Film Sales, Leslie T. Harris, vice-president and general manager, has announced. The series, "Fire Fighters," will star Mark Miller. The majority of episodes will be based on factual or legendary exploits of the men in the department.

Renew 'Rin Tin Tin'

"The Adventures of Rin Tin Tin" will enter its fourth season next fall on ABC-TV, continuing under the sponsorship of the National Biscuit Co., it was announced by Slocum Chapin, vice-president in charge of sales for ABC-TV. Four of the episodes are scheduled to be produced in the Canadian Rockies, according to Herbert B. Leonard, producer of the series Screen Gems.

Regal to Distribute Hal Roach Package

Negotiations have been completed and a contract signed between Regal Television Pictures Corporation and Hal Roach Studios whereby Regal takes over distribution rights for a 10 year period of approximately 40 features and shorts produced by Hal Roach Studios. Included in the package are 39 Laurel and Hardy comedies, 7 Charlie Chase comedies; 40 features and 18 Streamliner featurettes.

The deal was consummated by Moe Kerman, president of Regal Television Pictures Corp., and Herbert Gelbspan, vice-president of Hal Roach Studios.

Heavy Production Slate In 1957 for Filmstar

FROM THE DAILY BUREAU

HOLLYWOOD, May 22 — Filmstar Productions president Robert Stabler today disclosed the allocation of $3,500,000 for television film production during the remainder of 1957. The schedule includes 39 "Gunsmoke" segments now filming and 39 half-hour "Have Gun, Will Travel" films, also five pilots and one unnamed wholly-owned series.

Set Kesten Fellowship

An annual fellowship in memory of Paul W. Kesten, former executive vice-president and later vice-chairman of the board of the Columbia Broadcasting System, has been established at the Harvard Graduate School of Business Administration by CBS Foundation, Inc. The Kesten Fellowship will provide an annual stipend of $2,500 for "an outstanding student" who is preparing for a career in the fields of advertising or marketing.

TOA Backing

(Continued from page 1) bill except that the ceiling should be raised from $2,500,000 to $10,000,000 and the time of the loan should be extended from five years and 32 days to 20 years," he said.

Bill S. 1762, which is in two parts, TOA is not in favor of part one because none of the limitations or restrictions presently proposed on the industry to obtain mortgage loans are eliminated, Harding said.

Insofar as the second part is concerned, "we do favor this as it will permit the SBA administrator to issue to the Administration an approved lender up to 90 percent of the unpaid balance of any loan, or the insurance reserve which would not exceed 10 percent of the amount of the loan outstanding," he said.

Requirements Estimated

Harding said that under the proposed S. 720, an appropriation of $10,000,000 would be sufficient and under the existing legislation and the proposed legislation, he said, the amount of the second measure, $800,000,000 would be required. "It should be pointed out that the government could use $790,000,000 for other good purposes," Harding said.

The TOA official said that Congressmen Abraham J. Miller of New York has introduced bills before the House Banking and Currency Committee. These bills seek to make permanent the Small Business Administration and also to change the policy board to consist of the Small Business Administrator plus two business men. This would eliminate from the policy board the Secretaries of the Treasury and Commerce. "We are in favor of this bill," Harding stated.

Arbitration Units (Continued from page 1) went here yesterday by a subcommittee representative.

The sub-committee on formulating a conciliation draft, composed of Adolph Schelm, representing distribution; Herman M. Levy, of Theatre Owners of America, and an unnamed representative of Allied States Association, will meet to prepare a draft, which on completion, will be submitted to each of the participating organizations for approval.

The sub-committee appointed to study arbitration authority, which includes Schelm, Joseph G. Alterman of TOA, and William Spender of Allied, will explore the possibilities of organizing and financing an industry arbitration system under present day conditions. This group will also meet with officials of the American Arbitration Association.

Change 'Stella' Date

The American premiere of the new film from Greece, "Sophia Burysta, Inc.," is releasing, has been postponed to June 10 at the World Theatre here.
Business Plan Fund Okayed

(Continued from page 1)

MPAA advertising and publicity directors committee, along with Johnston, said that $100,000 of the $375,000 initial fund will be for the establishment of a permanent office and staff here and in Hollywood to carry out MPAA's part of the activities. This money will be paid entirely by the MPAA, it was stated.

The remaining $275,000 will be raised by the Council of Motion Picture Organizations under which certain portions of the business building campaign will be conducted, Lewis said. The MPAA president here injected that the association will "match dollar for dollar" exhibit contributions to this fund of $275,000.

In announcing the MPAA board approval of the funds necessary for the plan, which encompasses a market survey; visits to editors and publishers; a community reed, "Operation Movie Going"; Audience Awareness; new product trailers; personality tours; modification of advertising billing requirements; advertising billings, and the Golden Jubilee of Motion Pictures 1907-1957, Johnston stated:

"This represents a vote of confidence in the future of this industry. We feel it will help immeasurably in bringing home constantly to the American public and to audiences the world over the fact that motion pictures in motion picture theatres are the most rewarding form of entertainment."

He stressed the fact that the MPAA directors consider this "only the first chapter" in a continuing program. The question of a method of raising funds for the project jointly with exhibitors is under discussion by a committee headed by A. Montague, Johnston stated. He added that at yesterday's board meeting, the fund raising proposal advanced by Ernest G. Stellings, president of Theatre Owners of America, was "not taken up." He said that Montague and Stellings have been having private conversations about this.

Itemizes Expenditures

Lewis, in explaining the uses to which the $275,000 fund would be put, said that "$150,000 is destined for a re-edition of the Academy Awards Swoopstakes in the February-March period of 1958; $75,000 for the Audience Awards campaign in the fall of this year; approximately $12,000 for the production of a community reel about theatres and motion pictures; $5,000 for a specific test of "Operation Movie Going" in a specifically selected city on radio; $25,000 to carry the story of the industry to newspaper editors and publishers in selected cities, and the balance for miscellaneous expenditures."

Johnston and Lewis pointed out that "certain portions of the business building campaign will be conducted in cooperation with COMPO and exhibitors, and that other portions will be conducted by ourselves, the MPAA." They did not explain which part of the 11-point program would be conducted by COMPO and which MPAA would handle.

Will Pick Office, Name Staff

The chairman of the advertising-publicity group commenting on the budget allocation for a permanent office and staff in New York and California to carry out the MPAA part of the activities and those in the future, said these operations would be under the supervision of his committee.

Attending yesterday's board meeting were Johnston, who presided; Joseph Vogel, Benjamin Mehner, Barney Balaban, Robert Rubin, Montague, William C. Michel, John O'Connor, Edward Morey, Robert S. Toppler, Philip Gerard, Jeff Livingston, Charles Einfeld, Rodney Bush, Sidney Blumenstock, Martin Davis, Lewis, and Si Sputz.

Johnston, at the close of his press conference yesterday afternoon, said that the MPP board did not take up the matter of producer Edward Small's appeal of the Production Code Administration's withholding of a seal from his "Monkey on My Back," a United Artists release.

Join Annual Drives

(Continued from page 1)

Hotel here June 19, and to meet the increasing costs of operation. According to the announcement, the hospital achieves a multifaceted purpose by combining the two campaigns: 1. The number of times the industry and its employees are asked for funds and assistance each year are cut in half, and 2. Collections will be simultaneous from the theatre-going public and the industry employees. This will affect a saving in campaign costs, which are already at a minimum for the two campaigns. Results of the last two years' Audience Collections were gratifying, it was announced, and this experience has shown that the public does not object to making contributions in this manner. In the first collection, $171,-243 was collected and last year the return was $275,555.

The combined program has the endorsement of TOA, Allied, MMPTA and the major companies.

UAC Dividend 25c

OTTAWA, May 22. - United Amusement Corp., Ltd., theatre chain, Montreal, declared a 25 cent dividend, payable June 15 to shareholders of record May 31.
WB’s Profit

(Continued from page 1)
responding quarter last year, Warner added.
"Prospects appear promising for the future due to the release of many important pictures already completed or in various stages of production. It is of particular note that the earnings of our music publishing division continue their upward trend," he said.
For the six months ended March 2, the net profit was equivalent to $1.43 on a share on the 1,828,690 shares of stock outstanding after deducting the shares held in treasury on that date. The net profit for the six months ended Feb. 25, 1956, equaled 75 cents a share on the 2,474,247 shares then outstanding.
Rental Total Rises
Income from film rentals, sales, etc., for the first half of the current fiscal year amounted to $39,744,000, the report stated. For the same period last year, income from these sources was $37,587,000.
The company has acquired in the open market 47,400 shares of its common stock for $2,075,000, and there are now 686,351 shares held in the treasury.
"The balance sheet of the company as of March 2, 1957, continues to indicate a strong financial position, with net working capital of $42,190,000 including cash of $12,300,000," Warner said. "There has been no increase in the $7,000,000 bank loan under the $20,000,000 term bank credit."

Sindlinger Advice
(Continued from page 1)
sold at the Hotel Phillips here. Expressing a conviction that the film industry will have a great future, Sindlinger cautioned that exhibitors and other persons in the trade must take into account changing conditions and quit adhering to the past. "The most desperate cutting of the motion picture business," he said, "must learn to market every single film. You repeat you must ‘sell’ every picture. You just can’t throw pictures in rele-ase and expect the public to buy them."

Sees Return to Theatres
Referring repeatedly to October, 1956, when old films began appearing in large numbers on television screens, Sindlinger said that the public expressed disappointment, but screening films led to more people considering going to theatres. The people again are seeking the sense of participa-
tion and enjoyment to be found in the movies.
Hitting out at the defeatist psychol-
ogy, the speaker pointed out that a current principal trouble of the industry is that "everyone is running scared, 5th with consequence cutting down on advertising, exploitation and other pre-selling measures."
A scheduled election of new officers will be held at a later date, Beverly Miller, president of the group, told the delegates.

Philippines

(Continued from page 1)
representatives to look into the negotiations which are still going on at the Hochstetler, Asian overseas representative for the MPEA, has instructed member companies to give all Filipino exhibitors a 30-day notice by May 31 of the suspension of American product to their theatres.
The MPEA yesterday reported here that the Philippine president has ap-
pointed the secretary of finance to look into the tax difficulties and has appointed a committee of three bank-
ers to study the remittance prob-
lems. It was also reported that the Philippines Senate passed a new tariff measure of one peso per meter of film and that the bill now goes to the House for approval.

Todd-AO Equipment
(Continued from page 1)
which will open with "Around the World in 80 Days" next Wednesday. A Todd-AO exhibit is planned for Hollywood Palm Springs this week.
Also set is the 1,200-seat Loew's Ohio, Cleveland, scheduled to open with "80 Days" on June 14; the 1,200-seat Roxy, Portland, for June 15; and the 2,474-seat Roxy, June 25 opening following termination of the Cinerama run there; Ted Mann's Alvin, Minneapolis, which is being completely remodelled for a will be opened on June 30; and the Valley owned by Louis Whelan, located in a shopping center about six miles from downtown Cincinnati. It has 1,200 seats on one floor, and parking area for 1,000 cars.
Previously set installations include the Tower, Kansas City, scheduled to open with "80 Days" next Wed-
day, and the Esquire, St. Louis, June 4.

Cinerama Election

The board of directors of Cinerama, Inc., elected the following officers for a term of one year at its meeting here on Monday: Hazard E. Reeves, presi-
dent; Wentworth D. Fling, executive vice-president; Grant Leehouits, vice-
president in charge of production; and John H. Halley, treasurer and secretary.

‘Spirit’ in Paris Today

PARIS, May 23—Warner Brothers "The Spirit of St. Louis" will have its premiere here tonight at the Palais de Chaillot before an audience including Rene Coty, president of France, who is personally sponsoring the event in commemoration of Charles A. Lindbergh's historic Atlantic flight of 50 years ago.

U.A. Closes Italian Deal

United Artists has entered into a long-term agreement with D.E.A. Film of Italy whereby U.A. releases will be distributed throughout the Italian market. The deal was closed in Rome by Arnold M. Picker, U.A. vice-president in charge of foreign distribution.

Veteran of 50 Years
Gives Industry Views

By FLOYD STONE

Fifty years in the business and Morris Hellman, too, is entitled to tell the industry what it needs.
Here last week from Chicago, and staying at the Commodore while he celebr-
ated not only those 50 years but his 34th wedding anniversary, the 65-
year-old United Artists salesman had this to say:
That producers should seek plots with the gimmick.
That they should choose those interes-
ting to all between the ages of 14 and 40.
That in his experience people beyond 40 don’t attend because they haven’t the spending money.
That identification with self is a major motif in picture success; and that, hence, new pictures should fea-
ture youngsters.
‘Old Formulas Dead’
That the old formulas are dead; meaning drawing room and society dramas, and even musicals.
That pictures such as "Trapeze," "Giant," "Westward, Ho" still pack appeal because they combine many elements for many persons.
And that the "good" western always will appeal because except in very large cities it represents some-
thing very close to Americans.
Hellman in mileage and career qualifies as a pioneer, and has the tales to tell, of the great who made the industry great: peddlers, sales-
men, executives; he knew them through their progression.

With Laemmle in 1907
He came here from Kiev in 1904 and joined Carl Laemmle in 1907, when that business founder had but one reel to sell, a first film by Edison, for the Patents Company.
Errand boy, film inspector, shipping clerk, assistant and then booker, short subjects manager, all these with Laemmle; and then from 1920 through 1930 his own company, Reel-
craft Film Exchanges; and finally United Artists, for whom he now handles Illinois and part of Indiana.
Hellman recalls working with Harry and Jack Cohn at Laemmle;

Distribution Deal Near

HOLLYWOOD, May 22—Al lied Artists’ negotiations for distribution of "Fever Tree" Dudley Picture Corp., production filmed in Cuba, and "Cyclopes," Bert Gordon production, are nearing completion, the company has announced.

‘Monkey’ to State

Edward Small’s "Monkey on My Back," which United Artists is releasing, will open at Loew’s State here next Wednesday.

E. L. Hartman Renamed
President of WGA-W

From THE DAILY BUREAU

HOLLYWOOD, May 22—Writers Guild of America, West, today an-
ounced the re-election of Edmund L. Hartman to the presidency. Daniel Taradash was elected first vice-presi-
dent; David Dortort second vice-presi-
dent; Al Martin secretary and Ed-
mund North treasurer.
Frank Nugent was elected presi-
dent of the screen writers branch, and Curtis Kenyon president of the television-radio branch.

MORRIS HELLMAN

also with William E. Heineman, his chief now at UA. He tells know-
edgably of the early and compara-

tively exciting—and savage—compet-
tition of the Patents Company battles over rights, for a certain throwing of company books from an office window.
He recalls Quigley Publications, too: he was correspondent when Motion Picture Herald was Exhibitors’ Herald and beginning its service and needed news.
He’s a salesman, never wanting to be other, proud of it, satisfied, and won’t retire until compelled.
He admires his company immensely: its executives are vigorous, young by industry standards, and have a miraculous knack, he said, for picking the right pictures to be made and to sell.

Lies Busman’s Holidays

He has two married daughters and three grandchildren, reads avidly and plentifully and for other interest goes to the movies. It’s true.
His formula for youth in old age: wholesome food, hard work and much rest. And invest your money wisely.
That negative he’s holding is from a picture Thomas Edison made and which was shown at the Chicago World’s Fair of 1893. It’s 75 mm. Said Hellman:
"Just a matter of showing you there is nothing new."
**The Winners**

QP Awards to Mrs. Gordon, Baker, Scott

Top Showmen Named in 23rd Annual Judging

Theatre managers in Washington, Hackensack, N. J., and Sydney Australia—including one woman and two men—won the 1936 Quigley Awards or showmanship, it was announced yesterday.

The Grand Award for large situations went to Jerome (Jerry) Baker, manager of the RKO Keith's Theatre, Washington, D. C. Winner of the Grand Award for small situations was Mrs. Diane Gordon, manager of Louis Oritani Theatre, Hackensack.

**Mr. D. Gordon**  
**Jerome Baker**

Mrs. Bessey to Retire as Altec Vice-President

H. M. Bessey, executive vice-president of Altec Companies, Inc., announced yesterday that he will retire from the service and engineering organization effective June 30. He will continue to act as a member of the board of directors.

Bessey's activities in the Altec or-
(Continued on page 6)

**Television Today**

**Pledge $500,000 for UJA; Cite Benjamin for Devotion**

By FLOYD STONE

(Picture on page 2)

He regarded, like others, giving to Israel an obligation, but when he went there and saw what this new creation of democracy in the Middle East is doing to give safe harbor and rebirth to and to flourish he had an emotional reward which was overwhelming. Robert S. Benjamin, United Artists board chairman and honored guest of the United Jewish Appeal yesterday at the Park Lane, told his associates in the motion picture industry. He urged them to give all they could; and even more—to go there.

Benjamin was in Israel during its Independence Day, and he described the celebration and the people and the country. Its people are tense but capable, its soldiers confident but not smug, its youngsmen proud. Its new settlers go directly to work, and work miracles. Its towns have become cities and its deserts now are green. Between visits these things occur and he said he found sections
(Continued on page 2)

**FCC Asserts Legal Right to Okay Toll TV**

By J. A. OTTEN

WASHINGTON, May 23 — The Federal Communications Commission today declared it has the legal authority to authorize subscription television, and asked for additional information looking toward an "adequate trial demonstration" of toll TV systems.

The commission made it clear it would not authorize toll TV permanently without a full field test.

The commission didn't finally program a trial of toll TV today, but came as close as possible. It left the clear implication that soon after it
(Continued on page 3)

**Charge U. K. Tax Used To Close Down Theatres**

By WILLIAM PAY

LONDON, May 21 (By Air Mail).—Civil servants and permanent officials of the Government were using entertainments tax to reduce the number of cinemas in this country, exhibitor Shack Hyde charged at a meeting of the Leeds and District Cinematograph Exhibitors Association branch.

The meeting discussed the papers
(Continued on page 2)

**MGM Overhead Cut $2,000,000 a Year**

Vogel Reports on Changes

Says Every Division in Black for 1st Half of '57; Tells of Expansion in TV

Joseph Vogel, president of Loew's, Inc., said yesterday that he had slashed overhead costs at MGM Studios by a rate of more than $2,000,000 a year while simultaneously launching a program to increase the annual number of motion picture productions and expand the company's participation in television.

Vogel spoke at a luncheon meeting of the New York Society of Security Analysts. He told the group: "Our company is both strong and sound, and I believe that all the basic changes and modernization needed to restore it to a
(Continued on page 3)

'Island in Sun' Will Premiere Here June 12

"Island in the Sun," Darryl F. Zanuck's first independent film for 20th Century-Fox release, will have its world premiere at the Roxy Theatre here the night of June 12, the company announced yesterday. The invitational showing will be attended by entertainment personalities, civic, society and public figures.

Zanuck will fly from Europe to attend, and Robert Rossen, who directed, will also be here, along with several of the picture's stars.

**French Embassy Post**

To John G. McCarthy

John G. McCarthy, former vice-president of the Motion Picture Export Association, has been named Minister Counsellor to the American Embassy in Paris and will leave here for France on June 12 to take over
(Continued on page 2)
PERSONAL MENTION

JACK LEBOW, newly-appointed sales representative for the RKO Radio foreign division, has left New York for Australia.

Amando Trucios, Warner Brothers' factor in Mexico, Central America, Peru, Colombia and Ecuador, has arrived in New York from Mexico City.

Hubbell Robinson, executive vice-president of CBS-TV, and his wife, Vivienne Secal, will return to New York today from Europe amid the "Liberation."

CONRADO DE JESUS, United Artists manager in the Philippines, has arrived in New York from Manila.

Mrs. Syd Silverman, wife of the president and publisher of "Variety," has given birth in New Rochelle to twin boys, to be named Michael and Mark.


Macio Sells One; Four in No. Central Reopening

MINNEAPOLIS, May 23—Minnesota Amusement Co. has sold the last of its Theatres in Jamestown, N. D., the 600-seat Grand, to Jamestown Theatres headed by Burr Cline, formerly associated with Macio. The sale brings Macio's holdings to 44. It has also invited several more than 70 Civic organizations in Swea City, An: Michigan, N. D.; Sanborn, Ia., and Stephen, Minn., have pledged help to Macio in future efforts to build on the theory that the lighted marquees are good for business centers. Four other theaters in the area have reopened after having been dark. They are the State, Blair, Wks.; the Royal, Lohrville, Ia.; Waubay, Waubay, S. D., and Star, Osceola, Wis.

"Love" to Bow in Paris

Billy Wilder's "Love in the Afternoon" will have its world premiere in Paris Wednesday at the Colisee and Marignan Theatres. It was announced yesterday by Arnold M. Picker, United Artists vice-president in charge of foreign distribution. The Allied Artists presentation is being distributed in Europe and the Far East by UA.

FRONTLINE

Robert S. Benjamin telling yesterday what Israel was and now is and how he felt and how his audience would feel seeing it, at yesterday's luncheon.

With him, Herbert A. Friedman, Leon Goldberg, Barney Balaban, Arthur S. Krim, Abe Schneider.

H. M. Bessey

(Continued from page 1)

Say U. K. Tax

(Continued from page 1)

organization from all parts of the country will give him a testimonial and farewell dinner on Wednesday, June 5, at the No. One Fifth Avenue Hotel here.

Bessey, who is the company's top executive at its New York headquarters, joined the firm in 1937 after a career in banking and accounting. He occupied several posts prior to his appointment as executive vice-president in 1943. His supervisory activities here have included the sales, operations, engineering, accounting, personnel, publicity and advertising departments, together with representation of the company's interests in numerous union negotiations.

French Embassy Post

(Continued from page 1)

the new post, which carries the personal rank of Minister.

McCarthy entered the film industry in 1949 as associate manager of the international division of Motion Picture Association of America. Subsequently he was named vice-president of MPA, a post in which he served until December, 1952, when he was appointed by the U. S. State Department to make a study of films abroad. The following year he was elected president, treasurer and director of International Affiliates, Inc.

BUSINESS MEET TODAY

Committees from the Motion Picture Association of America, advertising and publicity directors group and from exhibition and the Council of Motion Picture Organizations will meet at the Harvard Club here today to work on the industry's emergency building program.

NEW YORK THEATRE

RADIO CITY MUSIC HALL — Rockerfeller Center

GREGORY PECK — LAUREN BACALL in "DESIGNING WOMAN"
In Cinemascope and Metrocolor
Production and Spectacular Stage Presentation

MOTION PICTURE DAILY, Martin Quigley, Editor; Chief and Publisher: Sherwin Kars, Editor; James D. Irwin, Managing Editor; Richard Gerner, News Editor; Floyd E. Stoe Photo Editor; Herbert V. Fiesely, Advertising Manager; Gus H. Falesig, Production Manager, TELEVISION TODAY, Charles S. Aaronsen, Editorial Director, Pinky Herman, Vice-President, William E. Blumenthal, Business Manager, Wallace D. Harris, Art Director, Vincent Vail, Building, Samuel D. Berra, Manager, William M. Meyer, Assistant, T. J. Cline, Assistant Editor, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Bump, Manager; Peter Bump, Editor; William Pay, News Editor. Correspondents in the principal campaign cities of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Motion Picture Daily, Inc., 1100 Avenue, Rockefeller Center, New York, N. Y. The Post Office will not forward copies of this paper. Single copies, 10c.

Cite Benjamin

(Continued from page 1)

unrecognized. And everyone the and everyone here knows, he commented, it is only because the united effort of Jewry in the United States.

The industry's men pledged during the luncheon more than $500,000. Barney Balaban led with $30,000 i the regular fund, and $58,000 for t emergency fund. Louis Phillips contributed $50,000, $15,000 and $5,000. Each mem of his firm pledged $10,000. Ill man Robbins announced $8,000, a $2,800. Abraham Friedman gave $50, to the special fund.

Balaban presented to Benjamin the UA's appreciation token for a remitting and exceptional devotion to the industry's summer fund from Israel.

The special fund will raise $10,000,000 and save 100,000 pers from peril in places such as Egypt and Poland and send them to Inra Herman A. Friedman, UA executive chairman, said. Leon Goldberg, United Art vice-president and drive chairman, added that the pledge was a "Rabbist Birstein declad during the invocation so long as a Jew in the world needed help, these room the would give all they could...

Lewis to Coast for Promotion Sessions

Roger H. Lewis, United Artists' production director of advertising, public and exploitation, will leave today for the Coast, where he will hold series of conferences next week the promotional program for the company's summer releases. He will hold sessions on the new UA $1,000,000 production program which begins next month.

The meetings will be attended by Robert F. Blumenthal, UA vice-president, in charge of West Coast production, Leo Roth, West Coast publicity director, and producer of UA Lew.

Lewis, who is chairman of the MPAA advertising and publicity rector committee, is also scheduled to confer with studio executives participation by the production support of the industry in the business building program approved Wednesday by the MPAA board of directors.

NEW YORK THEATRE
M-G-M Overhead Cut $2,000,000 a Year

(Continued from page 1)

position of greater earnings and better performance are now underway." He announced that under his leadership and the company's radio station, WMGM, could be expected to show another increase in earnings.

Discussing the company's activities in the TV field, Vogel reported that pre-1949 feature films already licensed to theaters for showings in more than 40 markets are expected to produce a total of more than $40 million for Loew's over the life of the licenses.

"It is my estimate that we have enough exploitation left in these feature films to fill the potential market for such films and we are continuing our sales efforts to complete the job," he said. He also noted that M-G-M expects to begin licensing its short subjects to television.

As to expanding the company role in television, the Loew's president declared:

Stresses All-Media Role

"M-G-M is not simply a motion picture company but a total entertainment company. Its business is to provide the finest possible entertainment and it will do so in whatever media may be current and popular."

It is for this reason that I have decided on a policy of making available for television all the rich resources of our studio, including a wide selection of story properties to which we have rights," he said.

"We are carefully watching all developments in the field of toll television and will be ready to participate in any development when and if we become convinced that it can adequately contribute to our over-all operations. We are, however, mindful of our responsibility to exhibitors who have invested heavily in it and we will help them to hope to participate in any developments in the toll television field."

Preparing Two TV Series

Vogel noted that the M-G-M studios had been opened up for television production by independent producers and that the company itself was preparing to film two TV series on its famous "Thin Man" and "Min & Bill" stories. M-G-M is also producing commercials for television and has just established an independent production group.

"The main part of our business remains the production and distribution of theatrical motion pictures," the Loew's president said. "The cost of producing this type of pictures has, like everything else, increased."

"This is due to the fact that high progressive income taxes have caused the important stars, directors and producers to form independent companies rather than accept straight salaries, and have induced many to limit the number of their screen appearances.

Would Bring Back 'Great Names'

"Wherever practicable, I am moving to bring back the great names and the great properties to M-G-M by contracting for independent productions to be made with our facilities and released through our distributing organization."

In line with this he announced that the company would finance ten or more major independent productions next year. "In addition," he said, "we will make a minimum of 20 pictures of our own, thus substantially increasing the total number of productions while reducing the general overhead costs.

FCC Asserts Toll TV Control

(Continued from page 1)

gets the additional information — it asked for it by July 8— it would announce conditions for field tests. It did, however, leave open the possibility that Communications Chairman Green’s proposed test would support the FCC’s position. The industry would have to conduct oral hearings on a few points.

Eleven Questions Asked

The additional information sought about a possible toll TV trial would include cities where it should be tried, the number of stations in any one community to participate, the number and times of toll TV broadcasts per week, the minimum period required for a meaningful trial and the minimum and maximum number of subscribers.

Also, whether several systems or just one system should be demonstrated in each community; the time required to produce and distribute the necessary coding and decoding equipment; the terms for selling or leasing this equipment to the public; whether toll TV should be limited to UHF stations; whether it should be confined to the larger markets; how the limit on toll TV programs should be expressed in terms of the station’s total broadcast hours; and finally, "a statement of the specific ways in which the tests would supposedly help the commission evaluate the impact of permanently-authorized toll TV.

Oral Hearings Possible

"In the event the additional information fails to clarify all of the important considerations we believe to be involved," the FCC said, "we will then decide whether it would be desirable to conduct oral hearings on specific issues to be designated.

Information submitted already in the proceedings, along with the work of the FCC staff, has enabled the commission to reach the conclusion, FCC chairman told, that "the commission has the statutory authority to require the use of television broadcast frequencies for subscription TV operations if it finds it would be in the public interest to do so. We believe this falls within the powers conferred on the commission in the revision of the Code, or any other statutes or court decisions dealing with the use of radio frequencies."

This in effect was the commission’s answer to House Commerce Committee chairman Harris (D., Ark.), who had raised a series of questions about the commission’s authority to authorize toll TV.

The commission said it saw no point in trying to decide now whether it would ultimately authorize one or several different toll TV systems, and whether it would classify toll TV as broadcasting, common carrier or some other type of service.

Decision After Trial Program

The trial program, the FCC said, would probably help it decide whether it needs to go to Congress for any changes in the Communications Act.

The commission decision was apparently unanimous—Commissioner Mack in a separate concurring statement said he felt the commission should have tackled now the basic question of whether to authorize toll TV or not, but that since a majority of the commission feels that a trial is necessary first, he would go along.

Mayor Wagner the Host

For ‘Beau James’ Bow

Mayor Robert F. Wagner of New York has accepted an invitation to be host at the world premiere of “Beau James,” Paramount’s film about the life and times of a former New York mayor, John C. Walker.

There will be a gala opening at the Astor Theatre here on June 26 for the benefit of the Mayor’s committee on Scholastic Achievement Fund, which has raised more than $1 million. Barney Balaban, president of Paramount Pictures, that he has appointed a premiere committee of some 60 leading citizens of New York.

Lee James’ Screening June 3

Paramount will screen “Beau James” critics and invited guests following a “Roaring Twenties” dinner at Joe’s restaurant here on June 3.

Fort Huron House Reopening

The Riviera Theatre, Fort Huron, Mich., which has been dark, will re-open on June 2. Michael J. Changot, new owner, will operate the Fort Huron Theatre Service, Detroit, in full buying and booking.

Leavy Drive for ‘Corral’

Radio, newspapers, magazines and libidos will be utilized by Paramount to spotlight Hal Wallis’ “Gun- shot at the O.K. Corral,” which will open at the Capitol Theatre here on June 29. Leavy establishments in eight New York radio stations will be supplemented by full page ads in the “Look,” “Redbook” and “Call’s.”

Jent 35 Meeting Off

The luncheon meeting of Jent 35 will be followed by screening of “The Art of Show Business,” film depic- ting the Heart Projects of the Variety clubs around the country, has been postponed from Tuesday, May 28, to following Tuesday, June 4 at the Shaw’s restaurant. The original date conflicts with the industry luncheon asking the kick-off of the business aiding drive.

Option Stern Suit

A suit for an injunction against Louis Bros. by Michael Stern, writer of an alleged infringement of his unpublished story, “Who Is Virginia Hill?” in connection with the Warner release, “The Damed Don’t Cry,” which was released in 1950, was set for May 18. The original complaint papers filed in Federal Court here yesterday, Stern had asked damages for the alleged infringement.

Site ‘Plot’ Against Johnston

A report from Tel Aviv in yesterday’s “New York Times” on activities terrorists said to have plotted to kill power from Premier David Ben- gunion included a reference to Eri- c Scantlin, president of the Motion Picture Association of America. An Israeli police official said the terror- ists at one time discussed murdering Scantlin, who toured the Middle East President Eisenhower’s special en- jury in connection with the U.S. proj- ect for the regional development of the Jordan river water resources.

...NEWS ROUNDP...
THE STORY OF JIMMY WALKER...
New York's debonair mayor... who was a one-man parade... a glittering legend... whose days were recorded in headlines and whose nights were written in all the bright lights of Broadway... whose famous love affair scandalized two continents!

He gave up a great career for the girl he couldn't turn down!

BEAU JAMES
THE STORY OF FABULOUS JIMMY WALKER... MAYOR OF NEW YORK
Jimmy's Beloved Broadway, inched by the auspices of Mayor Robert E. Wagner's Committee.

WORLD PREMIERE ENGAGEMENT

JIMMY LOVED
wisecracks
white carnations
Broadway parades (especially on St. Patrick's Day)
honky tonks
speakeasies
baseball games
big brass bands
cheering crowds
writing songs
being Mayor of New York
—but most of all he loved Betty Compton

Directed by MELVILLE SHAVELSON
Screenplay by JACK ROSE and MELVILLE SHAVELSON
Based on the book by Gene Fowler • Dances and Musical Numbers Staged by Jack Baker • A PARAMOUNT PICTURE
**National Pre-Selling**

A NEW format and basic idea has been found for a pictorial story about a motion picture. It appears in the June issue of "Esquire."

The article is a visual and text report on the 15 days a Hollywood unit spent in New York seeking to produce 16 minutes of illusions, which will be woven into a new U.S. film, "The Sweet Smell of Success." The action takes place in front of the Ziegfeld Theatre on Sixth Avenue. The production unit arrives at 8:00 A.M., composed of labor, management, their equipment and acting and writing talent.

This refreshing photographic essay by Jay Maisel in seven interesting pages depicts how much work is in-

**QP Awards**

(Continued from page 1)

N. J., while the Overseas Award went to G. H. Scott, manager of Greater Union Theatres' State Theatre, Sydney, Australia.

The campaigns of the winners were judged on Monday at the 23rd annual Quigley Awards luncheon attended by the industry's top advertising and promotion representatives.

Honorable Mention to Four

In addition, honorable mentions went to the following: C. E. Bushnell, Odeon Theatre, Pembroke, England; J. J. Collins, State Theatre, Melbourne, Australia; J. Murray, Victoria Theatre, Sydney, Australia; and D. L. Nicholson, M-G-M Films, Johannesburg, South Africa.

involved in creating a simple illusion on the screen.

- "In 'Designing Woman,' an unlikely marriage of sports and high fashion," reports "Life" in the May 20 issue, "brings on a roughing-house in which Laurence Olivier takes on a gang of toughs of the stage-ridden world of boxing. The fight is momentarily savage and the end unlucky, but it helps produce a lightfooted M-G-M comedy that appealingly shows off not only Miss Bacall's handsome legs, but also her considerable talents as a sophisticated comedienne."

- Jim Bishop is the author of an entertaining personality story on Jayne Mansfield, star of 20th Century-Fox's "The Wayward Bus." The article started in the May 19 issue of "The American Weekly" and is completed in the May 26 issue. Bishop says "Jayne is an uncomplicated person with a split-level intellect and a brutal honesty. Her daughter, Jayne Marie, is her first love and, next to her career, perhaps Jayne's only love."

- Hal Wallis's "Gunlight at the O.K. Corral," will have the benefit of a vigorous pre-selling campaign in radio, newspapers, national magazines and on billboards prior to the opening at the New York Capitol Theatre May 29. All-page color ads will appear in "Life," "Look," "Redbook" and "McCall's."

This Paramount film, starring Burt Lancaster and Kirk Douglas, will have been advertised throughout the New York subway system three weeks in advance of the New York opening.

Florence Somers wrote a laudatory review on Paramount's "Fear Strikes Out" in the May issue of "Redbook."

"United Artists' 'Twelve Angry Men' catapults behind the scenes into a jury room," reports Edwin Miller in the May issue of "Seventeen." "There are a dozen good men and true' who make themselves stick as they argue in their attempt to reach a verdict on a murder case they have just tried.

WALTER HAAS

**Television Today**

**Pilot Film for Shows**

**Uneconomic: Manby**

The needs of the producer market must be considered, researched and developed by the producer of films for television before he goes out to make a pilot film to interest prospective customers, idea will be C. Robert Manby, vice-president of RKO Television, Pictures, and its television division.

Manby, host at a Toots Shor's press luncheon here yesterday in which he explained RKO Television's plans for TV film production, said "we must keep up to date through research on the needs within the industry and concentrate on satisfying the needs."

Surrounded by a number of television producers who will be turning out product for his organization, among them Ben Fox, Paul MacNamara and Jerry Capp, the RKO executive said his organization views the production of pilot films as "unreceivable and uneconomic. The proof of an idea does not have to be shown in a pilot, and in some instances, emphasis on the film is placed on other factors of importance."

- *Fox Points to 'Mortality'*

Fox said that this year television has seen "a fantastically high mortality in pilot films. Over 50 per cent of the shows on television which were bought from pilots have cancelled." The veteran TV producer said that in contrast to "Gunfight at the O.K. Corral which is a test of a new producer's work, the other producer's projects, a five to eight minute presentation on film of an idea which is prepared at one-fifth of the cost of a pilot film and presented to advertisers, Manby said this was to keep the customers alerted as to what is forthcoming and at the same time to find out what their needs are.

- *John Crosby as Host*

John Crosby, whose nationally syndicated television and radio column has reported and reviewed broadcasting's activities for 11 years, has been signed as host of CBS Television's "The Seven Lively Arts." The series begins next fall.

**New La Rosa Series**

Julius La Rosa will star in a new 13-week NBC-TV Saturday night series June 15 through Sept. 7 (8-9 P.M., EDT) in color and black and white. It will be the summer replacement for "The Perry Como Show."

**Set Telemeter**

(Continued from page 1)

by be held in the Paramount Building will include the same equipment as we use in our NBC-Columbia studio for origination, a distribution system and a home television hook-up," MacNamara said. He added that at present estimated cost to exhibit for installation of the Electron Tube Theatre "is pro-rated at $100 per seat."

The California exhibit of the Electron Tube Theatre took place last month and the apparatus used in the two-hour demonstration differed in three respects from that which was installed in Palm Springs for the Telemeter test. The new apparatus provides the subscriber with a choice of three programs instead of one; the new coin box enabling a subscriber to pay for his electronic service; the larger format, and by turning a dial the subscriber can tune in the voice of a "barker" which will tell him what attractions are forthcoming, what time and what price.

**Will Study Arguments**

On TV Fee: Petrolio

Arguments advanced by Los Angeles Local No. 47, American Federation of Musicians, regarding the five-cent per show fee paid by television film producers into the music performers trust fund, will receive serious consideration in forthcoming contract discussions, James C. Petrolio, AFM president, said yesterday.

Representatives of Local 47 met here this week with AFM's executives in an attempt to head differences between the Los Angeles group and the nationwide association. The exchanges were Elliot Daniel, Local 47 president, John Tranchitella, vice-president; Dale Brown, director, and Charyl Butterman and Ray Menhendick.

In his announcement here, Petrolio said there would be further talks concerning any problems which Local 47 wishes to discuss. The Los Angeles group told the AFM head that due to the approaching bargaining with show makers, it was urging active participation by film studio musicians in the Federation contract discussions. Petrolio said that these suggestions would be given serious consideration.

**New O'Connell Show**

Singer Helen O'Connell will head her own musical program, "The Helen O'Connell Show;" Wednesdays and Fridays, 7:30-8:45 P.M., EDT, starting May 29 on NBC Television. The series will continue by September 6. Miss O'Connell will also continue her regular appearances on NBC-TV's "Today."
DISPLAY...

that function keys the entire physical makeup of MOTION PICTURE DAILY. 

*Typographically*—to display the news, reviews, special columns of brief reports, of opinion and comment for easy, fast selection . . .

*Schematically*—to display advertising *dominantly*. In MOTION PICTURE DAILY, typography and makeup collaborate to give the advertiser's own copy and layout their full intended impact.

> Editorial columns adjoin to attract readership to his message—but with no jammed hodge-podge of type that competes with the advertiser's message for the eye and mind of the reader.

**ORDERLY DISPLAY** of editorial matter, reporting ALL the news that IS news, concisely, to the point; **DOMINANT DISPLAY** of advertising—

these are hallmarks of MOTION PICTURE DAILY leadership as a *newspaper* and *advertising medium*. 
A LANDMARK

For those of us who have spent a lifetime in this industry, there are four or five pictures which have stood out over the years as landmarks.

Last week, together with my friends at United Artists, I saw a motion picture in that select category. There has never been a picture which surpasses THE PRIDE AND THE PASSION for size and entertainment and box office potential.

I am delighted to give the industry this exciting and happy news.

George J. Schaefer

GEORGE J. SCHAEFER

Watch for the sales policy announcement forthcoming from William J. Heineman of United Artists.
Johnston Launches Golden Jubilee At Luncheon Here Tomorrow

The Golden Jubilee of Motion Pictures will be launched here tomorrow by Eric Johnston, president of the Motion Picture Association of America, who will be a featured speaker at the Sales Operation Moving Set on Radio June 17

The industry business building group will launch its "operation moving set" radio campaign on June 17 in at least two cities for a duration of eight weeks, it was announced here by the Motion Picture Association of America at the weekend.

The decision to launch the radio spot campaign, as one phase of the industry program designed to stimulate box office attendance, was made at a Harvard Club luncheon here.

New Faces a 'Must,' Kazan, Schulberg Say

The motion picture industry must develop and feature more "new faces" for the screen and tackle more original themes if it is to meet the competition of TV sufficiently. So said producer-director Elia Kazan and writer Budd Schulberg at a joint press conference at the Warner Bros. home office here Friday.

The two men recently finished production of "A Face in the Crowd." (Continued on page 9)

Plan Extended Benefits At Rogers Hospital

Announcement of new plans to extend the benefits of the William J. Rogers Memorial Hospital and Research Laboratories at Saranac Lake, N.Y., to an increased number of industry personnel was made during the annual visit of the hospital board of directors and guests to the institution, June 21-22. Abe Montague, president, disclosed at a news conference here Friday.

This year, exhibition and distribution representatives from all 32 exchange areas will be invited to join the directors of the annual visit. (Continued on page 7)

EDITORIAL

The News Is Good

By Sherwin Kane

The news of the industry last week, on the current fiscal side and the outlook for the future, was uniformly good. The fact that so much of it "broke" within a period of a few days gave it an impact that financial, news and other observation posts couldn't have escaped had they wanted to.

The week opened with the latest "progress report" of Arthur Krim, United Artists president, on the substantial increase in his company's gross business in the first 19 weeks of 1957, with indications pointing to further gains over the remainder of the year due to an increase in the number of top quality productions to be placed on the market.

Next came the reports of Spyros Skouras and Leonard Goldenson to the annual meetings of 20th Century-Fox and American Broadcasting-Paramount Theatres stockholders, respectively. Skouras cited earnings for the first quarter more than five times those of the corresponding (Continued on page 9)
PERSONAL MENTION

JEROME PICKMAN, Paramount director of advertising-publicity, will return to New York from London.

THOMAS F. O'NEIL, chairman of the board of RKO Teleradio Pictures, and WALTER BRANSON, RKO Vice-president in charge of worldwide distribution, will arrive in London this week from the Continent.

RALPH WHEELWRIGHT, assistant to HOWARD STRICKLING, advertising-publicity head at the M-G-M studios, returned to the Coast from New York on Friday.

SHELDON ROSKIN, Columbia Pictures publicist, and Mrs. Roskin left here at the weekend for a vacation in Florida and Cuba.

BARBARA LIVINGSTON, daughter of Milt LIVINGSTON, trade press contact here for Universal Pictures, was honored by her family and friends on Friday with a “sweet 16 party” at the Village Barn.

HENRY GEMMEN, Paramount branch manager in New Haven, has returned there from New York.

I. H. PRINZMETAL, Hollywood film attorney, left here yesterday for London via ROACC.

HAROLD H. BROWN, president of United Detroit Theatres, has returned to the automobile city from Chicago.

JANICE ANDERSON, of the M-G-M Eastern story department, was married to JEROME DIAZ on Saturday at the Levittown Baptist Church.

HARRY F. SHAW, division manager at New Haven, Conn., for Loew’s New England Theatres, will return there with Mrs. Shaw, tomorrow from Ecuador.

HARRY VINCENT, manager for Florida State Theatres in Sarasota, and with the company for 38 years, has retired and has been succeeded by CARLTON BOWDEN, of Lakeland.

MARY Q. BERSTROM, of Republic, Wash., has announced her marriage to ROBERT E. PIPKIN, manager of the Selma Theatre there.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kace, Editor; James D. Iver, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Faust, Production Manager; TELEVISION TODAY, Charles S. Armstrong, Editor; MARGARET CANBY, Eastern Editor, Hollywood, Bodycon, Yucba-Vine Building, Samuel D. Berns, Manager; TELEVISION WEEKLY, Charles S. Armstrong, Editor; TELEVISION WEEK, Charles S. Armstrong, Editor; WALTER BOWMAN, Managing Editor; Peter SUMNER, Associate Editor; J. SULLIVAN, Vice-President and Treasurer; LOU J. BRADLEY, Secretary; Other Quigley Publications: Motion Picture Herald, Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fate. 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 copies, 10¢.

NEW RUNDOWN

Cannon ‘Star’ in ‘Pride’ Ads

The ancient and massive 40-foot cannon which figures importantly in Stanley Kramer’s “The Pride and the Passion” will also figure importantly in the advertisements planned for the film by United Artists, which will appear in 20 national magazines and trade publications with an estimated combined readership of 18,000,000. The picture, the location on a Spanish, is scheduled for its first engagement late next month.

TV-Radio Drive for ‘Fire’

Columbia Pictures has retained TV Movie News Service to place “Fire Down Below” on TV and radio in a campaign that will run until August 10. Two five-minute features which were made while “Fire Down Below” was in production in Trinidad will play an important role in the promotion. TV Movie News Service expects to secure between 34 and 42 airings for the films, “A Man with Rifa” and “Galapoulous.”

Eight to Tour for WB

Eight personalities involved in the production of two of Warner Bros, upcoming releases, “Elia Kazan’s Face in the Crowd” and Jack Webb’s “The D.I.”—have been set by Warner Bros for an extensive series of appearances on television and radio shows. They include: Kazan, Andy Griffith, Budd Schulberg, Lee Remick and Tom Glazer for “A Face in the Crowd,” and Webb, Jackie Loughery and Monica Lewis for “The D.I.”

Soviet Film Booked

“The Forty-First,” the Soviet color film which won the special award for “best scenario, quality and grandeur at the 1957 Cannes Film Festival, will have its American premiere on June 15 at the Cameo Theatre here, it was announced by Artkino Pictures, its American distributors.

Name Dwore to Buy-Book

Sid Dwore, who operates the Cameo in Schenectady, N. Y., has been engaged by Joseph Warren to buy and book the new 1000-car Super 30 Drive-in, near Ballston Spa. The theatre opened on May 15.

‘New Faces’ Termed ‘Must’ (Continued from page 1)

ELIA KAZAN, (left) and Budd Schulberg, as they spoke at a press conference on Friday.

‘New Faces’ Termed ‘Must’

Walter Brooks, director of the Managers Round Table department of "Motion Picture Herald," is featured in the first article in the June issue of The American Legion Magazine, just out.

Brooks’ article points up the availability of an increasing volume of offset photography magazines, photographic literature and films, due largely, he contends, to recent court rulings. He concludes that remedial action is the responsibility of parents.

Walter Brooks Authors ‘Attack on Decency’

Walter Brooks, director of the Managers Round Table department of "Motion Picture Herald," is featured in the first article in the June issue of The American Legion Magazine, just out.

Brooks’ article points up the availability of an increasing volume of offset photography magazines, photographic literature and films, due largely, he contends, to recent court rulings. He concludes that remedial action is the responsibility of parents.

Elmer Aneser, 49

Funeral services for Elmer Aneser, 49, brother of Kenneth Aneser, of Warner Bros, home office advertising department, will be held today at the Urban Funeral Home in Woodside, Queens. Elmer Aneser died suddenly of a heart attack Thursday night at his home in Kew Gardens.

Correction

MOTION PICTURE DAILY on Friday inadvertently identified the Stanley Warner Ortiati Theatre, Hackensack, N. J., as a Shornes house, in reporting the voting of the annual Quigley Grand Award for showmanship in small situations to Mrs. Diane Gordon, manager of the SW theatre.

SAG’s TV ‘Residuals’ $960,950 for 6 Months

From THE DAILY BUREAU

HOLLYWOOD, May 26. — The Screen Actors Guild, in the six-month period ended April 30, collected and distributed to its members $960,950 in residual payments on television entertainment films, it has been disclosed in the guild’s newsletter.

Contributions since the inception of the current guild contract, the newsletter added, total $3,336,901. These figures, it was pointed out, do not include payments on filmed television commercials.

MOTION PICTURE DAILY on Friday inadvertently identified the Stanley Warner Ortiati Theatre, Hackensack, N. J., as a Shornes house, in reporting the voting of the annual Quigley Grand Award for showmanship in small situations to Mrs. Diane Gordon, manager of the SW theatre.

Correction

SAG’s TV ‘Residuals’ $960,950 for 6 Months

From THE DAILY BUREAU

HOLLYWOOD, May 26. — The Screen Actors Guild, in the six-month period ended April 30, collected and distributed to its members $960,950 in residual payments on television entertainment films, it has been disclosed in the guild’s newsletter.

Collections since the inception of the current guild contract, the newsletter added, total $3,336,901. These figures, it was pointed out, do not include payments on filmed television commercials.

Cannon ‘Star’ in ‘Pride’ Ads

The ancient and massive 40-foot cannon which figures importantly in Stanley Kramer’s “The Pride and the Passion” will also figure importantly in the advertisements planned for the film by United Artists, which will appear in 20 national magazines and trade publications with an estimated combined readership of 18,000,000. The picture, the location on a Spanish, is scheduled for its first engagement late next month.

TV-Radio Drive for ‘Fire’

Columbia Pictures has retained TV Movie News Service to place “Fire Down Below” on TV and radio in a campaign that will run until August 10. Two five-minute features which were made while “Fire Down Below” was in production in Trinidad will play an important role in the promotion. TV Movie News Service expects to secure between 34 and 42 airings for the films, “A Man with Rifa” and “Galapoulous.”

Eight to Tour for WB

Eight personalities involved in the production of two of Warner Bros, upcoming releases, “Elia Kazan’s Face in the Crowd” and Jack Webb’s “The D.I.”—have been set by Warner Bros for an extensive series of appearances on television and radio shows. They include: Kazan, Andy Griffith, Budd Schulberg, Lee Remick and Tom Glazer for “A Face in the Crowd,” and Webb, Jackie Loughery and Monica Lewis for “The D.I.”

Soviet Film Booked

“The Forty-First,” the Soviet color film which won the special award for “best scenario, quality and grandeur at the 1957 Cannes Film Festival, will have its American premiere on June 15 at the Cameo Theatre here, it was announced by Artkino Pictures, its American distributors.

Name Dwore to Buy-Book

Sid Dwore, who operates the Cameo in Schenectady, N. Y., has been engaged by Joseph Warren to buy and book the new 1000-car Super 30 Drive-in, near Ballston Spa. The theatre opened on May 15.
NOW IS THE TIME TO DIRECT YOUR AGGRESSIVE SHOWMANSHIP TO THE BIG-MONEY ATTRACTIONS

IMMEDIATELY AHEAD

FROM PARAMOUNT

TO A BOXOFFICE HOT SUMMER
THE O.K. CORRAL


U JAMES


LONELY MAN

Jack Palance, Anthony Perkins Neville Brand, Robert Middleton, Elaine Aiken VistaVision®

DELINQUENT

AR KHAYYAM

Cornel Wilde, Michael Rennie, Debra Paget, John Derek, Raymond Massey, Yma Sumac Technicolor® VistaVision®

THE STORY OF FABULOUS JIMMY WALKER... MAYOR OF NEW YORK

PALANCE AND PERKINS IN GUNSLINGING ACTION

LOVER—ADVENTURER—WARRIOR

GREATEST GROSSER OF ALL TIME...
The success story of the attraction that critics, public and exhibitors call “the pinnacle of all motion pictures” continues to grow day by day as DeMille’s masterpiece attains grosses and runs never equalled. It has long since established a boxoffice pace in excess of the previous all-time champion. Its power at the boxoffice has simply never been matched. And every new engagement proves just that.
Golden Jubilee

(Continued from page 1)

as a traveling unit so that this Golden jubilee kickoff event may be put on in key cities throughout the United States.

This is one of the first steps in the joint exhibitor-producer-distributor business building program.

Dais List Impressive


Plan More Benefits

(Continued from page 1)

Fifteen companies will bring in their branch managers, who make up the 1957 distributor committee.

The party will leave New York by special train the day after the testimonial dinner to Montague on the 19th. After spending June 21 at the hotel members of the group will be taken to Herman Robbins’ Edgewater Motel at nearby Schroon Lake, where they will be weekend guests of Robbins and his sons, Allen, Burton and Norman. The annual meeting of the hotel’s board of directors will be held at Edgewater Motel on June 22. The party will return to New York June 23.

Exhibition Committee

For Montague Fete Set

A committee of leaders in motion picture exhibition has been named to participate in the Will Rogers Memorial Hospital testimonial to its president, A. Montague, it has been announced by Harry Brandt, general chairman of the dinner event, which is scheduled at the Waldorf-Astoria June 19.


REVIEWS:

The D. I. — Warner Bros.

The training of the United States Marine Corps has been a topic close to the top level of public consciousness since several recruits were drowned during a night march at the Parris Island boot camp some months ago. Here is a definitive picture about that program produced and directed by Jack Webb in the semi-documentary style which brought him fame as Sergeant Friday.

Here he is a sergeant, too, but a Marine sergeant and of that special breed known to the Corps as a D. I.—drill instructor, the stony-faced, seemingly heartless machine who in 12 weeks turns raw recruits into tough, smart fighting units in the United States Marines. To give dramatic validity the picture is built around the story of one boy, played by Don Dubbins, spoiled and confused, whom Webb and the program build into a responsible man. Also there is a girl, Jackie Loughery, present mostly as a foil to bring out Webb’s humanity. But generally the picture is a detailed analysis of how the Marine training program works and why. And at times it is a very perceptive analysis.

Throughout there is an air of authenticity and realism which is the key to the picture and one which Webb has been using to exploit on the record and disc jockey circuit. Also, of course, there is available for exploitation the full backing of the Marine Corps.

Running time, 106 minutes. General classification. Release date, June 22.

JAMES D. IVENS

The Wayward Bus

20th Century-Fox—Cinemascope

John Steinbeck’s racy novel, “The Wayward Bus” has at last reached the screen—in a considerably and appropriately expurgated form. The numerous romantic entanglements are still there, but all save one are now quite chaste. The single exception is the illicit intercourse between the bus driver and the spoiled society girl, and it is treated with circumspection on the screen.

Otherwise, the Steinbeck original seems sufficiently intact and makes for a fairly interesting story about a motley group of characters who make a somewhat precarious bus ride together. John Callins, Jayne Mansfield’s husband, Dan Dury is the principal name for the marque. Given a hard push at the start, “The Wayward Bus” should do well enough at most box offices.

The plot derives from the “Grand Hotel” school; circumstance brings a number of strangers together in one place for a few hours where their lives connect briefly and then they part. The Steinbeck characters meet on a runabout bus which makes an out-of-the-way run between a small California town and San Juan.

The people are the usual varied lot: Miss Mansfield plays a blonde of dubious reputation who wants to become respectable; Dalley is a wise-cracking salesman; Dolores Michael is a society girl on an enforced vacation with her neurotic parents—a shrewish wife and her browbeaten husband. There are also, in addition to the bus driver, whom Rick Jason plays, a couple of teen-agers and a cantankerous old man. Miss Collins plays the wife of Jason—an alcoholic whom he has left after a quarrel at the start of the film and with whom he is reconciled at the end.

Most of the picture is concerned with the bus trip, and there are two melodramatic highlights in a couple of near accidents caused, first, by a landslide and, later, by a washed-out bridge. The rest of the time is devoted to romance, which now blossoms and then fades, and to a great deal of talk—some humorous, some serious.

This film was produced by Charles Brackett and directed by Victor Vicas. The screen play was written by Ivan Moffet.

Running time, 80 minutes. Adult classification. Release, in June.

RICHARD GERTRNER

Large Circuits

(Continued from page 1)

Edward Rowly and Ben Buttenwiser—since early 1936.

According to one of the circuit executives, an economic and preliminary legal study of the circuits into one huge operation has already been completed and lawyers have it. The discussions between UATC, which is headed by president George F. Skouras, and Skouras Theatres, headed by Spyros F. Skouras, have been going on for some time on this matter, it was also said.

Would Comprise 400 Theatres

Out of this program to merge all the circuits into one large operation across the nation would result a theatre circuit encompassing close to 400 theatres. It was pointed out that a combination of all interests of UATC, Skouras Theatres, Rowley—United Theatres of New York, and Randforce and Randforce would bring about a theatre operation totaling close to 357 theatres. The 1957 Motion Picture Almanac shows that UATC owns, operate or control 153 theatres, Skouras, 50; Rowley—United, 147; United California, 89; and Randforce, 31 theatres. Prudential has 58 theatres.

UATC Has Many Interests

UATC also has extensive exhibition interests in Metropolitan Playhouses and Penn Federal Enterprises. The circuits have agreements active in Magna Theatre Corp. and Todd-AO Corp., the licensed producers to make motion pictures in the Todd-AO process and distribute Todd-AO motion picture theatre equipment.

Kerasotes Speaker

(Continued from page 1)

will feature the annual convention of Tennessee Theatre Owners Association at the Hermitage Hotel here on Tuesday.

Other speakers will include Norris Haines, of the Willy’s-Kinney Theatres on “Advertising and Public Relations,” Mike Simons of M-G-M on “The Importance of the Motion Picture Theatre in Your Town,” and George Roscoe, TOA field representative, on “Cable Television vs. Theatres.” In addition, Walter Morris of Knoxville will speak on art and foreign films and John Link of Crescent Amusement Co. on concessions.

An open forum will be held and officers will be elected. J. Morton Tone, president, will preside.

Goldwyn Suit Trial

(Continued from page 1)

the action originally filed in 1950. The delay was caused by U. S. Judge Edward P. Murphy’s crowded calendar as well as other court cases now being argued by Joseph J. Aito, attorney for Goldwyn, and Arthur B. Dunne, representing Fox West Coast and half a dozen other exhibitor defendants.

July 1 was tentatively set for the start of the trial.
**PEOPLE**

Eric Johnston, president of the Motion Picture Association of America, and Mrs. Johnston will be luncheon guests today of President and Mrs. Eisenhower at the White House.


E. J. Hinge, vice-president of Cinematograph Exhibitors Association, and Ellis Pinkey, general secretary, will represent the association at the next meeting of the Union Internationale de l'Exposition Cinematographique to be held at The Hague on June 18 and 19.

Martin Heller, attorney formerly with RKO Radio and American Broadcasting-Paramount Theatres, has joined the M-G-M home office legal department under Ben Melniker, vice-president and general counsel.

Orville Crouch, Eastern division manager of Loew's Theatres, has been named chairman of the Washington Summer Juicer campaign, designed to encourage more people to visit the Capital during the summer.

Frederick Forges has been elected president of the Hollywood Foreign Press Association, succeeding Henry Gris. Other officers are: Nora Laing, vice-president; Terry Elman, treasurer; and Joseph B. Polonsky, secretary.

Rudy Norton, Cleveland distribution veteran, has been named manager of the Imperial Pictures exchange there.

Joe Vleck, head of the special films department of Fox Intermountain Theatres and manager of the Esquire Theatre, Denver, has been named managing director of the Tabor Theatre there, which is being reopened for a run of "Around the World in 80 Days."

Joseph J. Laub, formerly assistant general counsel for RKO Radio Pictures, has become associated with the legal department of Walt Disney Productions, in the New York office.

**FEATURE REVIEWS**

**The Restless Breed**

**20th Century-Fox**

You may mark this as a restless Western, adorned by novelties of plot and character, by artful photography, direction, sets and use of color, and camera movement changes of mood? It is virtually unadorned by humor, adorned only slightly by the feminine sex, and is always moving toward the climax of battle and gunsmoke from which the hero emerges.

Scott Brady, in this "legended" of the Southwest, is a lawyer and also a Secret Service man's son. When the picture opens, informed of his father's death by ambush, he thereafter is obsessed with revenge. He deserts incognito upon the Texas town where it happened, a desperado's town—and by hunting his way with a fast, accurate gun, immediately establishes himself as a reckless gunfighter. Rhys Williams, law-and-order leader, pions, presents the situation, a "revered" and host to Brady's late father, at first with other citizens welcomes Brady, then reviles him for what seems to be senseless killing. Anne Bancroft welcomes him and remains a welcome wife. As the reverend's ward, she also remains a target for his jealousy and ceaseless preachments against Brad. The all is resolved when Secret Service marshal Jay C. Flippen comes to town, also to avenge Brady's father. There is a general exchange of identities, and rejoicing that Brady is not a mere killer, some recriminations (Flippen attempts to restrain Brady), and then the gunplay. For by this time, Jim Davis, chief killer, and his henchmen have ridden into town. They kill Flippen but Brady kills them.

Edward Alpiner is the producer, Ace Herman the associate producer, and Raymond Einfeld is listed as production executive. Allan Dwain directed and was assisted by Lee William Lukather. They worked from a screenplay by Steve Fisher. Running time, 81 minutes. General classification. Release, in May.

**Let's Be Happy**

**Allied Artists—CinemaScope**

**Hollywood, May 26**

The pairing of the names of Tony Martin and Vera-Ellen on a marquee is notification world around that song and dance are being made available to the observer interested in those articles of entertainment. And when the billing adds the important information that they are to be had in the size and shape of CinemaScope and the Technicolor process, one strong case has been made for the box office success of the attraction—in this instance, "Let's Be Happy." It is clear to the observer of such billing that the production is light in subject matter, bright of manner, gay in department and directed strictly for persons prepared for pleasantry, rather than plot, for smiles, rather than suspense. And this production by Marcel Helmman bears out the premise of that preface.

The screenplay by Diana Morgan and Dorothy Cooper, based on a stage play by Aimee Stuart called "Jeannie," opens in a Vermont village, where Vera- Ellen discovers she is an heiress to the family fortune of $5,000,000, which she determines forthwith to spend on a visit to Scotland. The picture ends in Vermont, also, these sequences in Vermont, which are fractional, the screenplay conducts to Scotland via Paris by plane and train with an American named Stanley Smith, played by Martin, and a British Lord named MacNaan, played by Richard Fiening, competing for her hand in matrimony. The outcome's never in doubt, but this is beside the point.

Five songs by Nicholas Brodszky and Paul Francis Webster are presented in the course of the proceedings with Martin giving his share of the full Martin treatment, and with Vera-Ellen doing a bit of the Vera in her own way, as well as contributing her Terpsichorean artistry. Outstanding on the music side of the picture is a spectacularly colorful precision ballet staged by Pauline Grant, which comes late in the production. Support is provided by a large cast headed by Zena Marshall, Guy Middleton and Katherine Kath. The picture was directed by Henry Koster. Running time, 89 minutes. General classification. Release, in May.

**William R. Weaver**

**The 27th Day**

**Columbia**

An interesting fantasy about the possibility of future world peace. The "27th Day" packs no real punch because it is weighted down by a plethora of dialogue and an unnecessary love story. It starts off well but the noticeable lack of thrills or excitement despite an inherently suspenseful idea, dissipates the basic attributes.

The story begins with five unrelated people from different parts of the world brought mysteriously to a space ship far removed from the earth. Their host tells them he comes from another planet where people need a new planet upon which to live. Inasmuch as the moral code of his people will not permit them to destroy intelligent life and the people on earth seem determined to destroy themselves, he gives them each a weapon powerful enough to decimate human life but not the planet. The weapon is three capsules which become powerless after 27 days and

**Press Meets New Fox French Star**

Danish pastry and coffee, couple with small chit-chat among the trade and lay-press highlighted an interview at the 20th Century-Fox scheduled on Friday morning to introduce Christine Carere, the 18-year-old French actress, who has been signed for the starring role in the company's CinemaScope production of "A Certain Smile."

Miss Carere, pert, diminutive and all at ease due to limited knowledge of the English language, arrived at almost an hour before her interview. Representatives of the film company, publicity staff said that her plane was delayed.

The coffee—always a happy thought to brace up people who do not eat breakfast, was successful in putting the chit-chat in whirling away the time.

One in 10,000, Says Fox

Miss Carere's charm, when she arrived, made it worth-while. The young French performer, dressed in cute—and tight—blue outfit, said that the presentation of the prospective leading lady and director of "A Certain Smile," Henry Ephron and Jean Negulesco following a test in Europe for the role, she and the 20th-Fox publicity staff said that more than 10,000 girls were interviewed and tested for the part in the Francoise Sagan novel. The other 9,999 needn't have tried.

"Wonders" Leaves Dallas

DALLAS, Tex., May 26—After 735 performances in 56 weeks, "Seven Wonders of the World" made its exit from the Melvis Theatre here. The theatre will remain dark until Cinerama's fourth feature "Search to Paradise" is ready.
E D I T O R I A L

(CONTINUED FROM PAGE 1)

The Monster That Challenged the World
United Artists

The abundance of science-fiction monster pictures currently being shown on the nation's screens is augmented by this better-than-average production that should amply fill the craving for this type of film that has already been satisfied. This "monster" has the advantage of a good script and direction.

In the Salton Sea in California, where the Navy practices maneuvers, some sailors are found dead, totally deformed and shrivelled up, following an earthquake. Some marine excretion discovered to be radioactive. Although Naural Intelligence prohibits swimming in the area, two more people are missing and divers from the laboratory are sent down. They find a mutilated body and a giant, radioactive wasp which is brought up. It proves to be the egg of some prehistoric creature related to the mollusk that sucks the very life from its victims.

Not knowing how many of these creatures or eggs are still wandering or hatching below the surface of the water and realizing they could escape though the waterways and destroy all life on earth, a search is begun for the pool where they have nested. Eventually their hiding place is discovered and depth charges remove their potential terror.

Tim Holt, absent from the screen for several years since his Western days, plays the hero, an Intelligence officer, and Audrey Dalton provides the romance.

Arthur Gardner and Jules V. Levy co-produced, Arnold Laven directed and Pat Fielder wrote the screenplay from a story by David Duncan.


J. R.

The French They Are A Funny Race
Gaumont-Continental Distributing

Preston Sturges, who wrote and directed some of Hollywood's greatest comedies, is back in the saddle making films again, this time in France. "The French They Are A Funny Race," his first picture in too many years, shows that he still has a very sure sense of humor as well as the fact that he needs some kind of discipline to bring order out of a chaos of random comic elements. It is, however, by nature of subject matter and cast, a natural for the sophisticated art house trade.

Based on "The Notebooks of Mauje Thompson," a series of satiric essays by Pierre Parain on the peculiarities of various French national traits as seen by an Englishman, the film also is a loosely tied collection of essays, some of which are hilarious and some of which are not. On the surface, it is the story of Major Thompson, wonderfully played by Jack Buchanan, who lives in Paris with his French wife, Martine Carol, and their young son.

With the aid of French character actor, Noel Noel, the major offers amusing views and commentary on the hazards of driving in France, on the amount of time taken up by shaking hands, on the labyrinth of French bureaucracy, on the French attitude towards, and some of which are not. On the surface, it is the story of Major Thompson, wonderfully played by Jack Buchanan, who lives in Paris with his French wife, Martine Carol, and their young son.

With the aid of French character actor, Noel Noel, the major offers amusing views and commentary on the hazards of driving in France, on the amount of time taken up by shaking hands, on the labyrinth of French bureaucracy, on the French attitude towards, and some of which are not. On the surface, it is the story of Major Thompson, wonderfully played by Jack Buchanan, who lives in Paris with his French wife, Martine Carol, and their young son.

THREE OF THE BIGGEST... IN ONE OF THE BEST!
COLUMBIA'S
FIRE DOWN BELOW
TECHNICOLOR®
CINEMASCOPE
A WARWICK PRODUCTION

MOVIEGOING

(Continued from page 1)

tended by representatives of the MPAA advertising and publicity directors committee, exhibition and the Council of Motion Picture Organizations.

$5,000 Earmarked for Radio

The MPAA board of directors, at a meeting here last week, approved an initial $5,000 for the radio spot campaign as part of the overall $375,000 initial budget for the program, in which $100,000 will be paid for exclusively by the MPAA and the remaining $275,000 raised by exhibitor contributions and matched dollar for dollar by the MPAA.

Attending the luncheon meeting were Sid Seacole, chairman, Harry Goldberg, Harry Mindell, Ernest Emruling, Charles McCarthy, Jeff Livingson, Sidney Blumentost, Taylor Mills, and Oliver Kingsbury of Donahue & Coe.
IN OUR VIEW

NETWORK brass of varying degrees of stability, as well as the lesser metals in the several related departments, are at the moment, and have been for a while now, knee-deep in program planning for the next Fall season. There is a deal of soul-searching, figure-examining and probably a goodly portion of just plain bird-watching going into the planning effort.

It is a good time for re-examination of a few elements of program pace and policy all the way down the line. Coincidence, cause and opportunity, come to hand a few pertinent revelations from diverse sources. Not too long ago up Boston way was held a conference on local public service programming.

Recurrent theme through the conference, expressed pointedly by speakers of different occupational persuasions, was that the American public is constantly thirstier for greater knowledge. Perhaps it is too great a hope to accept television, in the words of one speaker, as "a mighty force capable of encouraging mankind to aspire toward loftier goals." That is a noble sentiment and perhaps is true in basic potential, but it goes a bit beyond reality. However, the vital point still remains that television is a powerful medium, a fact which must not be forgotten, but sometimes is.

In that connection the general conference centered on the age factor and that television viewers reported to have increased some 15 per cent in the past year, the program planners have vast encouragement to do bigger and better things in the coming year. Robert Saroff, NBC president, recently cited the fact that his network plans good program balance, emphasizing the fact that constant and careful study is going into the matter. Incidentally he answers the reported charge that NBC, and the other networks, are placing too much emphasis on six-packs and saddles on the one hand, and abdicating their creative function to outside packagers and producers, on the other.

Mr. Saroff cites the fact that NBC's own original program development has been stepped up, with at least one-third of the shows now scheduled for next Fall in the NBC-produced category.

From Leonard Goldenson recently

Television Today

TV Academy Plans Membership Drive

Tex McCray, chairman of the membership committee of the New York chapter of the Academy of Television Arts and Sciences, has called a series of three general membership meetings of the TV Academy, which will be held at 8:00 P.M. at the Waldorf-Astoria Hotel on Tuesday, May 28th; Monday, June 3; and Thursday, June 13. Purpose of the meetings is to kick-off the Academy's annual membership drive.

Mark Goodson, recently elected chairman of the New York chapter, will introduce the new officers and board of governors to the membership at the May 28 meeting and will lead a discussion of the purposes and plans of the Academy in the coming year.

NTA Drops Financing Deal with Bache & Co.

National Telefilm Associates has secured interim private financing and withdrawn from its agreement with an underwriting group headed by Bache & Co., according to NTA president Ed A. Langdon. The television film distribution company entered into an agreement with Bache regarding the procurement of $7,500,000 through the conversion of notes or debentures to common stock. It is understood the temporary financing was received from Heller and Co.

Rooney Signs Five-Year Pact with CBS Television

Mickey Rooney has signed an exclusive five-year contract with CBS Television. It was announced at the weekend by Hubbell Robinson, Jr., CBS Television executive vice-president in charge of network programs. Under the terms of the contract, Rooney's television appearances will be exclusive on CBS Television but provisions of the agreement permit him to accept other engagements.

The name of the new and interesting diversification of ABC-TV programs for the Fall, and he called attention to the planned changes by all networks in intended programs for the important evening hours of the week. A greater variety of television menu, a better balanced diet of shows, the deeper penetration of the medium into the lives of all viewers are part of the basic planning of all three networks.

And from the standpoint of television itself, and the good of the viewer, we say: "Long live at least three networks!" For in that competitive aspect lies progress—in every direction.

—Charles S. Aaronson

See Six Per Cent Gain In TV Revenue in '57

From THE DAILY BUREAU

WASHINGTON, May 26 — The typical non-network American television station expects a six per cent gain in revenue and a three per cent rise in operating expenses in 1957, according to preliminary results of a survey recently conducted by the National Association of Radio and Television Broadcasters.

Almost 200 television stations were polled in the survey made by the NARTB's Employer-Employee Relations Department. The three networks and their owned and operated stations were not included in the survey.

The survey was based on broadcasters' own estimates of 1957 business compared with 1956 business, the NARTB said, with 80 per cent of those polled expecting an upturn in sales and about two-hundred per cent raising higher costs.

See Smaller Cities Favored

Television stations located in markets of less than 100,000 population are counting on a much greater percentage of growth and prosperity than any other market stations, the association said. The smaller stations expect a 12 per cent gain, while the larger stations expect a four per cent increase.

According to NARTB president Harold E. Fellows, the greater gain expected by smaller market stations may be due to the fact that more of these stations have only recently coped with the market stations, the association said. The smaller stations expect a 12 per cent gain, while the larger stations expect a four per cent increase.

Anti-Pay-TV

(Continued from page 1)

Co. has been acting as a major victory for the groups fighting subscription television.

"The Commission went out as a little forward in this proceeding as they possibly could have," he said. "They said they had the legal power to okay subscription television, but that was the only victory for the proponents. The commission expressed great doubts about the ultimate authorization of subscription television and even about an earlier test," he said.

The attorney said that "Most important, we won in terms of time. The further off a final decision is, the better. The deadline for comments is July 8. With August being a vacation month, it will be well into September or October before the Commission begins to tackle the problem of test conditions."

No Plan for Toll TV

(Continued from page 1)

1957, and asked for additional information looking toward a trial demonstration.

Harris, who late last month sent the FCC a lengthy list of questions on toll TV, said he received a short answer from the commission Friday. That answer said the commission could not yet reply to Harris' questions, but hoped it would be able to do so and get some of the additional information it said it wanted in the Thursday notice.

In his April letter, Harris had not only asked whether the commission had legal authority to okay toll TV, but also such questions as the type of service it would be classified as, whether the commission had power to control subscriber leasing and decoder, whether free TV programs would be displaced, and the like.

Harris, who at one point had been talking of holding an Ad Hoc Committee hearings on the subject, said he is now "content to wait" to see what the FCC turns up in its request for additional information on the circumstances surrounding a proposed testing of toll TV.

'Bayou' to Open in N. O.

United Artists "Bayou," which was filmed on location in Louisiana, will have its world premiere at the Saenger Theatre in New Orleans on December Day. Governor Earl K. Long of Louisiana and Mayor de Lesseps Morell Rouse will head a delegation of state and city officials preparing for the city-wide activities preceding the premiere.

THE TRANSCISTIONS FILM COMMERCIALS WITH FINE SOUND are recorded at FINE SOUND INC. 711-5th Ave., N.Y.C.
YOU CAN RESERVE AIR FREIGHT SPACE ON ANY FLIGHT IN THIS TIMETABLE

On United, you can reserve Air Freight space the same way you reserve passenger space—and on any of 900 daily flights!

The same United timetable you use to get places quickly and comfortably can be used to schedule large or small Air Freight shipments (from pounds to tons).

Air Freight moves on all United flights. And United will reserve space for your shipment on whatever flight you select.

This is called "Reserved Air Freight." It's United's way of handling Air Freight shipments with all the speed, frequency and schedule dependability of regular passenger service. In fact, United will even pick up and deliver your shipment.

To guarantee the space you need on the flight you want, you simply call United's local Air Freight office three hours or more before flight time. They'll clear and hold the space for you.

No other airline does so much to make shipping so fast, so easy, so dependable. And at rates you'll find pleasantly surprising.

Examples of United's Air Freight rates

<table>
<thead>
<tr>
<th>Destination</th>
<th>Rate per 100 pounds*</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHICAGO to CLEVELAND</td>
<td>$4.78</td>
</tr>
<tr>
<td>NEW YORK to DETROIT</td>
<td>$5.90</td>
</tr>
<tr>
<td>DENVER to OMAHA</td>
<td>$6.42</td>
</tr>
<tr>
<td>SEATTLE to LOS ANGELES</td>
<td>$9.80</td>
</tr>
<tr>
<td>PHILADELPHIA to PORTLAND</td>
<td>$24.15</td>
</tr>
<tr>
<td>SAN FRANCISCO to BOSTON</td>
<td>$27.00</td>
</tr>
</tbody>
</table>

*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.

Door-to-door service
SHIP FAST...SHIP SURE...SHIP EASY

For service, information, or free Air Freight booklet, call the nearest United Air Lines Representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Illinois.
soon...
the motion picture that crosses a new boundary in screen entertainment!

20th Century-Fox presents
A HATFUL OF RAIN
CINEMASCOPE

starring EVA MARIE SAINT / DON MURRAY
ANTHONY FRANCIOSA / LLOYD NOLAN

reuniting the genius of
PRODUCER BUDDY ADLER / DIRECTOR FRED ZINNEMANN
who gave you "From Here to Eternity"!

SCREENPLAY BY MICHAEL VINCENTE GAZZO and ALFRED HAYES

"Can't I give you the love you need, Johnny?"
Exhibitor Film Financing Plan Presented
In Texas; Reaction Described as 'Excellent'

The second regional meeting to explain the latest exhibitor film financing program in which Distributors Corp. of America would handle the release of the initial 16 pictures planned was held in Dallas at the weekend and received an excellent reaction from Texas theatre owners who attended the luncheon meeting,” it was reported here yesterday.

The exhibitor program, as explained in the initial meeting held in New York April 10, provides for each participating theatre to put up a certain sum of money, like a stock investment. Some 100 exhibitors from the metropolitan New York area pledged $500,000 at that meeting.

Fred Schwartz, DCA president, is currently working on setting up meetings in other theatre areas, namely Boston and Philadelphia at present. It was pointed out recently that the sponsors of exhibition’s latest effort to increase the product supply hope to have at least 5,000 theatres participate initially in the program, by subscribing $250 for a minimum stock investment.

Sees Films Emerging From Fiscal Shade

Indications that Hollywood “may be emerging from an era of financial troubles” are cited in an article entitled “Hollywood Comeback?” in the current issue of Barron’s national business and financial weekly.

Reviewing recent and current earnings, prospects of the production-distribution companies for the immediate future and citing the diversification undertaken by most of the companies, the article concludes “that widespread screen approach to the entertainment business may provide the long-awaited happy ending.”

It reports prospects of an increase of 65 to 70 more pictures produced in 1957 than the 296 figures it says were produced last year.

It reports that “Around the World in 80 Days” is expected to gross $5,000,000 “in its first 111 theatre engagements.”

SBC to Study Funds
For Small Businesses

From THE DAILY BUREAU
WASHINGTON, May 27 — The Senate Small Business Committee has announced the financing of the needs of small business will be one of the subjects it will study this year.

Staff members said that although the senators are not specifically included in the study they could certainly be considered. Committee staffers, however, that any consideration of small businesses would wait until the results of the Senate Banking and Currency Committee’s June hearing on small business. (Continued on page 4)

Life of 16mm TV Film
Much Too Short: Nenec

Television film distributors and advertisers who use motion pictures to demonstrate their wares on television have run into a cost predicament that threatens to put the marginal distributor out of business, according to a television distribution cost study conducted by Boyce Nenec, New York consultant in the film and television fields. The study reports that prints (Continued on page 5)

Toll-TV Trial
Now Believed
Off Until 1958

Permanent Authorization
Viewed as Two Years Away

By J. A. OTTEN
WASHINGTON, May 27 — A test of subscription television is almost certainly off now until after the first of the year, according to the best guesses of communications lawyers in Washington. And any proposal to authorize toll TV permanently is still a couple of years or more away, they believe.

They interpret the FCC action of last week asking additional information looking toward a trial test as a stalling device adapted as a middle ground to satisfy everyone. The extra (Continued on page 5)

Elect Richard Brandt
Trans-Lux Cos. ‘Head’

The election of Richard P. Brandt to president of Trans-Lux Theatres Corp. and Trans-Lux Pictures Corp. has been announced by Perival E. Fubler, chairman of the board and president of the Trans-Lux Corp.

Brandt, a member of the Trans-Lux organization since 1930, now supervises all facets of the television and motion picture divisions of the corporation. Further also announced the appointment (Continued on page 4)

Fox Sales
Meet Today

Division and district sales managers of 20th Century-Fox will convene at the home office here today for a special meeting with general sales manager Alex Harrison on distribution and merchandising plans for the company’s 16 summer releases.

Plans for special handling of the national release of the summer product will be outlined by vice-president Charles Einfeldt and members of his department. Harrison will also be assisted in the discussions by division managers Martin Modowitz, Glenn (Continued on page 4)

House, Senate Agree:
$96,200,000 to USIA

From THE DAILY BUREAU
WASHINGTON, May 27 — House-Senate appropriation conference today reached a compromise agreement to give the U.S. Information Agency $96,200,000 for the coming year, starting July 1.

The figure is $7,800,000 below the (Continued on page 4)

Poll COMPO Members
On June 19 Meeting

Members of the executive committee of the Council of Motion Picture Organizations are being called on whether June 19 is suitable as a date for their next meeting. Letters have been sent out by Robert W. Coyne, COMPO special counsel.

The COMPO executive committee’s next meeting had been planned for June 10, but a number of conflicts arose causing the industry group to seek a new meeting date. It is understood that June 19 appears as the best date as a number of the executive committee members will be in New York to attend resumption of industry talks on arbitration and conciliation on June 17.
PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has returned here following visits to key cities of the Midwest.

Joseph H. Moskowitz, 20th Century-Fox vice-president and Eastern studio representative, will return to the city early next month.

Leonard W. Schneider, vice-president of Decca Records, will return to New York on Sunday.

Charles B. Moss, executive director of the B. S. Moss Theatres, will return from New York to Europe next month.

Cadiz, B. Moss, has returned to New York for engagements in Europe.

Ben E. Sandlin, president of Pathé Laboratories, has returned to New York.

James F. McMillen, managing director of Harmony Films Ltd., returned here yesterday from London via B.O.A.C.

John Springer, 20th Century-Fox national magazine contact, has returned to New York from Europe.

Benjie Serlin, of the Warner Brothers field exploitation staff, left New York yesterday for Raleigh, N.C.

Increase in Pathe’s Volume, Profit Seen

The dispute between Pathe Laboratories, Inc., and Universal Pictures Co., has been settled satisfactorily and “it will mean a substantial increase in volume for the laboratory and should mean an important increase in profits,” William C. MacMillen, Jr., president of Chesapeake Industries, Inc., reports in a notice to stockholders.

The head of the parent corporation of Pathe Laboratories said that under the new agreement, Pathe will receive color work equal to that it would have had if Universal had given its color printing from the time Pathe was prepared to handle color. In addition, Pathe will receive all of Universal’s color printing and all of its black-and-white printing for the term of the contract which ends in 1961, he said.

MacMillen also told stockholders that in return, Pathe reinstated Universal’s disputed option on 15 percent of Pathe stock.

Detroit Meeting Today on Ticket Campaign Plans

Special to THE DAILY

DETROIT, May 27—Leading local exhibitors will gather here tomorrow at the Variety Club to discuss plans for sponsoring a promotional campaign in which free “sample” theatre tickets will be sent through the mails to prospective patrons.

The plan was conceived by Harold Brown, president of United Independent Theatres, who used it successfully at his Fisher Theatre. The response prompted him to suggest that all Detroit exhibitors, join in a city-wide effort.

East Europe Sales

On MPEA Agenda Today

A status report on negotiations to sell American films to Eastern European nations and discussions on film festival participation will highlight the agenda of today’s meeting of the board of directors of the Motion Picture Export Association.

The MPEA board will discuss Marc Spiegel’s progress in negotiations for sales of U.S. films to Czechoslovakia, Poland, and East Germany. Also, they will take up participation in the Venice Film Festival in Italy and in a Spanish film festival, along with a discussion on negotiations for a new film pact in Spain.

Other matters on the agenda today are import licenses, taxes and royalties in Egypt; films for the United Nations Expeditionary Forces; the New Zealand film board; the Common Market in Europe, and the master license formula.

Benefit Bow Nets $4,500

PALM SPRINGS, Calif., May 27—Approximately $4,500 has been donated to the Palm Springs Community Chest Fund as a result of the three-day benefit premiere celebration of Jerry Lewis’ new Paramount comedy, ‘The Delicate Delinquent,” held here over the weekend. The event was attended by film celebrities and Hollywood’s press, TV and radio representatives.

Elect Academy Officers

Hollywood, May 27—The new Academy board of governors, at its weekend meeting, reelected George Seaton president, Samuel G. Engel and Fred L. Metzler, vice-presidents, Hal Elias, secretary; John O. Allberg, treasurer, and Jacob H. Karp, assistant treasurer. The only new officer is Valentine Davies, elected assistant secretary, succeeding Perry Lieber.

5 Agree to Accept Mpls. Product Bids

Special to THE DAILY

MINNEAPOLIS, May 27 — At least five film companies here will accept bids for product for local houses in the Twin Cities, it was revealed here following the demand by the Twin City house operators for a RKO Thieves that its Twin Cities houses be allowed a chance at all pictures, regardless of the company releasing them.

The companies which announced they will accept bids are MGM, Warner Bros., Columbia, Paramount and United Artists. Universal branch manager Le Roy Miller said today that he was awaiting word from his office on the policy universal will follow, while Jack Cohan, 20th-Fox branch manager, said that he had received no letter from RKO Theaters asking for bidding here.

Two on Negotiation Basis

In the past, Minnesota Amusement Co. and two independents, Ted Mann, who operates the open World, and Ben Berger, who operates the Coppler, have reportedly pursued a policy of settling first run from such companies as MGM, Paramount and United Artists on a negotiation basis with the RKO houses taking Columbia and RKO pictures on an exclusive basis and dividing the product from other major distributors.

It was also revealed here that Ted Mann, operator of the World and Lyceum theatres in downtown St. Paul, has demanded bidding rights for these two theatres.

Spokane Theatres Push Anti City Tax Drive

Special to THE DAILY

SPokane, Wash., May 27 — Asserting that Spokane’s theatres are “facing bankruptcy,” three leading theatre executives have asked the city council to remove the city tax on admissions, which amounts to about $77,000 a year.

Theatre officials Joseph J. Rosenfield and Edward W. Johnson and Jack T. Hamaker informed the city council by letter that they have “faced a steady decline in business during the last four years”.

The letter stated Spokane’s theatres gross just half what they did in 1952. It noted that some theatres have been forced to close and others will face bankruptcy if they find no relief.

‘Prince’ Set for June 13

Warner Bros. “The Prince and the Showgirl” will have its world premiere on Thursday, June 13, at Radio City Music Hall for the benefit of the Free Milk Fund for Babies, Inc.

MPAA, Home Offices Plan To Stay Open on Friday

The offices of the Motion Picture Association of America and of its member companies here will be open on Friday for business following Memorial Day, according to a check of the home offices.

In some instances, employees will be given the choice of a four-day weekend this week or over July 4. Thus far, United Artists plans to shut down on July 5 allowing its employees to have a four-day holiday period.

‘Face’ Will Premiere in Three Cities Tonight

“A Face in the Crowd,” Ella Kazan’s production for Warner Bros. release, will have its world premiere in three cities tonight at the Globe Theatre here; the State Lake, Chicago, and the Egyptian, Hollywood. The New York opening will be a “your favorite character” affair, with ticket-holders co-opting their contributions for charities of their choice.

Heading the entertainment personalities, in addition to business and civic officials attending the premiere, will be Keenan, Bud Schulberg, author of the script, the film’s star Andy Griffith, and featured players Lee Remick, Walter Matthau, and Tony Randall.

The premiere festivities will be covered by the NBC television and radio networks, the CBS radio network, the Voice of America, WOR-Musical, and more than 100 independent radio stations.
BABY TAKES A BATH!

When baby takes a bath today—your baby or the Prize Baby—the towels cost 172 per cent more than in 1940.

No—we're not asking for a crying towel but compare this and all your other towering costs to the nominal increase, if any, that some of you have given to the Prize Baby during this same period.

Despite all this, the Prize Baby has never thrown in the towel in providing the kind of service you expect and receive...at lowest cost.

Despite all this, the Prize Baby has never thrown in the towel in providing the kind of service you expect and receive...at lowest cost.

Movie Market Trends

Tabulation of more than 120,000 interviews during the past 19 weeks revealed...

35.2% of the week's adult paid attendance came from patrons who said they were influenced to attend during this week because they liked the trailer they had previously seen on the attractions they went to see.

Thus, for every $1,000 the average theatre grossed from adults during the past 19 weeks, $352 came from persons who were directly influenced by the coming attraction trailer.
USIA's Budget

(Continued from page 1)
Administration's original request for $144,000,000, and $16,500,000 below the current appropriation of $159,500,000. The House had originally voted to give the agency $106,100,000 for the coming year, but the Senate cut it all the way to $90,200,000. The final compromise figure was reached last week.

The agency's Motion Picture Division, which this year has $7,004,320, would have had $9,440,000 if the Administration's request had been accepted. Under the final figure the division almost certainly will be cut below this year's appropriation.

The conference left it up to the agency to split the total appropriation among the different media used.

Many Prizes Slated for Cinema Lodge Golf Fete

Three out of every four players in each foursome in the sixth annual film industry golf tournament being sponsored by New York's Cinema Lodge of B'nai B'rith at the Van Houten Hill Country Club at Tuckahoe, New York, on Thursday, June 13, will receive prizes as an innovation this year, Martin Levine, tournament chairman, announced yesterday.

As in previous years, William J. German, Inc., has posted the prize money for the gifts to be given to the winners in one form or another, and National Service has again posted the foursome runners-up prizes. The next runner-up in each foursome this year for the first time will receive a prize being posted by Charles Okun for the Coca Cola Co.

Name AMPA Unit

Associated Motion Picture Advertisers, Inc., have selected a nominating committee for making up a suggested slate of officers for 1957-58. The committee includes: Gordon White, chairman; Paula Gould, Vincent Totta, Blanche Livingston, Paul Greenhalgh, Anita Brooks and Charles Alcoleo. The date will be available in about a week, it was announced.

New Greetley Theatre

GREETLEY, Colo., May 27—A program featuring band music, Kleg lights and the showing of the film "Oklahoma!" marked the opening of Cooper Foundation Theatres' new Colorado Theatre here. The Colorado is the first motion picture theatre built from the ground up in Greetley since the old Rex, now the Chief, which was built years ago.

Tuesday, May 28, 1957

Motion Picture Daily

Fox Meeting

(Continued from page 1)
Norris, Harry Ballance and Herman Wobber and home office executives Jack Bloom and Frank Carroll. Principles also to be discussed include Darryl F. Zanuck, head of 20th Century-Fox Studios. The meeting will be held in the Sun "A Haftif of Rain," "An Affair to Remember," "The Wayward Bus," "Bernardine," "Seawife," "Will Success Spoil Rock Hunter?" and "the Down Payment." In addition plans will be discussed for "Oklahoma!" (in Cinemascope) which is scheduled for the last of November engagements during the summer months.

Eight Regional Heads to Attend

District managers attending the meetings will include: Jack W. Kays, Atlantic; Al Levy, North-East; Tom O. McCleaster, Central; Morton A. Levy, Mid-West; Paul S. Wilson, South-East; Mark Sheridan, Jr., South West; Peter Myers, Canada. Reville Kniffin, assistant Western division manager, will also participate in the sessions.

Sees Films Emerging

(Continued from page 1)
ments." It says United Artists has $2,- 000,000 invested in the picture, which cost $0,000,000, and thus shares in the profits. Dick Bock, central to "Journey to the West," will participate in the discussions.

The article cites the growing importance of television in film operating revenues. By way of example, it says Columbia's "Sensor Green" in 1957 should have revenues of $22,- 000,000, or almost double that of the previous year. Close to 75 per cent of all pictures from new productions for TV, it reports.

Foreign grosses were up to $32,- 000,000 last year, it says, with actual dollar transfers for 1956 estimated at $170,000,000.

Elec Richand Brandt

(Continued from page 1)
ent of George Roth to vice-president of Trans-Lux Pictures Corporation and the election of Roth to the board of directors of the Trans-Lux Pictures and Trans-Lux Distributing Corporation, Roth has been vice- president of Trans-Lux Distributing Corp. since October, 1955.

Sylvia Seward Dies

Funeral services were held here yesterday for Sylvia M. Seward, a secretary at Loew's Theatres, Inc., and M-G-M Pictures since 1929, who died Friday after a short illness. Miss Sewards had been secretary to Charles C. Moskowitz, when he was vice-president and treasurer of Loew's Theatres until 1946. She then became secretary to Oscar A. Doob. Loew's Theatres and M-G-M executive, until 1955. When Doob retired, Miss Seward was transferred to the M-G-M Legal Department.
**FCC ‘Wrong’**

(Continued from page 1)

that the FCC has no power or authority to permit pay-TV; that pay-TV is not broadcasting and that it can never be in the public interest, because it is discriminatory.”

Rembusch and Harling maintain that the basic question to be determined is whether pay-TV is in the public interest. “The Congress and the courts whose province it is to make determinations as to legality will find that pay-TV is unconstitutional on more than one ground.”

**Point to Celler’s Bill**

“Congressman Emanuel Celler’s bill will be opposed by the Interstate and Foreign Commerce Committee, and it is inevitable that when this bill reaches the House, it will outlaw pay-TV,” the Committee co-chairmen state.

In their statement, the co-chairmen also say: “The word ‘how’ has become increasingly important in this controversy. How can there be ‘innovating’ in the meaning of the FCC when actually a private communication takes place between a set owner and a television station, to the exclusion of all others, unless a fee results in neither one party nor the other. The ‘Treasure Hunters,’ which tells of the effect of a sober young tutor on an outwardly gay family of fortune hunters, circa 1910, was remarkably both comic and tragic. The dialogue was often hilarious, witty and revealing, and individual scenes ranged from grotesque farce to poignant sadness. The whole leading mood was beautifully comprehended by Roddy McDowall, Donald Cook, Mary Ellis and a sharp young actor named Rex Thompson, all under the supervision of Herbert Hirschman. TV will be poorer with the forthcoming loss of this series.

Sid Caesar bowed out of NBC-TV Saturday night with the best of his best performances. It was a good show, but one can’t help wonder why he insists on weekly exposure with such an unpromising lack of good humor.”—V.C.

---

**16mm TV Film**

(Continued from page 1)

of 16-mm motion pictures made for television and distributed to stations has broadcast a useful life of only five to 15 presentations on the air, compared with normal motion picture theatre use experience of two hundred to four hundred projections for each release print.

The extreme difference in print life between television and theatres is attributed to physical damage from rough handling by inexperienced station personnel, to excessive inspection at the film exchange, and failure by distributors to fix responsibility and to collect for film damage.

Black and white 16-mm prints for television now cost two to four times as much as original 35-mm prints for theatres. It was a good show, but one can’t help wonder why he insists on weekly exposure with such an unpromising lack of good humor.”—V.C.

---

**Toll-TV Trial**

(Continued from page 1)

information is not to be filed before July 8. With all August devoted to vacation, the FCC is considered unlikely to engage with the test conditions until well into October. Then it’s possible that some further hearings or oral comments will be needed.

Further complicating things is that Chairman McConnaughy leaves the Commission June 30, and his successor will have to be briefed on the entire case. After the test, then the Commission will have to analyze what is learned, perhaps get further written comments, come to a proposed decision, get written and perhaps oral views on that, and, and, and... “My son is 13,” says one attorney, “and I’m going to leave him in my will the subscription television part of my practice.”

---

**TPA to Give FCC Unit New Business Data**

Television Programs of America, announced yesterday that it had agreed to furnish additional information to the Federal Communications Commission Network Study Group (Barrow Committee) in complete compliance with its request for information regarding business operations.

Under an agreement made with FCC counsel, which was approved by James D. Cunningham, chief hearing officer for the FCC, the subpoena served on Michael M. Silberman, executive vice-president will be adjourned until June 17.

The balance of the information sought by the Commission will be delivered by TPA on or before that date and the subpoena then withdrawn.

The adjournment date and the agreement between the government and TPA were set forth in a stipulation which was to be filed yesterday. The stipulation specifies that all material given the FCC by TPA is to be kept confidential and acknowledges that TPA gave the FCC the substantial part of the data sought before services of the subpoena.

---

**Hartford Theatre Cuts Adult Admission Scale**

Special to THE DAILY

HARTFORD, May 27—First downward price shift at a downtown theatre in many months has been announced by Bercal Theatres' Parsons, currently on a subsequent-run policy. The theatre has been used in the past for first-run, regional premieres.

The theatre has dropped adult price from 65 to 30 cents, matinees, and from 80 to 65 cents, evenings, with children's prices (25 cents) unchanged. It is believed the previous policy will be resumed in September.
"BEAUTY, POWER, APPEAL AND ALL THE BOXOFFICE ELEMENTS TO BRING IT LONG COMMERCIAL SUCCESS!"

— Film Daily

"IMPRESSIVE PRODUCTION ... BRILLIANTLY CAST!"

— Hollywood Reporter

"MOVING PRODUCTION ... WIDMARK IS TRULY MAGNIFICENT!"

— Boxoffice

"BRILLIANTLY PRODUCED AND DIRECTED BY OTTO PREMINGER. SPLENDIDLY ACTED BY NEWCOMER JEAN SEBERG!"

— Showmen's Trade Review

"HIGH DRAMA ... RICH IN EMOTIONAL APPEAL AND EXCITEMENT!"

— Motion Picture Herald

"EXCELLENT PRODUCTION!"

— Exhibitor

"THE STORY OF SAINT JOAN AND THAT OF THE NEWCOMER CHOSEN TO PORTRAY HER ARE PRE-SOLD ELEMENTS. EXHIBITORS CAN TAKE IT FROM THERE AND BE THANKFUL FOR IT!" — Motion Picture Daily

FOR THE FIRST TIME ON THE SCREEN OTTO PREMINGER PRESENTS BERNARD SHAW'S 'SAINT JOAN'
STARRING RICHARD WIDMARK RICHARD TODD ANTON WALBROOK JOHN GIELGUD & JEAN SEBERG

WITH FELIX AYLMER HARRY ANDREWS BARRY JONES FINLAY CURTIE BERNARD MILES PATRICK BARR KENNETH HAIGH ARCHIE DUNCAN MARCOT GRAHAME FRANCIS EU MULFI VICTOR MADDEAN DAVID OXLEY SYDNEY BRONLEY DAVID LANGTON SCREENPLAY: GRAHAM GREENE MUSIC: MISCHA SPOLJANSKY PRODUCTION DESIGN: ROGER FURSE PRODUCED AND DIRECTED BY OTTO PREMINGER DISTRIBUTED BY UNITED ARTISTS

"A TRIUMPH!" was the unanimous verdict of the International Press following the gala World Premiere in Paris on May 12.

NOW WATCH THE LATE JUNE OPENINGS IN

NEW YORK, Victoria / CHICAGO, Garrick / LOS ANGELES, Four Star
Hollywood World's Top Selling Force: Johnston

TOA Asks Johnston Explain Toll-TV View

Theatre Owners of America, in its latest bulletin to membership, reports it is seeking clarification of an explanation from Eric Johnston, president of the Motion Picture Association of America, on his recent statement that "subscription television could prove helpful to everybody."

"The lifelong customers of the companies that you represent have for years strenuously opposed any form of toll-TV within the jurisdiction of the FCC. To our knowledge, no one has advised us as to how pay-TV 'could prove helpful' to the theatre owners of America," the TOA bulletin states.

Johnston, when informed of the (Continued on page 6)

See Court Fight Near Over Crescent Control

Special to THE DAILY

NASHVILLE, May 28 — With the filing by the defendant, First American National Bank, of answers to the allegations of Mrs. Tony Sudolak, a legal fight for a majority control of Crescent Amusement Co. appears set in Davidson County Chancery Court. Indications are that court hearings on the plea of Mrs. Sudolak that possession and control of at least 4,314 (Continued on page 2)
Personal Mention

IRVING N. MARGOLIN, vice-president and treasurer of Cinerama Productions, will leave here today for Chicago, Minneapolis and Hollywood.

CHARLES BOASBERG, worldwide sales head for Paramount’s "The Ten Commandments," returned to New York yesterday from Europe.

CHARLES L. CASANAYE, president of the Fred Astaire Dance Studios, will arrive in New Orleans tomorrow from Hollywood.

SYD HYAMS, managing director of Eros Films, Ltd., will return to London from New York today via B.O.A.C.

HUGH OWEN, vice-president of Paramount Film Distributing Corp., will leave here today for Atlanta.

GEORGE KALLMAN, United Artists manager in Peru, has arrived in New York from Lima.

GEOFFREY MARTIN, advertising-publicity director of J. Arthur Rank Film Distributors of America, has returned to New York from London.

A. STEPHEN CLC, Paramount's manager in India, has arrived in New York from the Far East by way of England.

LOTTE VORCHHEIMER, secretary to JERRY PICKMAN, Paramount advertising-publicity vice-president, will be married in July to MILTON ROGERS.

JEROME EVANS, of the Universal Pictures home office promotion department, is in Washington today from New York.

JEAN GOLDBURM, president of Times Film Corp., will return to New York from Europe today aboard the "Nieuw Amsterdam."

LEO MCBERRY, director, will leave Hollywood on Friday for New York.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Memorial Day.

Tennessee

(Continued from page 1)

year ago was pictured as being ultimately fatal to the sound-only medium.

Simons called for closer association of the film theatre with the business community, saying "where theatres are dying on the vine for lack of patronage, department stores are not selling as many suits and shirts." He advocated carrying the message of the vital role of the theatre in "uptown" areas to business, clubs, schools and churches, and adding: "Let your businessmen know the extent of theatre traffic each night. Whether 1,500 or 13,000 this traffic is for three to five value to the merchants. Use plenty of white light in front. An appliance dealer has admitted he sold $3,000 worth of appliances in a "lighted and "lighted display window near the theatre."

Other speakers included Norris Hadaway, Birmingham, who voiced a plea for better advertising and publicity, and George Rouse, of TOA, who discussed cable television.

See Court Fight Near

(Continued from page 1)

out of 10,000 shares of Crescent stock outstanding be returned to her, on a trial date.

Attorney F. A. Barry, in his brief for the bank, concerning charges of mismanagement, stated, "All actions taken under the result of resolutions passed during course by the directors, and if there has been mismanagement each and every director is jointly and severally liable to the merchants."

One of the seven directors listed in the brief is a daughter and another is a son-in-law of Mrs. Sudakem. Three are also directors at the bank.

Admission Tax Total

Shows Effects of Cuts

WASHINGTON, D.C. — Federal admission tax collections in the first quarter of 1957 showed the effect of the higher exemption that went into effect Sept. 1.

For the three months ending March 31, general admissions tax collections tallied only $11,238,000, compared with $26,005,000 in the last quarter of 1956 and $22,176,000 in the first quarter of 1956.

'D.I.' Bros Tomorrow

CHICAGO, May 28—Jack Webb's "The D.I." will have its world premiere at the Chicago Theatre here Thursday, climaxing three days of personal appearances by stars of the show and producer-director of the Mark VII Ltd. production for Warner Bros.

49 Charities Benefit From 'Face' Premiere

Forty-nine national and New York charities have been designated to benefit from the "your favorite charity" world premiere of Elia Kazan's "A Face in the Crowd" for Warner Bros. last night at the Globe Theatre. The picture was released last night at the State Lake, Chicago, and the Egyptian, Hollywood.

More than 1,500 persons, including notables from the entertainment field, business, politics and government, filled the Globe to capacity for the premiere at which ticket-holders were permitted to earmark their contributions for any of their choice.

Principals connected with "A Face in the Crowd" were on hand, including Elia Kazan, Budd Schulberg, Andy Griffith, Lee Remick, Walter Matthau and Tom Dugan. The latter, a past president of the Screen Director's Guild, served as master of ceremonies.

AB-PT To Acquire Bulk Of Loan Funds Friday

American Broadcasting-Paramount Theatres will acquire $42,500,000 on Friday under a $80,000,000 loan agreement made with several financial institutions last year for the paying off of existing debts and to increase working capital.

AB-PT took $12,500,000 of the loan last Dec. 22, with the remaining $5,000,000 to be taken down Oct. 1, 1958. There is an option for an additional $5,000,000 exercisable by Oct. 1, 1958.

At the time of the negotiations for the $80,000,000 loan, Leonold H. Goldenson, AB-PT president, stated that $37,500,000 will be used to pay off existing debts and that $12,500,000 will be added to working capital.

Goldenson, president over last week's annual AB-PT stockholders' meeting, stated that the American Broadcasting Co. television stations, radio networks are embarking on an expansion program with great potential for the next four to five years. He indicated that portions of this loan will be used to finance the ABC division's growth and in achieving a broadened and stronger program structure starting this fall.

The AB-PT board said that there would be an announcement around June 1 concerning the network's TV daytime programming schedule and TV film production plans.

M-G-M Signs Zugsmitth

Negotiation of a long-term contract with Albert Zugsmith Productions, whereby Zugsmith will produce a number of pictures for M-G-M, was announced yesterday by JOSEPH R. Vogel, president of Loew's Inc.
Sometimes he sings and he's always charming, but this time Bing's going to set the movie world on fire with an explosive, nerve-tense drama. It's a new FIRST for him and the power and heart-appeal of it will be memorable.

M-G-M presents A SOL C. SIEGEL PRODUCTION
Starring

BING CROSBY

in

"MAN ON FIRE"

Co-Starring

INGER STEVENS • MARY FICKETT • E.G. MARSHALL

With MALCOLM BRODRICK • RICHARD EASTHAM

Screen Play by RANALD MacDOUGALL
Based on a Story by MALVIN WALD and JACK JACOBS
Directed by RANALD MacDOUGALL
Fair weather... fast track...
on the wide, wide screen

Descendants of Dan Patch race again—on the wide, wide screen. And audiences feel it all... down to the last hoofbeat! Because today's movie-making technics make these bold events live on in more details—in more life even than the original events themselves!

This is where technical know-how comes in... where the Eastman Technical Service for Motion Picture Film proves the worth of its service. Offices in strategic areas. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.
Screen Gems, Jaffe In Production Deal

Ralph Cohn, vice-president and general manager of Screen Gems, Inc., announced yesterday that the Columbia Pictures television subsidiary has concluded a multi-million dollar agreement with Henry Jaffe, president of Henry Jaffe Enterprises, to develop and produce a group of new television film programs.

The programs produced in association with Screen Gems will be done on film, Jaffe said, because their format, concept and locale indicate more effective treatment through the film process. As a value warrant, a combination of "live" and film production will be employed.

Among these film projects is the Shirley Temple series of hour-long fairy tales, a comedy series, series supervised by Howard Lindsay and Russell Crouse, a new children's program and a series of original melodramas depicting the application of the "ethical principles embodied in the Ten Commandments in terms of the adventures that can happen in any normal man's life."

Jaffe said his firm will continue to produce "live" television programs, including a number of spectacles.

Jerrold Buys 3 More Community Systems

Special to THE DAILY

PHILADELPHIA, May 28—Jerrold Electronics Corp., manufacturer of community antenna and other electronic equipment, has purchased the community antenna systems in Walla Walla, Wenatchee and Richland, all in the State of Washington, Milton J. Shapp, president, announced here today.

With these acquisitions, Jerrold now owns and operates nine systems, including Dubuque, Ia.; Pocatello, Idaho; Ukiah, Calif; Key West, Fla.; Flagstaff, Ariz., and Ventoros, N. J. tightening its grip on the market.

Stresses Community Benefit

Recounting some of his personal experiences with motion pictures throughout the world and how they have created demand, Johnston said that films have another vital role and that is in the importance of the downtown and the neighborhood theatre to the economic life of communities.

"I don't think you can over-emphasize the importance of the motion picture theatre as the center of family entertainment and as the magnetizing force for trade and growth. Through this local theatre has sustained neighboring merchants because they attract the audience out of the home. Those who come out for the show will stay out to shop. What's more, they'll be in a mood for shopping."

"The lights on the theatre marquees have kept on... and on... the lights of restaurants, drug stores and merchant outfitters on Broadway and Main Streets all over the country. The theatre sells the community and what the community has to sell," Johnston declared.

"Hollywood has been in business for only two generations. In that short space of time this machine has made the motion picture the most popular art of this 20th century... the most popular art in history. We could be just as true to this mission when Hollywood's centennial anniversary comes along, the MPAA president concluded.

Part of 11-Point Program

The Golden Jubilee is one phase of an 11-point program designed jointly by exhibition, production and distribution to build motion picture patronage throughout the United States.

The overall business building program provides for an Academy Awards Sweepstakes, an Academy Awards, a country to country trailer, a new industry radio program and spot campaign, personality tours, a national theatre advertising campaign, visits to editors and publishers, reduction in advertising billings, and a market survey.


TOA Request

(Continued from page 1)

TOA report yesterday, said he plans to hold a press conference shortly to explain his subscription television viewpoints and his statement made recently in Hollywood. The MPAA president said that he also was aware of the TOA report and the position taken on the situation by the Committee Against Pay-As-You-See TV.

TOA Request

(Continued from page 1)

TOA report yesterday, said he plans to hold a press conference shortly to explain his subscription television viewpoints and his statement made recently in Hollywood. The MPAA president said that he also was aware of the TOA report and the position taken on the situation by the Committee Against Pay-As-You-See TV.

Versatile Art Carney has been CBSigned to portray Hon. Robert Briscoe, Lord Mayor of Dublin, when "Playhouse 90" presents "The Fabulous Irishman," a life story of that genial and popular Jewish dignitary who recently visited the United States and captured its fancy and regard with his wit, humor and sincerity. The program, scripted by Elick Moll, will be produced by Martin Manulis and will be seen Thurs., June 27 (9:30-11:00 P.M.)... Jerry McNeeley, author of the CBStudio One's forthcoming TVEHICLE, "The Staring Match," (June 17) is a professor at the U. of Wisconsin... Robert Q. Lewis compiling a tome of humorous anecdotes Thursday happened to him in his radio and television career. Titled "Q's Who."

Cunningham said there had been some confusion among the four film companies that had received letters from TOA.

TOA president says he will ask TOA's executive committee to meet with representatives of Screen Gems, Inc., Ziv Television Productions, Inc., and MCA-TV and the TOA president says he will ask TOA's executive committee to meet with representatives of Screen Gems, Inc., Ziv Television Productions, Inc., and MCA-TV and the TOA.

TOA president says he will ask TOA's executive committee to meet with representatives of Screen Gems, Inc., Ziv Television Productions, Inc., and MCA-TV and the TOA.

TOA president says he will ask TOA's executive committee to meet with representatives of Screen Gems, Inc., Ziv Television Productions, Inc., and MCA-TV and the TOA.

TOA president says he will ask TOA's executive committee to meet with representatives of Screen Gems, Inc., Ziv Television Productions, Inc., and MCA-TV and the TOA.
Elia Kazan’s “A Face in the Crowd” captured New York last night at a “Your Favorite Charity” world premiere at the Globe Theatre, with a galaxy of celebrities from all walks of life turning out for the occasion. Unusual feature of event was fact that ticket-holders were enabled to designate their contributions for charities of their own choice. Gala festivities were accorded extensive TV, press and radio coverage. Warner Bros. release of the Newtown production, which stars Andy Griffith and Patricia Neal, was premiered simultaneously in Chicago and Los Angeles. Film, which was directed by Kazan from screen play by Budd Schulberg, begins its regular run at the Globe Theatre this morning.

In the lobby of the Globe are here shown, left to right, Roy Haines, WB general sales manager; Bernard R. Goodman, company executive, and Mrs. Goodman; Karl Malden and Mrs. Malden.

Among the notables attending the gala affair were, left to right, Jack Mintz, of the Trans-Lux Corp.; Harry Brandt, head of Brandt Theatres and treasurer of the “Your Favorite Charity” affair, and Mrs. Mintz.
**Cinemiracle Is Here On Full Rigged Ship**

By JAMES B. IVERS

The 667-ton, 212-foot full rigged ship “Christian Radich” homeward bound to Oslo, sailed into New York harbor—sailed that is—yesterday morning. She was greeted by a fleet of hundreds of a corps of 100 newsmen and photographers, fireboats, a Norwegian Navy cutter and about a dozen hooving hell-cop cars.

The newsman, photographers, newsreel and television men were attracted by the ageless glamour of the sea—the “Christian Radich,” one of the last of the full rigged ships still sailing, is a training ship for the Norwegian Merchant Marine—but they could not help but know that this was something new. The Age of Sail was something new but something brand new. Mounted on her foredeck was a 700-pound triple camera shooting scene for “Cinemiracle Adventure” which Louis de Rochemont is planning for National Theatres in a process developed under the leadership of Elmer Blohm.

Follows Historic Routes

De Rochemont and his camera crew have been with the ship since she left Oslo December 8, 1956, with her crew of 42 men-age sailors, her veteran Captain Yngvar Kjelstrup, and four young Norwegian actors who are the stars of the picture but who are also trained to be sailors. The picture will be the story of the voyage of the “Christian Radich” from Oslo to Madeira, along the track of Columbus to the West Indies, along the North American coast and back to Oslo on the route followed, as far as can be determined, by Leif Ericksen in the year 1000.

In Trinidad, the three-lens, electronically focused camera which by the use of mirrors has a field covering an included angle 146 degrees wide by 55 degrees high. United States submarines in action and mounted in a waterproof housing and lowered over the side for underwater shots.

Industry's Sea-Dogs Efficient

All these facts were made conveniently available to the extra-directed large press corps by Jim Hardin, Ben Korzenwerg, Ron Hobin and Chuck Cochard of the de Rochemont and National Theatres offices who scheduled and ran the affair with clock-like efficiency, down to and including the weather which was sunny and the wind which was blowing at 22 knots (martial for 28 miles an hour). The head also was Robert Rothafel, managing director of the Roxy theatre and an old sailorman himself, with four girls from the Roxy doing the cooking which did much for the morale of the crew of the tug “Barbara Moran.”

Captain Kjelstrup, with 53 years of the sea in his blue eyes, said he liked sailing for the movies fine but he'd rather just be sailing.

**Fox Increases**

(Continued from page 1) Chandling program at a home office meeting of all division and district managers.

Harrison said that increased price of the CinemaScope version of “Of Hounds” would enable theatrimen in many different situations as possible to present it during the July-September period. He also advised his sales force that Darryl F. Zanuck “Island in the Sun” will be made available to theatres coast to coast during the first two weeks, releasing June 12.

Hunter’ Campaign Planned

A similar saturation campaign, a cording to the sales manager, is also planned in August for “Will Succo Spool Rock Hunter?”

Hunter added that sales executives from the producer Jerry Wald and director Leo McCarey will personally make tour of key cities meeting exhibitors, and the press in conjunction with the production of “An Affair to Remember.”

Commemorative advertising, publicity and exploitation campaigns of the summer releases were organized by vice-president Carl Einfeld and members of his department.

Attending the sessions were George P. Skouras, president of the United Artists Corp.; Edward K. O'Shea, Magr sales manager; 20th division managers, Martin Moszkowt, Glenn Nolte, Harry Ballance and Hema Woebber. Eight district managers attended.

**18 Hub Houses**

(Continued from page 1) American Theatres Corp., which operates the Mayflower and six or more of the participating outlying theatre chains, has urged all sales distributors to experiment with daily booking of top product for desirable theatres in outlying growth areas in conjunction with downtown first run showings.

It is Pinakoff's contention that the industry must adopt more up-to-date marketing methods, such as those employed by other retail businesses, conveniently located shopping centers, if it is to succeed in retaining any large segment of its lost audience.

Approximately 18 theatres have been lined up for the area premiere of the picture here and more may be added later.

**Joseph Franklin Dies**

MIAMI BEACH, Fla., May 28: Joseph M. Franklin, president of Franklin & Herschorn circuit, S. John, N. B., and associated with the Canadian industry since 1912, died as his winter home here last Saturday. Franklin opened his first theatre in Fort Arthur, Ont., in 1912 and enters the Maritime provinces in his 101 veteran, as a film exhibitor in 1919.

He was with his first theatre in Halifax.

**Paramount's Canadian Meet Opens Tomorrow**

**Review: Fire Down Below**

Warwick-Columbia—CinemaScope

"Fire Down Below" starts out as if it were going to be a Rita Hayworth melodrama in the mold of "Gilda" and "Affair in Trinidad" although with three innovations that are important from a box office standpoint. First of these is the employment of two leading men instead of one—Robert Mitchum and Jack Lemmon, both of whom have large fan followings of their own. Second, the picture has been photographed in CinemaScope and Technicolor, which allow for greater appreciation of the scenic beauties of Trinidad and Tobago, where it was filmed. And thirdly, Miss Hayworth and the "Stretch" Cox Troupe of dancers do some frenetic calypso numbers, which afford exhibitors the opportunity to exploit that current dance craze.

The plot elements are fairly standard, however—at the beginning, at least. Miss Hayworth once again plays a woman of mystery who arrives on the scene complete with a shady past and the explanation that she is sought by the police of two continents. Mitchum and Lemmon are a couple of beachcombers who own a small boat which they occasionally use for smuggling purposes, so they are not averse to employing it for transferring Miss Hayworth to Santa Nada. This leads inevitably to a brutal fist fight over the lady between the men and further disruption of their friendship to the point at which Mitchum betrays Lemmon to the Coast Guard when the latter goes out on a smuggling job on his own.

There abruptly—about half way through—the picture switches its form and mood from routine melodrama to intense realism. Lemmon, who has escaped the Coast Guard and signed on a freighter as a sailor, is pinned down in the wreckage of the hold when it collides with a liner. In a long and harrowing sequence, which has been brilliantly handled by the director, Robert Parrish, the efforts to rescue Lemmon are graphically shown. Adding to the tension is the fact that the ship is on fire at its opposite end and is expected momentarily to blow up. Parrish has caught all the physical excitement of this situation with ingenious attention to detail, and Lemmon projects the personal agony with great force. It makes for a thrilling episode that is guaranteed to have the audience chewing on its nails.

In the end melodrama takes over again; Lemmon is rescued but loses Miss Hayworth to Mitchum. However it is Lemmon who easily walks away with the picture's acting honors. Miss Hayworth is not so vivacious as she has been in the past, and Mitchum gives a routine performance.

The screenplay was written by Irwin Shaw from a novel by Max Catto, Irving Allen and Albert B. Broccoli produced.


Richard Gertner

**Legion Puts ‘Nana’ in Condemned Category**

The National Legion of Decency announced yesterday that it has placed the French film "Nana" in its Class C or "condemned" category.

The Legion statement explained its objection to the film as follows: “This picture, in the story it tells, seriously offends Christian and traditional standards of morality and decency. "Nana" is being released in this country by the Times Film Corp.

**‘Bus’ Openings Today**

More than 175 key Memorial Day weekend engagements have been set for 20th Century-Fox’s "The Wayward Bus," starting today with simultaneous openings in 15 major cities.
Congress Report

Order USIA Not Compete With Firms

By J. A. OTTEN

WASHINGTON, May 30—The S. Information Agency is now under Congressional orders not to duplicate or compete at home or abroad with any private motion picture, news or photo firms. Language of this effect is included in the House-Senate report on the agency's appropriations bill for the coming fiscal year starting July 1. Both House and Senate Wednesday approved and sent to the White House the bill, which could cut U.S.I.A. 33 per cent below next year's budget request.

The bill would give U.S.I.A. $906,- (Continued on page 2)

Last Blind-Checking Bill Fading in S.C.

The last anti-blind checking bill known to be in existence in a state legislature still in session is in South Carolina, where the legislative ball is still rolling for the first time at year.

A modified anti-blind checking bill as been made law in Texas, and a longer measure in Arkansas. Another failed to become law in Oklahoma. (Continued on page 7)

N. Y. Police Prohibit Amplified Interviews, Other Activities at 'Face in Crowd' Premiere

New York police, who periodically tighten up regulations governing theatre premiere activities that draw large crowds and interfere with traffic, refused to permit celebrity lobby interviews and band music to go out via public address system to a waiting crowd of between eight and 10,000 people gathered in front of the Globe last Tuesday night for the premiere of Warners' "A Face in the Crowd."

Martin Starr, station WOR Hollywood commentator, had been engaged by Warners as m.c. for the lobby part of the premiere program, and newspaper ads promised the public celebrity interviews and descriptions. At the last minute, police refused permission for the p.a. system use outside the theatre, although crowds had gathered. Warners paid Starr's fee, regardless.

In recent weeks police also imposed restrictions on outside-of-theatre premiere activities at the Rosy, Capitol and Victoria, affecting use of searchlights, bands and p.a. systems, indicating possible new policy on anything which attracts crowds and affects traffic in the Times Square area.

House-Senate Conferences Save Film Department

From THE DAILY Bureaus

WASHINGTON, May 30—House-Senate appropriations conferences have agreed to provide funds to keep in operation the industry divisions of the Commerce Department's Business and Defense Services Administration. These divisions, which include the motion picture branch headed by Nathan D. Golden, serve as liaison offices between Government and industry.

The House, in acting on the Commerce Department's appropriations for the coming fiscal year, had cut out all funds for the industry divisions. The Senate voted to restore (Continued on page 7)

MPEA Hears Reports On Formosa and Spain

The board of directors of the Motion Picture Export Association at a meeting here earlier this week, was apprised of current market conditions and negotiations for film sales throughout the world, according to an MPEA official.

The MPEA directors heard a progress report on negotiations in Spain and a status report on sales of American product to Eastern European nations. Also, they received a report (Continued on page 7)

Report on TV Monopoly Slated by House Group

From THE DAILY Bureaus

WASHINGTON, May 30—A House judiciary subcommittee will make public in the next week or two its report on its 1956 investigation of monopoly problems in the television industry. The subcommittee finished work on the report late Wednesday, and officials said final publication would depend on the mechanics of getting the present drafts corrected and printed.

Mexico City Grosses For 1956 'Best Yet'

Special to THE DAILY

MEXICO CITY, May 30—Local motion picture theatre exhibitors had the best year in their history in 1956 when grosses totaled $14,750,285, official figures just released show. There are 133 theatres presently in this area. Total 1956 gross, which compares with $12,774,657 in 1955, is considered the more significant by the trade because of the ceiling on theatre admission prices in effect since December, 1952. The 1956 gross was provided by 78,475,115 patrons. The city's population is 4,500,000.
PERSONAL MENTION

CHARLES C. MOSKOWITZ, Loew's, Inc., vice-president and treasurer, will return to New York at the weekend from Miami.

WALTER READE, Jr., president of Walter Reade Theatres, and Mrs. Reade returned to Oakhurst, N. J., yesterday from Europe.

Milton Mills, vice-president of Screen Genus, will leave here on Monday for upstate New York.

ANDREW STONE, M-G-M producer, has arrived in New York from Hollywood.

GEORGE E. LANDERS, Hartford division manager for E. M. Loew's Theatres, will return tomorrow for the fourth time with the birth of a boy in Bridgeport, Conn., to his daughter, Mrs. Ben Vicas.

MARY Q. BERSTROM, manager of the Selma Theatre, Republic, Wash., was married there to Robert E. Pietkin.

FORTUNAT BARONAT, Universal Pictures foreign publicity director, returned to New York from France.

LES PETTerson, of the M-G-M studio radio-TV staff, has arrived in New York from the Coast.

Personal Managers Form New Unit on Coast

FROM THE DAILY Bureau

HOLLYWOOD, May 30—William Loeb announced today the formation of a conference of personal managers "to provide better understanding of the functions of personal managers, establish a code of ethics, clarify and improve relationships between managers and clients and other elements of the entertainment business."

Loeb, a partner in the firm of Gable, Lutz, Heller and Loeb, said "every major craft in the field has a self-governing body. The personal manager is playing a greater and greater part in the development and presentation of talent. His services are specific and highly skilled, and horizontal organization is now necessary."

Loeb, elected president of the conference of personal managers by its 20 founding members, said a similar organization is under discussion in New York.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kate, Editor; James D. Leves, Managing Editor; Richard Germer, News Editor; Floyd E. Stone, Photo Editor; Horace V. Peake, Advertising Manager; H. H. Vreeland, Classified Manager; A. A. Roaldson, Editorial Director; Pinky Herman, Columbia, Eastern Editions, Hollywood Bureau; Yvonne Vine Building, Samuel D. Banks, Manager; William R. Weyger, Editor. Washington, D. C.

Tradewise

by ONLOOKER

AFTER the famine the feast. Comes now the season of abundant summer releases. In the next couple of months, everyone's best will be competing with everyone else's best, following a couple of months during which only a minimum of top quality pictures were put on the market. . . . Despite all the missionary work that Leonard Goldenson, the tycoon, and others have done in the last few years to encourage an even flow of strong attractions throughout the year, the industry is no nearer than before to an orderly spacing of releases . . . . As Sol Schwartz told the industry's advertising-publicity executives at the recent annual Quigley Showmanship Awards luncheon, the RKO circuit has had a starvation program diet of releases this spring, when studios do an occasional top hit for spring or fall release, the theatres usually manage to come up with good business for them. . . . A recent inspection of bills being offered by New York neighborhood theatres revealed a pponence of science-fiction and horror film double features, along with foreign films and reissues. Against such competition, why wouldn't a top quality film do as much or more business as it will be able to do against every company's strongest competition a month, or two months from now?

FRANKLY, some exasperated exhibitor acquaintances of this department urged the foregoing upon us. We'd no sooner parted company with them than a distributor friend demanded why it is that some exhibitors will criticize distributor efforts to make urgently needed distribution economies, will do everything in their power to prevent the coming months' film offerings, will go so far as to complain to the Department of Justice about the deal by which Universal assumed the selling and distribution of RKO pictures, and yet, when they feel the need for economy, will be the first to join a buying-booking combine, thereby further reducing the need for salesman and increasing the pressure for more distribution economies. . . . Well, why?

THE U. S. RUBBER CO. is that proud of Trilok, otherwise known as its "3-D upholstery fabrics" for theater chairs, "designed to make it possible for patrons to sit comfortably through three-hour epics." U. S. Rubber says Mike Todd ordered it for his Cinestage Theatre in Chicago which he outfitted for occupancy by his "Around the World," etc. Predicts the longer pictures get, and the more of the longies there are, the bigger will be the demand for Trilok, the largest four-ply rubber ever. . . . It's a three-hour epic that makes our told tired. It's more likely to be scenes like Fred Sparks' aside in his recent story in Scripps-Howard papers about misguided New York youth extending a hero's welcome to racketeer Frank Costello when he was sprung, momentarily, from Riker's Island city prison recently. "Next thing we know," gratuitously interposed the writer, "Costello probably will be immortalized by Hollywood on the widest possible screen (in blood-red and black) and Jimmy Cagney or Edward G. Robinson may play Frankie." . . . You would think it had been Hollywood, and not the newspapers, that gave Costello all his publicity, with consequences of the kind Sparks now sanctimoniously bewails. Should Hollywood ever do a Costello story, which isn't too likely, its producer will have both the general principles and the particular applications of the Production Code pertaining to crime treatment serving as restraining agents against the very thing Sparks has in mind, which is more than most newspapers have to consider when reporting crime. . . . News item: Following a recent statement by President Syngman Rhee, South Korea banned U.S. movies showing the killing of American Indians by early American white settlers,—Okay to continue showing palaces being scalded by Injuns, Syng, Syng.
the next big one from 20th

Darryl F. Zanuck's

Island in the Sun

by Alec Waugh

Cinemascope

Color by De Luxe

a motion picture destined for a permanent place among the memorable and lasting achievements of the screen...
in the tradition of
how green was the grapes of wrath!
gentleman’s agreement

the producer
Darryl F. Zanuck
the only three-time winner of both the Academy Award and the Thalberg Memorial Award!

the director
Robert Rossen
the man who made “Alexander the Great” and Academy Award winner “All the King’s Men”!

the stars
James Mason · Joan Fontaine

the screenplay by
Alfred Hayes
from the great best-seller by Alec Waugh

the place is
The West Indies
where the sun hides many things
In my valley
in pinky/
It's all about eve
and delivers

**Darryl F. Zanuck's**

**Island in the Sun**

by Alec Waugh

**CInemascope**

COLOR by DE LUXE

Dorothy DANDRIDGE • Joan COLLINS • Michael RENNIE

DIANA WYNYARD • JOHN WILLIAMS • STEPHEN BOYD • BASIL SYDNEY • PATRICIA OWEN

and co-starring **Harry BELAFONTE**
as BOYEUR.

RELEASED BY 20th CENTURY-FOX
Television Today

Who’s Where

William S. Morgan, Jr., has been elected vice-president in charge of programming for the American Broadcasting Company Radio Network.

James A. Aubry, vice-president, programming and talent of ABC Television Network, has been appointed Vice Chairman of the activities committee of the New York Chapter of the Academy of Television Arts and Sciences.

Bernard Goodwin, president of the DuMont Broadcasting Corp., has announced the following appointments: Mrs. Mary McKenna as director of research and sales development, David Yarnell as director of public relations, and Kenneth Klein as director of advertising for the DuMont Broadcasting Corp.

The appointments of Paul Scanlon as resident auditor, CBS, Inc., and Frank Towsley as chief auditor, CBS Television, Hollywood, effective immediately were announced by Sidney Frank, general auditor of CBS, Inc. and James V. Melick, director, West Coast Finances, CBS Television Network.

Karl von Schallern has been appointed account executive for A.A.P., Inc., it was announced by W. Robert Rich, general sales manager.

Associated Screen News Limited has promoted R. Pitt-Taylor—a 30-year veteran of Canadian film production—to the position of television production manager in A.S.N.’s Montreal studios. Also promoted was Bill Wilson, who has been named A.S.N. art director, replacing Jack Dunham who recently resigned from the company.

Robert L. Heal has resigned as chief attorney for the National Association of Radio and Television Broadcasters to become a partner in the Washington law firm of Spearman and Roberson, effective June 24.

The appointment of L. Byron Cherry as vice-president—finance and management services of the Columbia Broadcasting System, Inc. was announced by Frank Stanton, president.

NBC Gives 450 Hours For Armed Forces Use

The National Broadcasting Company has donated to the Armed Forces a total of more than 450 hours of new programming for use on the 23 television stations at U. S. outposts abroad. The programming, consisting of more than 450 hours of the FCC’s priorities, is the largest single block of programs ever made available by any network for such a purpose.

The donation was announced jointly by Brig. General C. A. Roberts, USMAC, director of the Department of Defense’s Office of Armed Forces Information and Education, and Robert W. Sarnoff, president of NBC.

Uphold FCC Decision on Jacksonville Station

FROM THE DAILY BUREAU

WASHINGTON, May 30. — The U.S. Court of Appeals has upheld the Federal Communications Commission’s decision to award a Jacksonville, Fla., television station to Florida-Georgia Television Co., Inc. Florida exhibitors Mitchell Wolfson and Sidney Meyer and Wolfson-Meyer Theatre Enterprises hold stock interests in the firm. The station is awarded by the Jacksonville Journal, which wanted the channel itself, but the appeals court refused to set aside the commission decision.

Abbey Players’ Short

DUBUQUE, May 29. (By Air Mail).—Louis Elliman has completed a short feature made by him in conjunction with Emmet Dalton, formerly of Paramount, and designed primarily for sale to television. It features the Abbey Players and although made especially for TV it may also be sold as a supporting picture to theatres. If the venture is successful, Elliman intends to produce others under a continuing arrangement he has made with the Abbey Players.

Three Join NTA

Three broadcasting industry veterans have joined the executive staff of the NTA Film Network, Raymond E. Nelson, vice-president and general manager, has announced. Alma F. Graef has been named director of sales services; Lynn Cleary Christenson, assistant to Nelson, and Joseph Schackner, assistant to the director of station relations.

Vogel Signs the Stones For ‘Site Productions’

FROM THE DAILY BUREAU

HOLLYWOOD, May 30—Joseph B. Vogel, president of Loevy, Inc., has announced the signing of Andrew and Virginia Stone to write-produce-direct three features for M-G-M, in their special “site production” technique utilizing actual settings instead of a studio. Stone is now in New York to make “Third Rail.”

Compo-Allied Pact Weighed

(Continued from page 1)

meeting of the Allied board of directors at which decisive action was scheduled to be taken, a vote was deferred with Allied explaining that new considerations, not discussed with the Compo triumvirate, had been called to its attention by the Compo triumvirate. No explanation was made.

However, it is learned that the Compo triumvirats, Samuel Plaminter, Abe Montague and Robert W. Coyne, at about that time informed Allied that the following proposals, among others, would be presented to the Compo executive committee at its next meeting:

Three Suggestions Made

1) To elect four members to the governing committee in place of the current triumvirate, thus giving representation to Allied and, at the same time, making the representatives of distribution and Theatre Owners of America, on Compo’s top executive board;

2) To replace the present unanimous voting requirement, in which a dissent by any Compo member is equivalent to a veto, to a provision for simple majority voting;

3) To define Coyne’s tenure as chief administrative officer by term or contract.

Allied’s proposals included one for the selection as soon as practicable of an executive vice-president of Compo from government service or the like, the man to be of national prestige and recognized stature.

With Allied having been an outspoken critic of Coyne’s heretofore, it was plain that Allied did not feel that Coyne filled the requirements was specifying.

Another Allied proposal was that the Compo staff be restricted to war – time hiring and authoring the triumvirate of the triumvirate. This proposal would continue the triumvirate an presumably, would force Coyne fro body to meet room for an Allied representative. Coyne told staff that after would be restricted from initiating independent action of any kind on behalf of Compo, such as the curbing effort to have the final 10 cent Federal admission tax on ticket above 90 cents removed, which sparked-by Coyne and his limited staff.

Would Scan Budget

Other Allied proposals call for a requirement that more frequent meetings of the executive committee be held and a success for meaning to the meetings, and that that and executive committee examine the budget for possibilities more economical operation.

Commissioners say there is an objections to the latter proposals the in fact, they are regarded as very desirable if they are not already being done. However, for meaning to what they can be, it was said, depends very much on how much Compo members are willing to cooperate.

The executive committee meeting is planned for June 19 because all members of the group will be in New York that day for the Abe Montague testimonial dinner here in tribute his work for the Will Rogers Memorial Hospital at Saranac Lake, N. Y.

Business Plan

(Continued from page 1)

tributed committee, will meet with Ernest G. Stellings, president of The Picture House, and other exhibitor leaders to discuss the program Stellings presented a proposal raising $2,800,000 by levy on e film rentals which would place available to the distribution companies. However, a number of sales managers have reported that this plan is unsuitable due to the involved as ditional rentals and collections.

Seek Dollar-for-Dollar Matching

The meeting, reported to be for June next week, would determine a plan for collection of the exhibition show financing the plan. The distributors propose to match exhibition exhibitors dollar-for-dollar.

B. Kamber’s Mother

Rose Mielziner Kamber, mother Edward Kamber, head of the Eastern office of Hecht, Hill and Lancasten Wednesday at the age of 85 a long illness. Funeral services will be held today at 1 P.M. at the Park West Memorial Chapel here.
New Methods

(Continued from page 1)

Tennessee Theatre Owners at the Courtfield Hotel here.
Kerasotes, speaking on the outlook at the present motion picture thea-
er, said, "Our basic problem today is economic, with wages, earnings, and employment at our highest levels, and the industry's economic future, the advent of the drive-in theatre, competing for leisure time.

Hits Films-to-TV

"It is my opinion that the greatest single factor competing for the leisure time of our members is the motion picture on television. We are reducing motion pictures as a form of entertainment. We are not only competing for the leisure time of the home with television, but we are also competing with the VCR set.

The motion picture industry must relearn its ways of doing business. We are no longer in that position of being sought after by the mass buying public. Our pictures and filmmakers must provide everyday conversation as they were in our early history. Consequently, we must change our present methods of communicating to stimulate our audience.

Calls for United Effort

Kerasotes asserted it is imperative we determine where the cause of this failure is, and that the solution be found in the supply of motion pictures without its just remuneration. It will be further reduced and redefined. All one film corporations, or a group of film corporations, are not exhibitors, nor are they exhibitors of the same level of competition. The old adage that nothing is wrong with our business that a good picture can't fix, is no longer true. Our business, as many good entering motion pictures are not successful at the box office. We must accept the challenge now and without further delay resolve our future existence or perish as we are today.

Sees Consolidation Impervious

"If we want our industry to stay ahead and be the leader in the competitive field of leisure time, we must consolidate all segments of our industry in a unified public relations and advertising program." Kerasotes declared, referring to the all-industry business building program as a means and nucleus.

House-Senate Confab

(Continued from page 1)

The money, though not the full budget request—$13 million for this program, and House-Senate conferences agreed to go along with the Senate decision on a somewhat lower figure. It is hoped to keep up the momentum of operations in order to meet the traffic demand to be curtailed.

Review:
The Delicate Delinquent

Hollywood, May 30

The answer is emphatically "yes" to the question of whether Jerry Lewis is capable of delivering a highly entertaining film "on his own." His initial effort is to be construed as a message picture, designed to reach the reasoning powers of delinquents, and impress those who attempt to find a key to reformation of young and troubled minds. The connotation of Jerry's zany portrayal of "a nobody, who wants to be somebody," becomes an obvious instrument of high morality, and a fine opportunity for exhibitors to cash in on a public service-entertainment attraction.

Don McGuire, writer-director of the film, which Lewis produced, has integrated scenes tailored to the wide range of the series-comic talent.

Darren McSavin furnishes strong support to Lewis as a police officer dedicated to the adjustment of juvenile delinquents. Other names in the likable cast include Martha Hyer and Horace McMahon. An outstanding performance is delivered by Robert Ivers, newcomer, who symbolizes the leadership of "rat-pack delinquents."

McSavin selects Lewis as a "guinea pig" for his experiment in aiding delinquents to adjust themselves. Miss Hyer, a member of the city council, joins McSavin in his aim. Jerry decides he wants to become a policeman, and has his problems in preparation and training. McSavin helps him achieve this goal, after Jerry proves his mettle in a street fight with some of the delinquents, who formerly threatened him. Ivers directs McSavin's confidence in Lewis, as he indicates his disgust at playing leader of the gang.

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

Samuel D. Beins

Daniel Resigns Post

As AFM Local 47 Head

From The Daily News

Hollywood, May 30—Elliot H. Daniel, president of local 47, American Federation of Musicians, in Los Angeles, has resigned in protest against a resolution introduced at a membership meeting this week requesting an investigation of the AFM by the Senate Select Committee on Improper Activities in the Labor or Management Field.

Rejected by Members

The resolution was rejected later by the members, but Daniel did not rescind his resignation.

Daniel's administration has been criticized by some members of the local as being "too soft" in negotiations. It was these inferences, ending in the investigation resolution, that led to his resignation.

Friction between Local 47 and its parent union has been one source of dissatisfaction within the local.

Local 47 has disagreed over AFM policies concerning the Music Performance Trust Fund, representation in contract negotiations, and arbitration, and the local has paid royalties in record and theatrical and TV films.

New Filmtrack Trailer

Filmtrack Co. has recently released a new "business booster" trailer in answer to exhibitor requests for a trailer designed at building theatre attendance. It is available to indoor and drive-in theatres, and runs 40 seconds.

MPEA Hears

(Continued from page 1)

from Farmos, in which it was explained that the current political riots had no effect on the industry there.

The board approved a cost-of-living wage adjustment in Chile, which was recommended by the local managers there, and discussed an Indonesian report. The directors were informed that overseas representative Charles Egan has arrived in Pakistan to open negotiations there for a new film agreement, and that Irving A. Maas, MPEA vice-president, and overseas representative Leo Hochstetter, have arrived in Manila to meet again with Philippine officials on a new film agreement.

The MPEA postponed talks on participation in film festivals and the Egyptian situation until next week.

Blind Checking Bill

(Continued from page 1)

homa this week when the legislature adjourned without passing the bill which had been introduced there.

Sponsorship of the Texas and South Carolina bills was traced to exhibitors who had become members of the state legislatures. However, the bills did not have full exhibitor support. Some drive-in operators in Texas lacked the measure there while numerous other state exhibitors opposed it. In South Carolina, the Theatre Owners of North and South Carolina are not supporting the measure. The legislature will adjourn there soon with little prospect of the bill being passed.

The first anti-blind checking bill to be introduced died in the South Carolina legislature last winter. It was reintroduced this session and is pending.

First word that Arkansas had enacted the measure two months ago was given to a Motion Picture Association of America legal and legislative representative by the sponsor of the South Carolina measure last week. Likewise, word that the Oklahoma bill had died as the session ended was flashed to MPAA headquarters this week by the organization's observer there.

PEOPLE

Cecil B. DeMille today will receive from Brigham Young University, Provo, Utah, the degree of Doctor of Letters honoring him as "producer of many of the world's greatest motion picture classics." In his commencement address, he will discuss "Law, Liberty and Light."

Richard H. Roemer has resigned as a member of the Columbia Pictures legal department to join the legal staff of American Broadcasting Co.

Elia Kazan, producer of "A Face in the Crowd," has received from the Brazilian newspaper film critics organization three "Apollon," the equivalent of Hollywood's "Oscars," for his earlier film, "East of Eden."

Lynn Farnol has been engaged as public relations consultant to the Authors Guild of America and its component organizations, the Authors Guild and the Dramatists Guild.

Donald Crisp, veteran character actor who in his earlier days was a director, on June 7 will have conferred upon him honorary life membership in the Screen Directors Guild of America.

Estelle Steinbach, Milwaukee theatre manager, has been honored by the Quota Club of that city with its achievement award for a professional woman.

Charles Stern, 62

CHICAGO, May 30—Funeral services were held here for Charles Stern, a motion picture exhibitor for more than 30 years. He was 62 years of age when he died from a heart attack on Monday. Stern was counselor of the Cinema and Austin theatres with his brother Henry. Joseph Stern, another of three surviving brothers, owns the Colony, Marquette and Highway.
Thank you, Mr. Exhibitor...

for helping to make our just completed sales drive the wonderful success it was.

We wish we could thank each of you personally for your splendid cooperation. That’s impossible, of course. Instead, we are going to say “thank you” by providing you with money-making pictures and fair dealings. Just look at the list of our great pictures—all ready, all announced, and all to be pre-sold before they reach your theatre.

That planning is our “thanks.”

Sincerely

C. J. Feldman

Vice President and General Sales Manager
On Admissions
Hope Dims for Further Tax Cut This Year

Democratic Plans to Push Tax Relief Bill Postponed

By J. A. OTTEN
WASHINGTON, June 2.—Democratic plans to push an income tax cut reduction bill this year were set back severely last week, and with them was set back any industry hope for further admissions tax relief this year. It looks as though the industry will have to set its sights on 1958. At present the theatre tax applies to all admissions over 90c. House Democratic leaders had (Continued on page 3)

15-to-24 Years Is Top Audience: Weingarten

By FLOYD STONE
Lawrence Weingarten after 35 years in the business admits he doesn't know what makes pictures successful, but he suspects a few things these days at least, and he told (Continued on page 3)

MPA Unit Meets Wednesday

On Business Building Plan

The advertising and publicity directors committee of MPA will meet here on Wednesday at the Harvard Club to hear reports from committee chairmen working on the business building campaign. Roger H. Lewis, advertising-publicity committee head, will report on his recent conferences in Hollywood also.

Johnston Finds U.S. Film Market Growing Constantly

The American motion picture industry's outlook for the future is good and it is prepared to move forward with the times by taking advantage of all potentials and turning them into actual box office admissions, according to Eric Johnston, president of the Motion Picture Association of America.

Johnston, in a statement in the MPAA's annual report which deals with the accomplishments of 1956 and a look into the future, declares that the combination of growing (Continued on page 2)

International 'Big Show' To Bow in London

An "international" version of 20th Century-Fox's CinemaScope product feature, "The Big Show," will have its European premiere June 28 at London's Carlton Theatre, it was announced here at the weekend. It was to be announced at the weekend by Murray Silverstone, president of 20th's International and Intra-America Corporation. He will leave June 19, he said, to set up arrangements for the premiere and subsequent (Continued on page 3)

Report Skiatron Deal Behind Baseball Moves to West Coast

A multi-million dollar subscription television deal, in which Matthew Fox, head of Skiatron TV, Inc., is a principal, was reported Friday to be the prime reason behind the possible moves to the West Coast of the Brooklyn Dodgers and New York Giants.

According to the unofficial reports, Fox's representatives have been holding talks with Mayor Norris Poulson of Los Angeles and franchise contracts have been under discussion. At the same time, it was said, talks are proceeding with San Francisco. The informant said that while the terms are still open for negotiation, it is likely that the contracts would extend for at least 10 years. He said further that the Dodgers would probably receive $2,000,000 per year, with Fox's firm telecasting all 77 home games in Los Angeles.

According to the report, "several technical problems" still have to be cleared up. Presumably, one of the major problems is the fact that the Federal Communications Commission has yet to authorize any of the three (Continued on page 6)

Program for Revising SBA Filed by TOA

Harlot to Washington Today on Group's Petition

Theatre Owners of America, in a lengthy petition filed with the sub-committee on Small Business and the Committee on Banking and Currency of the U. S. Senate, has recommended a 14-point plan whose intent is to broaden the scope of the Small Business Administration so that under a revised policy board, it can approve and guarantee real estate mortgage loans to the theatre industry.

Philip F. Harling, chairman of the (Continued on page 3)

Finds Lens-Focussing Big Drive-in Problem

From THE DAILY Parents
HOLLYWOOD, June 2—Back from a field tour in which he visited theatres in Texas and Louisiana, Motion Picture Research Council representative Fred Beard, named focus and reflector problems as the principal problems discussed with him by exhibitors.

Beard said drive-in theatres, particularly, experience trouble keeping the lens focused properly under the (Continued on page 3)

MPA Directors to Meet Thursday on Code Matters

The board of directors of the Motion Picture Association of America will meet here on Thursday morning to discuss an agenda headed by matters pertaining to the Production Code, according to an MPA official.

The MPA board will discuss an appeal by producer Edward Zanaki on the Production Code Administration's withholding approval of his "Monkey on My Back," a United Artists release. Also, a report on progress will be made by the board's committee on Code revisions and changes in the Appeals Board makeup.
PERSONAL MENTION

SAMUEL ROSEN, executive vice-president of Stanley Warner Corporation and Miss. Borden will return to New York today from Europe aboard the "Queen Mary."

ROBERT S. TAPLINER, Warner Brothers vice-president and director of advertising, luncheon host at a golden wedding anniversary party at the roof garden of the St. Moritz Hotel here for his parents, Mr. and Mrs. John Taplinger.

ROGER H. LEWIS, United Artists executive director of advertising-publicity, has returned to New York from Hollywood.

RALPH CONE, president of Screen Gems, left here yesterday via B.O.A.C. for London, accompanied by Inverse Stav, who will head the Screen Gems production setup in Britain.

EDWIN F. ZABEL, president of Bel Air Productions, and HERBERT BERTWITZ, legal counsel for the company, have returned to Hollywood from Europe.

CHARLES SIMONELLI, manager of Universal's Eastern advertising - publicity department, and JEFF LIVINGSTON, Eastern advertising manager, left New York at the weekend for Chicago.

NEIL CLARKE, Buena Vista foreign sales manager, has returned to New York from the Coast.

HARRISON C. READER, president of Peak Films, left here for London over the weekend via B.O.A.C.

JOHN HIGGINS, in charge of the motion picture advertising department at the "Saturday Evening Post," returned to New York over the weekend from the Coast.

Vogel, Reagan Schedule Trade Press Luncheon

Joseph R. Vogel, president of Loew's, Inc., will meet with trade press publishers and editors at luncheon on Thursday at the Plaza Hotel here, at which an announcement of interest to the trade is scheduled to be made. Charles M. Reagan, M-G-M domestic distribution head, will join Vogel as host at the luncheon.

Films Abroad

(Continued from page 1)

audiences throughout the world," Johnston points out, "but only through such close working relationship of all American distribution in foreign markets can restrictions be resisted and potential goals achieved."

For 1936 the "big news about the world markets is there is no big news," Johnston states. He explains that "on the whole, the markets for American pictures outside the U.S. continued to sink, except as specifically increased. Along with the growth has come the increase of difficulties of doing business, which was expected, too."

Asia Causes Concern

Taking various areas up specifically, Johnston notes that "the outlook for all of Asia has darkened." In Japan: "Changes have occurred and restrictions gradually tightened so that the past year has seen a slight decline in business." Filippines and Indo-China: "Political and civil upheavals in these very important markets have struck hard at our business." India: "A deep crisis has arisen of the "fair" or "good" business tax of that government."

Even in Europe according to Johnston, the market is "spotted with hazards to our business. In Great Britain and France, new attacks on our industry have arisen and 1937 will reveal whether these attacks can be successfully warded off. Spain has been the victim of a long-standing refusal of the Spanish government to create reasonable conditions for doing business. Difficult conditions in the German and Italian industries have led to pressures from within those industries to ease their condition by impositions against American films."

Says TV Threat Must Be Met

The Johnston report makes special note of the growth of television competition in some important world markets, calling attention to the point. Johnston points in 1937 at an accelerated pace, but adds: "our experience in the U.S. has offered convincing proof that our business is not destroyed by TV but also has showed it creates new and difficult conditions of operation that must be met."

Rouse Heads GTSC

TORONTO, June 2.—Andrew G. Rouse has been named president and general manager of General Theatre Supply Co., Ltd., to succeed George Cubbert, who has resigned. The company is a subsidiary of the Famous Players Canadian Corp., with its head office here. Rouse joined Famous Players in 1940 and was assistant general manager and purchasing agent of Theatre Confections Ltd., at the time of his new appointment.

Show Technirama to British Industry

By WILLIAM PAY

LONDON, June 2.—Fourteen major international productions are already being made in Technicolor’s new cinematic process, Technirama, which was demonstrated to the British industry at the Odeon Theatre, Leicester Square, here yesterday.

Over 2,500 industry and press representatives, top - ranking veterans from overseas and a large number of Technicolor shareholders attended the first European screening of "The Curtain Rises on Technirama." Excerpts from Hollywood, Continental and British Technirama films were also shown.

Specially - developed for use with Technicolor, the Technirama Decration Day was reported as "fair" and in some instances below expectations, exhibitors reported Friday.

A number of theatremen attributed the "fair" or "good" business to the fact that the holiday fell before the start of a weekend. Since many firms and industries worked Friday, they felt that, if this factor along with excellent weather, kept many persons away from the theatres.

Some of the first-runs said business was slow during the day but picked up in the evening. The Radio City Music Hall, Roxy, Capitol and the Globe.

Circuit operators reported that in New York and around the country theatre business was "good." A Loew’s official said that business generally was ahead of last year’s holiday, which was on a Wednesday.

Withdraws Resignation

HOLLYWOOD, June 2.—Eliot H. Daniel, president of Local 47, American Federation of Musicians, has withdrawn his resignation, which he made last week in protest to a resolution calling for a Congressional investigation of the AFM. He said the "confidence" expressed in him by the local members prompted his action.

Correction

Myron Mills, vice-president of Screencraft Pictures, Inc., was affiliated with another company through an inadvertent error in Friday’s Motion Picture Index.

Monday, June 3, 1937

Johnston Finds

population and growing incomes present a real challenge to the industry to turn its profits into actual box office admissions.

The market for films in the U.S. is growing constantly, Johnston states. "The increased birthrate of the early 40’s has presented the largest technician market the nation has ever known. Not only are there more people, but they have more potential age brackets but they have more available income for entertainment," the MPAA head says.

Sees Industry Determined

As a direct approach to achieve it, production and distribution in 1936, through the advertising and publicity directors and in close cooperation with exhibitors, began development of a promising program of business building promotion, Johnston states. "At least by 1936 signalize the determination of our industry to take full advantage of every prospect," he said.

Johnston reported upon the report of the entertainment, the industry’s Production Code modernization, market studies being conducted and censorship development and court decisions, he pointed out that the industry’s Production Code has been used as a guide by other media in forming their own methods of self regulation.

Discusses Various Activities

The MPAA head discussed the Golden Jubilee program, and the MPAA departments and services, among them being the Production Code Administration, the Advertising Code Administration, the Title Registration Administration, the Community Relations program, preview activities, the children’s film library, educational consultant program on entertainment films and services, newsreel, technical services, foreign film advisory unit, and the Canadian Cooperation Project.

‘Sweet’ Record Tie-in

United Artists has set a music tie-in with Decca Records in behalf of Hecht, Hill and Lancaster’s “Sweet Smell of Success.” It involves two long-play albums and a single record that will be intensively promoted at 23,000 retail outlets covering every exchange in the United States and Canada.

Stanley Clements, 34

CAULLEY BRIDGE, W. Va., June 2.—Stanley E. Clements, owner and operator of the Gauley Theatre here, died last week at his home here after several weeks illness.

Herman, 34

Herman, 34

Herman
Program for Revising SBA File by TOA

TOA committee on Small Business, will appear in Washington today before the committees to discuss with members national exhibition organization's petition which was prepared on behalf of TOA members and other exhibitors.

In its memorandum to the committees, Hedling states that TOA, "an organization representing in excess of 5,000 theaters, urges the adoption of Senate Bills 720 and Title II of 1762, with certain additional corrections, modifications and deletions."

Approved Lender Broadened

The 14-point plan, as presented by TOA includes a broadening of the SBA act to permit an "approved lender" to be a bank, insurance company, building loan association, and any other approved lenders found to be qualified and eligible for insurance of loans against loss of principal and interest;

That the aggregate principal amount of loans would not exceed one billion instead of 250 millions and that after July 1, 1958, the President may increase this limit to one billion 250 million dollars.

That Senate Bill 720 be adopted with amendments to increase the amount of a loan from $250,000 to $1,000,000 and that the maturity of the loan be extended from five years and 32 days to 20 years;

Policy Board Defined

That the policy board be established under S. 720 consisting of the Administrator and two businessmen, who shall be authorized and empowered to pass upon real estate loan applications from all small businesses, including motion picture theaters;

That the SBA delete from its rules that a borrower submit written evidence of inability to obtain private financing as a condition precedent of filing for a mortgage loan;

That a qualified borrower shall be deemed to be a person, firm or corporation having been actually engaged in the operation of a four-wall theatre

15-24 Audience

81 British, 300 'Foreign' Films Registered in U. K.

From THE DAILY Bureau

LONDON, June 2—A substantial increase in the number of feature films registered in the 12 months ended May 1, 1957, is reported by the Board of Trade.

81 British and 300 "foreign" features were registered in the year compared to 73 British and 272 "foreign" in the preceding 12 months. In the same period registrations of second features, 3,000 to 6,499 feet, were down, 20 British and 81 "foreign" compared to 37 and 83.

Of the "foreign" totals, 358 were American, 41 French and 23 Italian.

Offers Plan for Joint Exposition Office

DETROIT, June 2—A plan to coordinate publicity and exploitation for motion pictures "on a community level" has been presented to the industry here by Arthur Herzog, Jr., public relations manager of the Associated Film Distributors. Under the Herzog plan the distributors would set up a joint exposition office here from which intensive campaign publicity material and newsreel pictures would be serviced and "second features to the extent possible."

Among the services Herzog would furnish are expansion of coverage to newspaper, radio, television, handling of personal appearances, and working out additional promotions on incoming films. The letter explaining the plan has also been sent to exhibitor organizations saying that if it can be worked out locally it could become nationwide.

Continually for at least one year prior to filing for a loan;

That where an exhibitor does not possess the right to mortgage a theatre, because the right belongs to the owner of a theatre building, who is not an operator, such owner shall have the right to make mortgage application;

That small business be deemed to be a unit doing a gross business not in excess of one million dollars annually provided it can be identified as an independent operating business;

Would Delete Phrase

That Section 102 of Senate Bill 1762 be adopted with amendments deleting therefrom the words "which is not dominant in its field of operation";

That Title I of S. 1762 does not need the requirement of a fund of 700 million dollars when a fund of 10 million dollars, to be used for the insuring of mortgage loans, is adequate to carry out the spirit and intent of the SBA Act.

See Hope Dim

(Continued from page 1)

been talking about starting through the House late this year an income tax cut bill, the main member of the House Ways and Means Committee were planning to add to any such bill some excise cuts and relief for small business.

But reports of continually rising government spending, outpacing rising revenues and cutting expected budget surpluses despite current appropriations cuts, throw cold water on the tax-cut scheme. So a Democratic high command said it would only start a study this year of possible tax cuts and let action go until next year.

Seek 'Future Protection'

A Ways and Means subcommittee on excise tax changes may start work sometime in June on a bill overhauling excise tax rates, and certainly the industry will want to make sure that if this happens, the admissions tax is included in that bill. The bill won't go anywhere this year, but the industry will want to make sure it is covered, just for future protection.

But most key observers still think that any major excise changes that are really going to be in such a manner as to eliminate the need for complete-reclassifying while the picture is on the screen.

Beard said drive-ins using extruded-aluminum screens get about twice as much returnable light as those using painted screens.
FROM 20th IN JULY...

AN UNFORGET...
TABLE EVENT

Cary Grant LOVES Deborah Kerr

in Italy...on the Mediterranean...across an ocean and all over New York!

IN LEO McCAREY'S

An Affair to Remember

...an engagement you'll never forget!

Cinemascope color by de luxe

with RICHARD DENNING • NEVA PATTERSON • CATHLEEN NESBITT
ROBERT Q. LEWIS • CHARLES WATTS • FORTUNIO BONANOWA

PRODUCED BY JERRY WALD
SCREENPLAY BY DELMER DAVES
DIRECTED BY LEO McCAREY

ORIGINAL STORY BY LEO McCAREY AND MILDRED CRAM
**Television Today**

**Weaver Signs Chicago WGN For Service**

From THE DAILY FORUM

CHICAGO, June 2—The signing of WGN-TV as the first affiliate of Program Service, new TV network headed by Sylvester L. (Pat) Weaver, was announced jointly by Weaver and Ward L. Quaal, vice-president and general manager of WGN, Inc.

Quaal said that WGN-TV will originate a number of programs to the new network, and that in the association with Program Service they expect to carry many well-established programs as well as new features that will bring to television more of the “firsts” for which Weaver is so widely recognized in the industry."

Sees ‘Chicago on the Map’

In stating that the association “will put Chicago TV and Chicago on the map,” Quaal declared, “as the records show, Chicago has the talent, know-how and facilities to produce the finest in TV programming. There is no bigger city in the U.S. that cannot do right here in Chicago.”

Weaver, former president and chairman of the board of NBC, said, "Through the facilities of WGN-TV, Program Service will be able to bring its programs to more than 2,500,000 homes in the nation’s No. 2 market." He added that they are looking forward to the development of new talent and new programs for origination out of WGN-TV, "which," he said, "will be able to provide on the national scene in the future." Weaver declared that independent stations need a program source that is live . . . a source of quality programming measuring up to the highest standards.

**Cross-Krasne Overseas**

HOLLYWOOD, June 2—Cross-Krasne Ltd., has been formed as a subsidiary of Cross-Krasne, Inc., for the handling of distribution of American television productions in the Eastern Hemisphere. Offices have been opened in London and several distribution facilities will be set up shortly in Latin America and Canada.

**IN OUR VIEW**

**WE MAY very well be accused at this point of flogging a dead horse, but we’ll have to take that chance, because in this view there are few aspects of the television operation of more importance to the welfare of the whole industry than the Commercial. In essence, it must be reckoned as the tie-line between the sponsor—the man who foots the bills—and the viewer—the man (or woman, or child) who foots the sponsor’s bills, eventually. In the final analysis, the Commercial had better be good.**

Perhaps more important than being “good,” the commercial had better not be “bad.” That word does not necessarily refer to a sponsor’s message doing an inadequate job of selling a product, but rather to the possibility that it will register “negative” to a viewer, even in the slightest degree. To hand at the moment, pertinent, is a poll of viewers recently conducted by the National Audience Board. From a total of 1,064 persons balloting, in metropolitan and rural areas, only 17.6 per cent found nothing wrong with commercials, the remainder gave 24.2 per cent registering various criticisms.

Among the objections: the public resents being shouted at program interruptions, when they break program continuity. On the happy side, most viewers found commercial pictures interestingly visual and generally in good taste, although less effective than many sponsors believe. It is parenthetically of interest that the Federal Trade Commission’s Bureau of Investigation has accepted the board’s offer to refer commercials to that agency in connection with its continuing study of false and misleading advertising. In general the survey showed the commercial in a reasonably favorable light, indicative of the fact that those who are responsible for the commercial are alert and aware.

It is suggested that in some cases, where a dramatic mood is to be sustained, commercials be confined to the beginning and end of the program. The sponsor’s right to make his sales pitch is unquestioned, but care in the "how" and the "when" will pay real dividends.

—Charles S. Aarons

**MPEA Will Reelct Officers Tomorrow**

(Continued from page 1) Forms of pay-to-see TV, of which Skiatron’s SubscriberVision is one. The latest plans of the FCC call for forward toll TV data, after which tests probably will be scheduled either late this year or early next, leaving a final decision on the matter before late next year highly doubtful. Fox, of course, could avoid the issue by "pinning" the baseball telecasts in subscribers’ homes via cables.

James Mulvey, president of Samuel Goldwyn Productions, and who owns 25 per cent of the Dodgers, was quoted as saying Friday that he would like to see the team stay in New York. "My feelings," he said, "are that I want to stay in Brooklyn and I hope to God it can be done." And the subject of labor difficulties in Mexico.

**Say Skiatron**

**Love in the Afternoon**

Billy Wilder—Allied Artists

There are more ways than one to tell the story of Cinderella, as all faithful filmgoers know, and that’s the story, at basis, that writer-producer-director Billy Wilder is telling in his new film, "Love in the Afternoon." He is relating it in very sophisticated fashion, moreover, often with a wink and sometimes with what approaches a leer. Which makes this a Cinderella story not for the kiddies but one that is bound to go over big with adults who appreciate a witty and urbane romantic comedy.

Not the least of the reasons it will do so is the presence in the cast of Audrey Hepburn and Gary Cooper and a remarkably spry Maurice Chevalier, who is making his return to American films. That is to say, a film made by an American company, for this one was photographed in France. And the technique and style are Continental all the way.

Cinderella, for instance, as depicted in this picture and charmingly played by Miss Hepburn, is a young and ingenuous girl at the start—the daughter of a bourgeois private detective (Chevalier) who still goes to music school and has day dreams about the shady characters in her father’s files. But, inexperienced and not too sure as to what he’s most interested in to the seductive wives of Prince Charming with amazing expedition—and right in the middle of the afternoon!

As for the prince in this story he is an American oil millionaire who is notorious all over Europe for his romantic escapades. To this not-so-young roué, whom Cooper plays, Cinderella is just one more amorous carcase among which is that, until he falls in love toward the end and decides to make her an honest woman and pay only does so when he has uncovered the fact that she has lied about having had 19 lovers before him! That is the story, in a nutshell, but then plot is never of much consequence in such films. It’s the little "touches" along the way—the comic surprises and the droll remarks—that give such pictures distinction.

Wilder has filled it with his usual sly and sly "touched" (You’d almost think Ernst Lubitsch had made this film.) To recount the inventive plot embellishments in detail—such things as Cooper’s elaborate preparations for romance in his hotel suite, complete with a four-man gypsy orchestra to induce a responsive mood—would be to make them seem flat, which they aren’t.

One or two objections might be offered; the running time is a little long. When, in fact, it should not make a very convincing come. But Miss Hepburn has never been more enchanting, and she and the rest of the cast help to sustain a gay and lively mood.

Running time, 125 minutes. Adult classification. Release, in July.
Capehart Says Tax on Theatre Admissions Should Be Eliminated During SBA Hearing

WASHINGTON, June 3—Senator Homer Capehart (R., Ind.) said he thought the tax on motion picture theatre admissions should be eliminated.

Capehart made this statement at a Senate Banking and Currency Subcommittee hearing on extending the life of the Small Business Administration.

Philip Harling, appearing for the Theatre Owners of America, told the committee the industry would ask Congress to remove the tax.

"The tax ought to be eliminated," Capehart declared. He said he couldn't see any reason why "the kiddies" should have to pay a tax to see a motion picture.

Open Senate's SBA Hearings

From THE DAILY Bureau

WASHINGTON, June 3 - The Small Business sub-committee of the Senate Banking and Currency Committee opened hearings here today on the Small Business Administration giving consideration to several bills which would extend the life of the agency past its July 31 expiration deadline.

Some of the bills would make the SBA a temporary or permanent agency of the government and also propose liberalization of the SBA credit policies. A House Banking Committee recently concluded its hearings on this subject and starts executive session voting tomorrow.

Walter Reade, chairman of the Theatre Owners of America committeee on SBA, appeared today before the Committee.

Back from Europe

Reade Finds Effect of TV Grows Abroad

Foreign Exhibitors Also Facing Product Problems

By LESTER DINOFF

Foreign theatremen are now beginning to experience many of the problems which confronted U. S. exhibitors in the past few years, particularly in reference to television competition and product supply, according to Walter Reade, Jr., head of Walter Reade Theatres and a past president of Theatre Owners of America.

Reade, who returned to this country late last week following a three-week trip through Europe and to attend the Cannes Film Festival in France, also disclosed that

(Continued on page 4)

Anti-Toll-TV Group Plans New FCC Filing

From THE DAILY Bureau

WASHINGTON, June 3—The Joint Committee Against Toll Television will definitely file comments on the Federal Communications Commission's query about the value and conditions governing subscription television tests.

Philip Harling, co-chairman of the

(Continued on page 4)

Warner Bros. to Produce Science Films for TV

Warner Bros. Pictures will produce a series of four one-hour color films on science for television and schools in an agreement signed with the Bell Telephone System and announced yesterday by Jack L. Warner, president of the film company. Warner

(Continued on page 6)
PERSONAL MENTION

JACK L. WARNER, president of Warner Brothers, is in New York from the Coast.

JOSEPH MOSKOWITZ, vice-president of 20th Century-Fox, will return to New York from England today aboard the "Queen Mary."

N. J. BLUNDELL, chairman of the board of Universal Pictures, will return to New York from Europe today aboard the "Cristobal Colombo."

NORTON V. RITCHIE, president of Allied Artists International, left here over the weekend for London.

MANNY BEINER, foreign sales manager of Television Programs of America, returned to New York yesterday from Europe.

MRS. THOMAS KNETTEL gave birth over the weekend at Booth Memorial Hospital, Flushing, to a son, KERRY MATTHEW. The father is on the staff of United Artists' foreign department.

SIR CAROL BEEDE, British director, will return to London from New York today via B.O.A.C.

IRVING SOCHIN, general sales manager of Rank Film Distributors of America, will leave here today for Chicago, Detroit and Cleveland.

WILLIAM DOZIER, vice-president of RKO Radio in charge of production, will return to New York today aboard the "Cristobal Colombo."

WILLIAM J. HENIESMAN, United Artists vice-president in charge of distribution, will leave here today for St. Louis.

French Girls to Tour

Allied Artists has hired seven French girls, all of whom have show-business and public relations backgrounds, to act as "special exploitation representatives" on "Love in the Afternoon." The girls will leave this week to tour exchange cities and subkey areas to promote the film with newspapers, radio and television interviewers across the country. The picture, which opened into national release in July, will have pre-release engagements in Los Angeles at the Egyptian Theatre and the RKO Hill-street on June 21.

GOLDEN JUBILEE of the Motion Picture Industry? If it is this year, then who was the guy who conned the U.S. Post Office Department into issuing a special commemorative stamp back in 1952 on the occasion of the 50th anniversary of the motion picture industry? They say. When he was mayor of Miami Beach (1939-1943), Mitchell Wolfson, head of the Women's Auxiliary to the B.O.A.C., head the city's convention bureau. When Theatre Owners of America decided on the new Americana Hotel as its convention site next fall, Mitch phoned the gentleman at the bureau in the hope that he would put his organization to work promoting the convention, for old times' sake, if for no other reason. A strained silence came over the wire after Mitch had stated his business, and he was beginning to wonder just how ungrateful some old pros in somewhat hurt tones Miami Beach's convention bureau chief reminded Mitch that the Americana happens to be located in Bal Harbour, a rival resort community, and NOT in M. B. Now he's being ridden unmercifully by civic-minded friends for having instrumental in taking the TOA-TESMA shindig out of his own community and into the rival one.

ALLIED ARTISTS' resourceful Martin Davis seldom misses a bet if it has any chance of boosting an AA picture. So it was that when the highly entertaining "Love in the Afternoon" was previewed for critics and others at the RKO 58th Street Theatre here, Martin hired a trio of violinists to stand in the lobby as the guests entered and play "Fascination." A situation running through the picture has Cry-Cooper as a violinist in C. P. Smith putting his light-loves in a mood for romance by having a string orchestra and a harp to play "Fascination" whenever and wherever the wooing takes place... Davis' preview night stunt made such a hit not only with the critics and other guests but with the regular patrons of the theatre also who attended that Sol Schwartz, RKO Theatres president, who witnessed the amused reactions has instructed that the same stunt be used at all RKO Theatres the picture plays on its regular bookings... Although Buena Vista opened old prints of Walt Disney's "Cinderella" for spring dates for the reissue, Easter week demand was so great it was obliged to search the vaults for additional prints. The search in the New York metropolitan area turned up some 20 additional prints but, made for earlier release, they were on nitrate film. As a result, some New Jersey exhibitors were anxious to anxious to get the Easter Egg that had to long-unused booth proper quarters. Now the committee is diligently pursuing means of meeting the cost... Charles Sinclair, a Rogers & Cowan publicity man, wrote a screen play, "Sleep No More," which is now in production in Spain, starring Anne Baxter and Richard Todd. A competing public relations firm, Arthur Jacobs, has the picture as one of its accounts, Now A. J. is thinking about using R & C so Sinclair can handle the picture's publicity.

RKO Business Up 30%

Abroad: O'Neil, Branson

From THE DAILY BUREAU

LONDON, June 3—RKO Pictures foreign business is up 30 per cent as compared with the same period last year, Thomas F. O'Neil, chairman of the board, and Walter E. Branson, vice-president in charge of world-wide distribution, said at a joint press conference here today. They said they have no intention at present of making changes in their distribution set-ups here.

O'Neil and Branson also reported on their plans to supplement foreign distribution with overseas production. In some cases RKO will invest 100 per cent, they said.

Special Meeting of Tent 35 Here Today


The luncheon is scheduled to start at 12:30 P.M. and will be followed by a screening of a "The Heart of Show Business," which depicts the heart projects of the Variety tents around the world and which will be distributed to theatres by Columbia Pictures, with Variety International and individual tents participating in its earnings.

NEW YORK THEATRES

RADIO CITY MUSIC HALL, New York City—GREGORY PECK — LAUREN BACALL

"DESIGNING WOMAN"

In Cinemascope and METROCOLOR

An M-G-M Picture

A SPECIFICATIONS STAND PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher;Sherwin Kane, Editor; James D. Ivers, Managing Editor;Richard Gertner, News Editor; Floyd E. Stout, Production Editor; Herbert F. Peck, Advertising Manager; Gus Silverman, City Editor; Pinky Herman, Vincent Canby, Eastern Editor; Hollywood Bureau, Yucca-Vine Building, Samuel D. Beren, Manager; William E. Weaver, Editor, Telephone Hollywood 1-2139, Washington, D.C.; London Bureau, 4, Bear St., Leicester Square, W. 2. Ted William, City Editor; New York, Telephone Circle 7-5100, Cable address: "Quigleyphotos, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Thomas F. O'Neil, Chairman of the Board, WALTER E. BRANSON, Vice-President. Entered as second class matter Sept. 23, 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 copies, 10c.
Love scenes like these of Kim Novak and Jeff Chandler are being edited and cut, for

"Jeanne Eagels"

A George Sidney Production • A Columbia Picture
Rodgers Services on Thursdays

(Continued from page 1)

Rodgers, who innovated in the motion picture industry for more than 50 years, is remembered by his many friends and associates as a kind and generous man. He was a valued friend and colleague who contributed significantly to the success of the industry.

George B. Cohn, president of the United Artists Corporation, said, "Bill Rodgers was a great leader in the motion picture industry. He had a great deal of respect for his fellow businessmen and was always willing to help others.

"He was a man of great integrity and a wonderful person. He will be deeply missed by all who knew him.

"Bill Rodgers was a true friend and a true leader, and we will all miss him greatly.

"We will continue to honor his memory by continuing to innovate and improve the motion picture industry for years to come.

Ohio House Approves Vandalism Measure

Special to THE DAILY

COLUMBUS, O., June 3.—Reversing its one-vote defeat of a Senate-approved bill to require parents of delinquent children to post up $50, the House today passed a resolution calling for the construction of protective walls in movie theaters and other public places. The Ohio House of Representatives approved the measure with 10 votes to spare.

The House eliminated a provision which would have permitted court orders to hold parents in contempt for a second act of vandalism by a delinquent child. The measure now requires proof that parents failed to exercise reasonable control of their children before they can be cited for contempt.

Reade Finds

(Continued from page 1)

closed here yesterday that he has extended invitations to foreign theatre associations to send representatives to attend the 1957 annual convention of TOA this coming fall.

The prominent exhibition leader stated that exhibitors in France, Italy, and other European nations are among those facing television competition and "other factors like product supply and quality.

"Reade is in the process of organizing an exhibition association with foreign exhibition officials, Reade said that he extended invitations to Italian Geminis, head of the Italian Theatre Association and president of the international association, to attend the 1957 annual convention of TOA this coming fall.

The prominent exhibition leader stated that exhibitors in France, Italy, and other European nations are among those facing television competition and "other factors like product supply and quality.

"Reade is in the process of organizing an exhibition association with foreign exhibition officials, Reade said that he extended invitations to Italian Geminis, head of the Italian Theatre Association and president of the international association, to attend the 1957 annual convention of TOA this coming fall.

The prominent exhibition leader stated that exhibitors in France, Italy, and other European nations are among those facing television competition and "other factors like product supply and quality.

"Reade is in the process of organizing an exhibition association with foreign exhibition officials, Reade said that he extended invitations to Italian Geminis, head of the Italian Theatre Association and president of the international association, to attend the 1957 annual convention of TOA this coming fall.

The prominent exhibition leader stated that exhibitors in France, Italy, and other European nations are among those facing television competition and "other factors like product supply and quality.

"Reade is in the process of organizing an exhibition association with foreign exhibition officials, Reade said that he extended invitations to Italian Geminis, head of the Italian Theatre Association and president of the international association, to attend the 1957 annual convention of TOA this coming fall.

The prominent exhibition leader stated that exhibitors in France, Italy, and other European nations are among those facing television competition and "other factors like product supply and quality.
Hal Wallis’

"GUNFIGHT AT THE O.K. CORRAL" IS A BOXOFFICE K.O.

From Maine to California, record-wrecking grosses are running ahead of many of Paramount’s biggest pictures of recent years!
Television Today

PASSING IN REVIEW....

It was an interesting, worthwhile television week for a number of thoroughly devious reasons. The star-discovery was undoubtedly the CBS import, Nikita Krushchev, who gave a fascinating demonstration of the Old Soft Sell which for years has been credited to Madison Avenue. Further investigation may show that, like the great revolution of electricity, was first evolved by Soviet genius.

Even Double Talk Amusing

Face the Nation's interview Sunday afternoon proved once again the marvelous efficiency of the CBS Public Affairs approach to programming. More than being a simple news scoop, even though it langed on page one of practically all Monday morning dailies, it was another example of that network's various and bold aspirations which more often than not are realized. This particular interview, of course, featured a large amount of double-talk, some of it rather amusing as in reference to the Voice of America, and some of it downright absurd as in the statements about the Kadar regime in Hungary.

At the same time, it gave the American people a portrait of a man—an official, carefully-combed-hair portrait—which must prod all but the dullest minds to some further activity. It is perhaps unfortunate that Krushchev does not possess the same oily, fanatical personality of Nasser, but even this realization will add another small dimension to the viewers' understanding. Television, which thrives on easily identifiable stereotypes, here presented an off-beat character and, as is so often the case at such times, the results were a lot more stimulating than the specific content might suggest.

Second Billing to Tintair

And, speaking of off-beat salesmen, Tintair certainly seems to have increased its "exposure-schedule" of the Erin Westmore commercials, or maybe it's just that the current batch penetrates the viewer's consciousness with the terrible persistence of a dentist's drill. The stimulation here is in the picture of a lovely blonde, who looks perfectly okay as is, painting her hair with a substance that looks suspiciously like squid fluid, while Westmore tells us that we too can wake tomorrow morning with a gloriously new person.

CBS - TV's Odyssey Sunday afternoon presented a fascinating slice of Japanese heritage in a piece called...
Man on Fire

(Continued from page 1)

him full custody of their 10-year-old son in return for an uncontested divorce. At the start of the picture, the wife, played by Mary Pickford, has decided to reopen the case for the purpose of gaining partial custody of her son.

Crosby, who has poured out all the affection and love he had for his wife on the divorce court, determines to fight the action by every means, including dragging the case through the newspapers. A compromise solution, suitable from a humanistic if not entirely from a moral standpoint, is worked out mostly by the intervention of Inger Stevens, a lady lawyer who has been in love with the husband and father but is unnoticed by him until the end of the picture.

The story, originally a television script by Malvin Wald, which was adapted and expanded for the screen by Ronald MacDougall who also directed, has power and dramatic impact but it is Crosby's portrayal of the husband and father, injured perhaps partly through his own fault, that gives the production validity and credibility. He has able support, too, in Miss Stevens who has more than a promise of future greatness, and in Anne Seymour who gives an excellent performance as the judge who decides, with a surprise twist, the custody case.

The scene between Crosby and Miss Seymour after the hearing in the judge's chambers, and another in which Miss Stevens brings Crosby back to life after a classic binge, are high spots of the picture. These plus the basic human values which are maintained throughout all make it a picture that audiences of all kinds will be touched by and will talk about. Its one dramatic weakness, the fact that it starts out as a preaching against divorce and then trickles off into an ambivalent conclusion, is unlikely to injure it noticeably at the box office.

It is a Sol C. Siegel production.


James D. Ivers

Special 'Task Force' for 'Ten' Abroad

A special "task force" headed by divisional directors, who will be detached from all other duties during the campaign is planned for "The Ten Commandments" in foreign markets, it was announced yesterday by George Welter, world-wide sales manager for Paramount. Welter returned last week from a sales conference in London on the Cecil B. DeMille picture.

First Directors Named

First appointees are: Henri Michaud, Russell W. Hadley, Jr., and A. Stephen Clug. Hadley has been detached from his post as assistant managing director of the Paramount International Sales offices and Clug has set aside his work as assistant general manager of the Continental Division; Clug is being detached for the time being from his post of general manager in India.

All three, together with others to be appointed in the immediate future, will work directly with Clay V. Hale, who in turn, in this new post, reports directly to Charles Bebeberg, in charge of world sales of "The Ten Commandments."

Whale Funeral Held

HOLLYWOOD, June 3 - Funeral was held today for James Whale, 60, retired director, who died Friday following an extended illness.

BIA Hearings

(Continued from page 1)

Harling pointed out to the committee that since 1950, neither the industry nor the country has been granted a loan by any bank, and said business loans should be made in a way which would "insure a well-balanced economy."

Capehart asked Harling why TOA wanted to change the make-up of BIA's loan policy board by replacing the Secretary of Commerce and the Treasury with two businessmen.

Harling replied that businessmen and bankers "know our business and its problems." Bankers and businessmen have experience with theatres in their own towns, he said, and know how to operate theatres. "The Secretaries of the Treasury and Commerce don't have the experience and the interest," he explained.

Queried Regarding Increase

Capehart wanted to know why TOA asked that the maximum loan be increased from $250,000 to $1,000,000. "Can you envisage a theatre borrowing a million dollars?" asked. "We have to keep this a small business man's organization," Capehart continued, and "when you have a loan of a million dollars, it's no longer small business."

Harling replied that although there were only a few large theatres which could use $1,000,000 for modernization and repair, he didn't want to leave out those specific members of our organization."

WB Party Tomorrow

Warner's will be host to the press and other invited guests at a "The Prince and the Showgirl" champagne party at Place Elegante here tomorrow night by way of marking the picture's forthcoming world premiere at Radio City Music Hall for the benefit of the Free Milk Fund for Babies, Inc. Promised for the party are "real" celebrities and "real" showgals. Mike Romanoff won't be there.

Justin Services Today

Funeral services will be held here today at Annunciation Greek Orthodox Church for Markus Justin, 82, who died Saturday. The deceased was the father of Nick M. Justin, director of the Rivoli Theatre.

Mrs. Aaron Schaff

Funeral services will be held this afternoon at 2:30 at the Riverside Chapel, Ocean Parkway, Brooklyn, for Mrs. Aaron Schaff, sister of Martin Levine of Brandt Theatres, who died yesterday.

'Average' Film for more merchandising and selling to the public," Wald said, recalling experiences when theatremen used to send postcards to his home to inform of their coming attractions.

McCary, commenting on the long runs for "big" pictures, said that if his film "The Bells of St. Mary's" and "Going My Way" had been afforded longer runs, overall grosses for both would have been from three to five million higher.

Both of the Hollywood figures cited that there is today a great lack of films which appeal to women audiences.
UNITED ARTISTS
ANNOUNCES A SPECIAL DISTRIBUTION PLAN FOR
Cary GRANT
Frank SINATRA
Sophia LOREN
in STANLEY KRAMER's Monumental Filming of
"THE PRIDE and THE PASSION"
TECHNICOLOR® • VISTAVISION®

"THE PRIDE AND THE PASSION" will be launched with three special extended run engagements, opening on June 28th in the
CAPITOL THEATRE—NEW YORK
STATE LAKE THEATRE—CHICAGO
FOX-WILSHIRE THEATRE—LOS ANGELES
These engagements will not be shown on a reserved seat policy. The running time of "THE PRIDE AND THE PASSION" is 2 hours and 12 minutes.

We shall accept additional special engagements only in selected cities of approximately 100,000 or more, openings starting on or about July 18th.

WILLIAM J. HEINEMAN
Vice President in Charge of Distribution
United Artists Corporation
MOTION PICTURE DAILY
NEW YORK, U.S.A., WEDNESDAY, JUNE 5, 1957

Balaban Sees
Three Types Of Customers For Future

Sees Theatres Providing Principal Revenue Still

By LESTER DINOFF
The production and distribution of motion pictures for theatres will continue to be the principal source of revenue for Paramount Pictures, although the company's future business could consist of servicing three types of customers: theatre operators, sponsored television and home movie office provided by pay-TV, Barney Balaban, president of Paramount, told stockholders here yesterday.

Barney Balaban, who presided over the
(Continued on page 6)

Variety Short Will Gross $50,000 Here
"The Heart of Show Business," the 40-minute featurette produced for the Variety Clubs by Ralph Staab, will gross $50,000 in the New York area, Bobo Jackers, assistant general sales manager of Columbia, predicted yesterday.

(Continued on page 5)

Television Today Page 6
and on page 7
Motion Picture Daily's photographer meets industryites returning from abroad.

Balaban Sees
Three Types Of Customers For Future

Sees Theatres Providing Principal Revenue Still

By LESTER DINOFF
The production and distribution of motion pictures for theatres will continue to be the principal source of revenue for Paramount Pictures, although the company's future business could consist of servicing three types of customers: theatre operators, sponsored television and home movie office provided by pay-TV, Barney Balaban, president of Paramount, told stockholders here yesterday.

Barney Balaban, who presided over the
(Continued on page 6)

Variety Short Will Gross $50,000 Here
"The Heart of Show Business," the 40-minute featurette produced for the Variety Clubs by Ralph Staab, will gross $50,000 in the New York area, Bobo Jackers, assistant general sales manager of Columbia, predicted yesterday.

(Continued on page 5)

Morgan Named to Head New Para. Reissue Dept.

Oscar Morgan, who has been in charge of group sales for "The Ten Commandments" at Paramount Pictures under Charles Boasberg, has been appointed supervisor of a new department at Paramount to handle the re-issue of company product.

Morgan, who in his new post will be responsible to George Welhner, world-wide sales manager, previously headed the shorts, special features and newsreel department.

Study du Pont-General Motors Decision

Court Ruling May Hit Diversification

Some Attorneys See Restrictive Angles, But Most Feel Existing Deals Are Okay

Many industry attorneys yesterday were studying the Supreme Court's finding, made public on Monday, that E. I. du Pont de Nemours & Co. is in violation of the anti-trust laws in holding 23 per cent of General Motors' stock; the aim being to endeavor to determine whether or not the decision would apply to diversifications moves by motion picture and theatre companies.

The first reaction of film attorneys who had read the decision was that it probably will not have a direct effect on the type of diversification investments in other companies, many of them unrelated to production and (Continued on page 7)

Justice Dept. to Weigh New N. T. Construction

From THE DAILY Bureau
WASHINGTON, June 4—National Theatres will shortly seek court approval to build an ultra-modern, 1,000-seat theatre at Garden Grove, Calif. Justice department officials, who

(Continued on page 5)

First U. S. Date for '80 Days' in 35mm.

Special to THE DAILY
ST. LOUIS, June 4—The first American engagement of Mike Todd's "Around the World in 80 Days" in a 35mm. version will begin at the outlying Esquire Theatre here tonight. In all other respects, however, the established road show policy for the picture will prevail.

The film is being shown in Paris in 35mm. All other engagements thus far have been only in the Todd-AO 70mm. process. William J. Heineman, United Artists vice-president and distribution head, arrived here from New York to attend the premiere. U.A. is distributor of the picture.

UA Quarter Income Up 14%,
Holdes Told at First Meeting

The continued growth of United Artists was confidently predicted by Arthur Krim, president, and Robert Benjamin, chairman of the board, at the company's first meeting of stockholders since it became a publicly owned corporation, held at the Rivoli Theatre here yesterday.

With a good representation of stockholders in attendance and 86 per cent of the stock represented either in person or by proxy, Krim and Benjamin backed up their forecasts with detailed reports on U.A.'s record for the recent past and its plans and prospects for the balance of this year and in 1958.

The company's gross world-wide film income for the first quarter of this year was $14,389,000, compared

(Continued on page 4)

Sees Pay-TV Inevitable

The developing pattern of television economics now confirms the view that pay-television is inevitable, Barney Balaban, president of Paramount Pictures, told company stockholders here yesterday.

Production costs have risen astronomically, TV set saturation is being approached, and the problem of reconciling TV ratings with higher

(Continued on page 6)

Pushing of Arbitration Urged by N. F. Group

SPECIAL TO THE DAILY
WINEHENDON, Mass., June 4.—The Independent Exhibitors of New England convention resolved and urged the representatives of Allied States Association to "continue zeal.

(Continued on page 4)

Court Ruling May Hit Diversification

Some Attorneys See Restrictive Angles, But Most Feel Existing Deals Are Okay

Many industry attorneys yesterday were studying the Supreme Court's finding, made public on Monday, that E. I. du Pont de Nemours & Co. is in violation of the anti-trust laws in holding 23 per cent of General Motors' stock; the aim being to endeavor to determine whether or not the decision would apply to diversifications moves by motion picture and theatre companies.

The first reaction of film attorneys who had read the decision was that it probably will not have a direct effect on the type of diversification investments in other companies, many of them unrelated to production and (Continued on page 7)

Justice Dept. to Weigh New N. T. Construction

From THE DAILY Bureau
WASHINGTON, June 4—National Theatres will shortly seek court approval to build an ultra-modern, 1,000-seat theatre at Garden Grove, Calif. Justice department officials, who

(Continued on page 5)

First U. S. Date for '80 Days' in 35mm.

Special to THE DAILY
ST. LOUIS, June 4—The first American engagement of Mike Todd's "Around the World in 80 Days" in a 35mm. version will begin at the outlying Esquire Theatre here tonight. In all other respects, however, the established road show policy for the picture will prevail.

The film is being shown in Paris in 35mm. All other engagements thus far have been only in the Todd-AO 70mm. process. William J. Heineman, United Artists vice-president and distribution head, arrived here from New York to attend the premiere. U.A. is distributor of the picture.

UA Quarter Income Up 14%,
Holdes Told at First Meeting

The continued growth of United Artists was confidently predicted by Arthur Krim, president, and Robert Benjamin, chairman of the board, at the company's first meeting of stockholders since it became a publicly owned corporation, held at the Rivoli Theatre here yesterday.

With a good representation of stockholders in attendance and 86 per cent of the stock represented either in person or by proxy, Krim and Benjamin backed up their forecasts with detailed reports on U.A.'s record for the recent past and its plans and prospects for the balance of this year and in 1958.

The company's gross world-wide film income for the first quarter of this year was $14,389,000, compared

(Continued on page 4)
Personal Mention

Jules Levey, producer, will leave here today aboard the "Queen Mary" for London.

Wolfe Cohen, president of Warner Brothers International, will leave New York today aboard the "Queen Mary" for Europe.

Nathaniel Lapkin, first vice-president of Stanley Warner Corp., left New York yesterday for Hollywood. He will return here at the weekend.

C. V. Whitney, president of C. V. Whitney Pictures, is in New York from the coast.

Joseph A. Tannen, president of S.O.S. Cinema Supply Corp., has returned to his desk following an illness of several weeks.

Totti Camusati, musical director, will leave New York for London today via B.O.A.C.

Norman Polkoff, booker in Universal Pictures' New York exchange, will be married on Saturday to Barbara Bolen at The Willows, in Lakewood, N. J.

James Newcomb, of the M-G-M studio staff, will arrive here Sunday from the coast.

Mrs. John Tender, wife of the Lorain, O., exhibitor, has given birth there to a girl, their second child.

Edward Small, chairman of the board of Television Programs of America, has arrived in New York from Hollywood.

Mrs. Gene Brown gave birth last week to a girl, Sherry Lynn. Father is on the art staff at 20th Century-Fox.

Richard Carlson, vice-president of Trans-Lux Television Corp., has left here for a cross-country tour of the TV markets.

‘D.I.’ Bows Here Today

Jack Webb’s "The D.I.", which Warner Bros. is releasing, will have its local bow at the Paramount Theatre today.

‘Documentary’ Suspects Films Sure-Fire: Stone

By RICHARD GERTNER

Andrew Stone has been making motion pictures since 1936, and his favorite type to produce is the suspense story with "documentary flavor," he told the trade press in an informal interview at the M-G-M home office yesterday. All such films he has made, including "Julie," "The Steel Trap," and "The Night Holds Terror," among others, have made money except two, Stone claims that pictures of this type are still "sure-fire" with the public, which has been enjoying them since the days of the early serials, from which today’s thrillers have sprung.

Smooth Husband-Wife Team

Also present at the interview was Stone’s wife, Virginia, who assists her husband in all production phases of their pictures and then does the cutting herself. Stone writes his own screenplays and then directs which, with them complete control and responsibility for the final results.

The Stones are presently in New York scouting locations for their picture, "The Third Rail" (tempo title), which will be the first of three they have signed to do for M-G-M within the next 18 months. As with their previous pictures, they anticipate a short shooting schedule—16 days on the Coast and seven in New York—the result of careful blueprinting in advance.

Have Two-Point System

The "documentary flavor" of their thrillers is achieved in two ways, the Stones pointed out: Through using stories based on real-life police cases and always shooting in the natural location of the story. Their next for M-G-M, "Infamy at Sea," will be shot in Honolulu, and the third—"The Guided Missile Story"—at White Sands, N. M. Both titles are also temporary.

But Stone plans the Stones’ scheme of working—shooting almost on location and using their own home as an "office"—there is one special financial advantage, they noted. The studio can’t make any overhead against their pictures.

Decca, ‘U’ Dividends

Directors of Decca Records Inc., yesterday declared a regular quarterly dividend of 25 cents per share on the company’s capital stock, payable June 28 to stockholders of record on June 17.

The board of directors of Universal Pictures, yesterday declared a quarterly dividend of 25 cents per share on the common stock of the company, payable June 28 to stockholders of record on June 14.

KANSAS CITY, Mo., June 4 – At a meeting here for the tornado disaster fund of the Associated Theatre Owners of Greater Kansas City will present shows tonight for which no admission will be charged.

A voluntary offering will be taken at each theatre—25 indoor and 15 drive-ins—with all proceeds going to the fund.

Crown Leaves AA; Sets Up New Producing Firm

Alfred Crown has resigned as a vice-president of Allied Artists Pictures to form a partnership with Morris Helprin for the production of motion pictures for theatrical and television presentation. The new organization, to be known as Barzibon Productions Corp., will be located here.

In announcing Crown’s resignation yesterday, Steve Brody, president of Allied Artists, indicated his message to him: "I regret very much the loss of your services, but naturally, I am happy that you are getting to do the thing you want to do. May I take this opportunity to extend my gratitude for your efforts on behalf of Allied Artists and my very best wishes for success in your undertaking.

'All Allied Artists for the past two years, Crown handled many of the company’s production deals.

New Eckman U.K. Firm

LONDON, June 4.—Samuel Eckman, Jr., has announced the formation of an association with George J. Schaefer to supervise sales in the U.K. field for production by Stanley Kramer, Otto Preminger, Henry Fonda and others, also to act as their representatives in the United Kingdom. Eckman indicated that the majority of his assignments will be United Artists releases.

Showplace of the East
FOR YOUR SCREENINGS

• Three Channel interlock projection
• 16, 17½ & 35 mm tape interlock
• 16 mm interlock projection

CUTTING & STORAGE ROOMS

MOVIELAB
619 W. 54th St., New York 19
JUde-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ives, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Assistant Editor; Henry W. Fecke, Advertising Manager; H. Saslow, Circulation Manager; Alfred J. Teaman, Distributing Manager; Walter Harris, Account Manager; William E. Warren, Production Manager; Emery Alter, Production; Otto G. Spahn, Studio; Washington, D.C., 20036. Telephone: 23-3145; Washington, D. C.: General Business, 4, Hearst, 1. B. Levison, Manager; William S. Williams, Account Manager; Henry E. Warren, Advertising Manager; B. Sidney Stone, Studio Manager; Washington, D.C. Telegraph: Motion Picture Herald, Better Theatres and Better Refreshments, Mme. P. B. Sullivan, Vice-President and Treasurer; Leo J. Brand, Secretary; National Press Association, 5th Ave., Rockefeller Center, New York 20, Telephone: Circle 7-3100, Address: 1455 Broadway, New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 abroad. Single copies, 10c.
"ARE YOU READY FOR THEM?"
Millions will be seeking entertainment outside the home. Here are some of M-G-M's BIG shows for summer audiences!

"THE LITTLE HUT" SPICY! JOYFUL!
M-G-M Presents
AVA GARDNER · STEWART GRANGER · DAVID NIVEN
in "THE LITTLE HUT"
Introducing WALTER CHIARI
Screen Play by F. HUGH HERBERT · Based on the Play by ANDRE ROUSIN · English Stage Adaptation by NANCY MITFORD
Photographed in EASTMAN COLOR · A. HERBSON S. A. PRODUCTION
Directed by MARK ROBSON · Produced by F. HUGH HERBERT and MARK ROBSON
An M-G-M Release

"SOMETHING OF VALUE" BIG! BOLD! A HIT!
(Biggest business in a year and a half. Astor, N.Y.)
M-G-M Presents
"SOMETHING OF VALUE"
Starring ROCK HUDSON
DANA WYNTHER · SIDNEY POITIER
With WENDY MILLER · JUANO HERNANDEZ · WILLIAM MARSHALL
Screen Play by RICHARD BROOKS · Based on the Book "SOMETHING OF VALUE" by ROBERT C. RUARK
Directed by RICHARD BROOKS · Produced by PANDRO S. BERMAN

"SILK STOCKINGS" TERRIFIC MUSICAL!
M-G-M presents an ARTHUR FREED PRODUCTION starring
FRED ASTAIRE · CYD CHARISSE
in "SILK STOCKINGS"
Also Co-Starring JANIS PAIGE · PETER LORRE
With JULES MUNSHIN · GEORGE TOBIAS · JOSEPH BULOFF
Screen Play by LEONARD GERSHE and LEONARD SPIEGELGASS
Suggested by "NINOTCHKA" by MEICHIOR LEINGEL · Music and Lyrics by COLE PORTER
Book of Original Musical Play by GEORGE S. KAUFMAN, LEUEEN McGRATH and ABE BURROWS
Produced on the Stage by CY FEUER and ERNEST H. MARTIN · In CinemaScope and METROCOLOR · Directed by ROUBEN MAMOULIAN
Move in Senate To End ‘Leaks’

From THE DAILY Bureau
WASHINGTON, June 4—Federal regulatory agencies have been asked by a Senate committee to draft legislation to prevent “leaks” of their decisions. The legislation would affect the Federal Communications Commission, Securities and Exchange Commission, and other business-regulating agencies.

The Senate Investigating Committee, it was learned, has met secretly with members of these commissions, asking information about recent leaks. One of the subjects discussed with the FCC reportedly was leaks earlier this year that the commission was disposed to authorize public tests of toll television.

As a result of these meetings, the committee has asked the commissions to draft legislation providing criminal penalties for government officials who willfully disclose information about commission actions.

The legislation will also attempt to reduce outside pressures on commissioners by preventing anyone connected with a case from appearing privately before a commissioner.

Altman-George and WB In Deal for Dean Story

“The James Dean Story,” co-produced and co-directed by George W. George and Howard Altmann, has been acquired for distribution by Warner Brothers, it has been announced by Jack L. Warner, WB president. A portion of the proceeds will go to the James Dean Foundation to finance scholarships in the field of dramatic arts.

Warner’s plans to supplement the story with the young actor with hitherto undispatched films of Dean screen tests and unused scenes from his Warner pictures.

UA Opens Sales Meet In St. Louis Today

Special to THE DAILY
ST. LOUIS. June 4.—United Artists’ district managers will discuss sales policies and distribution plans for the company’s summer and fall releases at a meeting to be held at the Chase Hotel here tomorrow and Thursday. William J. Heineman, UA vice-president in charge of distribution, and James R. Vedel, general sales manager, will preside.

Starr Leaves Mutual

The oldest and only surviving show of its kind on the air—Martin Starr’s Hollywood commentaries—left the Mutual Broadcasting System May 31 when Mutual’s new format went into operation. The veteran radio reporter had been guiding the film industry for 23 years, the last two of which were with Mutual, which he joined after leaving Quigley Publications in Hollywood.

Robert S. Benjamin speaking at the first public stockholders meeting in United Artists’ history yesterday. The group participants are John Peoples, Leon Goldberg, Max E. Youngstein, Seymour M. Peyser, Arthur B. Krim, Seward I. Benjamin, Robert C. Porter, William J. Heineman, and Joseph Ende.

UA Quarter Income Rises

(Continued from page 1)

with $12,553,000 for the same period last year, a gain of 14.6 per cent, Benjamin said. First quarter net after provision for taxes and year end adjustments was approximately 57 cents per share on approximately 1,000,000 shares outstanding, compared to 48 cents per share last year when the company was privately owned, computed on a pro forma basis.

Predicts Larger Gross

Krim predicted on the basis of current indications that U.A.’s gross for the remainder of 1957 will exceed last year’s figure of $64,771,784 and earnings will be higher than last year’s $3,160,000. He said that the product in view is the best in the history of the company. Releases will be continued at the rate of four per month but there will be more of the top “A” pictures than ever before.

Krim said the company’s gross from TV, which amounted to $2,000,000 in 1956, would approximate $5,000,000 this year. He pointed out that his management, which took over in 1951, had never been without TV competition and now considers TV an added source of earnings rather than an adversary.

Sees Record for ’80 Days’

The growth potential of the film industry is demonstrated by the fact that successful pictures are constantly reaching higher gross levels, Krim pointed out. Two years ago “Not As a Stranger” did over $80 million doméstic; last year “Trapeze” passed the $70 million mark and now “Around the World in 80 Days” promises to outdistance anything the company has ever released. Foreign grosses, too, are climbing, he said, reporting that “Vera Cruz” grossed over $44 millions foreign in 1955, “Trapeze” over $77 millions last year, and “80 Days” also certain to outdistance the others.

Stockholders were told that the company hopes to maintain a liberal dividend policy because there is no requirement, nor present intention, of paying dividends on the 650,000 shares of Class B stock held by management. After dividends on the 210,305 shares of common outstanding have been paid, the balance of earnings will be plowed back into the company for production financing, as was the bulk of the proceeds of the recent sale of stock to the public, the meeting was told.

Krim said that 1958 will be first to reflect the benefits of the public financing program, with more “blockbusters” being put in production in the next four months than in the past 18 to 24 months.

Questioning Brief

Questioning of management from the floor was brief and friendly, although the first stockholder to take the floor introduced an odd note with an unsupported accusation of dishonesty on the part of a European employee of the company. The accuser said her name was Mrs. Irene Martine, recently returned from abroad. She was invited to discuss the charge with company officials in their offices.

Seated at the head table on stage with Krim and Benjamin were Leon Goldberg, vice-president and treasurer; Max Youngstein and William Heineman, vice-presidents; Seymour Peyser, vice-president and general counsel; Seward Benjamin, secretary; Joseph Ende, comptroller, and Robert Porter, a director.

Benjamin noted it was the first public meeting of stockholders in the 38 year history of United Artists.

U. A. Directors, Officers Re-Elected for One Year

United Artists stockholders re-elected all directors at the first public meeting here yesterday. Directors then met and re-elected all officers. Directors are: Robert Benjamin, chairman; Arthur Krim, president; William Heineman, Max Youngstein, Arnold Picker, Seymour Peyser, Leon Goldberg, Seward Benjamin, Joseph Ende, Robert W. Dowling and Robert C. Porter.

Arbitration

(Continued from page 1)

ously in their efforts to establish an industry arbitration system. In the convention resolution, the New England affiliate unit of National Allied urged that such arbitration machinery “contain and achieve efficiency at a low cost, employing members of the industry and not strangers to it, and permit the arbitration of the increase or decrease of length of the 18-week working year, the establishment of new clearances, depending on the facts of each situation.

"Also, arbitration of print problems which create delayed availability, and a solution to this problem and arbitration of merchandising engagements or such other variations of the pre-releasing practice that ignore the historical availability of the first and subsequent run theatre."

Edward Lider Chairman

The head table dales at the afternoon open meeting were made up of Edward W. Lider, general chairman of the convention; Michael Redstone and Nathan Yamin, co-chairmen; Irving Dollinger, Jay Emanuel, Daniel Aaron of Jerold Electronics, and Albert Sindlinger, all of Pennsylvania. Sindlinger spoke in an extremely sympathetic and optimistic vein when he said: “You have never known the kind of success that is ahead of you in this business, but you must create a desire or a chemical reaction to make patrons want to return to your theatres. The producers must learn the chemistry of people, too.”

Aaron Talks Cable Theatre

Aaron, who spoke on the cable theatre, announced that Video plans to initiate operation of the Bartlesville, Okla., cable theatre on Labor Day, along with plans to offer three separate channels for Telemovies. One will carry a package of 13 first-run motion pictures monthly; a second channel will provide background music, news, weather, and time service; and a third channel will carry the best in reruns. This entire package, he said, is being sold to the subscriber for $9.50 a month.


**Variety Short**

(Continued from page 1)

**Says What Pay-TV Test Would Prove Is Unclear**

Special to THE DAILY

ASHEVILLE, N. C., June 4.—The proposal of advocates of pay-television for a mass trial with the public as judge is "most puzzling" because it has "never been made clear just what will be tested, what the public is supposed to choose between and what sort of the public will be choosing." Richard S. Salant, vice-president of the Columbia Broadcasting System, told the General Federation of Women's Clubs at their annual meeting here.

"This proposal does not involve a trial at all of whether the American people would rather pay to see television or see it free," Salant said. "If the public is given the choice of seeing any given program free or paying for it, of course, it will choose to see it free. But the trial of subscription television which the proponents talk about doesn't propose to give the people that choice. It will only give them the choice of paying for the program or not seeing it."

"All that a test, at least of the kind the proponents are proposing, would prove, is that the pay television people can make money out of just a tiny minority of the people and that minority can deprive the majority of free television," he added.

**N. T. Building**

(Continued from page 1)

refused to indicate their position on the proposed acquisition, said a hearing would probably take place in late June or early July in New York District Court. They viewed the National proposal as a "major development," quite likely the start of a considerable national construction program.

Carden Grove is a growing community about six miles northwest of Santa Ana and about three miles south of Anaheim, near Disneyland. The town's population is now estimated at 42,000.

The proposed theatre would be equipped to handle Todd-AO, Cinema-miracle and other new projection processes.

**Belafonte to Tour**

Harry Belafonte, star of Daryll F. Zanuck's "Island in the Sun," embarks Sunday on a cross-country personal appearance and concert tour during which he will participate in newspaper, radio and television activities to promote the 20th Century-Fox production. His tour will include Pittsburgh, Cleveland, Detroit, Evansville, San Francisco, Spokane, Portland, Seattle, Vancouver, B. C., Los Angeles, Denver, and Washington, D. C.

**Love In The Afternoon**

Allied Artists' gay and delightful new motion picture, "LOVE IN THE AFTERNOON," is being pre-sold to millions of women and their traveling husbands through an advertisement in July McCall's.

This enchanting Paris-style story, about the traveling ladies' man (Gary Cooper), the "very shy for a bold girl," Audrey Hepburn, and her private detective father (Maurice Chevalier), will rate high with McCall's movie-going audience.

Allied Artists loves McCall's—morning, afternoon and night—because McCall's families build big box-office for "LOVE IN THE AFTERNOON".

HOLLYWOOD, June 5

This outdoor action drama which Samuel Fuller wrote, produced and directed has an unusual story line, counterposing the South's embittered use of the Civil War by exploiting comparable situations arising out of the conflict between the Indians and the United States.

Rod Steiger, starting with Sarita Montiel, Brian Keith and Ralph Mckee, portrays a Confederate soldier yesterday. Addressing New York Tent 35 members at a luncheon screening of the picture at Toot's Sho's, Jacker said he was leaving shortly on a tour of the Midwest and that he would take a print of the picture with him to sell in midwestern exchanges and that the $50,000 gross would be a goal for them to shoot at.

**To Be Handled at Cost**

Columbia is distributing the picture at cost. Fifty per cent of the gross after distribution costs goes to Staab, who is producer of Columbia's Screen Snapshots' series, and the balance is divided between Variety International and the local Tent in each exchange area.

**Chief Barker Harold Klein, presiding at the luncheon, introduced Harry Brandt, who, in a moving tribute to the late William F. Rodgers, declared that the industry "as a lasting monument to his memory should implement an arbitration and cancellation system at once."

**His Humanity Emphasized**

Brandt further enlarged on Rodgers' charity and humanity and stressed the fact that his family had requested that instead of sending flowers to his funeral his friends should make contributions to the Will Rogers Memorial Hospital.

whose hate for the North later turns to understanding that "Lee's surrender was not the death of the South, but the birth of a new nation." The film's title is drafted from a Sioux Indian custom whereby a captive is given a chance for his life if he can outrun, in his bare feet, pursuing Indians at a handicap of the distance from the point where an arrow has been shot.

Steiger is given such a chance, having renounced his love for the South, and expressed a desire to become a member of the Sioux tribe. Steiger evades the slow death torture penalty, if caught, through the aid of an Indian girl, Sarita Montiel, whom he marries.

Accepted as a member of the tribe Steiger is later delegated to act as a Sioux guide for Keith, captain of the cavalry detachment assigned to build a fort within the restricted limits of the Montana goldfield trail. Meeke, second in command of the cavalry, violates the Indian code, shooting Crazy Wolf (H. M. Wynant), when he is made to take the run of the arrow by Steiger for killing Keith in a treacherous Indian raid. Steiger shoots Meeke in a "mercy killing," as he is being skinned by vengeful Indians. The Indian chief and Sarita prevail upon Steiger to return to his countrymen, since he gives evidence that he could not kill a white man in defense of the Sioux tribe.

The feature is in color by Technicolor. Running time: 85 minutes. General classification: Release, in September.

WILLIAM R. WEAVER

**Run of the Arrow**

HOLLYWOOD, June 5

This outdoor action drama which Samuel Fuller wrote, produced and directed has an unusual story line, counterposing the South's embittered use of the Civil War by exploiting comparable situations arising out of the conflict between the Indians and the United States.

Rod Steiger, starting with Sarita Montiel, Brian Keith and Ralph Mckee, portrays a Confederate soldier

**Love In The Afternoon**

Allied Artists' gay and delightful new motion picture, "LOVE IN THE AFTERNOON," is being pre-sold to millions of women and their traveling husbands through an advertisement in July McCall's.

This enchanting Paris-style story, about the traveling ladies' man (Gary Cooper), the "very shy for a bold girl," Audrey Hepburn, and her private detective father (Maurice Chevalier), will rate high with McCall's movie-going audience.

Allied Artists loves McCall's—morning, afternoon and night—because McCall's families build big box-office for "LOVE IN THE AFTERNOON".

HOLLYWOOD, June 5

This outdoor action drama which Samuel Fuller wrote, produced and directed has an unusual story line, counterposing the South's embittered use of the Civil War by exploiting comparable situations arising out of the conflict between the Indians and the United States.

Rod Steiger, starting with Sarita Montiel, Brian Keith and Ralph Mckee, portrays a Confederate soldier

**Love In The Afternoon**

Allied Artists' gay and delightful new motion picture, "LOVE IN THE AFTERNOON," is being pre-sold to millions of women and their traveling husbands through an advertisement in July McCall's.

This enchanting Paris-style story, about the traveling ladies' man (Gary Cooper), the "very shy for a bold girl," Audrey Hepburn, and her private detective father (Maurice Chevalier), will rate high with McCall's movie-going audience.

Allied Artists loves McCall's—morning, afternoon and night—because McCall's families build big box-office for "LOVE IN THE AFTERNOON".

HOLLYWOOD, June 5

This outdoor action drama which Samuel Fuller wrote, produced and directed has an unusual story line, counterposing the South's embittered use of the Civil War by exploiting comparable situations arising out of the conflict between the Indians and the United States.

Rod Steiger, starting with Sarita Montiel, Brian Keith and Ralph Mckee, portrays a Confederate soldier

**Love In The Afternoon**

Allied Artists' gay and delightful new motion picture, "LOVE IN THE AFTERNOON," is being pre-sold to millions of women and their traveling husbands through an advertisement in July McCall's.

This enchanting Paris-style story, about the traveling ladies' man (Gary Cooper), the "very shy for a bold girl," Audrey Hepburn, and her private detective father (Maurice Chevalier), will rate high with McCall's movie-going audience.

Allied Artists loves McCall's—morning, afternoon and night—because McCall's families build big box-office for "LOVE IN THE AFTERNOON".

HOLLYWOOD, June 5

This outdoor action drama which Samuel Fuller wrote, produced and directed has an unusual story line, counterposing the South's embittered use of the Civil War by exploiting comparable situations arising out of the conflict between the Indians and the United States.

Rod Steiger, starting with Sarita Montiel, Brian Keith and Ralph Mckee, portrays a Confederate soldier
FCC Gives Go-Ahead to Overseas Telecasting
From THE DAILY Bureau
WASHINGTON, June 4 - The Federal Communications Commission has given permission for the inauguration of overseas telecasting by authorizing the first use of "over-the-horizon" program broadcasting.

American Telephone & Telegraph Co. and Florida Micro Communications, Inc., Miami, both have permission to transmit ultra-high-frequency TV programs between Florida and Cuba. The A.T. & T. grant supplants a June, 1936, permit which allowed the utility to set up international radio telephone service between the two areas. The new action authorizes the company also to send black-and-white TV programs over this channel.

Florida Micro, an independent concern, is licensed to build a station at Tavernier, Fla., to monitor TV programs to its outlet at Malvancia, Cuba. It plans to bring Cuban programs to the United States some time in the near future.

Reveal Skiatron Seeking Pay-TV Baseball Deals

Matthew M. Fox, head of Skiatron TV Inc., yesterday said he has been conducting negotiations with every major league baseball team to put their games on closed circuit subscription television.

Fox, who said that he foresaw a nationwide hookup in time, said that Skiatron has three closed circuit channels available for the hookup—one for music, and the other two for sports and other entertainment.

To Demonstrate Teleceter Here in July: Novins

International Teleceter Corp. will set up an Eastern demonstration of its cable theater subscription television system in New York in mid-July—according to vice-president and general manager A. M. Novins. MOTION PICTURE DAILY recently reported that such a demonstration would be held June 17, in the Paramount home offices.

Novins stated that yesterday the Teleceter planned to hold a demonstration this month but some difficulties arose and therefore it was necessary to postpone the showing until next month. He said that a representative of his organization will arrive from Hollywood next week to look for sites to stage the demonstration.

Pay-TV (Continued from page 1)

costs to the sponsor is becoming more discouraging to advertisers, Balaban stated.

"This is evidenced by the number of cancellations of programs, switching from TV to other forms of advertising, and the high mortality rate of TV personalities," he said, pointing out that "a new source of TV programming, therefore, seems to be inevitable. Pay-TV is the answer."

"There are many persuasive reasons for believing that the cable is the only solution to the problem," Balaban continued. "The company executive discloses to stockholders that Teleceter "now technically ready" and has been unimpaired to leading manufacturers for bids. He also said that additional formal statements on pay-TV will be filed with the FCC by July.

Three Types

(Continued from page 1)

commence its annual meeting at the Paramount house office here, also stated that:

A decision on the sale, leasing or distribution of the pre-1948 film library to television will be made soon. "I would be disposed of a decision is not reached at the latest by the year end," he said.

Will Expand Carefully

Paramount plans further expansion into the electronics field, but is approaching this with studied interest. DuMont Laboratories and Chromatic Television Laboratories will deliver their first production prototypes of the Lawrence color television tube this year and the costs will be under $400.

Paramount has entered into an operating agreement with Union Oil Co. of California for the acquisition and development of oil and gas covering 1,360 acres in Hollywood, including the Paramount studio and Sunset Studio.

The company has no program for acquisition of more stock and no plans at this time to increase dividends or pay extra dividends.

Seeks the Right Pictures

Declaring that traditional theatre outlets have demonstrated their ability to continue as "our basic source of revenue, although at a reduced level," Balaban said, "there is profit to be made from theatre audiences— if you have the right pictures. Let no one sell the theatre market short. Today the industry takes in about $350,000,000 annually from theatres in domestic film rentals. At this level, it is a constant stream of trouble, if they would only take to 15 to 25 per cent increase in these firms to provide a healthy position for our industry."

Balaban revealed that Paramount intends to become an important supplier of motion pictures for television and pointed out that the company has been careful "not to make any premature deals involving our pre-1948 film library." He said that he believes that "between $550 to $800 million in films, but that about 700 available for television and approximately 900 in the post-1948 library."

Pleased by Results Overseas

The Paramount head informed stockholders also of the company's production and distribution activities and noted that foreign operations continue to hold at a satisfactory level. He said that at the end of 1956 blocked cash abroad amounted to $5,600,000. Paramount will also proceeds to complete a film in Spain and plans another for England, he reported.

He also stated that Paramount's income in the second quarter of this year was $500,000 ahead of a year ago.

The company executive told of developments in Paramount subsidiaries, including Teleceter Magnetics, International Telemeter, Chromatic Television Laboratories, Dot Records, Anacomet Corporation, and studio facilities.

He reported that Paramount's agreement with Union Oil Co. is 50-50 deal and that at the present time in excess of 3,000 oil and gas leases have been obtained from individual land owners in the area.

Points to Steady Dividends

Balaban informed stockholders who questioned him about the company policy of shrinking capital structure, that this move has protected and benefitted the best interests of stockholders. "It has enabled us to maintain our $1 no dividend rate within the bounds of prudent business practice," he said.

Stockholders re-elected Balaban, Frank Freeman, Asa Goodyear Whittaker, Frederick W. Balaban, Thomas W. Hertz, John D. Hertz, Earl L. McClintock, Frank Newton, Paul Russell, Edward L. Swindell, George Wellner and Adolph Zukor as directors.

Three Types

(Continued from page 1)

company's annual meeting at the Paramount house office here, also stated that:

A decision on the sale, leasing or distribution of the pre-1948 film library to television will be made soon. "I would be disposed of a decision is not reached at the latest by the year end," he said.

Will Expand Carefully

Paramount plans further expansion into the electronics field, but is approaching this with studied interest. DuMont Laboratories and Chromatic Television Laboratories will deliver their first production prototypes of the Lawrence color television tube this year and the costs will be under $400.

Paramount has entered into an operating agreement with Union Oil Co. of California for the acquisition and development of oil and gas covering 1,360 acres in Hollywood, including the Paramount studio and Sunset Studio.

The company has no program for acquisition of more stock and no plans at this time to increase dividends or pay extra dividends.

Seeks the Right Pictures

Declaring that traditional theatre outlets have demonstrated their ability to continue as "our basic source of revenue, although at a reduced level," Balaban said, "there is profit to be made from theatre audiences—if you have the right pictures. Let no one sell the theatre market short. Today the industry takes in about $350,000,000 annually from theatres in domestic film rentals. At this level, it is a constant stream of trouble, if they would only take to 15 to 25 per cent increase in these firms to provide a healthy position for our industry."

Balaban revealed that Paramount intends to become an important supplier of motion pictures for television and pointed out that the company has been careful "not to make any premature deals involving our pre-1948 film library." He said that he believes that "between $550 to $800 million in films, but that about 700 available for television and approximately 900 in the post-1948 library."

Pleased by Results Overseas

The Paramount head informed stockholders also of the company's production and distribution activities and noted that foreign operations continue to hold at a satisfactory level. He said that at the end of 1956 blocked cash abroad amounted to $5,600,000. Paramount will also proceeds to complete a film in Spain and plans another for England, he reported.

He also stated that Paramount's income in the second quarter of this year was $500,000 ahead of a year ago.

The company executive told of developments in Paramount subsidiaries, including Teleceter Magnetics, International Telemeter, Chromatic Television Laboratories, Dot Records, Anacomet Corporation, and studio facilities.

He reported that Paramount's agreement with Union Oil Co. is 50-50 deal and that at the present time in excess of 3,000 oil and gas leases have been obtained from individual land owners in the area.

Points to Steady Dividends

Balaban informed stockholders who questioned him about the company policy of shrinking capital structure, that this move has protected and benefitted the best interests of stockholders. "It has enabled us to maintain our $1 no dividend rate within the bounds of prudent business practice," he said.

Stockholders re-elected Balaban, Frank Freeman, Asa Goodyear Whittaker, Frederick W. Balaban, Thomas W. Hertz, John D. Hertz, Earl L. McClintock, Frank Newton, Paul Russell, Edward L. Swindell, George Wellner and Adolph Zukor as directors.

One Man's TV Views

By Pinky Herman

Produced by Alan Handley, the "NB Chevvy Show," co-starring George Gobel, Pat Boone, Shirley MacLaine and Gisele Mackenzie last Saturday (9:00-10:00 P.M.) proved a highly entertaining vehicle, well paced by excellent singing and dancing, clever and unusual settings and a generous sprinkling of humor contributed by the four principals.

The ABC-Paramount recording artist Freddie Montei has what it takes to cop the duke on Arthur Godfrey's "Talent CBS Scouts" show next Monday. . . . City grade TV service to rural communities is entirely possible and practical according to Prexy Roger L. Putnam and V. P. & Chief Engineer, respectively of WWLP (Channel 22) Springfield, Mass. who, by utilizing their UHF station WRLP in Winchester, N. H. as a satellite station, plan to bring everyday television programs to isolated areas of Western and Southern New England by means of translators located on mountain tops in Claremont, N. H., Bennington, Vt., Rutland, Vt., Lebanon, N. H. and Newport, N. H. . . . Featured in three current LP albums by Lawrence Welk, Steve Allen and Jackie Gleason, the Harry Archer-Harlan Thompson standard ballad "I Love You," is a cinch for the Hit Parade. (Are you reading, Mickey Scopp?) . . . NTA has just announced a new telefilm package of 20th Century-Fox flicks set for release in the Fall to be called "The Big Fifty." WCBS-TV bought the package in a pre-release deal consummated by Hal Hough of the net and Harold Goldman, NTA's sales Vep.

With Spotlite Promotions the producer, a 15-hour telethon, co-entertained by Beess Myerson, Barry Gray, Arnold Stang and Al (Captain Video) Hodge will be KDKA this Saturday for the Pittsburg (tent) Variety Club with the top prize "Christmas Week In Rome for two" via KLM Airlines to the "contributions winner." . . . Screen Gems' "Father Knows Best," co-starring Robert Young and Jane Wyatt, now in its fourth year in TV, has just gone before the camera for another 39 films for Sid Shapero Co. Written by Roswell Rogers and Paul West and produced by Eugene B. Rodney, the teleseries has topped a dozen national awards topped by the recent "Emmy" earned by Bob Young for "best performance in a continuing dramatic series." . . . Helen Hayes will be seen as the star of Summer Lockie Elliott's drama "Mrs. Gilling and the Skyecat," on the "Alcoa (9:00-10:00 P.M.) over the NBChannel.

Wednesday, June 5, 1957
Court Ruling

In From Europe Yesterday

Samuel Rosen, Stanley Warner executive vice-president, said yesterday, arriving on the "Queen Mary," that in six weeks abroad he became convinced that European pictures don't lack quality, but something more important to American buyers is saleability. They like realism, he said, and he knows Americans don't.

He said he was speaking as an exhibitor, not as a censor, and as an exhibitor who has gone through "trial and error" with foreign pictures, that they do well on the art circuit doesn't mean anything—that is "money." He added he saw pictures at the

European Films Lack Saleability: Rosen

SAMUEL ROSEN

N. J. BLUMBERG

JOSEPH MOSKOWITZ

JOSEPH PINCUS

Atlanta Joint Convention
To Be Host to Pioneers

Special to THE DAILY

ATLANTA, June 4—Motion picture industry pioneers of this area will hold their annual breakfast this year as guests of the joint convention of the Motion Picture Theatre Owners of Georgia and the Alabama Theatres Association. The breakfast will be held at the Dinkler-Plaza Hotel here on June 25. The convention is scheduled for three days, June 23-25.

'Bus' Opens Today

20th Century-Fox's "The Wayward Bus" opens at the Victoria Theatre here today.
Hal Wallis’
“GUNFIGHT AT THE
O.K. CORRAL”
IS
a boxoffice
K.O.

HELD OVER
IN 53 OUT OF 55
BRANCH AND KEY-CITY
OPENINGS!
Market Grows for Well Made Low-Budget Films: J. Lesser

By SAM BERN

HOLLYWOOD, June 5—"The doors are wide open today for imaginative business, like attitudes and cool-headed conservation. An Empire has fallen but something better than Empire is rising up."

AB-PT Concludes Deal For Republic Release

AB-PT Pictures Corp. has concluded a deal whereby its pictures will be distributed in the U.S., its possessions and Canada by Republic Pictures, it was jointly announced yesterday by Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres, Inc., and Herbert J. Yates, president of Republic. The announcement confirmed a report which first appeared in MOTION PICTURE DAILY on March 25.

Under the agreement signed by the companies Republic will handle the physical distribution of AB-PT Pictures to the parent company’s own theatre affiliates and both selling and physical handling to all other theatres.

MPEA Agrees on Plan For Egypt Remittances

The board of directors of the Motion Picture Export Association have agreed on a common policy in respect to remittance of film rentals from the Egyptian market, according to an MPEA official. The MPEA directors agreed to bring out a portion (Continued on page 2)

Senate Group Impasse On Wage Bill Continues

From THE DAILY BUREAU
WASHINGTON, June 5.—The Senate Labor Committee today again failed to reach a decision on extending federal minimum wage coverage to (Continued on page 2)
rejected a move by Patman to extend the agency only two years past its present July 31 expiration date. The committee also tentatively agreed to abolish the SBA loan policy board and instead set up an advisory group with small business representation. This would be in line with TOA suggestions. At present SBA loan policy is set by a board consisting of the SBA Administrator and Secretaries of Commerce and Treasury. The bill before the committee would abolish the board and substitute an advisory group consisting of these three men and four representatives of small business. The committee in effect okayed the bill rejecting committee-embraced and the present loan policy board and to knock the small business representatives off the proposed board. The committee hopes to wind up its action and approve the bill finally tomorrow. Members said they did not think any move would be made to eliminate the law’s present requirements. The report strongly stated that they tried to get private financing and could not. Elimination of this section was a key TOA suggestion.

MPEA Agrees

(Continued from page 1)

reduced from 35 percent to 15 percent and reaffirmed support for provisions in the MPEA with the distribution commission to be accompanied by the director of the Motion Picture Bureau of the Treasury Department. The report recommended that the MPEA be given the power to enforce the provisions of the law and to take action against violators. The MPEA directors also discussed a status report on the MPEA situation, received and endorsed the report of the MPEA on the status of the Philippine government, and considered the possibility of establishing a MPEA office in Manila.

Philippines Discussed

Also on the agenda of the MPEA meeting was a discussion of the United States Information Agency convertibility guarantee program. The MPEA was informed that the State Department had begun to work on the program and that the MPEA was expected to discuss the matter at its next meeting. The MPEA was also informed that the Philippine government was considering the establishment of a MPEA office in Manila.

AIP Duo Heavily Dated

HOLLYWOOD, June 5—A screen producer and distributor was given a heavy dose of responsibility today by AIP Films. The company announced that it had signed a three-picture contract with Hecht-Hill-Lancaster. Properties are "The Rock Cried Out," "Tell It on Drum" and "The Million Dollar Baby," original by Reel.

0

Radio Drive

(Continued from page 1)

Roger H. Lewis of United Artists, appointed Herb Steinberg of Paramount to handle the Denver campaign and Rodney Burns of 20th Century-Fox to handle the campaign in Rochester, with both radio spot programs commencing June 17.

The advertising and publicity group also appointed a three-man committee—Bob Ferguson, Columbia, chairman; Phil Gerard, Universal, and Al Tar- ma, UA—to compile a list of candidates for the position of directing the Golden Jubilee program in New York and Hollywood. The committee is expected to make its recommendations by the next meeting of the group. An MPAA budget of $100,000 is set up for this operation.

Doob Reports Heard

Reports were also presented to the committee by Oscar Doob, who has been working on the "Editor & Public-isher" presentation phase of the campaign for the Council of Motion Pic- ture Organizations, and Lewis, who informed fellow committee members of his meetings recently on the West Coast. The advertising — publicity group took with them copies of the Doob report for study and recommendation following the meeting.

AIP Duo Heavily Dated

HOLLYWOOD, June 5—A screen producer and distributor was given a heavy dose of responsibility today by AIP Films. The company announced that it had signed a three-picture contract with Hecht-Hill-Lancaster. Properties are "The Rock Cried Out," "Tell It on Drum" and "The Million Dollar Baby," original by Reel.
British Rentals Up in 39-Week Period; Levy Funds Also Rise

From THE DAILY Bureau

LONDON, June 2 (By Air Mail)—Despite total rentals showing a decline for the four weeks ended April 27, 1957, the cumulative total in respect of the 39 weeks to that date is up from £5,308,808 (£16,804,662) in the previous year, to £5,773,368 (£16,171,303), reported the British Film Production Fund.

At the same time Levy collections for 39 weeks are also up, £2,000,000 (£57,402,698), as compared with £1,954,313 (£57,472,084) during the corresponding period of the previous year.

Special Agency for Collecting

The Government's new Cinematograph Films Bill provides for a statutory levy on exhibitors for the next ten years with an estimated first year's yield of £357,150 million and not less than £2 million more than £5 million in successive years. Under the bill a government-appointed agency takes over the collection and distribution of the levy next October.

Market Grows

(Continued from page 1)

many times as effective in theatres as on television. Some of the low-cost exploitation shows have done tremendous business at the box office.

"Indeed, the situation in Hollywood was never better," asserts the youthful film veteran. "Television has turned into even more of a mass medium than movies ever were. The big TV shows necessarily have to appeal to all members of a family or get high ratings. Movie producers can take advantage of this TV handicap by being able to produce specialized films. For example, there is the 'teen-age' subject matter dealing with hot rods, dance crazes and other, younger, or even older, special interests."

Second Generation in the Field

Lesser, the son of Sol Lesser, veteran producer, is a second-generation Hollywoodan and now has his own production company active on many projects. Headquarters for his production operations are at the General Service Studios.

Zooran Loses Suit

(Continued from page 1)

of an image without displacement or defocusing of the image from a per-determined focal plane.

Zooran had brought a patent-infringement suit against Paillard Products, Inc., New York sales representatives of Societe d'Optique et de Meccanique de Haute Precision, of France, charging that company's lens system infringed Zooran patents.

New MGM Twin Drive-in Opens in Melbourne

Special to THE DAILY

MELBOURNE, June 1 (By Air Mail)—The Metro Twin Drive-in, in suburban Melbourne, third luxury drive-in opened by M-G-M in Australia, has been unveiled to the public.

The new drive-in is the 15th of the Australian chain of drive-ins and indoor houses and the 47th of M-G-M's overseas chain.

Cantor Increases Stock

WASHINGTON, June 5—B. Gerald Cantor, a partner in the West Coast investment house of Cantor & Fitzgerald, and a director of National Theatres, Inc., has purchased 11,200 shares of common stock during April in the theatre circuit, to increase his direct holdings to 38,500 shares, according to a report filed with the Securities and Exchange Commission.

'Bus' Grosses $17,000

CHICAGO, June 5—20th Century-Fox's "The Wayward Bus" grossed $17,000 in its first two days here at the Oriental Theatre, according to the management.

...NEWS ROUNDUP...

"Happy Road" Bows June 20

"The Happy Road," the Kerry production which was produced and directed in France by Gene Kelly for M-G-M release, will have its local premiere at the Plaza Theatre on the evening of Thursday, June 20, for the benefit of the French Hospital of New York.

'Tremain' to 75 Theatres

Walt Disney's "Johnny Tremain" will open in 75 theatres in the New York metropolitan area starting June 10. The live-action adventure feature will be presented in theatres of the RKO, skorars, Century, Randolf, Loew's, Brandt, Interborough, Liggett, Fabian, Florin and 40 circuits.

Col. Film to Grand Prize

Columbia Pictures has turned over to Grand Prize Films distribution in the United States of the agricultural feature, "Maneuvurball," produced last year in Germany by Carlton Films of Munich for worldwide Columbia release. A New York opening in the immediate future is planned.

'Afair' Music Promotion

20th Century - Fox will launch a multi-record music promotion tomorrow to pre-sell Leo McCarey's "An Affair to Remember." Included will be nine different recordings of the title song from the Jerry Wald production.

Hold 'Prince' Party

Princes from Europe and showgirls from Broadway last night honored "The Prince and the Showgirl," the new Warner Bros. film, at a champagne supper at the Place Elegante here.

Cleveland Circuit Buys Three More Theatres

Special to THE DAILY

CLEVELAND, June 5—General Theatres, headed by Leonard Mishkind, S. P. Gorrel and Henry Hellriegel, has consummated a deal with Paul Gudzanovic, pioneer theatre owner, for the acquisition of the Avalon, LaSalle and Regent Theatres, all of Cleveland. This gives the circuit a total of ten theatres, all of them indoor houses. The others are the Southern, Garden, heritage Theatre, Lyceneum and Olypma in Cleveland; the Orv in Orrville and the Community in Castalia. Ohio. Gudzanovic, who has been an exhibitor leader in Cleveland for the past 50 years, is retiring.

PEOPLE

Nat Levy and Herbert H. Greenblatt, RKO Radio Eastern sales manager and Western sales manager, respectively, are visiting with Universal branch managers and independent distributors who are handling RKO films in the exchange areas.

Phil Katz, for the past several years publicity and advertising director for the Stanley Warner Corp. in Pittsburh, has been appointed to join Goldman & Szop, advertising agency of that city.

Chuck Brichard and Morris Sherman, Columbia Pictures Oregon salesmen, have been placed in charge of the Portland branch, and be named under the supervision of James Beal, now general manager for Washington-Oregon, with headquarters in Seattle.

Roger Albright, who will retire on July 1 as director of the Motion Picture Association's educational division, has been appointed honorary consultant on motion pictures to the Library of Congress.

Paul Cunningham, president of the American Society of Composers, Authors and Publishers, has announced the election of Joseph James Zep Meissner, composer of North Hollywood, Calif., to membership in ASCAP.

Richard H. Lange, formerly branch manager in Portland, Ore., for RKO Radio, has announced the opening of a branch office in Portland.

Felix J. Belgray, attorney for Times Film Corp., has been admitted to practice before the U. S. Supreme Court.

'Wonders' Coast Bow Benefits College Fund

From THE DAILY Bureau

HOLLYWOOD, June 5.—The Southern California premiere of Lowell Thomas' Cinemara production, Seven Wonders of the World, held here tonight at the Warner Theatre, was preceded by an elaborate banquet in the Ambassador Hotel attended by stars of stage, screen, radio and television, as well as leaders in government and state, also dignitaries of church bodies, all joined by His Eminence James Francis Cardinal McIntyre. Proceeds of the premiere were donated to the development fund of Immaculate Heart College.

The film was hailed by the press representatives as a finer production than its predecessor, "Cinemara Holiday," which recently concluded its 33 months of record breaking business here.
There's only one Marilyn Monroe but there isn't one Marilyn Monroe picture that teases and tickles like Marilyn Monroe Laurence Olivier

The Prince and the Showgirl

with SYBIL THORNDIKE - Screen Play by TERENCE RATTINAN - Produced and Directed by LAURENCE OLIVIER - Executive Producer MILTON H. GREENE

A FILM BY MARILYN MONROE PRODUCTIONS, INC. AND L.O.P. LTD. PRESENTED BY WARNER BROS.

TRADE SHOWS
JUNE 10

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

BUFFALO
Paramount Sr. Am
44 Franklin St. • 8:00 P.M.

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

CHICAGO
Warner Screening Room
1907 S. Wabash Ave. • 1:45 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 S. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2199 Payne Ave. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:45 P.M.

DETROIT
20th Century-Fox Screening Room
2151 Cass Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
2399 Flora St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1202 2nd St. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
375 N. Illinois St. • 1:30 P.M.

JACKSONVILLE
Florida Theatre Blvd. St. Ave.
120 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOUISVILLE
Paramount Screening Room
2139 E. 8th St. • 1:30 P.M.
Her biggest picture will be at the nation's biggest theatre!

WARNER BROS' WORLD PREMIERE RADIO CITY MUSIC HALL JUNE 13!

All First Mezzanine Seats, at 9 P.M. Performance, Thursday June 13th, reserved for the benefit of The Free Milk Fund for Babies, Inc. $50.00 per ticket including after-theatre champagne supper-dance, Grand Ballroom Waldorf-Astoria.
Another picture of treachery and danger in the mysterious jungle is awaiting the public, this one called "Beyond Mombasa" and a fairly good one it is, too. Nothing startlingly original happens nor upon the rich jungle of the jungle denizens particularly unusual. But the film is populated with good-looking people and fine scenery and it always keeps moving. Roy Whitley plays a "police" adventurer who comes to Africa to help his brother work a mine which may contain uranium. He learns from misanthrope Leo Genn his brother was killed by a reviled cult of leopard men who were dedicated to keeping Africa free from the white man's exploitation. He also encounters Donna Reed, Gena's niece, and Christopher Lee, a professional hunter and partner of the dead man, who accompany him to the field camp where they find the keepers. Ron Randell.

All the men are suspicious of each other and this lack of trust keeps things suspenseful as the party heads for the mine. The late brother's servant, who has information for Wilde concerning the murder, is himself killed and Randell is attacked by the alleged leopard men. The mine is mined, the murderer is revealed (his identity is not too difficult to determine) and Wilde and Miss Reed go the way of most screen lovers, with the female. stylistic picture by Whitley is pleasantly innocuous and helps to set off the more violent outbursts of action. Their performances are adequate while the other gentleman are properly nebulous in their actions and reactions. The color by Technicolor is fine and the direction by George Marshall. This production was produced by Tony Owen and written by Richard English and Gene Levitt from a story by James Eastwood. Running time, 90 minutes, General classification. Release, in June.

JAYNE MANSFIELD, who has a burning ardent to become a motion picture star, and who plans to use pink champagne to replace water in her swimming pool—when she gets the chance—is profiled in the June 1 issue of "The Saturday Evening Post," 20th Century-Fox's "The Wayward Bus," based on a John Steinbeck story, is used prominently as a caption for one of the many photos in the article which are done in beautiful colors.

"A Face in the Crowd," based on a short story by Budd Schulberg, is a horrifying story of public gullibility," reports "Life" in the May 27 issue. "Andy Griffith in his first movie directed by Elia Kazan for Warner Bros. proves his versatility by acting a willy, guitar-playing bum. He appears on a two-hit radio show, captivates listeners with his brash, folksy chatter and becomes a glory-crazy national demagogue."

The following ads for motion pictures appear in the June issue of "Seventeen": A.A.'s "Love in the Afternoon," UA's "Sweet Smell of Success," Paramount's "Gunfight at the O.K. Corral," Universal's "Tammy and the Bachelor" and a table of contents ad on MGM's "Something of Value."

"Lon Chaney was a man who used to disguise his face and body with grotesque disguises," reports "Look" in the June 11 issue. "His life story is played by James Cagney in MGM's "Man of a Thousand Faces." The film was produced by Universal-International on the lot where Chaney began his movie career in 1913 as an extra and went to stardom in 1920.

Budd Schulberg, author of "A Face in the Crowd," wrote an article based on the new Warner Bros. film, for the June issue of "Picture Guide."

"Sweet Smell of Success" will be the recipient of a front cover on the June 3 issue of "Pictorial Review," done in the Kapelik manner.

"The Red Balloon," Academy Award winner, is simply the story of a young French boy who finds a balloon," relates Florence Somers in the June issue of "Redbook." "When he tries to take it to school, he is not allowed on the bus and has to run so he won't be late. Then it rains, he push it under people's umbrellas so it won't get wet. Eventually the balloon follows him without being held, into all sorts of adventures."

John Steinbeck, author of 20th Century-Fox's "The Wayward Bus," won an article on the trial of Arthur Miller for the June issue of "Esquire."

WALTER HAAS

Mary Martin to Star in 'Annie' Colorcast

Mary Martin will star in a special two-hour television production of Irving Berlin's "Annie Get Your Gun" to be colorcast as a pre-Thanksgiving program over NBC Nov. 27, 8-10:30; EST, it was announced by Manie Sacks, vice-president, television network programs.

The show will be cosponsored by the Pontiac Motor Division of General Motors Corp. and the Pepsi-Cola Company. Vincent Donohue will direct, with dances and musical numbers choreographed by Ernest Platt.

Britons Meet Press

Caryl Donachef, chief feature producer of Associated Rediffusion, one of Britain's five commercial television producers, and Michael Ingrams, director, met newsmakers yesterday afternoon at the Overseas Press Club here. They are putting together a film feature for British TV on American life.

New Mystery Series

"Meet McGraw," a new weekly mystery-adventure series, starts on NBC Television July 2, 9-9:30 P.M. EDT. With Frank Lovejoy starring, it was announced by Manie Sacks, vice-president, television network programs. The series will be sponsored by Procter and Gamble and a Don W. Sharpe-Warren Lewis production.

AAP Promotes Sussman

Al Sussman has been appointed Eastern sales manager for Associated Artists Productions, Inc., replacing the late Arthur Kalman, it was announced here yesterday by W. Robert Rich, general sales manager for AAP.

Bayou

United Artists

"Bayou" is a melodrama about life among the Cajun people in Louisiana, and it was filmed on location in the swamp country near New Orleans, where they inhabit. This country side has been caught by the cameras in both a quiet mood (familiar shots of moss-covered trees along the swamp) and a violent one (a hurricane which comes as the climax of the film).

The scenery is the strongest selling point of a picture that is going to need all the exploitation it can get. Most audiences are unlikely to find sufficient compensation for a rambling and unconvincing story having mostly to do with the romance that develops between a young Cajun girl and an architect newly arrived in the area on business. The romance is opposed by the girl's father and one of the local youths. This latter fellow is established as a villain at the beginning, so there is never any doubt as to which man the girl will wind up with.

The quaint customs of the Cajuns are depicted in a few scenes—a carnaval, for one, and a wedding serenade, for another. But the manner of presenting them is perfunctory, and they lack charm.

Further to the disadvantage of the film is the fact that several of the actors have affected such strong Cajun accents that some of their lines need English subtitles if they are to be understood. Peter Graves and Lita Milan are the lovers, and Douglas Fowley is her father. "Bayou" was produced by M. A. Rippes and directed by Harold Daniels from a story and screen play by Edward L. Fessier. Running time, 88 minutes. General classification. Release, in June.

RICHARD GENTZEN

Who's Where

John J. Heffernan, until recently southern sales representative for "Woman's Home Companion," has joined the New York sales staff of NBC Television Films, Jake Keever, director of sales for the California National Productions division, has announced.

William Frew has been signed by Irving Briskin, production head for Screen Gems, Inc., and will join the executive staff within three weeks.

RCA Unveils New Line Of TV Receivers

A completely new line of RCA Victor black-and-white television receivers, featuring what are described as "some of the most important styling and engineering innovations in television history," was announced yesterday by Charles F. Baxter, vice-president and general manager, RCA Victor Television, J.B. Gray Division, Radio Corporation of America.

Highlighting the new styling features are reduced cabinet depth in all models; picture tubes completely enclosed in the cabinet; a streamlined series of tapered portables; the first "commercially acceptable" corner cabinet sets; table models with swivels and a "new" line of modern finish tables. New performance features include improved tuners, 110-degree aluminized picture tubes in all 17-inch, 21-inch and 24-inch (overlapping diagonal) sets; "one-touch" volume controls, motor tuning and remote control.

New 'Parade' Lineup

With the announcement of Aloni Copeland as the fourth new artist for "Your Hit Parade" next season on NBC, the program's producers have completed the new lineup of talent for the program as of this writing in New York. Virginia Gibson will be the distaff singers and Tommy Leonetti and Copeland will make up the male contingent. Don Walker has been signed as the new orchestra leader and musical director.

Herbert Leaves GTD

Theodore W. Herbert, who resigned as eastern sales manager for the General Teleradio Division owned-and-operated radio and TV stations of RKO Teleradio Pictures, Inc., was announced yesterday by Wendell B. Campbell, national sales vice-president.
MGM Men Light Both Burners; ‘Raintree’ Dish Starts to Simmer

(Picture on Page 6)

Plans for launching MGM’s “Raintree County,” said to be the costliest film ever produced by the company in this country, were disclosed at a trade press luncheon at the Plaza Hotel here yesterday by Joseph B. Vogel, Loew’s president, and Charles M. Eagan, vice-president and general sales manager.

The picture, which is now being scored, has cost $6,000,000 to date. Vogel revealed. It is the first to be produced in MGM’s Camera 65, and stars Montgomery Clift, Elizabeth Taylor and Eva Marie Saint. Shot in large part in Kentucky, plans are to hold the world premiere in Louisville during the latter half of September. It will be followed by road show type engagements in the nation’s six largest cities—New York, Chicago, Los Angeles, Boston, Philadelphia and San Francisco—up to mid-October. All engagements will be two-a-day.

(Continued on page 3)

Services for Rodgers Attended by Hundreds

Hundreds of industry people and friends from all over the country crowded the Church of Sts. John and Paul in Larchmont yesterday for a High Mass of Requiem for the late William F. Rodgers. One of the best known and best liked executives in the industry, he died last week.

(Continued on page 6)

British Film Industry Also Employs Television Talent

By FLOYD STONE

In Britain, too, the film industry for ideas, for stories, for actors and producers, two British program makers, Caryl Doncaster, chief feature producer for Associated Rediffusion, one of Britain’s largest commercial systems, and Michael Ingrams, director, commented the picture they are here to make—a 60-minute documentary, “America Now”—certainly could, and may be shown in British theatres. The public in the British Isles and in the Commonwealth, have a taste for the entertaining report, they pointed out. On television the non-fiction program is so popular, they added, it is given probably ten per cent of time on Associated Rediffusion, and possibly 15 per cent on British Broadcasting, the government system.

Apropos of television, the new medium developing the new worker, Miss Doncaster averred the revered names in documentary filming did not come over to television possibly because they waited too long. They were snobbishly intellectual about it.

(Continued on page 6)
By ONLOOKER

NEED E. DEPINET, former president of RKO, was an interested spectator at the first public meeting of United Artists stockholders, held in the Rivoli Theatre here this week. One of those noisy trade paper reporters got to asking questions, like "Is he a big stockholder, or a small one?" Well, it developed that a short while back when the downtown investment firm of F. Eberstadt & Co. was considering the underwriting of the first public stock issue in the 35-year history of United Artists, it wanted to learn something about the company from an informed trade source. In time, the Eberstadt firm retained Depinet to make a report to it on U.A.—its operations, management, future prospects, as much ground as could be covered in a brief but informative study by an authority on the industry. Depinet, assisted by Garret Van Wagner, retired comptroller of RKO, made the study of U.A. and prepared the report in record time. . . . Was it a favorable report? Well, the Eberstadt firm went right ahead with the $14,000,000 underwriting. . . . And that background is explanation enough of Depinet's interest in attending the first public meeting of U. A. stockholders.

TWELVE OF THE 14 members of the original wedding party of Mr. and Mrs. John Taplinger, parents of Robert Taplinger, the Warner Bros. advertising-publicity chief, were on hand for the golden anniversary party that Son Bob hosted at the St. Moritz here early this week. Bob says he's not one of the 12. . . . What gives with that telegrams rest of Video Independent Theatres in Battle ville, Okla.? Originally, it was scheduled for May, then postponed to July, and now it's off until September. Are the problems involved more complicated than supposed? If not, why the delays? And if so, why not tell an interested industry about it? . . . They are saying that it isn't just that Mike Todd has disposed of his interest in Todd-AO that is causing him to lend his support to showings of his "Around the World in 80 Days" on ordinary 35mm. prints, such as the one being used at the Esquire, St. Louis, and in Paris, and others to come. It's also because some of his erstwhile partners in the process company aggravated him no end some time back, they say. . . . They were talking about otherwise smart showmen who will forget everything they've learned in a lifetime in show business when they're tempted with that old dodge of something-for-nothing. So, someone recalled an exhibitor who heard about a concessions trailer put out by a meat packer advertising his own brands, the trailer inexactly, even clumsily, made—acting Free Pressman sent for the trailer and had been using several days before he discovered that the products it advertised weren't in stock at his concessions stand and, moreover, the free trailer was such a poor selling agent for all folder that the goods his stand did offer moved more slowly during the time the trailer was in use. The moral is obvious.

PARLAMENT STOCKHOLDERS at their annual meeting this week were in Barney Balaban's corner during his exchange with Rosalind Mia Copping, another in that odd coterie of professional attenders of stockholders meetings. Miss Copping insisted on referring to independent producers as "jobbers," Balaban wanted that qualified, or at least restricted, assering that he, for one, didn't think it would be quite accurate to term Cecil B. DeMille, for example, a "jobber." Retorted Miss Copping, "The Princeton people wouldn't object." "What pictures has Princeton made lately?" Balaban asked innocently. . . . It wouldn't be difficult to prove that this is a business of alibis. If a picture for which there was ever much gives was a disappointing performance over a holiday or a weekend, it is because the weather was too bad, and they all stayed home, or if the subject was World war I, military, fishing, gardening, etc. Actually, a strong picture defies worst weather conditions, as all showmen know.
PEOPLE

Caryl Hamburger, press representative for "Around the World in 80 Days" at the Film Center, Baltimore, resigning her post to become associated in a similar capacity with the Arena Theatre here.

Edgar E. Kirschner, for 44 years manager of the Family Theatre, has been elected president of the Family Theatre Corp. He has been succeeded in the managerial post by Norman J. Ladouceur, who has been his assistant for 10 years.

Kenneth E. Reynolds, with Bausch & Lomb Optical Co. since 1937, has been named to head the company's contract and defense products vision.

Robert Kraus, for the past seven years with M-G-M here, has joined Film Distributors of America city sales representative.

IPA Resumes

(Continued from page 1)

port from its committee, which is imposed by Barney Balaban, Paramount; A. Schneider, Columbia; Daniel O'Shea, RKO Radio Pictures, and Kenneth Clark, MPAA vice-president, did not discuss the appeal of the PCA decision on "Monkey on My Back" filed by producer Edward Hall.

Divergent Views Reported

Discussions among the board members centered on the makeup of the appeals board and the number of independent producers and exhibitors who would sit on a revised PCA appeals board. According to an official the MPAA who attended the meeting, board members had different views on this matter and all held lengthy discussion on the issue.

It was stated that the administration of the PCA and other matters relating to it were also taken up, but no conclusive action was taken by the PAA board, which decided to table the entire matter until next Thursday, when the board reconvenes.

Have Long Considered Revisions

The MPAA self-regulation committee, and its sub-committee composed of Robert Rubin, Paramount; Ray Call, Columbia; Paul Quinn, RKO Radio, Clark and Sidney Schreiber, PAA secretaries, have been holding meetings on revisions in the Production Code Administration and its appeal board for the past year at regular intervals. Reports have been presented to the MPAA directors periodically.

REVIEW:

Beau James
Paramount—VistaVision

What is referred to as "the era of wonderful nonsense"—that period which reached its peak in the mid-1920s and persisted through the stock market crash of 1929—has been rather vividly re-created in this film portrait of New York's ebullient Mayor Jimmy Walker who perhaps as much as any other individual typified that era.

Jack Rose and Melville Shavelson who, respectively, produced and directed the picture, which is in VistaVision and color by Technicolor, also wrote the script play, basing it on Gene Fowler's book of the same title, which many reviewers are on record as having described as being relatively kind in its presentation of some facets of the playboy mayor's career. However, entirely apart from its reliability as biography, the film has been invested with a full measure of interest, entertainment, distinguished production values and some convincing, if not memorable, performances by Bob Hope, as Walker; Vera Miles as Betty Compton, the show girl who captured the mayor's fancy and later became his wife; Paul Douglas, as a behind-the-scenes big wheel in the city's reigning political machine (presumably the Tammany Hall chief), and Alexis Smith, as Walker's estranged wife.

For those too young to remember the gay, hectic, scandal-tinged reign of Walker among today's theatre audiences, and those too far removed from it geographically to have been more than casually aware of its sympathetic depiction of the mayor, is likely to have a fictional quality that could dilute the interest it holds for others. The story covers the period beginning with Walker's first successful mayoralty campaign, after he was persuaded by Al Smith to be a candidate, through a second successful campaign and into the Scabby investigation when, following a hearing before Gov. Franklin D. Roosevelt in Albany, Walker resigned and left the country.

In between, of course, was his meeting with Miss Compton, his in-fatuation and romance; the multiplying difficulties as the irresponsible mayor gave more time to his pleasures than he did to his office. The trend of the story provides opportunity to inject into the film in brief scenes, Jimmy Durante, George Jessel, Jack Benny and others, playing themselves. There is a commentary by Walter Winchell and there are some excellently photographed scenes of New York which, according to Walker's biographer, and despite the way he sometimes neglected it, was his first love.

Hope does remarkably well as the debonair mayor, who was famed as much for his wit as for his escapades in public. Walker's ditty, "Will You Love Me in December?" gets a good workout in the picture, which is interspersed with several good musical numbers, one with Hope and Durante, another with Jessel and Benny, and stage numbers featuring Miss Miles. Campaign scenes in which the candidate for mayor wins his audiences by appealing to racial or national origins in New York's "melting pot" are laugh-getters. In short, there's a lot of entertainment all along the route in "Beau James" and, with a little extra selling effort, it should prove a good profit-maker in any situation.


Sherrin Kane

Rodgers Mass

(Continued from page 1)

the motion picture business, Rodgers died Saturday night in Miami. He had retired as vice-president and general sales manager of Loew's, Inc., in 1952.

Honorary pallbearers at the funeral services were Nicholas L. Schenck, Joseph R. Vogel, John J. O'Connor, George Schaefer, Harry Brumit, John P. Byrne, Tom Connors, George and Sam Denbov, Nel Depinet, Russell Dowling, Gus S. Eyssell, Morry Goldstein, E. C. Grainger, David A. Levy, John J. Maloney, Abe Monta-

Hazen to Hollywood


Nestor Martin Quigley, Charles M. Beag-

ger, Heranana Robinson, Robert Bab-


Celebration of the Mass was the Rt. Rev. Msgr. John J. Flynand the assis-

tant was Rev. Thomas J. McGov-

ern. The Most Rev. Edward V. Dar-

gh, auxiliary bishop of New York is on future product.

August an FCC Holiday;
Precludes Toll-TV Action

WASHINGTHON, June 6 — The

Federal Communications Commission today officially announced that Aug-

ust would again be a vacation month, with no action scheduled on

the commission's agenda.

The decision to adjourn makes impossible any action before fall on the matter of a toll-TV test.

Harris Asks

(Continued from page 1)

sion thinks it has to regulate toll TV once approved. He said he felt the FCC's recent policy statement indicated the commission itself had some doubts on this point.

Harris' request to the commission, made in a letter to FCC Chairman McCoombe, represented yet another setback for some toll TV forces. The FCC's recent action asking for comments on conditions for public tests of toll TV was regarded by proponents of temporizing action, putting off the day of actual tests and authorization.

Issued Qualified Statement

In its announcement May 23, the FCC said it had reached the conclusion it had statutory authority to okay toll TV "if it finds that it would be in the public interest to do so." It said it based this conclusion on the basis of memoranda submitted by several of the parties in the case, together with separate FCC surveys.

Harris, who had in mid-April questioned the FCC's authority to okay toll TV and raised other questions about conditions for authorizing toll TV, said today he would "greatly appreciate a statement from the commission setting forth in detail the basis for the commission's conclusion that it has this authority."

He said this seemed particularly important in view of other statements in the FCC's May 23 announcement that it would leave for later a decision as to whether toll TV was "broadcasting" or some other type of service, and that the commission might later want to take up with Con-
gress some amendments to the communications act dealing with toll TV.

Industry, Los Angeles

(Continued from page 1)

the Roosevelt Hotel, celebrating its 25th anniversary with the firm. The luncheon, tendered by CPI personnel, was attended by city and county leaders and civic officials. Councilman Ernest E. Dobs presented Solow with a scroll expressing the appreciation of Los Angeles for his civic leadership and charitable activities.

Republican vice-president Jack Baker presented Solow with a gold watch from Herbert J. Yates, CPI parent company president, who was absent from the city on business.
Movie-goers have been waiting for this one . . . for at last the greatest comic of our time has plenty of room to sock across laughs at a pace even he has never matched before. Jerry’s unique talents are all here . . . in a picture funnier than any he’s ever made, yet flavored with that special heart appeal that’s part of Jerry’s genius.

ONE OF PARAMOUNT’S
HOT, HOT SUMMER HITS.
GET IT WHEN YOU GET
“BEAU JAMES”* — Hal Wallis’ “LOVING YOU”*
Hal Wallis’ “GUNFIGHT AT THE O.K. CORRAL”* 
“THE LONELY MAN” and “OMAR KHAYYAM”* !
* Technicolor®
RESULTS IN HIS FUNNIEST EVER!

Paramount presents
JERRY LEWIS
as
THE DELICATE DELINQUENT

He's so tough he scares nobody except himself!

He's joined the blackboard jungle set and you can bet he's the craziest yet!

Co-starring DARREN McGAVIN · MARTHA HYER
featuring ROBERT IVERS · HORACE MCMAHON
produced by JERRY LEWIS · written and directed by DON MCGUIRE

He flips the chicks with his bag of tricks.
Television Today

‘Europe Needs Top TV Shows’

(Continued from page 1)

ness was 25 per cent of last year’s overall gross and that it is expected to rise to 30 per cent this year with a five per cent hike in net profits foreseen also.

Reiner added that the European television set ownership has increased considerably during the first five months of 1957 while telecasting hours have remained the same — 12 hours weekly in the small countries like Denmark.

In the past three months, Reiner, a veteran of the motion picture and television distribution field, has visited 90 per cent of the foreign television markets of the world, having covered Latin America prior to his European trip. Reiner will leave shortly for a trip throughout the Far East and Australia.

The TPA executive said that his organization is operating on a three-fold policy—to set up representation in every market of the world; to get a foothold in each market (one series has already been sold in each overseas market) and to build audiences and an industry abroad.

Reiner stated that while TPA is making “much progress overseas,” among the greater difficulties and problems it is facing is dubbing, which runs from $1,500 for a half-hour in Mexico to $30,000 for a series of 30 episodes in French.

Women’s Clubs Fail To Condemn Pay-TV

Special to THE DAILY

ASHEVILLE, N. C., June 6.—Delegates to the 66th annual convention of the General Federation of Women’s Clubs failed to pass a resolution on banning pay-per-view television, as had been expected here yesterday, and instead adopted a substitute resolution. The latter urged “continued freedom of choice in TV reception and the maintenance of free TV service as it now exists.”

Mrs. Horace B. Ritchie of Athens, Ga., chairman of the policy committee said that the substitute resolution was “no victory for either side but a victory for John Q. Public.” She insisted that her committee, which had previously prepared a resolution opposing pay-TV and urging Federal legislation against it, had “not taken one step backward from the original resolution.” The resolution passed, however, omitted the words “pay television” entirely, expressed no opposition to it and made no mention of legislation to restrict it.

U.K. Industry

(Continued from page 1)

film as art and television as illegitimate, they were precious, pettishly, undisciplined and fatally expensive; their customers in theatrical and commercial and industrial filming tired of them, and they lost their value. Making film for television presentation is a fine complex of high, medium and low talent, aided by the nose for news and the talent for taste, Miss Doncaster pointed out.

They will during their month here expose 35,000 feet of 35mm film in Washington, the South, Midwest, West and New York. They will, they say, examine and elicit the informative and possibly the significant in the family lives of a southern industrialist, midwestern farmer, aircraft worker and New York professional. Miss Doncaster disapproves a point of view, and certainly what she terms the “dirt in your dustbin” approach. The United States Information Agency is giving them a director and crew in each location.

Fryman in Move to Put Eagles Story on CBS

From THE DAILY Bureau

HOLLYWOOD, June 6.—Red Doff, president of Fryman Enterprises, has announced the acquisition of “all rights to the life story of Jeannie Eagles” from her sister, Elaine Nicklas, and the commencement of negotiations with CBS-TV Playhouse 90 producer Martin Manos regarding its production.

Greene, Rouse to AAP

HOLLYWOOD, June 6.—Clarence Greene and Russell Rouse have signed a multi-picture contract to produce and direct films for Associated Artists Productions, Inc., it has been disclosed by Ray Stark, AAP executive.

Oldsmobile to Sponsor Six Jerry Lewis Shows

The Oldsmobile Division of General Motors Corp. will sponsor six special one-hour programs starring Jerry Lewis over NBC-TV during the 1957-58 television season. Announcement of the purchase was made jointly by Jack F. Wolfram, vice-president of General Motors Corp. and general manager of its Oldsmobile Division, and William B. (Billy) Goodheart, Jr., vice-president, Television Network Sales, for the National Broadcasting Co.

All six of the special programs will be telecast in color. Exact dates and times for the hour-long shows will be announced at a future date.

Mass, SC Rules ‘Eden’ Not Obscene in Law

Special to THE DAILY

BOSTON, June 6—The film “Garden of Eden” is not obscene “as a matter of law,” the full bench of the Massachusetts Supreme Judicial Court ruled here yesterday. The court overturned the convictions of Antoine T. Montz, projectionist, and Benjamin Rogers, salesman, who were found guilty of exhibiting an allegedly obscene film at the Embassy Theatre, Fall River, Mass., last fall and ruled the question of obscenity was one to be decided by a jury.

Judge Harry Kalus in a lower court had ordered the guilty verdicts.

MGM Tells ‘Raintree’ Plans

(Continued from page 1)

an enormous volume of publicity the picture already has received, with numerous special tests and picture stories about to break in national magazines.

The “Raintree” screen play is based on a $25,000 prize-winning novel in a contest sponsored by MGM several years ago. It was a best-seller and Book-of-the-Month selection. Running time of the completed film is three hours and five minutes. Its background is the Civil War period.

It is a David Lewis production, directed by Edward Dmytryk. In supporting roles are Nigel Patrick, Rona Taylor, Agnes Moorehead, Walter Abel, Tom Drake and many others.

Vogel Sees ‘Aura of Success’

The picture “has an aura of success about it,” Vogel said, “such as distinguishes outstanding productions that come along from time to time. Exhibitor interest is already intense before MGM has offered it in a single situation,” he said.

The occasion marked Vogel’s first press conference since becoming president of Loew’s seven months ago. With him, in addition to those mentioned, were Robert Mochrie, E. M. Sanders, Mike Simons and William Orinstein.

DuPont Case

(Continued from page 1)

sion, government lawyers said the high court had given them a potent weapon against mergers and that where the facts in the du Pont-G.M. case are believed to be similar to those in any or more than a score of anti-merger cases now pending, the decision will be cited in their trial.

The Federal Trade Commission, which has 15 anti-merger cases pending, has not completed its study of the decision yet but a spokesman said “It may be a milestone in the history of trade regulation.”
LEADERSHIP

The capacity to lead develops naturally in certain people. It is so with some publications.

In a publication, leadership develops naturally from—

EDITORIAL ENTERPRISE

plus JOURNALISTIC RESPONSIBILITY.

These twin qualities are inherent in the very origin and growth of MOTION PICTURE DAILY. They are basic to the meaning of the phrase — All the News That Is News — in which the cornerstone of MOTION PICTURE DAILY policy is proclaimed in the masthead.

They require that MOTION PICTURE DAILY’s entire field of interests be constantly observed with the specialized knowledge of the business to appreciate the significance to it of event and opinion . . . and that reports of everything newsworthy be verified for fact, and for authentic interpretation of fact.

This process produces news — not rumors, not mere reports, but news — all of it that is news!

This isn’t doing it the easy way. This way takes nation-wide, even world-wide reportorial resources. It requires editorial acumen, persistence, integrity.

To pursue facts resourcefully, appraise them knowledgeably, verify them responsibly—that is MOTION PICTURE DAILY’s way. It is imposed on personnel as the source—and the price—of leadership.
THEIR FIRST KISS...
set off the strangest
manhunt in the history
of crime!

...raging from
San Francisco's
fog-shrouded docks to
its dim-lit
dives!

THE MIDNIGHT
STORY

CINEMASCOPE

STARRING
TONY CURTIS • MARISA PAVAN • GILBERT ROLAND
with JAY C. FLIPPEN • TED de CORSIA • ARGENTINA BRUNETTI

Directed by JOSEPH PEVNEY • Screenplay by JOHN ROBINSON and EDWIN BLUM • Produced by ROBERT ARTHUR • A UNIVERSAL-INTERNATIONAL PICTURE

Another Picture with that BIG Universal Appeal!
By July 8

Anti Pay-TV Group Seeks 3 New Filings

Will Ask Additional Funds From Exhibitor Groups

By LESTER DINOFF

The Committee Against Pay-As-You-See Television will approach the national, state and regional exhibitor organizations shortly regarding the procurement of additional funds to prepare three memoranda for filing with the Federal Communications Commission by July 9 in opposition to subscription television, according to co-chairman Philip F. Harling.

The Committee will use the funds to prepare legal, economic and engineering data which will be en-

(Continued on page 10)

Col. Profit $1,504,000 For 39-Week Period

Columbia Pictures had a net profit of $1,504,000 in the 39 weeks ended March 30, the company reported at the weekend. This compares with a net profit of $1,855,000 for the 40 weeks ended March 31, 1956.

Net profit before income taxes for the 1957 period was $2,858,000 as compared with $3,314,000 for the similar period in 1956.

Earnings per share of common stock were $1.18 for the 1957 period as compared with $1.49 last year. The earnings per share of common stock

(Continued on page 4)

Selling Plan Set for ‘Pride’

(Picture on Page 3)

United Artists’ “The Pride and the Passion” will receive special sales and merchandising handling in the domestic market and be shown overseas on a semi-roadshow policy, according to producer Stanley Kramer and George J. Schaefer, producer-representative.

“The 132 minute film will be shown on a continuous performance basis in some 350 cities in the U.S. invited at increased admission prices and will go into general release sometime next year,” Schaefer stated, adding that any exhibitor “who does not ask

(Continued on page 4)

NSS To Distribute MGM Trailers on Sept. 1

Trailers for M-G-M releases will be distributed by National Screen Service beginning Sept. 1, it was announced at the weekend. The move was made “only after careful consideration of the best interests of

(Continued on page 4)

Aaron Rosenberg Signs To Produce for Metro

Joseph R. Vogel, president of Loew’s, Inc., announced at the weekend the signing of a long-term contract with Aaron Rosenberg for the production of a group of major films to be made for M-G-M by Rosenberg as Arcola Pictures, Inc. The producer was previously with Universal-International for eight years where he made six James Stewart vehicles, “The Glenn Miller Story,” “To Hell and Back,” “The Benny Goodman Story,” and others.

Rosenberg’s future plans for M-G-M production will be outlined when he reports to the studio shortly

(Continued on page 4)

Results of Hearings Issued

Celler Report Finds TV Networks ‘Too Big’

‘Do Something’ About Broadcasting Practices, FCC and Justice Are Told

By J. A. OTTEN

WASHINGTON, June 9—A House Judiciary subcommittee said the Justice Department had been “derelict” in failing to present the Federal Communications Commission with timely argument against the American Broadcasting-Paramount Theatres merger.

The subcommittee said the FCC had rightly stressed the anti-trust aspects of this proposal.

At the same time, the subcommittee applauded the Justice Department and attacked the FCC for their handling

(Continued on page 4)

Aaron Rosenberg Signs To Produce for Metro

Joseph R. Vogel, president of Loew’s, Inc., announced at the weekend the signing of a long-term contract with Aaron Rosenberg for the production of a group of major films to be made for M-G-M by Rosenberg as Arcola Pictures, Inc. The producer was previously with Universal-International for eight years where he made six James Stewart vehicles, “The Glenn Miller Story,” “To Hell and Back,” “The Benny Goodman Story,” and others.

Rosenberg’s future plans for M-G-M production will be outlined when he reports to the studio shortly

(Continued on page 4)

4 TV Producers Must Testify Or Else—FCC

WASHINGTON, June 9 — The Federal Communications Commission said four TV film producers would have to testify at commission network hearings in New York this week—or else.

If they don’t appear and bring all records required in earlier FCC subpoenas, the commission will “forthwith institute appropriate proceedings” to enforce the subpoenas.

(Continued on page 4)

‘No Comment’ Except On ‘Pioneering’—NBC

An official statement by the National Broadcasting Company commenting on the report of the House Anti-trust Subcommittee took great pleasure in what it called “forthright recognition” paid by the committee to “the pioneering role of the networks in developing, at great financial outlay and risk, the medium of television.”

However the statement adds “With regard to the specific practices . . . questioned by the sub-committee, we feel it would be inappropriate to comment at this time.”
PERSONAL MENTION

HOWARD DIETZ, M-G-M advertising-publicity head, will return to New York today from Europe.

PHILIP GERARD, Universal Pictures Eastern publicity manager, is in Boston today from New York. Jerry Lavaco, Eastern advertising manager, returned here from Chicago at the weekend.

Irving Sochin, general sales manager for Bank Film Distributors of America, returned today from regional meetings in Chicago, Detroit and Cleveland.

J. RICHARD KENNEDY, independent producer releasing through United Artists, will leave New York shortly for England, France and Italy.

MICHAEL TODD, Jr., and BILL DOLL, of the Michael Todd Co., have returned to New York following a country-wide tour on behalf of "Around the World in 80 Days."

CHARLES L. CASANAVE, president of the Fred Astaire Dance Studios, has returned to New York from New Orleans and the Coast.

JOSEPH R. VOGEL, president of Loew's, Inc., left New York at the weekend for the Coast.

JOSEPH PENEVY, Universal Pictures director, and BILL THOMAS, fashion designer, have arrived in New York from Hollywood.

ROBERT CINADER, director of foreign sales for California National Productions, subsidiary of NBC, left here yesterday for England via B.O.A.C.

DICK ROSS, Allied Artists producer-director, has returned to Hollywood from Dallas.

ABE BERNSTEIN, of the United Artists exploitation department, was in Hartford and Providence from New York.

MACRAE "R & D" SILVERSTEIN, M-G-M home office executive, left here yesterday for Hollywood.

Rep. Dividend 25c

The board of directors of Republic Pictures last week declared a regular dividend of 25c per share on preferred stock, payable July 1, to stockholders of record as of the close of business on June 20.

Georgian Theatre Finds Film Council Abuses ‘Free’ Rights

Special to THE DAILY

ATLANTA, June 9—The owner of the Art Deco Theatre, Decatur, Ga., charged with "hampering the work" of the Decatur Better Films Committee by denying its members "free access" said he was forced into such action because the committee had begun to abuse its attendance rights.

Fred G. Storey, of Storey Theatres, Inc., said there are only 33 members from the committee, but according to his records, "as many as 45 persons representing themselves as members have been admitted to the theatre in one week."

Urge CEA to Ratify

New Wage Increases

By WILLIAM PAY

LONDON, June 6 (By Air Mail)—A British exhibitors' meeting today backed out flatly to the proposed new wage settlement between the Cinematograph Exhibitors Association (CEA) and the National Association of Theatrical and Kinematograph Employees (NATE) they must take a realistic view of it. This appeal was made by CEA vice-president E. J. Hinge when he urged members to back the recommended agreement, however unsatisfactory it might appear to be. The agreement which is now being considered by the TIEA was published provides for pay rises from six shillings to fourteen shillings (£4 cents to £1.90) a week for a workweek of 50 hours. If accepted, the new rates will come into force July 1. Cinema workers had their last rises of from six shillings to £1 (84 cents to £2.50) a week in December, 1955.

Hinge Defends Agreement

Defending the agreement, which is going to take up much of the exhibitors' tax relief, Mr. Hinge said: "I don't think that anyone can say that the wages rates in this industry are the type that would not be if we were at the mercy of a wages board. They are certainly not the wages that would be awarded by an independent court."

"There is a strong body of opinion," he warned, "not only in Government circles but also among local authorities that a place which cannot operate successfully is obviously not needed." Exhibitors who had appealed against rating assessments, he added, had been told by.appellants that if their theatres took in their cinemas pay under proper conditions then they should close down.

Dais Guests Are Listed

For Montague Dinner

Seated on the dais at the A. Mon-
tague-Brown Banquet, held in the Hotel Astoria on Wednesday night, June 19, will be many executives of the motion picture industry, as well as of medical and civic circles. The testimonial event is the amusement industry's way of showing its recognition and appreciation of the many fruitful years of work and leadership put in by Montague-Brown, author of the hotel and its clinical and research laboratories.

Some 1,200 are expected to attend the dinner which will present a program of entertainment by performers of stage, screen, radio and television.

Harry Brandt, general chairman of the dinner, announced at the weekend that guest who have been invited on the dais to date include the following: Charles Alridge, Richard Altschuler, Robert Benjamin, Jack Beresin, Richard Brandt, Jack Horne, Robert W. Coyne, George Denenberg, Ned E. Depinet, Russell Downing, Gus Eysell, Charley J. Feldman, Alan Freedman, William Gaston, Willard Germain, Leonard Goldenson, Maurice Goldstein, Julius M. Gordon, Abel Green, Roy Haines, Alex Harrison, William Heineman.

From All Branches of Industry


United California Sued

By Toler, Independent

Special to THE DAILY

SAN FRANCISCO, June 9—United California Theatres on Friday was sued in the U.S. District Court here by 1,000 managers of independent exhibitor James Toler of Castro Valley.

Toler charges United California engineered price discrimination in the price of picture houses operating in competition with his Chabot Theatre.

MOTION PICTURE DAILY

Monday, June 10, 1956

Sarasota Drive-In Ready

The new North Trail Highway drive-in theatre at Sarasota, Fla., will be completed this month, according to J. Hunt, owner.

Buys Vermont Operation

Herbert Goldstein of Troy, N. Y., has purchased the Ft. Warren Drive-In at Castleton, Vt., from Charles Hathaway, also owner of an outdoor theatre in North Housick.

Glickman Building Drive-In

Dave Glickman, who operates the Garden Theatre, Trenton, N. J., building a new double drive-in with a 500-car capacity at Ewing, N. J., about one mile from the center of the city.

Permit Is Rejected

The application of R. H. Brann, to build a drive-in near Lebanon, Ga., has been rejected by the Atlanta-Fulton County planning board. Members of the Lebanon Baptist Church had objected that the theatre site is too close to their building.

Opens 1,000-Car Theatre

Joseph Warren has opened the new Super 50 Drive-in, on the Schenectady - Saratoga Ballway, N. Y. The 1,000-car theatre has been under construction since the spring of 1956. Warren also owns drive-ins around Pittsburgh.

Two RCA Dividends

A quarterly dividend of 25c per share on the common stock of the Radio Corporation of America payable July 29 to holders of record at the close of business June 21 was announced at the weekend by Davi B. Sarnoff, chairman of the board, following a regular meeting of the board of directors. At the same meeting dividend of 67.5c per share was declared on the preferred stock for the period July 1 to Sept. 30, payable Oct. 1, to holders of record on such stock on Sept. 9.

Friedman in Hollywood

Leopold Friedman, president of Lone Theatres, is in Hollywood where he will spend the next two weeks viewing the forthcoming at tractions scheduled for early release by the major producers and independents. Accompanied by Mrs. Friedman, he will visit several key Loew cities on his return trip to New York.

Sarasota Drive-In Ready

The new North Trail Highway drive-in theatre at Sarasota, Fla., will be completed this month, according to J. Hunt, owner.

Buys Vermont Operation

Herbert Goldstein of Troy, N. Y., has purchased the Ft. Warren Drive-In at Castleton, Vt., from Charles Hathaway, also owner of an outdoor theatre in North Housick.

Glickman Building Drive-In

Dave Glickman, who operates the Garden Theatre, Trenton, N. J., building a new double drive-in with a 500-car capacity at Ewing, N. J., about one mile from the center of the city.

Permit Is Rejected

The application of R. H. Brann, to build a drive-in near Lebanon, Ga., has been rejected by the Atlanta-Fulton County planning board. Members of the Lebanon Baptist Church had objected that the theatre site is too close to their building.

Opens 1,000-Car Theatre

Joseph Warren has opened the new Super 50 Drive-in, on the Schenectady - Saratoga Ballway, N. Y. The 1,000-car theatre has been under construction since the spring of 1956. Warren also owns drive-ins around Pittsburgh.

Two RCA Dividends

A quarterly dividend of 25c per share on the common stock of the Radio Corporation of America payable July 29 to holders of record at the close of business June 21 was announced at the weekend by Davi B. Sarnoff, chairman of the board, following a regular meeting of the board of directors. At the same meeting dividend of 67.5c per share was declared on the preferred stock for the period July 1 to Sept. 30, payable Oct. 1, to holders of record on such stock on Sept. 9.

Friedman in Hollywood

Leopold Friedman, president of Lone Theatres, is in Hollywood where he will spend the next two weeks viewing the forthcoming at tractions scheduled for early release by the major producers and independents. Accompanied by Mrs. Friedman, he will visit several key Loew cities on his return trip to New York.
Selling Plan Set for 'Pride'

(Continued from page 1)

increased admission prices for the picture is a sucker."

Schaeper pointed out that "The Pride and the Passion" will have simultaneous world premieres late this month at the Capital Theatre here, the State Lake in Chicago and the Fox Wilshire in Los Angeles. He said that the Capital and Fox Wilshire will seek $2.50 admissions and the State Lake $2.00.

Kramer said that he has been concurring with UA on foreign openings for the picture, with London for the first overseas date, in late August or early September. He said that it will be shown abroad on a semi-roadshow basis, "an adaptation of Todd policy on '80 Days.'" The producer said that UA already has 14 dates for openings in Germany.

Commenting further on the sales policy for the film, the producer and his sales representative said that the distribution company, UA, "may have to enter into four-way agreements with exhibitors if we can't get the proper deal and conditions."

Large Publicity Fund

Kramer stated that the gross for his picture is "unlimited as its inherent values will get it playing time and receipts." He said that some $2,000,000 has already been spent in pre-production publicity and cooperative advertising for the picture's first three openings. He said that $1,000,000 was spent in making the film in Spain where he took seven months in actual production and almost a year in preparation and selection of 38 locales.

Heller Dividend

CHICAGO, June 9. — Directors of Walter E. Heller & Co. have declared regular quarterly dividends on the company's common and two classes of preferred stock. The dividends are 25 cents a share on the common stock, $1 a share on the 4 per cent cumulative preferred, and $1.375 a share on the 51/4 per cent cumulative preferred stock. All dividends are payable June 30 to stockholders of record at the close of business June 20.

V.C. Honors Benjamin

MILWAUKEE, June 9. — William Benjamin — widely known as Benny Benjamin—who has sold his exchange here and will leave for the Coast this week—was guest of honor at a farewell dinner given him at Fazio's by Wisconsin Variety Club, Tent No. 14. Benjamin sold his exchange here to Morry Anderson.
Score Justice

(Continued from page 1)
of the more recent station swap between NBC and Westinghouse.

Looking at both cases, the subcommittee said in a report on anti-trust proceedings in the television industry that the FCC and Justice must make immediate steps to improve liaison in cases falling within their concurrent spheres of responsibility." It also urged the FCC in the future to "adhere to the policy of critically examining the anti-trust background of each license application.

When asked to take the AB-PT merger, the subcommittee said the FCC had recognized the anti-trust implications of the proposed merger back in 1951 and 1952 and had asked the Justice Department to participate in the proceedings. The subcommittee also noted that the FCC had made the anti-trust status of the parties "one of the central points of inquiry."

Too Late, Said the Commission

In contrast, the subcommittee reported, Justice failed to accept the Commission's offer or have .it independently to enjoin the merger. It declared Justice did not take part in the lengthy hearings on the merger or file a brief. Finally, on January 7, 1953, after the FCC record had been closed, it wrote the Commission protesting the merger, a protest the FCC turned down.

"The committee concludes the Department of Justice was derelict in this case," the report said. "Its conduct fell far short of that required in the administration and enforcement of the anti-trust laws."

In contrast, the subcommittee found that Justice had acted properly and the FCC had acted improperly in the recent station swap between NBC and Westinghouse Broadcasting Co. The subcommittee commended Justice for raising anti-trust questions about the transfer and for ultimately bringing an anti-trust suit against NBC growing out of the transfer.

Three-Point Criticism of FCC

But the subcommittee sharply criticized the FCC for not seeking out the views of the Justice Department, for ignoring its staff's concern over the resulting concentration of TV facilities in the hands of NBC as a result of the proposed exchange, and for failing to take into account the anti-trust history of the case.

The Federal Communications Commission fell short of performance fully protecting the public interest," the report said. "By comparison, the Anti-trust Division is deserving of commendation for its vigilance in continuing the investigation of this transaction, particularly in the face of the Commission's summary approval."

An AB-PT official contacted in New York at the weekend said the company would have no statement to make about the reference to it by the House subcommittee until it had time to study the report.

REVIEW:

Value for Money

J. Arthur Rank—VistaVision

A completely satisfying comedy for any kind of audience, anywhere in the world. While the cast and characters—and all the settings—are typically British, the resulting broad comedy is full of laughs that will be appreciated in Kansas City as much as in the far-flung Odense Circuit, across the world.

The British surely have a flair for story telling, whether comedy or drama, and we sometimes think that everyone in England must carry an Equity card, for their portrayal of themselves is so thoroughly professional. This example is on the light side, and no demerits against it, for it is always in good taste, with never a doubtful situation that might give offense.

John Gregson is at home in the role of the frugal Scotsman who has inherited a fortune from his father in the rag business—and a speaking likeness of the old gentleman hangs on the wall behind him, full of parental advice as to how to save money. Diana Dors, who was cast in the same mould as M. Monroe, has the opportunity to be herself in a fun-hitting role. She and the cameraman can carry an Equity card, for their portrayal of themselves is so thoroughly professional. This example is on the light side, and no demerits against it, for it is always in good taste, with never a doubtful situation that might give offense.

Fruil John has a five-pound fling for himself, taking a bus trip to London where he goes off his rocker for a platinum blond show girl, whose way of life is not easy going. He brings her back home to see the family mansion, which she doesn't like, in his attempt to win her. After some financial adventures that soften him up, the two girls get together over a bottle of champagne and cook up a scheme to cure him of his infatuation.

So, on arrival at his office in the morning John is greeted by a stranger who hands him two words, both for breach of promise, one from Diana asking 5,000 pounds damages, and the other from Ethel, who owns only 200 pounds. This really puts John on a spot, for now he knows he loves the girl back home, but if he marries her, he will have to pay the larger sum to satisfy the other charmer. It is Ethel who puts his cheque book on his desk and hands him the pen, for this was a deep-laid plot between the girl friends. Diana decides she likes the Yorkshire town, and especially a rich manufacturer who returns her love, not that they are both rewarded in the adventure. It's typically British good humour.


WALTER BROOKS

Ellis Purchases Three Philadelphia Theatres

Special to THE DAILY

PHILADELPHIA, June 9 — The three key neighborhood houses here operated by the AB-Paramount Theaters under long-term leases, have been sold to the A. M. Ellis Enterprises, one of the largest independent theater circuits in the area. The three houses, which will be continued under their present operation, are the Nixon, Tower and Broadview.

The theatre properties were purchased by the Ellis company from a combine composed of Morris Wolf, theatrical attorney, Lessing Rosenwald and Lionel Friedman.

Pavelle Changes Name

Pavelle Laboratories, Inc., black and white processors and photofinishers since 1932, has changed its name to Pictorial Laboratories, Inc., according to an announcement by Leo Pavelle, president.

See Record Attendance At Industry Golf Fete

Indications at the weekend were that the attendance at the sixth annual film industry golf tournament sponsored by New York's Cinema Lodge of B'nai Brith at the Vernon Hills Country Club at Tuckahoe, New York, Thursday will top all previous five tournaments. The forecast was made by Martin Levine, tournament chairman.

Levine pointed out that participation in the tournament is open to members of the entertainment and allied industries of all faiths. Meanwhile, prizes continued to accumulate at tournament headquarters here.

Multiple Run for 'Hut'

LOS ANGELES, June 9 — The Little Hut grossed $84,000 in its 11-theatre multiple run here last week. It beat "High Society's" record in the same houses by several thousand dollars.

TV Producers

(Continued from page 1)

the FCC said Friday. Presumably this means court action.

The commission, in connection with its current network suit asked seven TV film program producers to appear in person to testify. Originally all seven challenged the FCC's right to require this testimony, but then three of the seven agreed to appear before the FCC on June 12.

The four involved were Screen Gems, Inc., Ziv Television Programs, Review Productions, Inc., and MCA-TV Ltd.

NSS to Distribute

(Continued from page 1)

M-G-M's exhibitor customers and the company," according to Charles M. Reagan, vice-president and general sales manager of Loew's Inc.

"Our decision is the result of a consensus of opinion here that the step is in line with the economies of our business today," Reagan states. "Therefore, we believe it is logical that we avail ourselves of the facilities of National Screen Service for the most practical trailer distribution to our customers, particularly since we are satisfied that its quality will be maintained."

Columbia Profit

(Continued from page 1)

after preferred stock dividends, for both the current year and the pre-war year, are based on the $1,122,800 shares which were outstanding on March 30, 1957.

Columbia pointed out in its weekend release that the figures were prepared by the company and are subject to year-end audit by its certified public accountants.

Texas Drive-In Board Will Meet Tomorrow

Special to THE DAILY

DALLAS, June 9 — Eddie Joseph, president of the Texas Drive-In Theatre Owners Association, has called a meeting of the association's board of directors for Tuesday. The meeting will be held in the conference room of the Variety Club of Dallas in the Adolphus Hotel. The association's general counsel, Edwin Tobolowsky, will have some matters to be presented to the board. Other officers of the association for the coming year are Charles Weisenburg, vice-president; Jack Fair, vice-president; E. L. Pack, vice-president; Skee Noret, treasurer, and Bob Davis, secretary.
From the front pages of the world...inspiring naval action steeped with diplomatic bluff. The terrier-like tactics of three little ships that spelled the death of a dark raider...and a rendezvous with destiny!

"PURSUIT OF THE GRAF SPEE"

JOHN GREGSON • ANTHONY QUAYLE • PETER FINCH
A Colorful Masterpiece from the Team That Made "The Red Shoes"
• VistaVision
Color by Technicolor

The true inside story of Scotland Yard's crime-busters...and the courageous women who live in constant fear every moment their men are on a case.

"THE THIRD KEY"
with JACK HAWKINS

Delectable DIANA DORS and TV's genial "HEY JEANNIE" Carson rock you with a crazy mixed-up jamboree of jazz, jive and a jumbo-size hit parade of top tunes.

"AS LONG AS THEY'RE HAPPY"

Rugged ANTHONY STEEL hides a savage secret in the mysterious burning sands of North Africa...ablaze with vivid splendor, torrid heat and violence. Bewitching new Italian beauty, ANNA MARIA SANDRI is the lovely Arab girl who flaunts the rigid code of the desert in

"THE BLACK TENT"

A human story that will lift up your heart...put wings on your feet...fill your eyes with tears...and then crack your funnybuns! Sparked by the loyalty and wisdom of a wonderful wayward child...called

"JACQUELINE"
with JOHN GREGSON and KATHLEEN RYAN

DIANA DORS had the figure.
JOHN GREGSON had the figures...in long green (her favorite color). She had everything it takes...to take everything he had! Titillating tunes, hilarious high-jinks, gold-standard gals.

"VALUE FOR MONEY"

JOHN GREGSON of "Genevieve" here is taken for another ride, this time...by broad-shouldered DIANA DORS

10,000,000 Americans have thrilled to this story in Reader's Digest!

starring
KENNETH MORE
(Audiences loved him in "Genevieve" and "Doctor in the House")

He laughed at life's toys breaks...yet with raw courage he & his gay, reckless pilots...winning battles in the sky...and women's hearts on the ground.

REACH FOR

ANTHONY STEEL and JAMES ROBERTSON JUSTICE in the fascinating behind-the-scenes stories of a great airport...its romance, comedy, drama and spine-tingling suspense.

"OUT OF THE CLOUDS"

Another winner from the man who delighted you with "The Lady Killers," "The Cruel Sea" and "The Lavender Hill Mob." • Eastman Color

DONALD • DIANA • JEANNE • JAMES ROBERTSON
SINDEN • DORS • CARSON • JUSTICE in
"AN ALLIGATOR NAMED DAISY"
Color by Technicolor • VistaVision
Also starring Stanley Holloway • Roland Culver
Screenplay by Jack Davies • Produced by Raymond Stross
Directed by J. Lee-Thompson

DONALD • DIANA • JEANNE • JAMES ROBERTSON
SINDEN • DORS • CARSON • JUSTICE in
"AS LONG AS THEY'RE HAPPY"
in Eastman Color • Also starring
SUSAN STEPHEN • JERRY WAYNE • DIANA DORS
Screenplay by Alan Melville • Based on the Play by Vernon Sylvaine
Directed by J. Lee-Thompson • Produced by Raymond Stross

ANTHONY • DONALD • ANNA MARIA
STEEL • SINDEN • SANDRI in
"THE BLACK TENT"
Color by Technicolor • VistaVision
with Andre Morrell
Screenplay by Robin Maugham & Bryan Forbes
Produced by William MacQuitty
Directed by Brian Desmond Hurst
KENNETH N. HARGREAVES
President

IRVING SOCHIN
General Sales Manager

GEORGE MARTIN
Director of Advertising, Publicity, Exploitation

LESLIE ROBERTS
Treasurer

SEYMOUR BORDE
Regional Manager - Los Angeles

SAM GORELICK
Regional Manager - Chicago

ABE WEINER
Regional Manager - Boston

DAVE PRINCE
Regional Manager - Atlanta

OTTO EBERT
Regional Manager - Detroit

RAY JONES
Regional Manager - Dallas

AL KOLITZ
Regional Manager - Denver

ROBERT FOLLARD
Regional Manager - Washington

JAMES MOONEY
Branch Manager - San Francisco

EDWARD SAFIER
Branch Manager - Chicago

JOHN DE COSTA
Branch Manager - Los Angeles

STANTON DAVIS
Branch Manager - Boston

KENNETH N. HARGREAVES
President

IRVING SOCHIN
General Sales Manager

GEORGE MARTIN
Director of Advertising, Publicity, Exploitation

LESLIE ROBERTS
Treasurer

SEYMOUR BORDE
Regional Manager - Los Angeles

SAM GORELICK
Regional Manager - Chicago

ABE WEINER
Regional Manager - Boston

DAVE PRINCE
Regional Manager - Atlanta

OTTO EBERT
Regional Manager - Detroit

RAY JONES
Regional Manager - Dallas

AL KOLITZ
Regional Manager - Denver

ROBERT FOLLARD
Regional Manager - Washington

JAMES MOONEY
Branch Manager - San Francisco

EDWARD SAFIER
Branch Manager - Chicago

JOHN DE COSTA
Branch Manager - Los Angeles

STANTON DAVIS
Branch Manager - Boston

Further appointments to be announced.
Celler Report Finds TV Networks ‘Too Big’

Charges FCC Is Too Lenient With the Webs

(Continued from page 1)

ow production, on network talent contracts, and on the activities of the no-broadcasters in the music field through Broadcast Music, Inc. In each case, the subcommittee either added action it wanted the government agencies to take or modified the gener al objection that the government agencies "do something."

Throughout the report ran the theme that the major networks, especially NBC and CBS, were just too powerful. Throughout it ran criticism of the FCC for not having more to prevent this situation from getting out of hand. The Justice Department was criticized for its current investigation of the TV industry.

Two ‘Major Obstacles’ Cited

The report repeatedly raised the notion of whether some of the current network practices were not essentially similar to former practices in motion picture industry outlawed by the Supreme Court in the Paramount case. The subcommittee reported that it found two "major obstacles--stationarity and restrictive practices--in preventing full realization of the nationwide and competitive communications system contemplated by Congress. These obstacles should be removed if the national objectives are to be achieved."

Comparatively little of the report was devoted to station shortage, which is focal to "restrictive practices." On station shortage, the subcommittee sharply attacked the Commission for not acting on its original action sooner to help out UHF experimenters. They said the FCC must act in many more areas in its selective deintermixture policy, step up its program of research looking toward major shift to UHF channels, and make public on this outlook. Congress should end the federal excess tax on all-channel TV sets, the report said.

A. T. & T. Criticized

The subcommittee also criticized as "infliction" for having dragged its feet in complaints against excessive transmission charges by A. T. & T.

Turning to "restrictive practices," the subcommittee charged that there are good and valid reasons for the dominant position of the networks in the television field, but that these reasons also included "various practices that have had a detrimental effect on competition and that can be harmful without undue hardship or sacrifice of network operations."

The committee does not favor disruptive government regulation," it said, "for it would not be necessary, if the FCC had the power to order the networks to adhere to the principles of the public interest, without impairing in any way the present system of network broadcasting."

Ten Topics Treated

The subcommittee report had this to say on specific topics:

Multi-station ownership: The networks have buttressed their dominance in television by operating their own stations in key areas. The multiple ownership of stations has divided "anticompetitive effect."

It may lend itself to abuse of concentration and silence, may produce undue competitive advantage for multiple owners, and may create a conflict of interest on the part of the network.

First call. The Commission should consider amending its option-time rule to take some of these antitrust objections into account.

Affiliation agreements: "Many agreements operate to the advantage of multiple-station owners and other large licensees. The Commission should study affiliation agreements to see whether they are proper, and should also consider the advisability of making station contracts on file with the Commission public.

Must-Buy: This requires an advertiser, as a condition of using the network, to purchase time on each of a specified group of affiliated stations. This deprives the advertiser of freedom of choice in selecting his markets, and places the independent station at a disadvantage as against the network affiliate in the same area. The Commission should consider prohibiting must-buy policies.

Option-Time Rule Hit

Time options: The FCC permits networks to require affiliated stations to make certain hours of the day available for network programs. This has various disadvantages and undesirable aspects, and the Commission should consider amending its option-time rule to take some of these antitrust objections into account.

First call. The FCC should also consider preventing abuse of the first call rule, under which affiliated stations get the right to first refusal of all network programs. This power should not be permitted to enable one station to corner or suppress desirable network programs at the expense of other local stations.

Network programming: The networks have entered extensively into the field of program productions and can favor their own programs over independently-produced ones. Their bargaining power also enables them to demand and receive substantial concessions on profit participation, rerun and subsidiary rights and other matters from independent producers. The Justice Department should continue its investigation of these practices."

Similarity to Film Monopoly

Talent contracts: Many network talent contracts restrict the right of the performers to appear on other radio and TV shows, in films, and in night club and on other medium. These and other talent arrangements should be studied by Justice to determine whether antitrust action is necessary.

Music: The report outlined extensively the need for IMB ownership and concluded that the Anti-trust Division should undertake "complete and extensive investigation. Two Democrats on the subcommittee said that this should not be taken as implying an opinion on the pending anti-trust action brought by some members of ASCAP against BMI, and the three GOP members of the subcommittee said they felt that because of the pending suit the report should not have dealt with this matter.

Wants Commission 'Code'

In addition to criticizing the FCC for failure to establish liaison with the anti-trust division, the subcommittee said FCC members have been too free in talking to parties to pending cases. It urged the FCC to adopt a "code of ethics" to govern the FCC and its staff on permissible and impermissible contacts between the Commission personnel and outside parties.

Discounts: Each network allows advertisers a variety of premiums and discounts from aggregate time rates, ranging as high as 25 per cent. These discounts may not be illegal because the Robinson Patman act now applies only to the sale in commerce of like services. The committee will consider amending the law to make it apply to services and limit this type of discount.

Review:

Doctor At Large

J. Arthur Rank-Universal Pictures—VistaVision

American motion picture audiences are in for some highly entertaining moments in J. Arthur Rank’s presentation of “Doctor At Large,” the third in a series spoiling the British medical profession. The production and directorial team of Betty E. Box and Ralph Thomas, who gave us “Doctor in the House” and “Doctor At Sea,” have come up with another light-hearted comedy in Eastman color and VistaVision. They have incorporated in it many amusing sequences and witty talk among young medical doctors and students who delight in their profession and the pursuit of nurses and pretty patients.

Smooth performances are turned in by an all-British cast headed by Dirk Bogarde, Donald Sinden and Muriel Pavlow, all of whom have been seen in the previous films of the British Rank version of the Dr. Kildare series. The story and laughs, a number of which run into each other, move along at a good pace due to the capable and deft direction of Thomas. In some scenes, however, the audiences may have a little trouble understanding some of the British dialect and linguistic slurs, but overall the dialogue is funny, gay and at times risque.

The story concerns young Dr. Bogarde and his desire for a crack at surgery while he is confined to minor clinical chores in a hospital. After a run-in with a trustee, he finds himself out of a job and seeks sympathy from a pretty nurse in a secluded weekend rendezvous. In the ensuing sequences, Bogarde, Sinden and Miss Pavlow run afoul of medical regulations and are forced out of the country.

Exhibitors who have played the previous two Rank films concerning the young doctor, may find that this film is a worthy successor to them as both had successful engagements in the “art” houses as well as theatres which play regular fare. Bolstering the principals are a number of top British players, among them James Robertson Justice, Shirley Eaton and Derek Farr. The screenplay was written by Nicholas Philppe.

Running time, 98 minutes. Adult classification: Release, in June.

Lester Dinobv
**IN OUR VIEW**

THE matter of a code of conduct, or ethics, or policy for television programming comes to attention again, with the recent observations before a Catholic Institute of the Press meeting in New York recently of John C. Doerfer, a member of the Federal Communications Commission. Said the commissioner: "There is every reason to believe that the broadcasters are just as capable of maintaining these high standards (of the F.C.C. Television Code) without endangering the full fruits of our creative genius as would an army of governmental agents attempting to produce programs or engage in extensive censorship duties."

The commissioner cites that fact that a great measure of observance already has been obtained in the television industry, and emphasizes the vital consideration that this is a voluntary code or working agreement. As such, it is necessarily a longer process to bring about reasonably complete compliance, but vast and encouraging strides already have been made. Mr. Doerfer made the point that "some of the objectionable material that does get through to some television receivers is in reality the reproduction of old movie films. . . ." Someone should take the commissioner to one side and explain that the motion picture industry has had and subscribed to a Production Code these many years and with highly successful, even spectacular results. Television should only do as well and as quickly with a code and compliance!

Mr. Doerfer again: "Happily, the movie industry, in cooperation with the television industry, has indicated its willingness to subscribe to a Code of Good Practice (The capital letters apparently are the commissioner's)." If he's talking about the theatrical motion picture industry, it has had a code for producers for a quarter of a century, and it served originally, in particular, to take the film business off an especially dangerous, even critical, spot.

With television's necessarily diversified program offerings, stemming from live shows, filmed news, live and filmed commercials and motion pictures made for TV, the necessity of a good, intelligent, objective code of presentation behavior is even more

---

**Television Today**

**TV Set Production Declined in April**

From THE DAILY Bureau

WASHINGTON, June 9. — Television set production declined sharply in April this year from production in the preceding month and also from April of last year, the Radio-Electronics-Television Manufacturers Association reported over the weekend.

In April of this year, 362,246 sets were produced, RETMA said, compared with 559,842 in March, and 549,632 in April of last year.

---

**Anti Pay-TV**

(Continued from page 1) compassed in its briefs, Harling declared.

The exhibition official who represents Theatre Owners of America on the Committee said that he and co-chairman Trueeman Rumbusch, who represents Allied States Association, will prepare three briefs for submission to the F.C.C. by July 8. The first will be an application for leave to reply to comments filed, the second will be the Committee's actual comment, and the third will be the Committee's reply to the comments filed with the F.C.C., he said.

Agrees with Harris

Harling pointed out additionally that he is in accord with House Commerce Committee Chairman Harris (D., Ark.) who requested the F.C.C. to spell out in detail its reason for believing that it has the authority to approve toll television.

Meanwhile, TOA, in a bulletin to its membership, urges that every parent's association, school, labor union, civic organization, veterans group and government bureau should advise the FCC that they are opposed to an toll-TV test because they know that they will be deprived of a right which they have always enjoyed.

---

**To California in the lap of luxury**

This is United's Red Carpet® Service: softly spacious seats, soothing music before takeoff. Superb meals with the compliments of United's own master chef. Club lounge, games, delicious snacks. Service that's thoughtful and swift. And you're there before you know it, in the magnificent DC-7, nation's fastest airliner. (A final friendly Red Carpet plus: extra fast luggage delivery.)

Next time, pamper yourself with Red Carpet Service. It costs not a cent extra. For reservations, call United or an authorized travel agent.

---

**Skiatron Seeks to Wire L.A. for Pay-Television**

From THE DAILY Bureau

LOS ANGELES, June 9 — Th closed circuit pay-as-you-see television firm of Skiatron TV Inc., headed by Matty Fox, has filed an application with Los Angeles City Hall for permission to install facilities to wire telecasting.

The application filed by Skiatron seeks permission to install pole pipes, conduits, wires and cables and over Los Angeles streets to transmit electrical energy over closed television circuit and signal system.

---

**Red Carpet Nonstop Service daily from New York to Los Angeles at 12 noon and 12:30 a.m.**

To San Francisco, 9 a.m. and 1 p.m.

"Red Carpet" is a service mark used and owned by United Air Lines, Inc.
“Tammy and the Bachelor opened today to the biggest non-holiday opening day business in the history of the Joy Theatre. This is definitely the type of motion picture that people want to see today. Audiences of all ages loved it. Judging from audience reaction and comment we expect to break all records.”

Monty Montgomery and Ernie McKenna
Joy Theatre

Universal-International presents
Debbie Reynolds
Tammy and the Bachelor

co-starring
Leslie Nielsen • Walter Brennan

Malas Powers • Sidney Blackmer • Mildred Natwick • Fay Wray
Directed by Joseph Pevney • Screenplay by Oscar Brodney • Produced by Ross Hunter
Walt Disney's
Bambi!

As "Cinderella!"

In Technicolor

From the Enchanting Story by Felix Salten

One of the all-time great all-cortion Disney features! Sparkling with FUN, EXCITEMENT and ROMANCE! With all of Bambi's "TWITTERPATED" FRIENDS - THUMPER, FLOWER AND THE REST!

The Same
Box-Office Magic

For August Release!
Mexico's Churubusco Studio Still Operates; Close Down Government-Run Clasa Instead

MEXICO CITY, June 10—The Churubusco Studio is still in operation here following an agreement by government officials that it should not be closed down. The board of the large motion picture studio had previously decided to close it primarily because of a financial deficit of $920,000 accumulated since it began operations in 1946. The studio had also been threatened by a strike of the Picture Production Workers Union announced as a measure to protect the economic interest of its members employed at Churubusco.

Settlement of the case was announced by Congressman Jorge Ferretis, chairman of the National Cinematographic Board. He said the decision to keep Churubusco running was made by Angel Carvajal, Secretary of the Interior, which is the government’s cinema department, and Labor Secretary Julio Santos Mateos. Their decision was based on closing down the government-run studio, Clasa, being razed to make way for a realty development.

Johnston Hits FCC Official Over ‘Slur’ on Film Morals

WASHINGTON, June 10—Motion Picture Association president Eric Johnston today sharply criticized Federal Communications Commissioner John Doerfer for saying that television has "clean up" its motion picture industry to "shady" producers.

Virginia Exhibitors Gather for Convention

OLD POINT COMFORT, Va., June 10—Exhibitor delegates to the annual meeting of the Virginia Motion Picture Theatre Association began registration here today and enjoyed a number of social activities. The convention is being held at the Chamberlain Hotel through Thursday. The first business will take place tomorrow at 4 P.M. when the board (Continued on page 2)

Fla. Law Forbids Any New Municipal Taxes

WASHINGTON, June 10, The Florida legislature has passed a law forbidding any new municipal admissions taxes, according to Manning Clagett, in charge of the Motion Picture Association’s state legislative activities.

The legislature, which adjourned over the weekend, also continued the exemption of film rentals from the (Continued on page 3)

On June 19

New Audience Awards Heads Compo Agenda

Launching of the 1957 Audience Awards Campaign as one part of the Golden Jubilee business building program will be taken up by the executive committee of the Council of Motion Picture Organizations and its triumvirate at their meeting here on June 19, it was reported yesterday.

According to Compo, all members of the executive committee are currently being asked for suggestions for an agenda for the meeting next week. However, invitations have (Continued on page 6)

See FCC with Greatly Expanded Annual Budget

WASHINGTON, June 10—The Federal Communications Commission seems certain to have a greatly expanded budget for the year starting July 1.

The Senate Appropriations Committee has gone along with House action to give the agency $8,300,000 for the ensuing year. This would be $650,000 below the amount requested, but would still be $472,000 above the $7,828,000 the agency has this year. The amount is even greater than it would seem because this year’s appropriations included money for the special network study committee, which is supposed to go out of existence June 30.
JOE Vogel has still to hold his “first” press conference as president of Loew’s, regardless of what the trade expected him to do. On Tuesday, he presided over at the Plaza last week. That was nothing more than a friendly get-together, unabashedly for the purpose of impressing industry consciousness a mile more with the upcoming “Raintree County.” The scribes present were not privileged to ask questions which might have produced headlines to dwarf those that the “Raintree” news might command. They were supposed to eat, drink and listen. Listen, that is, to talk of “Raintree.” And if the press can’t get conferences of the term has achieved a new meaning, real sudden-like. Nevertheless, it was a very pleasant gathering, and these lines will serve to put Vogel on record as having made a date for next spring to take the trade press reps on a junket to the MGM studio (“If we have even a good year in 1957:”) for a look at all the celluloid goodies he expects to be cooking by then. Could be, though, he’s organizing the boys for a visit keeping the boys from the Culver City stages that Warners might be using then. A free-loader showed up at the MGM luncheon. Although uninvited, he claimed he represented a show business paper and would start a Hollywood supplement shortly. His unintentional hosts, not wishing to create a stir, refrained from having him ejected.

ROBERT BENJAMIN, board chairman of United Artists, (as if you didn’t know) was in Tel Aviv when other U. A. executives went to the Coast to have “The Pride and the Passion” screened for them. After looking at the multi-million dollar investment for the first time, they emerged from the projection room in high glee and cabled Benjamin: “Stop praying.” Communications Counselors, a toney public relations outfit with a Fifth Avenue address and this trade motto: “Truth Well Told,” distributed a release to publications last week reporting that the General Federation of Women’s Clubs had voted to oppose pay TV at its Asheville, N.C., convention last week. It seems such had been the intention of the committee in charge of the necessary resolution and the release was based, and issued in advance on that intent. But there was a last minute change in wording, only natural, whether the girls are in convention or not. The issue was stranded, leaving the p. r. outfit with its well-told untruth. Even more unprofessional, C. C. never even bothered to follow up its error with a correction.

YOU MAY HAVE noticed, Universal Pictures’ common advanced five points last week on a relatively small volume of trading, thereby puzzling a lot of people who thought the insiders had heard that a big cash deal for the company’s backlog had been set with TV, which isn’t so at all. Not yet, anyhow. Main reason seems to lie in the scarcity of Universal second quarter earnings, that Decca has picked up 80 per cent of the shares outstanding. Thus, when word circumvented downtown that Universal’s second quarter earnings will show a big improvement over last year, only a few buy orders had to be put in to wise up the traders to the fact that Universal shares aren’t easily come by. Consequently, any demand at all means a mark-up in price. The Decca buying has been off the market, directly from individual owners or large blocks, like the last one reported—several thousand shares from the Warburg Estate in Philadelphia. Thus the important volume of transactions goes unrecorded, insofar as the market is aware. The rumored Brooklyn Dodgers-New York Giants’ moves to the West Coast with the possibility of a Skiatron pay TV deal involved, brought Matty Fox more publicity in a week than he’d had in the previous 10 years. And he really tries to avoid it. N. Y. Post couldn’t locate him for a whole week on a full disclosure on him anyhow and dubbed it “Matty Fox—TV Mystery Man.”

MOTION PICTURE DAILY, Marvin Qualey, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivey, Managing Editor; Richard Gertler, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Feeks, Advertising Manager; Gust H. Fausch, Production Manager, TELEVISION TODAY, Charles S. Aaronsen, Editorial Director; Pinky Herman, Vincent Andu, Eastern Editor; Hollywood Bureau, Yone-Ve Bill Bartlett, Sales; William R. Wayo, Editor, Telephone Hollywood 6-4531, Washington, D. C. O’Trone, National Press Club, Washington, D. C.; London Bureau, 6, Breck St., Leicester Square, W. 2; Hope Williams Bryan, Managing Editor; Peter Burnes, 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 Qualey Publishing Company, Inc., 2270 Sixth Avenue, Rockefeller Center, New York 20, Telephone: Discount 6-5515; Eastern District: Martin Kurt. Tele-Peck, Manager; Paul B. Wilt, Production; Therese J. Sullivan, Vice-President and Treasurer; Leo J. Brady. Secretary, Other Qualey Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Daily; Motion Picture Almanac, Television Almanac. Entered as second class matter Sept. 21, 1918, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.
To Weigh Audience Awards

(Continued from page 1)

all, was answered by 90 per cent of 4 members. It dealt with theatre commissions, exhibitors viewpoints on films and stars, newspaper, radio advertising competition with other entertainments, television, exhibitions, and refreshments.

95 Per Cent See Unfairness

In reporting on newspapers, the (TON) Digest stated: "95 per cent of those who threatened to leave the theatre are against the TV policy. Forty per cent of the New York papers are TV on the same page and 65 per cent give TV time schedules but at theatre times. Only 40 per cent use Sunday papers. Forty per cent said the day before opening is the best day to advertise and 60 per cent are of that opinion."

SDG Reelects Sidney; Mamoulian Vice-Pres.

From THE DAILY Bureau

HOLLYWOOD, June 10— The Screen Directors Guild, at its annual membership meeting, has reelected George Sidney president for the seventh consecutive term and has elected Arthur Mamoulian as its vice-president. George Stevens, second vice-president, Leslie Selander treasurer and John Sturges secretary. Also elected were eight members to two-year terms on the board of directors.

At the meeting held in the SDG building, the guild presented its first annual award for the best direction of foreign language film to Federico Fellini for "La Strada," and conferred life membership on Donald Crisp.

Wilcox Here to Talk Distribution for Two

Distribution plans for two Herbert Wilcox productions will be set this week in conversations be- tween the British producer-director and American distributor organizations. Wilcox, who arrived in the U.S. yesterday from Europe, is discussing the release of "Vampire Incident" and "These Dangerous Years" with Distributors Corp. of America. He also is seeking acting talent for forthcoming films which he proposes to produce.

Legion 'C' to 'Miller'

The National Legion of Decency announced yesterday it has placed the Italian film, "The Miller's Beautiful Wife," in its Class C or "condemned" category. It listed these objections: The virtue of purity throughout the film is ridiculed by reason of an unmitigated emphasis on illicit love, suggestive costumes, dialogue, and situations. Light treatment of matter constitutes a marked departure from what is presented in this country by the Distributors Corp. of America.

been sent by COMPO's Robert W. Coyne to a number of advertising and publicity directors, among them being Roger H. Lewis, national director of advertising and publicity for United Artists, who is chairman of the Motion Picture Association of America's advertising - publicity directors committee.

They have been requested to at- tend the COMPO meeting to discuss the awards - the second campaign since its inception in 1955.

Will Study Allied Reaffiliation

The agenda thus far suggested for the COMPO executive committee meeting proposes discussions on the status of the re-affiliation of Allied States Association with the industry group and clearing up of pending matters from the last meeting of the group.

It was also reported that the executive committee meeting may take

up the matter of financing the industry business building campaign. The MPA has raised $275,000 as a result of the COMPO and MPAA facilities with the distributors matching exhibitors dollar-for-dollar. The MPAA also set up a $100,000 budget to cover the procurement of East and West Coast supervisors for the business building campaign, but those people responsible directly to the advertising - publicity group.

Methods Under Discussion

Lewis recently expressed concern over the delay in reaching accord for the patronage building plans. Ernest G. Stellings, president of TOA, and A. Montague, of Columbia Pictures, have been discussing proposals through which exhibitors would send in funds.

See French

(Continued from page 1)

nature initially as the current two-year agreement does not expire un- til June 30.

According to French officials, the government here will seek certain demands in the new agreement with the MPEA. The French policy at present is based upon reciprocity, that is, to say that the French are prepared to grant extra visas to those countries making an effort to boost French films.

The French negotiations team will ask the MPEA just how far the U.S. is prepared to go in this direction, it was reported. It was pointed out additionally that there may be some difference on this issue as the U.S. is a "free market."

During the coming year, France will step up its film production with an eye toward increasing its foreign market.

Fla. Law Forbids

(Continued from page 1)

state sales and use taxes. Clagett said there were last-minute efforts to prevent anti-checking bill intro- duced in the legislature, but that these were unsuccessful and there was no action on any such measure. The legislature is not scheduled to meet again until 1059.

Raives, Schine Booker

CLEVELAND, June 10— Harold Raives, 55, chief booker and head of the local office for Schine's Ohio Theatre, died of a heart attack yesterday. He had been with the Schine circuit 20 years, prior to which he had operated theatres with his father in New York City and upper New York State. Funeral services will be held Tuesday at Dan- id's Theatre Home in Lakewood, Ohio.

Pledges Appeal Of AFM Suits

Special to THE DAILY

DENVER, June 10—Henry Kaiser, attorney for the American Federation of Musicians, at its convention which opened here today, deprecated the importance of the Supreme Court decision on the AFM. He declared that these suits, which ask damages of $18,000, 000 would be appealed to the U. S. Supreme Court if they cannot be re- solved by state tribunals in a manner satisfactory to the AFM.

Caesar P. Petrillo, president, in his speech which opened the convention, expressed confidence regarding the Los Angeles situation and paid tribute to Elliot Daniels, new president, for his official's expressed determination to work within the framework of the international organization.

Jack Bright, executive secretary of the American Guild of Variety Art- ists, declared that his union would work hand in hand in the future with the musicians' union but also with other groups in the amusments field.

The convention will end on Friday.

Spanish Market

(Continued from page 1)

overseas representative Charles Bald- win of French Film Bureau, will open up some relations to film festivals in Berlin, San Sebastian, Karlsburg-Bary, Venice and Brussels.

Also on the agenda today is a re- port from vice-president George John- son on the European Common Mar- ket. Other matters scheduled include the Philippines situations; a re- port on the labor problem in Mexico, and the possibility of a joint Franco-Italian, and Italy, the New Zealand film board constitution, and revision in the master license formula for license divi- sions.

Coast-Worker Pay Off

HOLLYWOOD, June 10—Weekly earnings of craft workers in production averaged $120.43 during April, down from $128.94 in March, according to the monthly report of the State Department of Industrial Relations. The April work-week averaged 37.9 hours, down from 40.1 in March.

Rowley Speech Stated

JACKSON, Miss., June 10—John H. Rowley, in his dual capacity as chief banker of Variety Clubs International and president of Rowley United Thea- tres, will be the featured speaker at the convention of Mississippi Thea- tre Owners Association, to be held here on June 25.

ITOO to Meet Dec. 3-4

COLUMBUS, O., June 10— The state convention of the Independent Theatre Owners of Ohio will be held Dec. 3 and 4 at the Fort Hayes Ho- tel here; it has been announced by Robert Wile, ITOO secretary.
The one and only Elvis (and in TECHNICOLOR® for the first time)—plus two more big stars and a young star sensation, Dolores Hart (who has exactly what Elvis wants).

It’s big musical entertainment and more... it’s a tempestuous story of three loves and the drama of a fiery guy who sings up a storm, fighting his way to the top of show business.
MUSICAL TREAT...EXCITING STORY!

THE SEVEN SONGS
Elvis SINGS MAKE A PROMOTION FIELD DAY...

"LOVING YOU"
"HOT DOG"
"LONESOME COWBOY"
"LET ME BE YOUR TEDDY BEAR"
"GOT A LOT OF LOVING TO DO"
"MEAN-WOMAN BLUES"
"LET'S HAVE A PARTY"

PARAMOUNT PRESENTS

ELVIS PRESLEY
LIZABETH SCOTT
WENDELL COREY

in

Loving You

HAL WALLIS PRODUCTION

Directed by HAL KANTER
Screenplay by HERBERT BAKER and HAL KANTER
From a Story by Mary Agnes Thompson
**REVIEW:**

**The Midnight Story**

Universal—CinemaScope

“The Midnight Story” operates within a conventional format for mystery films, but it does so with skill quite beyond the ordinary—thanks to a strong and engaging story. The name of its star, Tony Curtis, will help immensely to sell it, and Marisa Pavan and Gilbert Roland are exceptional cast assets, too.

Like an actual murder mystery should, this one deals with a murder, and the victim in this case is a kindly priest, who apparently had no enemies in the world. Curtis plays a policeman whom the priest had befriended in his orphaned childhood, and he leaves the force in order to track the killer down on his own. His only suspect is Roland, whose confidence and friendship he wins to the extent of inveigling the latter to invite him to live in his home, along with his mother (Argentina Brunetti), cousin (Miss Pavan) and younger brother (Richard Moorhead).

From that point on the question of whether Roland is a murderer is ingeniously discerned back and forth by the writers, John Robinson and Edwin Blum. First it looks as if Roland is innocent; then guilty; then innocent again. The final outcome, which is kept in doubt right up to the end, should not be given away in a review.

But far beyond such technical trickery the writers have achieved something more difficult—the creation of genuine characters as opposed to mere stereotypes. The romance that develops between Curtis and Miss Pavan is real and affecting, and the friendship that grows between him and Roland has solidity, too. Indeed, all the family relationships in this picture also ring true; audiences everywhere will recognize and be able to identify with them.

Furthermore, the acting—particularly that of Roland and Miss Pavan—is first-rate throughout. And Joseph Pevney, in his direction, has sustained suspense and established character equally well.

This picture, which Robert Arthur produced, is in CinemaScope and black-and-white, with the latter especially effective for the theme.


**Richard Geffner**

Buena Vista

(Continued from page 1)

Buena Vista announced here yesterday.

The convention, termed a delegate's conference rather than an administrative one, will be largely in the hands of Buena Vista district managers and sales personnel. The format was arrived at to give the attending delegates the greatest opportunity to discuss activities in their individual districts and to present a collective survey of the national situation, it was explained.

All the delegates will view and discuss the extensive production schedule of forthcoming Disney major productions, including "Peri," "Old Yeller," "The Light in the Forest," "Sleeping Beauty," and a program of special short subjects.

**Sullivan Boosts 'Joan'**

Television star Ed Sullivan has recorded a series of spot announcements for Otto Preminger's "Saint Joan," which will be broadcast over 90 stations across the country. The picture will have its American premiere in Marshalltown, Iowa, home state of Joan Seberg, the star, on June 25 at the RKO Orpheum Theatre.

Screen Gems in Multiple Deal with TV Stations

The first important association in the creation, production and distribution of first-run syndicated programs involving Screen Gems and a number of TV stations throughout the country was announced yesterday by Jerry Hyams, director of syndication for Screen Gems. The stations include KTTV, Los Angeles; WPIX, New York; KDKA-TV, Pittsburgh; WBZ-TV, Boston; KPIX, San Francisco, and KYW-TV, Cleveland.

The stations are associated with Screen Gems as co-investors in the production and distribution of the half-hour series, "Casey Jones," starring Alan Hale and Bobby Clark, produced by Briskin Productions, Inc. The budget will equal any of Screen Gems' most important nationally telecast programs and far exceeds the average first-run syndication film program cost, it was announced.

The participating stations will make an investment in the production costs and will share income with Screen Gems. Also, the series has been leased by these stations on the conventional rental basis and is immediately available for regional sale for a fall premiere all over the country, according to Screen Gems.
something **NEW**

in the Industry!

**Let these showmanship-packed trailers take your theatre patrons behind-the-scenes for the making of an important picture--and make yourself a show-packed audience!**

Otto Preminger, producer of United Artists' "Saint Joan," had the foresight and initiative to assign a special camera crew to photograph the making of this picture from its earliest planning stages to final editing.

From this fascinating footage comes a new concept in trailers. A series of six trailers entitled, "The Making of a Movie" has been prepared and treats your patrons to intimate, behind-the-scenes glimpses of the widespread search for an unknown to play the title role and the winning audition which prompted Mr. Preminger to select Jean Seberg as the Maid of Orleans.

Your audience will witness the inside story of research and rehearsals; of casting, costuming and cutting; of make-up and musical scoring; of sets, location scenes and actual shooting and all the other interesting production details that make up an important motion picture.

The Prize Baby is proud to distribute this entire entertainment-laden package of six trailers for the price exhibitors ordinarily pay for a single standard trailer!

If you are booking "Saint Joan," you have a stake in playing "The Making of a Movie". It's been made to sell the Maid!
BOOK Columbia's DOUBLE-HEADER THAT'S MAD FOR YOUR BIGGEST B. O. PATRON—THE TEENAGER!

AVAILABLE...FOR VACATION DAYS!

"Mineo's Magnificent!"

THE SCREEN'S MOST DYNAMIC TEEN-AGE STAR IN THE MOST POWERFUL TEEN-AGE DRAMA OF ALL!

SAL JAMES MINEO, J. CARROL NAISH

SAL'S MOST SENSATIONAL ROLE SINCE "GIANT" AND "REBEL WITHOUT A CAUSE!"

THE YOUNG DON'T CRY

THE STORY OF TODAY'S "GET LOST" GENERATION!

Crowding a lifetime of "kicks" into one night... every night!

RICHARD JESSUP from a novel by RICHARD JESSUP
A PHILIP A. WAXMAN Production directed by ALFRED L. WERKER

and

NO TIME TO BE YOUNG

ROBERT VAUGHN • SMITH • PITTMAN • GREEN • ANDERS • NOLAN • SELBY

Screen Play by JOHN McPARTLAND and RAPHAEL HAYES • Story by JOHN McPARTLAND • Produced by WALLACE MACDONALD • Directed by DAVID RICH
Reports Revived
Screen Gems Said to Lease 500 'U' Films

Package Would Be Split For Syndication Sales

Reports were revived here yesterday that Universal Pictures and Screen Gems have completed negotiations for leasing of the Universal pre-1948 film library by the Columbia Pictures television subsidiary for television distribution and exhibition, commencing this fall.

According to one report, the film company has leased its backlog, said to be over 500 films, to Screen Gems under a seven-year agreement in which Universal would receive $18,000,000 over a 10-year period.

The huge package of Universal (Continued on page 2)

Penn. Senators Agree On Revised Censor Bill

PHILADELPHIA, June 11.—An amended bill, revised by the State Department of Justice to be constitutionally correct, has been agreed upon by Senate Democrats and Republicans to restore motion picture censorship in Pennsylvania. The (Continued on page 4)

MPRC Has New Book, Meter for Projectionist

From THE DAILY Buzson
HOLLYWOOD, June 11 — A 50-page booklet combining informational bulletins on a wide number of subjects, for use by theatre projectionists, has been completed by the Motion Picture Research Council and (Continued on page 4)

Television Today Page 5

Say Percentage Selling Not Affected
See No Bar to Continued Checking
In Texas, Arkansas Statutes

As the South Carolina legislature nears adjournment with virtually no chance of the anti-blind checking bill there being passed, distribution sources said yesterday they knew of no plans to challenge the checking statutes enacted by Texas and Arkansas.

In fact, the distribution sources evidenced little concern over the measures in the two states while expressing the opinion that neither would halt blind checking or even interfere with it.

As one distribution attorney put it, (Continued on page 4)

Set Minimum Wage Study

Special to THE DAILY
ALBANY, N. Y., June 11.—A minimum wage board to study and recommend rates in the amusement and recreation industry—now covered by an order effective April 21, 1931—is slated for appointment by State Industrial Commissioner Isador Lubin within ten days.

The board, comprising representatives of management, labor and the public, will hold public hearings, possibly during summer and the early fall. It will meet with commissioner Lubin for organization purposes (Continued on page 4)

Meet Monday on East Business Building Head

The advertising and publicity directors committee of the Motion Picture Association of America will meet here Monday to discuss the selection of a head for the Eastern operation for the industry business building campaign and to discuss the entire problem (Continued on page 4)

Sees 'No Occasion to Take Offense'

Doerfer Tells Johnston TV Code Requires Editing, Cutting of Films

From THE DAILY Buzson
WASHINGTON, June 11 — Federal Communications Commissioner John Doerfer today picked up the gauntlet thrown yesterday by Eric Johnston, president of the Motion Picture Association of America. Doerfer chided Johnston for taking umbrage at statements the FCC commissioner made in a newspaper interview to the effect that "movies are automatically being cleaned up for the living room" because television won't show offensive films.

At the same time, Doerfer stuck to his position, declaring that many old films are rejected for television broadcasting and many complaints about crime and violence on television shows are based on the broadcasting of old motion picture films. Johnston wrote to Doerfer yesterday declaring that Doerfer's statement (Continued on page 5)

By Thurmond

Bill to Outlaw Pay Television Is Introduced

Says It Would Mean 'New Tax' on Americans

By J. A. OTTEN
WASHINGTON, June 11 — Sen. Thurmond (D., S.C.), today called on Congress to ban toll television as amounting to a "new tax" on the American people.

Thurmond, a member of the Senate Commerce Committee, which handles broadcast legislation, introduced a bill to ban pay television systems.

"For some time I have been considering this matter," he announced, "and I have come to the conclusion that the result of permitting pay" (Continued on page 5)

Hollywood Film Council Backs Subscription TV

From THE DAILY Buzson
HOLLYWOOD, June 11 — The entire Hollywood motion picture production labor force today plumped for subscription television and took the first step toward lining up labor support for it in the nation.

Labor's position was stoutly expressed in a resolution adopted by (Continued on page 5)

Loew's Theatres To Seek
New Operation in Miami

From THE DAILY Buzson
WASHINGTON, June 11 — Loew's Theatres will shortly petition the New York District Court for permission to acquire a new 1,200-seat theatre in the most section just north of Miami Beach, Fla. The Justice Department officials said they expected a hearing on the petition in early July. The theatre will be part of a new shopping center being constructed between 160 and 170 Streets and Collis Avenue. The center will have parking for 500 cars.
PERSONAL MENTION

MAX FELLERMAN, Lothrop Films vice-president and general manager, will leave here today for Europe.

THOMAS F. O'NEIL, president of EKO Telecolor Pictures, and WILLIAM BRANDON, BKO Radio vice-president in charge of worldwide sales, will return to New York from Europe.

MIKE SIMONS, M-G-M director of customer relations, is in Old Point Comfort, Va., from New York.

OTTIE PREMINGER, producer of "Saint Joan," and JEAN SEBERG, who has the title role, will arrive in New York today, the former from Europe, the latter from Hollywood.

W. S. TOWER, Jr., managing director of Westrex Company, Ltd., has arrived in New York from London.

MORRIS GOODMAN, sales manager of Columbia Pictures International, will leave here today for Mexico City.

PAUL W. FASSNACHT, manager of the Hollywood plant of Technicolor, is in New York from the Coast.

WILLIAM F. KELLEY, secretary-treasurer of Motion Picture Research Council, has returned to Hollywood from New York.

MUNIO PODGORNER, president of United German Film Enterprises, will leave New York on Sunday for an extended trip through Europe.

Fox Pulling All Stops For 'Island' Premiere

Leading radio and television commentators, as well as the local and international press, will report tonight's premiere of Darryl F. Zanuck's "Island in the Sun," to be held at the Roxy Theatre here.

Prominent personalities arriving for the showing of the 20th Century-Fox CinemaScope release will be interviewed by Tex and Jinx for their NBC video program. Highlights of the affair will be photographed by Movietone news cameramen for servicing to more than 100 television outlets in the U.S. and Canada.

Robert Rossen, who directed the film, will head a large roster of celebrities from all areas of the entertainment world.

Home office employees of Columbia Pictures and Screen Gems here have donated an instrument sterilizer for use in the laboratory at the Will Rogers Memorial Hospital in memory of the late Jack Cohn, co-founder and long time executive vice-president of the company. The equipment was presented to Abe Montague, president of the hospital and vice-president of Columbia, in a ceremony by Lilliam Stark of the Columbia print department (far left above). Montague is showing a picture of the sterilizer to Mrs. Jeanette Cohn, widow of Jack Cohn. At right are Ralph Cohn, son of Jack and vice-president of Screen Gems, and A. Schneider, first vice-president and treasurer of Columbia.

Name Platt, Lustgarten B & K Vice-Presidents

From THE DAILY Bureau

CHICAGO, June 11—Nathan M. Platt and Harry Lustgarten have been appointed vice-presidents of Balaban and Katz Theatres, it was announced by David B. Wallerstein, president. Arthur Goldberg, previously appointed a vice-president, continues in that capacity. Platt is in charge of operation of all theatres in the city and its suburbs. Lustgarten heads the film buying department.

'Joan' Here June 26

Otto Preminger's production of Bernard Shaw's "Saint Joan" will have its New York premiere at the Victoria Theatre on Broadway on June 26, it was announced yesterday by William J. Heinean, United Artists vice-president in charge of distribution. Meanwhile, it was reported in Cork, Ireland, that the film has been honored at the International Film Festival there with the Silver Selection Award.

Johnston Gets Degree

MIDDLETOWN, Vt., June 11.—Eric Johnston, president of the Motion Picture Association of America, yesterday received the honorary degree of Doctor of Laws from Middlebury College here. He spoke at the commencement.

Gold, Sachson Co.

Monroe Sachsow, producer, and Mel Gold of Mel Gold Productions, have formed a new film producing firm with headquarters here. Negotiations are about to be completed whereby the new company will acquire two properties.

Big L. A. Promotion Scheduled for 'Pride'

United Artists will back the Los Angeles premiere of Stanley Kramer's "The Pride and the Passion" with a $100,000 promotion for its opening at the Fox Wilshire late this month.

The expenditure covers advertising in newspapers, on television and radio. The TV program will inaugurate the use of spots in color, said to be the first ever employed for a motion picture.

The Wilshire, flagship house of the National Theatres circuit, will undergo extensive refurbishing for the special extended engagement of the Kramer film.

N. A. Thompson, 87

Nathaniel A. Thompson, sales comptroller for United Artists until his retirement in 1942, and prior to that with the old Selznick and First National companies, will be buried tomorrow at Bonneville Mo. Thompson, who was 87, died at his Bronxville, N. Y., home last Saturday.

500 'U' Films

(Continued from page 1) films would be split into blocks for syndication sales across the country, it was reported.

Officials at Screen Gems would not deny or confirm the report. One representative said that John Mitchell, vice-president in charge of sales, has been conferring with Milton Backman, Universal president, on the library acquisition. Another Screen Gems official indicated that in his view point, said that "under the agreement we have on the Universal library, the film company is to make the announcement."

Denial from 'U' Officials

Universal executives denied the report that a deal had been closed. One official said that "we are talking to Screen Gems about the library as well as with other companies. We have no deal."

Screen Gems, wholly owned by Columbia Pictures, currently has 195 Columbia features for release to television. It also has product which has been commercially sterilized in cooperation with Hygo Television, a TV film distribution outlet which purchased old Columbia product.

Paramount Would Still Be Holdout

If Universal completes a deal, it will leave Paramount Pictures as the sole major company which has not sold its pre-1948 film library or portions thereof to television.

Nizer Dinner in Oct.

The testimonial dinner planned for Louis Nizer, industry attorney, on behalf of Yeshiva University has been postponed from this month to Oct. 24. It will be held at the Sheraton Astor Hotel here.

'Angels' Bows July 10

The world premiere of Warner Bros.' "Band of Angels" will be held Wednesday, July 10, at the New York Paramount Theatre.
BINGO!

<table>
<thead>
<tr>
<th></th>
<th>14</th>
<th>87</th>
<th>72</th>
<th>39</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>5</td>
<td>23</td>
<td>61</td>
<td></td>
</tr>
<tr>
<td>99</td>
<td>7</td>
<td>11</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>28</td>
<td>15</td>
<td>91</td>
<td></td>
</tr>
<tr>
<td>81</td>
<td>33</td>
<td>44</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

BRAVO!

“Excellent! This looks like another winner for Crosby and producer Siegel.” —SHOWMEN'S TRADE REVIEW

“Easily one of the Year’s Best Pictures. A real story about real people.” —HOLLYWOOD REPORTER

“A picture with heart and charm. Never have tears and laughter been so wonderfully blended.” —BOXOFFICE

“Producer Sol C. Siegel has delivered another fine production particularly appealing to women.” —DAILY (Coast) VARIETY

“High rating! Hard hitting! Adds up to box-office! Sneak preview audience had a wonderful time.” —M. P. EXHIBITOR

“Warm, winning entertainment... Crosby can take bows.” —FILM BULLETIN

M-G-M presents A SOL C. SIEGEL PRODUCTION

Starring

BING CROSBY

in

"MAN ON FIRE"

Co-Starring

INGER STEVENS • MARY FICKETT • E. G. MARSHALL

With MALCOLM BRODRICK • RICHARD EASTHAM

Screen Play by RANALD MACDOUGALL

Based on a Story by MALVIN WALD and JACK JACOBS

Directed by RANALD MACDOUGALL
Ovation for Petrocelli as
AFM Reelects Officers

DENVER, June 11—James C.
Petrocelli was given a standing ovation
today on the occasion of his nomina-
tion and reelection without opposi-
tion for his 18th year as president of
the American Federation of Musi-
cians at the 60th annual convention
here.

Other international officers also
were reelected without opposi-
tion.

Minimum Pay

(Continued from page 1)

will then adopt a schedule of opera-
tion.

The board's recommendations will
be studied by Lahti before a new
minimum wage schedule is promul-
gated. The various fields covered by
minimum wage orders have been in
the process of resurrection for the past
year. In all where a study has been
completed, wage increases have been
set.

The present scale for motion pic-
ture theatres is: ushers, 55 cents an
hour in New York City, Nassau and
Westchester counties, and 50 cents
elsewhere; cashiers, cleaners, porters
and matrons, 75 cents hourly, over
50,000 population, 70 cents, from 10,000
to 50,000, 60 cents, under 10,000,
and $1.10, $1.25, $1.50 and $2 for
door man and ticket takers, 70 cents,
over 50,000, 65 cents, 10 to 50,000,
60 cents, under 10,000.

Meet Monday

(Continued from page 1)

gram. Group, chaired by Roger
H. Lewis, national director of adver-
sing, production and exploitation for
United Artists, will also take up the
radio test campaign, which is slated
to commence late this month in
Rochester and Denver, the sites
initially selected.

Rodney Bush, exploitation director
for 20th Century-Fox, returns to New
York today from Rochester, where he
has been setting up plans for the ra-
dio campaign. Herb Steiner, explo-
itation manager for Paramount Pic-
tures, will leave here over the week-
end for Denver to prepare the pro-
gram in that city.

Penn. Senators

(Continued from page 1)

state's original law of 1915 was de-
clared unconstitutional in 1956, acting
on the U. S. Supreme Court decision.

The major provisions of the new
bill would replace a three-member
State film censor board; specifically
define such terms as "inciting to riot";
authorize disapproval of films in two
categories—one for adults, the other
for children under 18, and eliminate
criminal penalties of the old law and
substitute court injunction proceed-
ings for enforcement.
Bill to Outlaw

(Continued from page 1)

television to be used generally would be the same as having Congress impose a new tax on the people of this country. Here the Federal Communications Commission has the authority to rule and decide the merits of subscription television.

"Whereas opponents of subscription television service are unwilling to give the public the opportunity to test and decide the merits of subscription television and

"Whereas viewing of old theatrical movies under the present system of television has reduced attendance at theatres and reduced employment technicians, craftsmen and artists in the making of motion pictures in this country; and

"Whereas, it appears probable that subscription television service would greatly increase the number of new viewers for the pictures produced in this country, thus increasing employment many fold; now, therefore, it is

Resolved, that (1) the Hollywood AFL Film Council, composed of unions and guilds representing more than 24,000 employees in the Hollywood motion picture production industry, urges that widespread public tests of subscription television service be authorized by the FCC at the earliest possible moment, in order that the merits of pay television service without advertising may be analyzed and compared with television controlled by advertisers and networks and that decisions may be intelligently reached as to the effect on the national economy and on employment of a combination of both types of television services; (2) This resolution be presented to conventions of the broadcasters' chief national and international labor organizations; (3) Copies of this resolution be sent immediately to all state labor bodies, central labor councils and international unions throughout United States.

Labor Opposition Expressed

Both the American Federation of Labor and Congress of Industrial Organizations have expressed opposition to subscription television.

Doerfer to Johnston

(Continued from page 1)

ment was inaccurate and "a complete distortion of current facts."

Doerfer replied that Johnston had taken some of his statements out of the original context. Doerfer regretted, he said, that "a public statement to the effect that a television broadcasting company had engaged in editing or editing of some old films and agreements of the movie industry (at least part of it) to subscribe to a Code of Good Practice has been inter- preted as an unfounded slur.

"That one industry performs its obligations under a television license to check a movie film before it is broadcast, is no occasion to take offense," Doerfer said. "Nonetheless the fact remains that some old movie films do not measure up to the modern, enlightened and self-imposed standards found in today's Code of Good Practice."

There was no intention to disparage the film industry, Doerfer said. Nonetheless he continued, the fact remains that many old films have been clipped and edited before appearing on television, some producers of films recently subscribed to the 'Pledge of Good Faith,' and the 'nomine rejection' films made by television producers has stimulated a desire to abide by the code.

Unnoticed. But toll TV, he said, is not a matter for scientific determination, but rather a matter of public policy.

Chances are slim there will be any early action on the Thurmond Bill.

Khruschev Interview

Sold in 31 Deals

The one-hour "Face the Nation" interview with Nikita Khruschev seen on the CBS Television Network June 2 has been sold on a cost basis to 33 domestic stations and eight foreign stations or networks, Leslie T. Harris, vice-president and general manager of CBS Television Film Sales, Inc., has announced.

A new name added to the list of customers is the television station in East Germany, Deutscher Fernsehfunk. The sale was made by Harris through the Russian embassy in head of his own production firm, has created a half-hour audience- participation telequiz, "1, 2, 3, Jackpot" with an unusual visual gimmick which has several top agencies bidding. Mrs. Miriam Simpson, presy of Masco Sound Systems has named Richard Ash executive assistant and Hank Leeds, director of advertising and sales promotion. Ash was formerly general manager of Baine-Thompson Agency and Leeds has been with CBS as executive television producer. "CBSStudio One" celebrates Air Force Week with Dick DeRoy's drama, "The Human Barrier," to be produced by Norman Felton and directed by Perry Lafferty July 29.

One Man's TVViews

By Pinky Herman

AFTER 11 years in London where he was in charge of CBS News Service, Howard K. Smith will return to those shores and in October will join the net's Washington office where he'll be heard as a regular on Doug Edwards' "7-00-7:15 P.M." teletases, "Televiews".

The commentator would have been the only network to have had a special program, "Tollevision," every half-hour afternoon. The newsmen for CBS News, "Dick Powell's radio-television show," will be heard on Sept. 25. The show will be heard locally by the CBS stations.

Smith will be heard in a regular spot on the network's "Tollevision," every half-hour afternoon. The newsmen for CBS News, "Dick Powell's radio-television show," will be heard on Sept. 25. The show will be heard locally by the CBS stations.

The most notable success of NTA's "Sheriff of Cochise" (jumped from 67 markets to 190 in about 6 months) has moved Prexy Ely Landau to set a deal for the filming late this month of 39 additional episodes at the Desilu Studios. John Bromfield, who is the star of the program, was a former star athlete at St. Mary's College and a crack pistol shot.

Ernie Kovacs, whose novel about the television firmament, may soon be filmed, plans to direct the vehicle and the switch is this: E. K. wants Barry Shear, who directed the Kovacs' NBC comedy, "The Directors," to portray a "director in the flicker."

Transfilm coped two "first prizes" yesterday at the 5th Annual Viewpoint Award luncheons, one held at the Roosevelt Hotel, "Opportunities Unlimited," Life magazine and "Opportunity for a New Career" for Fuller Brush Co. . . . Eastern Effets, Inc., has been meeting with remarkable successes in the development of several TV spot commercials utilizing Eastman's new intermediate color process, which does away with the former time-consuming process of making three separate positives. The new process requires about the elapsed time as for black and white reprints and the cost is likewise lower.
NOW IN PRODUCTION

20th CENTURY-FOX PRESENTS

tyrone power
mel ferrer

ava gardner
errol flynn
eddie albert

in a year of achievement, nothing greater from 20th!
SBA Officials See Agency Relaxing Attitude on Loans to Theatres

By J. A. OTTEN

WASHINGTON, June 12—The Small Business Administration is in the process of relaxing its attitude on theatre loans, some key SBA officials believe. They said the agency would not actually change any of its rules, but would be more lenient in applying those it has.

As important evidence of this changing attitude, they cited the still-unpublished fact that the agency has just reconsidered and approved a theatre loan application turned down some weeks ago. The agency has okayed a $32,000 modernization loan request from the Riviera Theatre of St. Paul, Neb. Several weeks ago, the agency rejected the theatre's application for a $30,000 loan, but now has approved a loan request only slightly scaled-down.

SBA officials said they thought the agency would take a similarly more sympathetic view toward future applications.

TOLL TV Role in Ball Club Moves Seen House Subject

From THE DAILY Bureau

WASHINGTON, June 12—The role of toll television in the switch of New York ball clubs to the West Coast will probably come up at House Judiciary Subcommittee hearings starting Monday.

The subcommittee, headed by Rep. Celler (D., N.Y.), is theoretically trying to determine whether baseball and other professional sports should be covered by the anti-trust laws. However, Celler is a firm opponent of toll TV, and subcommittee officials said they expected he would try to determine the extent to which toll TV arrangements figured in the decision of the Dodgers and Giants to move westward.

FCC Gets Court Order Against 4 TV Firms

An order requiring four television companies to show cause why they have refused to supply information requested under subpoena by the Federal Communications Commission was signed by Federal Judge Richard Levet in the U. S. District Court in New York yesterday.

The four companies, Screen Gems, the (Continued on page 6)
PERSONAL MENTION

J. BLUMBERG, chairman of the board of Universal Pictures, returned to Hollywood yesterday from New York.

Buddy Adler, 20th Century-Fox executive producer, has arrived in New York from Hollywood.

Francisco Rossi, Latin-American supervisor for RKO Radio, left Panama yesterday for Buenos Aires.

LYNDA LYNCH, daughter of Fred Lynch, Radio City Music Hall director of advertising-publicity, will be married here on Sept. 7 to Eugene Lyons, stage and TV actor of Pittsburgh.

HALEY BAINES, of the M-G-M publicity department, has returned to New York from a vacation in the South.

MONT MACGILL, branch manager for Buena Vista in Philadelphia, became a grandfather there with the birth of a girl to his daughter, Mrs. Jerome Rose.

LEROY BRAUER, Columbia Pictures managing director for Australia and New Zealand, was married in Sydney to Joy Flower, stage and TV actress.

Mrs. Sidney Eckman, wife of the assistant branch manager for M-G-M in Washington, gave birth there this week to their second child.

*Island in the Sun* Has World Premiere Here

"Island in the Sun," Daryll F. Zanuck's first independent production for 20th Century-Fox, released, had its world premiere at the Roxy Theatre here last night as the first major theatrical event of New York's Summer Festival.

An audience of entertainment personalities, diplomatic, social and civic figures and press representatives was on hand for the initial performance of the film. Robert Rossen, who directed it, headed the large roster of figures from all areas of showbusiness.

'Success' to State

Hecht, Hill and Lancaster's "Sweet Smell of Success" will have its world premiere here at Loew's State Theatre on Thursday, June 27.

Promotion-Backed 'Eve' Set for Wide Release

A highly specialized distribution and promotion program for 20th Century-Fox's "The Three Faces of Eve" was announced yesterday by Sylors P. Skolnick, promotional executive, and the company will seek to realize the production's fullest box-office potential in every stage of national release.

Addressing a meeting of sales, promotion, and publicity directors at its Los Angeles office, Skolnick disclosed that the film will be opened initially here in the late summer and then will be carefully released across the country to take maximum advantage of a national promotional buildup via magazines, newspapers, radio and television.

Top Officials Attend

Participating in the home office meeting was Walter Weiss, vice-president of production; W. C. Michel, executive vice-president; Murray Silverstone, president of 20th's International Corporation; Alex Horris, general sales manager; Donald Henderson, treasurer and secretary, and Manny Silverstone, vice-president of the International Corp.

Also Eastern division manager Marin Moskovitz, Central-Canadian division manager Glenn Norris, Leslie F. Whelan, advertising-publicity director for the International Corp., Edward Sullivan, publicity director; Abe Goodwin, advertising director, and Rodney Bush, exploitation manager.

Wagner, Monroe Head 'Prince' Celebrities

Mayor Wagner and Marilyn Monroe will head the array of celebrities at the world premiere tonight of "The Prince and the Showgirl," starring Miss Monroe and Maurice Chevalier, at Radio City Music Hall.

Notables from civic life, the entertainment field, business and politics will attend the 9 P.M. performance of the film which has been granted the benefit of the Free Milk Fund for Babies, Inc., which has reserved the entire first mezzanine of the Music Hall.

Mrs. William Randolph Hearst, founder of the Free Milk Fund, is chairman of the benefit, with Mrs. Robert F. Wagner, wife of the Mayor, as honorary chairman.

Following the premiere, the benefit-ticket-holders will attend a champagne supper-dance in the grand ballroom of the Waldorf-Astoria Hotel.

Television and radio facilities will cover both the premiere and the post-premiere champagne supper-dance at the Waldorf. Reporting the event will be NBC's, CBS, Mutual, "Voice of America" and "Radio America" radio stations via Al Davidson's "Celebrity Showcase" radio program.

MOTION PICTURE DAILY  
Thursday, June 13, 1951

Plaza Shut, Film Coming; Seadler Tells It in Poesy

SI Seadler, M-G-M advertising manager, has borrowed Orpheus' lyre to tell the very mundane story of a four-day theatre closing. In verse which rhymes and scans flawlessly for the first time since the Plaza Theatre here will inform the passerby of the distributor's forthcoming "The Happy Road," to open June 21 for "bowing a gala premiere the night before for the benefit of the French Hospital."

The idyl is framed in "balloons floating from the ample mouths of workmen "lifting the Plaza's face."

MPEA Agrees to Use Al Egypt Import Licenses

The board of directors of the Motion Picture Export Association agreed this week to ask Egypt's import licenses for all companies on which that government grants them reciprocal MPEA status.

Remittances by MPEA member companies will be based on existing exchange rates at the time of remittances, it was said.

The MPEA this week also studied developments in the Philippines and discussed a report on the Spanish market. The directors also set up a committee to study the Mexican situation and its effect on the industry there.

Film Festivals Discussed

The foreign group took up certain problems concerning participation in foreign film festivals and approved a budget for the Berlin Festival.

The MPEA was informed also that the vice-president Irving A. Maas, currently in Viet Nam, will leave tomorrow for India and he is due to return to New York by the end of this month.

AB-PT Dividends

The board of directors of American Broadcasting - Paramount Theatres, Inc., announced yesterday that it has declared dividends of 25 cents per share on the outstanding preferred and 25 cents per share on the outstanding common stock of the company, payable July 20 to holders of record on June 28.

Form German Unit

R. Kretzschmar and I. Cao have formed the Ring Film Corporation, a new organization for the import and distribution of German pictures, for the film market in Canada. The first group of films imported include 20, most of which are in color.
THE D.I.

RECEIVING EXCELLENT AUDIENCE COMMENTS AND RESPONSE IS GREAT. BIGGEST OPENING DAY SINCE 'GIANT'!

OPENING everywhere now—and all reports nothing but great, great, great!

CLIFF BUECHEL—MARY ANDERSON THEATRE, LOUISVILLE
TOA Says SBA

(Continued from page 1)

Washington earlier this week for a conference with SBA Administrator Willard W. Boyd of these Engels and Philip McCallum, counsel to the Administration, on the exhibitor organization's petitions and memorandums on revisions in the SBA regulations.

TOA, in an announcement yesterday, said that Barnes informed Harling during that hearing that the Administration would not accept mortgage loan applications. He stated further that the Administration would appraise the value of the real property involved in the liquidating value, in event of default, was sufficient to repay the loan, they would grant an application up to 90 per cent of the appraised value, TOA said.

Law Governs, Says Barnes

Harling contested the SBA ruling that a requirement for an applicant to first obtain a refusal in writing from private banking before a loan application was screened was a condition precedent before an application could be accepted by the SBA. Barnes, TOA reported, informed Harling that this was governed by statute.

TOA also reported that Barnes during the hearing was particularly concerned with the ability of an applicant to repay, in event the loan had to be liquidated.

The SBA Administrator and his counsel also queried Harling as to why there were so few applications presented to which the TOA executive stated that the SBA position of requiring a written return by other credit sources, was "unpalatable" to all of the exhibitors in the industry. He stated that if this provision were eliminated, the Administration would receive hundreds of applications, TOA reported.

Pleased, but Still Trying

The exhibition group's announcement concluded by stating that while TOA was "pleased with this new enlightened policy, nevertheless, it still plans every course to obtain approval of all the recommendations set forth" in its memorandums to the SBA and the Senate Banking and Currency Committee.

Distribution Aid

(Continued from page 1)

engaged in an activity of tremendous importance in which the shortage of product and the demands for longer terms and longer playing time have squeezed many small town theatres to the point where they were ready to throw in the towel.

In meetings with distribution officials, and because of these small town exhibitors was brought to their attention. In every instance, distribution was ready and willing to do what they could to be of assistance to these distressed theatres. They have fulfilled their expressed desires and delivered 100 per cent.

I do not know just how many theatres have been affected, but I suspect that directly or indirectly this TOA activity has been beneficial to several hundred small town exhibitors," Stellings said.

The TOA president also reported that attitudes in the industry today are probably "the most open, the most progressive, and most cooperative" they have ever been. Stellings said that this is seen in the all-industry business building program. "I believe I can safely say that sometime during this summer, we will see our thoughts, ideals, work, and plans come to fruition with the beginning of an all industry continuing campaign to sell tickets," he said.

Stellings also commented on arbitration and conciliation in his address, stating that the conciliation process has been approved in principle and is being drafted for presentation in New York to the all-industry committee which meets again Monday.

Island in the Sun

(Continued from page 1)

bound to arouse controversy. But it will not be the kind of controversy likely to do anything but benefit the picture at the box office. It takes up the color problem in the West Indies, where self-government is still taking its first halting steps, but considers it mostly in one aspect—that of miscegenation and the resulting mixed blood. The problem, in one way or another, touches on all of the four romances in the story and is solved in different though definitive. But the fire of controversy is there even if the solution is not.

The four romances are enacted by as lavish a cast as any product starved exhibitor could wish. Headed by James Mason, Harry Belafonte, one of the most sought after names in show business today, Joan Fontaine and Dorothy Dandridge, it includes the most promising of the British and international player group including Joan Collins, Stephen Boyd, Patricia Owens and John Justin. Supporting them are Michael Bentine, Diane Vyvyan, John Hills and Ronald Squire.

Set in the imaginary West Indian island of Santa Marta (it was filmed entirely on the islands of Granada and Barbados) the story revolves around Mason as the son of an old and respected plantation owning family, and his sister, Miss Collins, who falls in love with Boyd, son of the governor of the island and heir to a title. Mason is jealous of an older brother, killed in the war, and insanely jealous of his wife, Miss Owens.

Belafonte, whose acting matches the haunting quality of his velvet voice which has enchanted millions, is a young and ambitious leader who attempts to make the color problem a political issue at first out of thirst for power but ultimately from the more unsophisticated standpoint of helping his people. After his miss, Dandridge, leaves him for Justin, who is a young British writer employed at the moment as aide to the governor, Belafonte is attracted to Miss Fontaine in whom he instills a desire to become something more than a social butterfly.

The resolution of these plot threads is not so simple but no audience submerged in the enchantment of the Caribbean and caught up in the tropical passions will be of a mind to analyze it. Mason kills a man whom he suspects, without foundation, of trifling with his wife but then redeems himself in his own eyes and wins the love of his wife by meeting Belafonte in a political contest with ultimately contrary over his bill. His sister, Miss Collins, determines not to marry Boyd because it is revealed that her father's mother was a mulatto but is enabled to change her mind when her mother confesses she is the issue of an early indiscretion with a British, and wholly white, lover.

Miss Dandridge goes off to London with Justin but it is made clear that a writer's colored—and exotic—wife will cause no talk in London. Miss Fontaine is willing to marry Belafonte, in fact asks him to, but he explains that he cannot carry that burden and continue his work for his people.

The story is supported, sometimes surpassed, by the atmosphere of lushness, enchantment and idyllic living that is conveyed by the photography. The color of the islands, the gaiety of carnival time, the sea, the sun, the saud, are palpable and sensuous.

Not least of the exploitable values are two new songs by Belafonte, particularly a title song which is sure to be one of his biggest hits.

The picture was directed for its full value by Robert Rossen. The screenplay was by Alfred Hayes from the Alex Waugh novel which attracted great notice as a magazine serial.

If production values can make a box office success, this will be one of the greatest.


JAMES D. IVERS
Darryl F. Zanuck's "Island In The Sun" in CinemaScope and DeLuxe Color, the producer's first independent production for 20th Century-Fox release, was accorded a lavish world premiere last night at New York's Roxy Theatre in a glamorous opening attended by an array of top show business celebrities and prominent social, civic, diplomatic and industry figures. Marking the first major theatrical event of N.Y.'s Summer Festival, the "Island In The Sun" debut was given international press, radio and TV coverage by Tex and Jinx McCrary over the NBC network, the Mutual network, Voice of America, Armed Forces Radio and Movietone news filming highlights of the evening for use on more than 100 TV stations across the country. Robert Rossen, who directed "Island In The Sun," personally represented the production. A roaring Calypso steel band entertaining the crowds at the Theatre provided an authentic Caribbean touch to the affair.
Television Today

Trans-Atlantic TV Reality Soon: Landau

Trans-Atlantic television, carrying the best in American programming to Europe and providing America with the finest European entertainment, will become a reality in the next 10 years, according to Eli A. Landau, president of National Telefilm Associates.

"I believe so firmly in this that we have embarked our own company on a project which places us squarely in the trans-Atlantic TV market," Landau stated.

"As of company's most popular TV series, Sheriff of Cochise, has been sent to Europe and South America. We dubbed in Spanish, French, Italian and German dialogues. I understand that American western folklore is very popular with European children.

Sees Understanding Aided

"Understanding between Western Europe and America will increase tenfold as a result of exposure to each other's culture and entertainment."

"When simultaneous trans-Atlantic telecasting is established, Parisians will be able to watch the Pasadena Tournament of Roses Parade as it takes place half way around the world.

"American children who will be growing up on a diet of multi-lingual TV fare will undoubtedly wind up conversant with and actually speaking several foreign languages. Adults, likewise, will become familiar with foreign tongues, habits, and cultures. In short, even the Iron Curtain could melt away under the impact of video."

Du Mont to Concentrate On Black-and-White Set

Superior pictures can be received on black-and-white television receivers, and therefore Allen B. Du Mont Laboratories does not intend to make color TV receivers this year, Dr. Allen B. Du Mont, the company's chairman of the board, told the press here yesterday. He spoke at a preview of Du Mont's new line of TV receivers, high fidelity phonographs and TV, radio, hi-fi combinations.

"Our policy for the coming season will be to concentrate on the sale of the finest black-and-white television receivers both as to the quality of chassis and the use of fine wood in the cabinets, together with authentic styling," Dr. Du Mont stated. "We feel at the present time the superior pictures that can be obtained on black-and-white receivers, together with the smaller and better proportioned cabinets, provide a much better buy as far as the public is concerned."

Court Order

(Continued from page 1)

Ziv Television Programs, Review Producers and MCA, Inc., through their attorneys earlier in the day told James Cunningham, chief hearing examiner for the Commission, that they would not submit the required records.

Three Previously Agreed

Originally the Commission asked seven companies to supply information in connection with its current study of network TV operations. All seven companies challenged the FCC's right to require these records but after the first hearing two months ago three of the seven agreed to supply it with the stipulation that it be kept confidential.

Meet Set Tuesday on TV Network Study

From THE DAILY Bureaus

WASHINGTON, June 12 — The Senate Commerce Committee agreed to meet Tuesday afternoon to discuss a staff report dealing with television network affairs.

In another development, the committee referred to its communications subcommittee, headed by Sen. Pastore (D., R.I.) a bill introduced yesterday by Sen. Thurmond (D., S.C.) to ban toll television. There was no indication of whether Pastore would hold early hearings on the measure.

Chairman Magnuson (D., Wash.) said he didn't know whether the subcommittee would have hearings, and pointed out that the measure had just been introduced yesterday and that there were many bills ahead of it.

New Spillane Series Now in Production

MCA TV has announced that its major entry in the television syndication field this fall will be the new Mickey Spillane series. A total of 39 half-hours, now in production at the New York studios, will be offered to stations and advertisers for regional and local sponsorship.

Spillane will participate in the production of the series and will join with MCA and Levine in selecting the star of the series, who will play Mike Hammer, it was announced.

Color Service Expands

With completion of installation of new developing machines and printing equipment, scheduled for Dec. 1, Color Service Co. will offer an expanded processing plant for 35mm Eastman color original negatives, 35mm and 16mm interpositives, with subsequent release prints in Eastman color.

Commonwealth to Seek

(Continued from page 1)

taken by an exhibitor operating in Kansas.

In the bid to the Garden City Commission, Commonwealth will ask for a 20-year franchise, with a 2-year grace period for starting operations. The film company operates a theatre and drive-in at Garden City. The company is also seeking similar franchises in Manhattan and Great Bend, Kan., and is contemplating entering other cities not only in Kansas but also in Missouri.

Expect 150 Today At Golf Tournament

Almost 150 golf players are expected this week at the annual golf tournament sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, New York. The number is expected to rise to 250 for the banquet, finest and prize awarding ceremonies at the club this evening, according to Robert K. Shapiro, president of the Cinema Lodge, and Martin Levine, tournament chairman.

More than 100 prizes have been donated by industry companies and individuals for distribution as door prizes at the banquet. These prizes will be in addition to those awarded for proficiency in golf, which will see each winner in a foursome receive a prize donated by RCA C. G. Jerman, Inc.; each foursome runner-up receive a prize donated by National Screen Service, and the highest player in each foursome receive a prize donated by Charlie Okan on behalf of Coca Cola Corp.

RCA Head Predicts

(Continued from page 1)

stated that several major manufacturers are planning to get into color on a large scale this fall. He pointed out that improvements in methods of handling delayed color television broadcasts for the West Coast are now undergoing laboratory tests, and these changes will be introduced as soon as their merits have been determined.

"The improvements already made have brought about picture quality increases, and the improvements to come should further raise the quality," he told a press conference here. "Continuing progress has brought magnetic tape recording of color television programs nearer to realization. When the tape system produces color signals of broadcast quality, we will move rapidly to introduce its use on the West Coast."

Gets 'Bowery' Rights

Film Representations, Inc., has acquired U.S. distribution rights to Lionel Rogosin's "On the Bowery."
1958 Editions in Preparation—ORDER NOW!

(Make sure of your copy or set—the 1957 Editions were sold out by May 1st!)

Motion Picture Almanac—$5.00

Television Almanac—$5.00

BOTH VOLUMES
— the whole business world of the screen—

$8.50

The only Who's Who of either industry — unique also in format and arrangement for quick, easy reference with thumb-indexed subject divisions!

WHO'S WHO ... WHAT'S WHAT...

facts of People, Companies, Industry right at your finger tips

Order now to make sure you will have the latest information at hand upon publication. SEND COUPON TODAY!

QUIGLEY PUBLICATIONS, 1270 Sixth Ave., New York 20, N. Y.

Please reserve for me a copy of the 1958 edition of:

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ COMPANION SET OF THE TWO ALMANACS ($8.50)

☐ Payment herewith
☐ Bill me when shipped

Date of this reservation

Name

Address
BIG EXCITEMENT!

BIG SUSPENSE!

BIG MONEY!

RORY CALHOUN in

"THE BIG CAPER"

co-starring

MARY COSTA - JAMES GREGORY

with ROBERT H. HARRIS - COREY ALLEN
Screenplay by MARTIN BERKELEY  Produced by
WILLIAM C. THOMAS - HOWARD PINE  Directed by ROBERT STEVENS  A Pine-Thomas Production
Revised Appeals Board
To Include 20 Members

Rep. Expands Studio Units

New Production Code Group Will
Contain Independent Producers,
Exhibitors; Repledge Code Support

By LESTER DINOFF

The board of directors of the Motion Picture Association of America, following a lengthy study by its self-regulation committee, has established a new Production Code Appeals Board on which exhibitors and independent producers will be invited to sit. It was announced here yesterday by the MPAA.

Reaffirming their strong support of the Production Code, the MPAA board, at a meeting here yesterday, set plans in action for President Eric Johnston to extend invitations to prominent exhibitors and independent producers to become Appeals Board members.

Johnston is expected to send out (Continued on page 3)

See Telemovies Ready
For Mid-August Start

Special to THE DAILY

OKLAHOMA CITY, June 13.—Construction of the studio for telemovies in Bartlesville, Okla., will be completed in early July, the equipment installation finished by the 25th of that month and three wired program channels are planned for operation in mid-August, this was (Continued on page 6)

Todd Seeks Reduction
In Tax on ‘80 Days’

From THE DAILY BUREAU
HOLLYWOOD, June 13.—Michael Todd Company, Inc., filed an application with the County Board of Supervisors for an order reducing the 1957 assessed tax on the residual (Continued on page 2)

Allied’s ‘White Paper’ on COMPO
Announces Own Business Campaign

By LESTER DINOFF

WASHINGTON, June 13—Allied States Association is giving consideration to “some form of contest” to be conducted by its members as its own business building proposal to boost theatre patronage, it is disclosed in the national Allied “white paper” on why the national exhibition organization is no longer a member of the Council of Motion Picture Organizations. The pamphlet, 16 pages in all, is being circulated throughout the industry by authorized of the national Allied board in order that “the facts concerning Allied’s withdrawal from COMPO and the obstacles placed in the way of its resuming membership in that body may be known to all interested parties.”

In disclosing the consideration being given to a business building program of its own, national Allied said (Continued on page 3)
CHARLES J. FELDMAN, Universal Pictures vice-president and general sales manager, will return to New York next week from the Orient. He is due in San Francisco at the weekend from Honolulu.

ALFRED CROWN and MAURICE HELFRIN, of Barzillon Productions, will leave here over the weekend for London.

JAMES E. PERKINS, executive vice-president of Paramount International, will return to New York on Sunday from London.

HERB STEINBERG, Paramount national exploitation manager, will leave New York on Sunday for Denver.


NOR LEMPERT, producer of commercials for Guild Films, left here yesterday for Montreal.

‘Man of Thousand Faces’ U-I Jubilee Release

‘Man of a Thousand Faces,’ the life story of the late Lon Chaney, has been designated by Universal-International as its special release to honor Hollywood’s Golden Jubilee, it was announced yesterday by Alfred E. Dell, executive vice-president.

The picture was chosen because of the tremendous reception accorded it at three sneak previews and because it graphically depicts the rise of Hollywood to the movie capital of the world, Dell said.

Loew’s, NT Hearings Set

WASHINGTON, June 13 — Hearings have been set in New York District Court on June 27 on recent applications by Loew’s and National Theatres to acquire new theatres.

N. T. is seeking permission to build a ultra-modern 1,000-seat theatre at Garden Grove, Calif.

Loew’s is seeking approval for a new 1,200-seat theatre in the motel section just north of Miami Beach, Fla.

The hearings will be before Judge Palmieri.

ELIOT HYMAN would appear to be in dead earnest about the deal he is interested in making with—or for—Republic Pictures. Others are now wanting that $500,000 credit with the First National Bank of Boston for just at this time? It’s been confirmed that the cash is being made available to him. Whether or not he gets the chance to use it to put a Republic in his future should be determined most any day now. . . .

Albert Pickus, talented and enterprising owner-operator of the Stratford Theatre, Stratford, Conn., tells this one on himself: At a Saturday night’s Marjorie’s Poolside Long Island Sound A trainee went aloft and while climbing the mast, the man took a 12-foot bowie knife and fell approximately 30 feet, striking Donna’s wrist, handle first. Had the knife struck blade first or had it fallen inches closer and struck its victim on the head the consequences would have been grave indeed. As it was, after learning what had happened the youth was more in need of reassurance than was Donna. In fact, the latter helped console the shaken miscreant.

RUSSELL DOWNING, president of Radio City Music Hall, last weekend had an escape from serious injury or worse that was too close for comfort. Downing was one of the industry guests aboard the Norwegian sailing vessel “Christian Radich,” the base for a camera crew shooting the first picture to be made in National Theatres’ new Cinemiracle process during the ship’s current training cruise for young Norse mariners. On the invitational sail the vessel proceeded up the East River from its dock to the U.S. Navy Point Marine in Long Island Sound. A trainee went aloft and while climbing the mast, the man took a 12-foot bowie knife and fell approximately 30 feet, striking Donna’s wrist, handle first. Had the knife struck blade first or had it fallen inches closer and struck its victim on the head the consequences would have been grave indeed. As it was, after learning what had happened the youth was more in need of reassurance than was Donna. In fact, the latter helped console the shaken miscreant.

A RECENT TRADEWISE column remarked that if this is the Golden Jubilee of the motion picture industry, as MPAA has not too ostentatiously asserted of late, then someone deluded the U. S. Postal Department into issuing a motion picture industry golden jubilee commemorative stamp some five years ago. Came subsequently an outraged letter from Leon Bamberger, former Radio Pictures sales promotion manager, and erstwhile president of the Cinema Stamp Collectors, who is sojourning in Florida. Bamberger writes: ‘‘If you had looked back into the files of 1944, not 1952, you would have discovered that the undersigned was the one who instigated the issuance of the 50th anniversary stamp in that year. . . . Under the auspices of the MPA advertising-publicity committee and the industry War Activities Committee a campaign for the 50th anniversary of the motion picture was devised (after) it had been definitely ascertained from the archives of the industry that 1944 was in fact the 50th anniversary.” . . . Bamberger proceeds to relate that Frank C. Walker of the Comerford Theatres, was Postmaster General at the time and was fully cognizant that all major companies were supplying their best films gratis to the armed forces all over the world. Accordingly, the design for the golden jubilee stamp showed a group of GIs and WACS somewhere in the South Pacific watching movies exhibited on a street stretched between two trees in an island clearing. A caption across the bottom of the three-cent stamp read: “50th Anniversary of the Motion Picture.” ‘‘And,” Bamberger underlines, ‘‘nobody ‘conned’ anyone on that occasion.”

‘Prince’ Open

‘Prince’ Open

(Continued from page 1)

dolph Hearst, founder and presidt of the fund.

Mayor Robert Wagner of New York, and Marilyn Monroe, who stars in the film with Laurence Olivier, have an array of celebrities at their premiere. A $500,- 000 buffet and 2,000 ticket-holders attended a chau- pagne supper-dance in the grand ballroom of the Waldorf-Astoria Hotel.

Mrs. Hearst Honored

A feature of the supper-dance was the presentation to Mrs. Hearst of a plaque of a gold dinner bell for outstanding service through the years to New York City’s children. Presentation was made by Mayor Wagner.

Todd Seeks Reduction

(Continued from page 1)

value of “Around the World in 80 Days” from $105,084.36 to $24,243.30.

The application states the Coast Assessor based the tax on the assumption that 400 prints would be made whereas the actual total, including shelf, version, will not exceed a total of 60.

Todd’s counsel said the 1956 tax assessment totaling $93,177.06 was settled early this year for $30,022 and preliminary tax assessments are made April 3 annually by statute.

Republic Expands

(Continued from page 1)

processing of a steadily mounting volume of film from theatrical and producing companies using Republic studio facilities.

Yates said indications in both fields are for still greater expansion this year.

‘Island’ Does $16,400

‘Island’ Does $16,400

20th Century-Fox’s “Island in the Sun” grossed $16,400 at the Roxy Theatre here yesterday, which was its biggest opening day at the box office since the “King and I” accepted by Robert C. Rothafel, manager of the Roxy.

NEW YORK THEATRE
J. Arthur Rank One Of Three New Peers
From THE DAILY BUREAU

LONDON, June 13—Queen Elizabeth II today created three new boroughs in London to add to the list of boroughs, including one for Donald Wolfst.

In addition the Queen created more than a score of new neighborhoods, including one for British actor Donald Wolfst.

N. Y. Theatre Found ‘Sick’

David Dubinsky and Thomas Jefferson Miley, reported that the period of 1946 through April 1, 1957, some 198 theaters in the five boroughs closed their doors and affected the economic life of their neighboring businesses.

The report showed that in 1946 there were 986 theaters—191 in Manhattan, 204 in Brooklyn, 82 in the Bronx, 94 in Queens, and 15 in Richmond. On April 1, 1957, there were 151 in Manhattan, 142 in Brooklyn, 71 in the Bronx, 76 in Queens, and eight in Richmond.

In their summary of facts, the committee states that the New York exhibition industry’s hardships commenced in 1946 “coincidentally with the advent of television.” That year’s operations declined by 24 per cent. It can be approximated that total payroll was reduced by at least seven million annually between 1946 and 1957, as the result of theatre closings.

Many Other Taxes ‘Lost’

Aside from the amusement tax, the committee states, the motion picture exhibitors pay real-estate taxes either directly or through rents. “While no precise amount can be cited, a very considerable percentage went for the revenue derived from the city by this source at $5,000,000 annually. Substantial municipal tax revenue also comes from this industry in the form of sales tax on film rentals and other purchases, and gross receipt taxes. Further, theatres pay an annual license fee of $100 to $300 depending on seating capacity and theatrical use.”

The report pointed out that closed theatres depressed assessed values and results in tax revenue losses.

In conclusion, the committee states that the “inescapable fact under this industry is sick. Competing as it is with home television and free admissions to TV theatres and other forms of amusements, there is no present apparent possibility of its enlarging its market. Any attempt to recover increased costs by raising admission prices will bring the exhibitor against the law of diminishing returns, for the only result would be a further decline in attendance. All the evidence points to the need for giving to this industry every possible assistance to fulfll its mission and function for its problems.”

The fact-finding report will be studied by Mayor Wagner and submitted also to the City’s Board of Estimate. Exhibitors locally were heartened upon learning of the committee’s findings and hopeful that the amusement tax, which from July 1, 1954 to March 31, 1957 amounted to $13,205,545, would be reclassified.

Lou Miller Dies

Hedwig, Joe Malcolm and Jack Alexander—saw him complaining during the game of pain and they advised him, but he refused. Miller was the first one to arrive for the tournament yesterday, at 7:45, and he was the first to get on the course. The policemen and a volunteer ambulance corps worked on him for some time to no avail.

He had worked for RKO for 30 years until his retirement. Miller was to be joined the contract department of Allied Artists. He is survived by his wife and two children.

Golf Crowd Sets Record

With the weather compromising with the committee to make everything perfect, the sixth annual film industry golf tournament and fiest sponsored by New York’s Cinema Lodge of B’nai B’rith at the Vernon Hills Country Club at Tuckahoe, New York, was hailed last night as the most successful thus far by president Robert K. Shapiro of Cinema Lodge.

Leading the winners, with low net, was Len Greenzberg, while David Swift scored low gross. Bummer also won the longest drive, and Petteo was a break for low gross. Arkie Tento. The photo finish in the putting contest revealed a four-way tie among Mark Finkelstein, Max A. Cohen, Adolph Haus and Bill Tette.

Fabian, Harrison Winners

Gordon Cracklock hit the longest drive, followed by J. Anson and D. Curtis. Hole-in-one laurels went, in one-two-three order, to Harold Lassner, S. H. Fabian and Saul Hassmeier. Bill Smith took the “birdie” prize. Joe Wohl was judged the worst golfer, while Alex Harrison was duly noted as the best dressed of the dicky dingers. Dan Fish, it was estimated, traveled the longest distance to participate.

STARRING
JAMES STEWART  AUDIE MURPHY  DAN DURYE
DIANNE FOSTER  ELAINE STEWART AND BRANDON deWILDE

WORLD PREMIERE
JULY 17th
PARAMOUNT THEATRE,
DENVER
Passage is being power-promoted with the biggest nation-wide 4 sheet campaign in UI history!

820 Communities covering 69 Major Markets will Billboard the Highways during the Summer Season

PLUS

A Sensational "Split-Page" Color Ad to Pre-Sell the 15,000,000 readers of LOOK Magazine (Current Issue)

Night Passage

Directed by JAMES NEILSON • Screenplay by BORDEN CHASE • Produced by AARON ROSENBERG
Music by DIMITRI TIOMKIN • A UNIVERSAL-INTERNATIONAL PICTURE

The first motion picture filmed in TECHNIRAMA® the ultimate in photographic excellence!

TECHNICOLOR®
Television Today

NEW SHOWS & SPONSORS

Noted among yesterday's announcements:

"Undercurrent," new half-hour action series, will make its debut on CBS-TV July 19 as the summer replacement for "The Lineup." Cheer and Viceroy cigarettes are the sponsors. . . . Hazel Bishop, Inc., has signed to sponsor CBS-TV's new "The Jimmy Dean Show," going on the air June 22. . . . ABC-TV reported that the Kellogg Company has purchased five 30-minute daytime programs and one 30-minute nighttime show, including "Superman," "Will Bill Hick- kok," "Sir Lancelot," "Woody Woodpecker" and "The Buccaneers." The network calls the deal its "largest consolation dividend - nighttime pro-
gram sale." . . . The Howard John-
son Company, restaurant chain, pur-
chased a 13-week participation cam-
paign on NBC-TV's Today, marking that company's debut as a network TV advertiser. . . . Procter & Gamble have renewed the current Monday through Friday participation sched-
ule on ABC-TV's Matinee Theatre and has ordered additional daily par-
ticipations, both for 52 weeks, starting July 1. . . . WOR-TV signed a $500,000 contract with Ziv's Econom-
ie TV for the multiple re-run pur-
chase of seven Ziv shows, including "Science Fiction Theatre," "Favorite Story," "Meet Corliss Archer," Ed-
dle Cantor's "Your Television Thea-
tre," "Baton Riche" and "Time Square Playhouse."}
Royal Bow for 'Prince and the Showgirl'!

Notables from the civic, entertainment, business and social worlds saluted the $50-a-ticket world premiere last night of "The Prince and the Showgirl" at Radio City Music Hall and the after-theatre champagne supper-dance in the Grand Ballroom of the Waldorf-Astoria Hotel for the benefit of the Free Milk Fund for Babies, Inc. The Milk Fund, of which Mrs. William Randolph Hearst is founder and president, reserved the entire first mezzanine of the Music Hall for the 9:00 P.M. performance of the Warner Bros. Technicolor release, starring Marilyn Monroe and Laurence Olivier. "The Prince and the Showgirl" was produced and directed by Olivier from a screen play by Terence Rattigan.

Crowds unprecedented in the annals of motion picture premieres gathered outside the Music Hall. This photo shows a portion of the enthusiastic multitude.


Warner Brothers president Jack L. Warner greets Marilyn Monroe and her husband, Arthur Miller, in the lobby of the Radio City Music Hall.

John Raitt, who stars in Warner Brothers' "Pajama Game," is here shown arriving at the Music Hall with Elizabeth Allen.

Among the distinguished guests were, left to right: Mrs. J. St. C. Haquenau, Mrs. William Randolph Hearst, Jr., Mrs. Robert F. Wagner, Mrs. Perle Mesta and William Randolph Hearst, Jr.

Napped at the premiere are, left to right, Mr. and Mrs. Serge Semenoko, Dody Heath, John Ringling North, Mrs. George Weatherill, Jack L. Warner and Russell V. Downing, Music Hall president.
WATCH THE BIG EXPLOSION

ATLANTA, RIALTO • CHATTANOOGA, STATE • KNOXVILLE, RIVIERA • BIRMINGHAM, EMPIRE • CHICAGO, CHICAGO • ELGIN, CROCKER • CEDAR RAPIDS, PARAMOUNT • DAVENPORT, CAPITOL • ROCK ISLAND, FORT • FORT WORTH, WORTH • DALLAS, PALACE • WICHITA FALLS, WICHITA • AMARILLO, STATE • SAN ANTONIO, MAJESTIC • AUSTIN, PARAMOUNT • BUFFALO, LAFAYETTE TROY, PROCTOR • WATERTOWN, TOWN • LOWELL, DRIVE IN • CLEVELAND, HIPPODROME • COLORADO SPRINGS, CHIEF • GREELEY, CHIEF • CHEYENNE, PARAMOUNT • SANTA FE, LENSIC • LOS ANGELES, MULTIPLE RUN • LOS ANGELES, WILTERN • HOT SPRINGS, MALCO • FAYETTEVILLE, UARK • JONESBORO, STRAND • HARTFORD, E. M. LOEW • LAWTON, RITZ • NEW YORK, ASTOR ROCK ISLAND, PORT • CHARLOTTE, MANOR • GREENVILLE, FOX • FAYETTEVILLE, CAROLINA • WILMINGTON, COLONY • ST. PAUL, ORPHEUM • WASHINGTON, TRANS LUX • PHILADELPHIA, STANLEY • COLUMBIA, PALMETTO • SPARTANBURG, PALMETTO • EVANSVILLE, GRAND • MIAMI, MIAMI • BRIDGEPORT, HIGHWAY • SALT LAKE CITY, VILLA • BIRMINGHAM, MELBA • MONTGOMERY, EMPIRE • MACON, BIBB • MEMPHIS, MALCO • PEORIA, MADISON • WAUKEGAN, GENESEE • DES MOINES, DES MOINES • WATERLOO, PARAMOUNT • DALLAS, MAJESTIC • EL PASO, PLAZA • WACO, WACO • TYLER, TYLER • HOUSTON, MAJESTIC • GALVESTON, STATE • SAN FRANCISCO, PARAMOUNT • ALBANY, PALACE • SCHENECTADY, PROCTOR • SPRINGFIELD, BJOU • CINCINNATI, KEITH • DENVER, DENVER • PUEBLO, CHIEF • GRAND JUNCTION, MESA • CASPER, AMERICA • DETROIT, PALMS' STATE • SAN DIEGO, SPRECKLES • LOS ANGELES, HOLLYWOOD • FORT SMITH, MALCO • JACKSON, MALCO • OWENSBORO, MALCO • OKLAHOMA CITY, CENTER • PITTSBURGH, J. P. HARRIS PORTLAND, FOX • MILWAUKEE, WARNER • DAVENPORT, CAPITOL • GREENSBORO, CENTER • RALEIGH, VILLAGE • WINSTON SALEM, FLAMINGO DRIVE IN • MINNEAPOLIS, ORPHEUM • NEW ORLEANS, ORPHEUM • SEATTLE, 5th AVENUE CHARLESTON, GLORIA • DURHAM, CAROLINA • TAMPA, PALACE • MIAMI, CARIBBEAN • MIAMI, MIRACLE • STRATFORD, BEVERLY • SALT LAKE CITY, UPTOWN

*Ask the man from COLUMBIA about joining the celebration... in the year's biggest saturation!

RITA HAYWORTH • ROBERT MITCHUM • JACK LEMMON

Cinemascope • Technicolor™

Screenplay by IRWIN SHAW • Directed by ROBERT PARRISH
Produced by IRVING ALLEN and ALBERT R. BROCCOLI
A WARWICK Production • A COLUMBIA Picture
Marcus Urges Industry Unity
For 'New Era of Prosperity'

ELKHART LAKE, Wis., June 16—Producers and distributors will be urged to help re-establish an "era of prosperity" in the motion picture industry through a "more intelligent appraisal of production requirements and a more equitable and realistic method for the sale of their product" by Ben Marcus in his president's message to the convention of the Allied Independent Theatre Owners of Wisconsin, which gets underway here Tuesday and will last through Thursday.

Other speakers scheduled to address the convention include Milton Shapp, president of Jerrold Electronics Corp.; Herbert Barnett of General Precision Equipment Corp.; Larry Boggs of Video Theatres; and Julius Gordon, president of Allied States Association, in discussing the "steady (Continued on page 6)

Compo Agenda
Lists 11 Topics

Eleven items are listed on the agenda for the COMPO membership, board of directors and Executive Committee meeting which is to be held Wednesday starting at 10:30 A.M. at the Sheraton-Astor Hotel here.

The agenda follows: Election of (Continued on page 2)

Australian Press Launches Attack
On System of Licensing Drive-Ins

By FRANK O'CONNELL

SYDNEY, June 12 (By Air Mail)—Drive-in theatres are front page news here today as the result of a sustained campaign by a section of the Sydney press against the system of licensing these theatres. The "Daily Telegraph," a morning paper, has been conducting a particularly strong campaign aimed at: The Theatres & Films Commission; W. R. Harrop, chairman of the Commission; Hoyts and Greater Union Theatres circuit's both major political parties, but the Government (Labor) in particular. It is charged:

The Films Commission should not exist, because the issuing of licenses "protects" existing theatre interests and keeps out "independents," whose (Continued on page 2)
CONCILIATION

(Continued from page 1)

conciliation and cnsiliation system for the industry.

Following two-and-a-half days of conferents of the common stock and voting trust certificates for common stock, payable July 30 to holders of record July 1.

Jacob Golden Dies

Jacob Golden, father of Herman Golden, assistant treasurer of Columbia Pictures International, died on June 3.
Toll-TV Test

(Continued from page 1)

order to give the public an opportunity to express its preference or disapproval of the new service.

In a speech delivered to the Maryland-District of Columbia Radio and Television Broadcasters Association, Quinn said he was convinced "that this free television demonstration will give us the answers to many, if not all, of the toll television questions which now plague us, some of which cover such matters as classification of the new service; whether or not broadcast frequencies should be used; technical standardization; and possible changes in the Communications Act."

Quinn said that the "realistic way to ascertain whether or not this new service is real progress is to give the public an opportunity to express its preference based on field demonstrations."

Wants People to Decide

Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, declared that the toll television issue should be determined not by the Federal Communications Commission but by Congress.

"The people of the United States through their elected representatives," he said, "should make the definite decision on whether they are going to have to pay for the right to view programs on their home TV sets."

Fellows also argued that tests of toll TV, as proposed by the FCC, would prove worthless. Such tests, he said, would only "confuse the issue" and would not truly indicate how toll television would operate permanently on a national scale. He said the FCC was wrong because only when toll TV is authorized nationally would it begin to siphon off talent and programs from free television. Proposed tests in Oklahoma would be particularly well-received by Fellows added, because they use wire instead of the free TV channels that would be taken over by a permanently-authorized toll TV system.

Kramer Tour This Week

Producer - director Stanley Kramer this week launches a coast-to-coast personal appearance tour in behalf of "The Pride and the Passion." Initial stops are scheduled for Washington, D.C., Boston, Philadelphia, Chicago, where Kramer will hold mass press interviews and make TV-radio appearances. Immediately following the Washington and Boston stops, he returns to New York for a total of two days of campaigning.

Engel in New Contract

HOLLYWOOD, June 16.—Producers Samuel G. Engel, who has been with 20th-Fox since the studio's beginning in 1933, has signed a new contract under which, Samuel G. Engel Productions will produce exclusively for that company, starting with "Captain" and "Glorieta Pass."

REVIEW:

Triple Deception

Rank Film Dist. of Amer.—VistaVision

British mystery writers and producers of films in the thriller category have often demonstrated their superiority. This ingeniously contrived and carefully constructed crime picture is in that tradition. Excellently produced, directed, photographed (in Technicolor) and performed it is a major effort which succeeds on the screen and will succeed at the box office.

The story is of an international ring of gold smugglers and counterfeilers and their pursuit and spectacular capture by the police organizations of England and France working through Interpol. Michael Craig is the hero, a very personable one, and like the villains Brenda de Banzie, David Kossoff, Gerard Oury and Eric Pohlmann, and the girls Julia Arnall and Barbara Bates, performs creditably and credibly.

Craig, a ship's officer, bears a startling resemblance to a runner for the ring and in fact is mistaken for him by one of the gang and by local police. Brought to the Surete in Paris, he is cleared because the investigating police know that the real criminal has just been killed in a car crash. He is persuaded, however, to impersonate the dead man in order to get information about the ring. He undertakes the dangerous mission, lulls the suspicions of the ring, gets the information after several close calls including one in which Miss Bates, a lady detective, is killed, and wins the girl, Miss Arnall.

Development of the plot is by no means as straightforward as that summary would indicate, the involvements of the triple deception of the title being cunningly entwined so as to heighten the suspense and the interest even down to the cliffhanger ending.

The picture, made at the Pinewood studios for the Rank Organization, was produced by Vivian A. Cox and directed by Guy Green. Running time, 85 minutes. General classification. Release, in July.

JAMES D. IVENS

Ainslinger To Host

‘Rain’ Preview Tonight

United Nations Narcotics Commissioner Harry J. Ainslinger will be host at a special preview showing of 20th Century-Fox’s "A Haunting of Rain," a drama of narcotics addiction, for group of top diplomatic, civic and social figures tonight in Washington.

Commissioner Ainslinger is also the Commissioner of the Narcotics Division of the U.S. Treasury Department. Also on hand tonight will be two of the film’s stars, Eva Marie Saint and Don Murray. Among other expected are Assistant Secretary of Defense, Frank Berry, David Kendall, Assistant Secretary of Treasury, Ralph Kelly, Commissioner of Customs, Senator Joseph O'Mahoney, Senator John Butler, and William Mitchell, Assistant Attorney General for the U.S.

255 Book ‘Success’

Hecht, Hill and Lancaster’s ‘Sweet Smell of Success’ has been set for 255 July Fourth holiday key dates across the country, it was announced at the weekend by William J. Heine- man, United Artists vice-president in charge of distribution.

AB-PT Film Slated

“Beginning of the End,” first production of AB-PT Pictures, subsidiary of title show, Broadcasting-Paramount Theatres, Inc., will open in New York at the Paramount Theatre on Wednesday, July 3.
FROM WARNER BROS. WHO 4 YEARS AGO
STARTLED MOVIEGOERS WITH ‘HOUSE OF WAX’

TRADE SHOWS
JUNE 20

ALBANY
20th Century-Fox Screening Room
115 Avery • 3:15 P.M.
BUFFALO
Majestic Theatre
1214 Main St. • 8:00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
208 S. Church St. • 2:00 P.M.
CHICAGO
Paramount Screening Room
224 S. Wells Ave. • 1:15 P.M.
CINCINNATI
RKO Palace Theatre
12 E. 48 St. • 6:00 P.M.
CLEVELAND
20th Century-Fox Screening Room
1200 Euclid Ave. • 2:00 P.M.
DALLAS
Fox Theater Screening Room
210 E. 5th St. • 5:00 P.M.
DENVER
Paramount Screening Room
3000 S. 25th St. • 1:00 P.M.
DALLAS
20th Century-Fox Screening Room
1200 Euclid Ave. • 2:00 P.M.
DETROIT
Fisher Theatre Screening Room
210 E. 5th St. • 2:15 P.M.
INDIANAPOLIS
Paramount Screening Room
224 S. Wells Ave. • 1:00 P.M.
leans
Motion Picture Palace
12 E. 48 St. • 6:00 P.M.
JACKSONVILLE
Florida Theatre
12 E. Church St. • 1:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1200 Euclid Ave. • 2:00 P.M.
LOS ANGELES
Fox Theatre Screening Room
1200 S. Vermont Ave. • 2:00 P.M.
BUFFALO
20th Century-Fox Screening Room
1200 Euclid Ave. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.
NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.
MINNEAPOLIS
Warner Theatre Screening Room
1000 Currier Ave. • 2:00 P.M.
NEW ORLEANS
20th Century-Fox Screening Room
1200 Euclid Ave. • 2:00 P.M.
PHILADELPHIA
Paramount Screening Room
110 S. Broad St. • 1:00 P.M.
NEW YORK
Paramount Screening Room
230 W. 44th St. • 1:00 P.M.
OMAHA
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.
OMAHA
Warner Theatre Screening Room
1200 Euclid Ave. • 2:00 P.M.
OKLAHOMA
20th Century-Fox Screening Room
1200 Euclid Ave. • 2:00 P.M.
WILL HAUNT YOU FOREVER!

A NEW CONCEPT IN "HORROR" PICTURES
From Warner Bros. who 4 years ago startled moviegoers with 'House of Wax'

Before it there had been no screen thrill like 'House of Wax.' Now we have the thrill to top it. For wild screaming terror and breath-stopping mastery of the macabre no picture ever made is in a class with this new story of the creature created by man and forgotten by nature. It's a terrific experience — better see it with someone brave!

IN COLOR BY
WARNERCOLOR

ALL NEW AND NEVER DARED BEFORE!

PLEASE TRY NOT TO FAINT

Not recommended for people of nervous disposition.

DEAN JAGGER in
"...the Unknown"

Also at the same Trade Screenings

Also at the same Trade Screenings

PORTLAND
Seahome Theatre 1100 E. Burnside St. • 1:00 P.M.

SEATTLE
Spartan Theatre 720 Market St. • 3:00 P.M.

ST. LOUIS
St. Louis Art Theatre Screening Room 3500 Olive St. • 1:00 P.M.

WASHINGTON
Spartan Warner Screening Room 1324 8th St. • 10:30 A.M.

DEAN JAGGER • EDWARD CHAPMAN • LEO MCKERN • MARIANNE BRAUNS • ANTHONY HINDI • LEONARD NORMAN

Produced by ANTHONY HINDI • Directed by LEO NORMAN • Executive Producer MICHAEL CARRERAS • A HAMMER FILM PROD.
Marcus Urges Industry Unity

(Continued from page 1)

decline in theatre attendance" over the past years in his speech released in advance here, will say: "One might reasonably ask, "Did TV close all of those theatres or were they stayed out because a steady flow of good box office pictures was denied them?"

The exhibitor leader will contend that Hollywood, "instead of gearing itself to the threat of television by producing a steady output of solid box office attractions, forgot that the public wanted good pictures first and technical embellishments second."

"With the new techniques there is 'no unity,'" he will say, "because the industry never did make up its mind on which medium it wanted to adopt."

Sees Confusion Created

"As a result," Marcus will point out, "we are wallowing around today with all of these mediums and creating much confusion in the process. For example, one-half of the program in CinemaScope and the other half in a different wide-screen ratio. Unsuccessfully trying to combine CinemaScope trailers with standard trailers results in most theatres running standard trailers for CinemaScope attractions which does nothing to sell the beauty and breadth of CinemaScope. How can we intelligently sell all this confusion to the public?"

Turning to distribution, Marcus will assert that it "helped in the knockout punch to many theatres by maintaing an unrealistic sales policy. Precedents were swept aside. New high terms were demanded. 'No adjustments' became the new order of the day."

This policy, Marcus will contend, "worked well for the distributors for a time, and they continued to prosper while the exhibitors were gradually going out of business. Later the distributors came to feel the pinch through the closing of hundreds of theatres and their position became less secure through an additional drop in attendance which was mainly the result of an acute shortage of good product."

Albermarle Suit

A suit has been filed in New York Supreme Court by the owner of the Albermarle Theatre in Brooklyn against two circuits and others charging them with "injuring the property rights of the theatre" and "conspiring to deprive it of product."

The suit asks damages of $4,122,500 and was filed against Century Circuit, Inc., and its various subsidiaries; RKO Theatres and its subsidiaries; Sol Schwartz, president of RKO Theatres; and Andrew, Inc., concessionaires.

IN OUR VIEW

A recent college seminar on contemporary broadcasting, held at the University of Illinois, was attended by Albermarle's objections.

Mr. Fellows, president of the National Association of Radio and Television Broadcasters, ventured a "handful of predictions as to what broadcasting might be like some 40 years hence, let us say in 1940. Mr. Fellows gazes into his crystal ball and comes up with a few suggestions which we feel are extremely likely to be part and parcel of daily living come another few decades in this age of automation."

All color, of course, television sets which will turn on and off automatically, especially in the youngsters' rooms, are among his predictions. He sees also a considerable degree of automation among the pattern of programs, as well as at the receiving end. Tape will be used to a great extent, and television in general will have become semi-automatic.

The association executive sees this automation reducing radically the time required for routine tasks, thus making it possible for greater emphasis on creativity in programming. Likewise will be possible greater concentration of public service programming, that all-important phase of broadcasting.

Mr. Fellows concluded: "To guarantee this medium's continued growth, four guidelines must be so clearly seated that nothing will disturb their permanence in the years to come."

First, broadcasting must be privately operated.

"Second, the people should not have to pay for broadcasting."

"Third, broadcasting should be free to communicate the truth to the people."

"And fourth, there should be a constant endeavor to improve its stature and effectiveness as an instrument of advertising and selling."

This appears a sound and basically logical and intelligent creed, one which the industry will find a solid basis of energetic progress in the future.

A third point made by Mr. Fellows is of particular importance, and one which finds a case in point in the recent Nikita Kuschev interview over the CBS-TV network. It was, incidentally, a magnificent achievement in objective reporting and must at this moment be considered a 'first' and 'best' for the CBS-TV network.\n
Senator Clifford Miller of Minnesota has addressed a series of questions, via the Congressional Record, to Stuart Novins, moderator of the...
Motion Picture Daily Feature Reviews

Joe Dakota
Universal-International

HOLLYWOOD, June 16—Jock Mahoney and Luana Patten, two of Universal-International's young stars-in-making, give good account of themselves in this unique melodrama filmed in Eastman color. The story's unusual in subject and setting, and produced by Howard Christie, does full justice to narrative and players. Charles McGraw, Barbara Lawrence, Claude Akins and Lee Van Cleef head up a capable supporting cast well directed by Richard Bartlett.

The screenplay by William Talman and Norman Jolley, opens with Mahoney arriving, horseback, in a small central California settlement where, in 1876, all the townsfolk are engaged in helping a recent arrival drill for oil on a piece of land they believe to have been deeded over to him (Charles McGraw) by an Indian named Joe Dakota whom they have synched for attempted assault on Miss Patten. They try to persuade Mahoney to go away but he persists in staying on and asking questions about the whereabouts of the Indian.

Getting no answer from them, he goes to the county seat and finds the deed claim signed Joe Dakota which proves to him, since he knows those are the only two words the Indian had learned to write, that the land is his. Returning, he takes possession of the land, protecting it by rifle, and the followers of McGraw begin to change their minds about the ownership.

When Miss Patten, reciting the circumstances of the assault upon her, mentions her attacker's whiskered check, he realizes the Indian was innocent, as Indians do not grow whiskers, and suspects McGraw of framing the event in order to get the Indian hanged and thus acquire the property.

When, at story height, the oil well comes in, McGraw and Mahoney battle in the rain of oil and the townsfolk, weary of the strife, destroy the well and return to peaceful ways. Running time, 79 minutes. General classification. Release, in September.

W. B. Weaver

Calypso Heat Wave
Columbia

HOLLYWOOD, June 16—Producer Sam Katzman has put together here a large number of widely recognized and warmly regarded experts in the field of calypso music, giving each an abundance of running-time in which to project his or her respective specialty. And he has done this without sacrificing a narrative story which compares well with many that have served the more pedestrian purview of straight fiction filming. The result of this skillful combination of a basic plot with an all-out display of the calypso musical form that is the joke-box, disk-jockey and dance-band rage of the season is an attraction certain to take excellent care of itself business—wise at this point on the calendar.

The screenplay by David Chandler, from a story by Orville H. Hampton, casts Paul Langton as owner of a small but successful record company, control of which is coveted by a jake-box king played by Michael Granger, who moves in on Langton in the way the mobsters of Capone days moved in. Langton's girl publicist, played by Merry Anders, and his top singing star, played by Johnny Desmond, with an assist from Granger's girl friend, played by Meg Mykaid Langton in frustrating Granger's efforts, eventually, without violence on either side.

Songs and dances sprinkled liberally made by running the picture range from solo number, quartettes and groups, to full-scale production numbers employing singing and dancing choruses. Direction is by Fred S. Sears and the dances were staged by Josephine Earl.


W. R. W.

The Third Key
Rank Film Dist. of Amer.

An exceptionally interesting, if somewhat talky, British cops-and-robber thriller is the latest J. Arthur Rank film to be released here by Rank Film Distributors of America. Aside from the rousing climax, the picture is conspicuously lacking in action but the story is so well told and acted only the dyed-in-the-wool action fan should object.

Jack Hawkins plays a Scotland Yard superintendent assigned to a safe-robery case apparently committed by a man completely unknown to the police. He and his assistant discover that a number of other safes of the same make have been robbed over a period of two years, all of the crimes unsolved. The crook has no trouble getting into them so it is deduced he has a key for each. Inquiries at the firm of the safe-makers prove no one on the staff is suspect. When another safe is rifled, the thief's first mistake is made by running down a witness and killing him.

The police are able to trace the car and with the aid of a few seemingly minor clues also are able to discover the identity of the criminal, a man whom the safe-making company had listed as dead. Hawkins then "arranges" another robbery which he is almost sure will be committed when the crook does appear, things start hopping and he and his accomplices are captured.

Hawkins, always a capable actor, is extremely good and provides the only name of note for the marque but the rest of the cast is equally fine. This Michael Balcon production was directed by Charles Frend and written by Janet Green and Robert Barr. Tom Morahan was associate producer.


JAY REMER

The Night the World Exploded
Columbia

Here is another exercise in science fiction as theorized and dramatized by producer Sam Katzman's ever-active crew of researchers, this time they have come up with a weird new element—E-112 — harmless as long as it is neutralized by the hydrogen in water but which expands and explodes with atomic force when it is exposed to the nitrogen in air. Upon this gimmick, Katzman, director Fred Sears and writers Jack Natteford and Luci Ward have constructed a yarn of extremely dubious science and of elementary fiction. It is, however, exploitable.

The story centers around research scientists William Leslie and his pretty assistant, Kathryn Grant, who have come up with a new gadget, the photometer which measures the "earth pressure" as a barometer measures air pressure. The ingenious device predicts an earthquake, which comes to pass, and subsequently still greater quakes. Knowing that something obviously is rotten with the perihelion, the Leslie-Grant team start their investigations; leading eventually to discovery of E-112 which, slowly pushing toward the earth's surface, threatens to blow up the entire world.

A certain amount of suspense is built up along the way— at one point Miss Grant is trapped at the bottom of a deep Carlsbad cavern—and the special effects and newsreel earth quake clips are effective. The ending is on a note of cooperation: the countries of the world band together to flood all E-112 areas, and Miss Grant and Leslie declare their love and respect. Running time, 64 minutes. General classification. Release, in June.

VINCENT CANDY

Set Red Hearings
WASHINGTON, June 16—The House Un-American Activities Committee scheduled hearings in San Francisco this week on Communist activity in theatre, television and other professional groups. Chairman Walter (D., Pa.) said the hearings would be conducted by a subcommittee meeting in the city hall Tuesday through Friday.

are advertised in LIFE

TWENTIETH CENTURY-FOX

"HATFUL OF RAIN"

... in LIFE's June 24th issue.
Johnny Pope, husband, brother, father to be. A handful of medals made him a hero. A heartful of longing made her love him. A “hatful of rain” made him a man to fear... or love even more!

from 20th Century-Fox

starring EVA MARIE SAINT DON MURRAY

ANTHONY FRANCIOSA LLOYD NOLAN

PRODUCED BY BUDDY ADLER/FRED ZINNEMANN/MICHAEL VINCENTE GAZZO

DIRECTED BY ALFRED HAYES

Based on the Play by Michael Vincente Gazzo • As Produced on the Broadway Stage by Jay Julien

This ad will appear in LIFE. It is one of the ads in the national magazine campaign pre-selling 60 million moviegoers!
CS Newsreels
For Summer

Plans for production and distribution of a CinemaScope version of the Movietonews newsreels were finalized by officials of 20th Century-Fox and Movietonews at meetings held here last week. It was learned here yesterday. The CinemaScope newsreel, the first of its kind, will be in black-and-white and will be available for exhibition in early summer, it was said.

Norman Robbins Heads
Lodge Fund Campaign

Norman Robbins, executive of National Screen Service, has been named chairman of New York's Cinema Lodge of B'nai B'rith's 1957 fund-raising campaign on behalf of B'nai B'rith agencies. It was announced yesterday by Robert K. Shaplin, president of Cinema Lodge.

Robbins, a vice-president of Cinema Lodge, announced that the initial 1957 fund-raising project of the Lodge will be the sale of 500 copies of the Lodge's "History of Films," by Paul Schubert.

(Continued on page 2)

Joint Exhibition-Distribution Unit Acts

Conciliation Draft
Unanimously Okayed

Also Takes Up Report on Arbitration
Machinery; To Resume Meetings Today

By LESTER DINOFF

The joint exhibition-distribution committee which met here yesterday for the second conference on formulation of an arbitration and conciliation program for the motion picture industry, unanimously approved its committee's draft on conciliation, it was announced by the Motion Picture Association of America.

The representatives of theatre groups, the MPAA and the national sales managers committee, also took up another committee report on administrative arrangements on arbitration and discussions will continue on this at today's meeting.

While no details of the conciliation program were revealed in the MPAA announcement, it is under

(Continued on page 5)

Publisher Phase of
Business Plan Endorsed

The advertising and publicity directors committee of the Motion Picture Association of America yesterday, unanimously approved a presentation on the editor and publisher phase of the joint industry advertising building program and will submit this proposal to the Council of Motion Picture Organizations for con-

(Continued on page 5)

TRADEWISE
on page 2

Television Today
on page 4
CHANGES in the make-up of the Production Code appeals board announced by Motion Picture Association of America last week could hasten United Artists' return to MPAA membership, a high official of the company said. Dissatisfaction with the appeals board was one of the reasons for UA's resignation. The company's close association with the board made it sensitive to complaints from that area on occasion that with only MPAA board members sitting on the appeals board it became a case of having an appeal heard and decided by one's competitors. However, the UA executive indicated that the company's reservations on rejoining MPAA are not limited to the code appeal system and that other matters must be resolved before UA again becomes a dues-paying member of the Association. . . . Bob Taplinger's publicity crew at Warners is that part of the publicity breaks they landed for the charity premiere of "The Prince and the Show Girl" (here's another, b'gosh!) at Radio City Music Hall last Thursday. Virtually every Gotham daily carried at least one photo (some made Page One) the next day, and papers as far west as California did the same. . . . With the social side of the premieres, a champagne supper dance at the Waldorf afterward, was sponsored by Mr. and Mrs. William Randolph Hearst, Jr., the newspaper breaks were by no means limited to Hearst papers, although, naturally, the latter did not ignore the affair. And, of course, the presence of one Marilyn Monroe, whose photos are known to be looked upon with favor by picture editors, didn't hurt none. The Warner lotter is immodestly terming its own performance and the publicity results "a return to good, old-fashioned showmanship."

MIKE TODD only now is sending out over-size "thank you" cards to critics who reviewed his "Around the World in 80 Days" last fall. The card pictures an "Oscar" in gold and says "Thanks! for what you said . . . wrote about 'Around the World in 80 Days.' It all helped to get this. (The Oscar). Forgive my delay in sending this note but I have become a playboy." . . . Barney Balaban and Paul Raibourn were among the large and interested audience which previewed Du Mont's new television models at the 20th-Fox trade show last week. . . . there has a substantial interest in Du Mont Lab, the manufacturing company, although its greater interest now is in the new Du Mont Broadcasting Co. . . . Dr. Allen Du Mont told those present his company wouldn't be making a color TV set this year because they don't believe color is quite ready for the market. When it is, chances are Du Mont will use the Lawrence color tube, half owned by Paramount. . . . Eric Johnston said he'll be "looking over the Du Mont Lab and, of course, I'll make an appearance statement that pay TV could be a good thing for everyone in the industry, exhibitors included. Wanna bet? How would you explain, assuming you had to, just how pay TV is going to benefit exhibitors? Thinking up the answer is likely to take so much time the whole thing will be forgotten first. . . . TOA-TESMA already is asking possible visitors to their Miami convention and trade show not to make hotel reservations at once. They have space commitments in a half-dozen hotels in addition to the Americana, convention headquarters, so heavy is the attendance expected to be. . . . Roy Kalver, president of Indiana Allied, denies that his organization was delinquent in dues payments to the national unit, as reported in this space recently. "Dues have been paid to July 1 for quite some time," he writes. And: "the status of our collections in this office has never been better than it is at the present time. . . . our records have never looked so good for the number of theatres paying and for the promptness with which they remit. . . . Indiana Allied is indeed fortunate. Might even say unique.

CS Newsreels

(Continued from page 1)
Control of TV Sports Urged

(Continued from page 1)

hearings on anti-trust coverage of major sports, said there was "little doubt" that the anti-trust laws now apply to the sale of television and radio sports contests. Unreasonable restrictions on these transgress the anti-trust laws, he declared.

Hansen said Congress should be extremely cautious in proposing any anti-trust exemptions for sports. And, he declared, "whatever position Congress takes on the anti-trust coverage of the organizations of sports itself, this department strongly urges that our present jurisdiction over restraints on the sale of TV and radio time be curtailed."

Some bills pending before the subcommittee would exempt the sports organizations from the anti-trust laws, but keep anti-trust jurisdiction over broadcast sports. The explosive question of the role of subscription television in prompting the recent Dodger-Giant shift to the West Coast came up briefly during discussion, and Subcommittee Chairman Harris (D., Ark.), whose bill would exempt all aspects of sports, including broadcast stations, from the anti-trust laws.

Subcommittee Chairman Geller (D., N.Y.), a leading opponent of subscription television, said that under Harris' bill clubs could "conspire to black out sports and television."

Harris said he didn't think the public would permit this to happen. He added that he had read in the papers about "so-called under-the-table operations" in the Dodger-Giant shift, and noted that the commerce committee had already raised substantial questions with the Federal Communications Commission about the FCC's legal rights to authorize toll TV.

Optimistic on Setting Philippine Problems

Recent developments on a government level in the Philippine Islands have given Leo Hochstetter, overseas representative for the Motion Picture Export Association, an optimistic viewpoint for a settlement of the problems confronting MPEA member companies on remittances, taxes and block funds.

Hochstetter, who arrived here over the weekend from Manila, will report to the board of directors of the MPEA on the status of his Philippine negotiations.

The MPEA official yesterday said he will inform his superiors he is tremendously encouraged about Philippines Congressional and executive officials recently which have favorably affected his discussions on a new film agreement.

Consideration Today

Hochstetter said he has withheld giving MPEA member company officials in the Philippines instructions on serving their customers with a 30-day notice for withholding of service. He said that this matter along with minimum terms for a settlement of official remittance matters, blocked funds problems and tax matters will be taken up by the MPEA board today.

The foreign managers group will also take up the Spanish film situation and minor contract modulations in Denmark. Also on the agenda for today's MPEA meeting are the European Common market, master license formula, an Indonesian matter, an Italian remittance problem, and the New Zealand film board.

Name New Officers for Catholic Actors Guild

The executive board of the Catholic Actors Guild has announced the appointment of Walter Kiernan, radio and TV personality, and newspaper correspondent, to head the guild as president, replacing the late Gene Buck. As vice-president, Pat O'Brien, who held the position in former years, and who will be in the East this coming season, was appointed to take the place of the late Gene Lockhart.

Additional changes made necessary were: Charles J. Maguire, motion picture executive, was made chairman of the executive board; the position previously held by Walter Kiernan, and James E. McMahon, former actor now associated with McCarthy Brothers, was appointed to the executive board.

Kaufman Buys Rights To 300 Guignol Plays

HOLLYWOOD, June 17—Producer Joseph Kaufman today disclosed the acquisition of world motion picture rights, outside of France, to 300 plays presented by that nation's famed Grand Guignol. The deal also includes stage rights.

'80 Days' in Cleveland

CLEVELAND, June 17—Michael Todd's "Around the World in 80 Days" opened at Low's Ohio Theatre here at a benefit premiere with all proceeds over and above the basic expenses, going to the Cuyahoga County unit of the American Cancer Society.

Orth Work to Makelim

HOLLYWOOD, June 17—Producer Hal R. Makelim, whose "Valerie" will be released in August by United Artists, today disclosed the purchase of "Dead of Night," by Marian Orth, which will be filmed in Italy.

TENT TALK

Variety Club News

BOSTON—Judge Pappas has again invited members of the Variety Club of New England to be his guests at Suffolk Downs, East Boston, Thursday. This "Day at the Races" includes a cocktail and buffet luncheon and a free daily double ticket.

CHICAGO—The annual theatre collection drive sponsored by the Variety Club of Illinois will take place in August. Funds resulting from the drive will, as in the past, be donated to benefit La Rabida Sanitarium.

DETROIT—Tent 5 will stage its annual golf party here on Monday, it was announced by co-chairmen of the entertainment committee, Milton Dadson, president of Columbia Pictures, and director Irving Belinski. The affair will be held at the Tam O'Shanter Country Club, Orchard Lake Road.

Ready Theatre for Bow Of '80 Days' in London

LONDON, June 17—Michael Todd's "Around the World in 80 Days" will have its premiere here at the J. A. Rank Astoria Theatre in Charing Cross Road July 2 (a postponement from June 12) and for the benefit of the Newspaper Press Fund and not the Variety Club as previously announced.

Todd has also just announced that the picture will have three other performances for charity before regular showings begin.

The Astoria is presently being re-modeled inside and out in preparation for the Todd film, which will be shown here in Cinemascope. Already installed is a new Perlux silver white screen, 41 by 20 feet. A new G.B. Kales sound system will be used to accommodate the six-channel sound track and allow for 64 'surround' speakers in the auditorium.

The premiere will be attended by Their Royal Highnesses, the Duchess of Kent and the Princess Alexandra.

Set Dinner Performers

Morton Sunshine, who is writing and producing the testimonial affair for the A. Montague-Will Rogers Memorial Hospital dinner tomorrow night at the Waldorf-Astoria has secured the following performers: T tín Arden, Bud Collyer, Virginia Graham, Helen Hayes, Nancy Kelly, Cliff Roch- erston, Jack Russell, Terry Sanders, Andy Scott, John Cameron Swayze, Theodor Uppman, Julie Wilson, and others.
As so often happens, a plan that seemed good on paper fell apart completely in execution. The plan in this case was that of a foolhardy television viewer who, in the light of all the announcements concerning the mass of new Westerns for next season, decided to see just exactly what was being done this season in that line, and consequently, obtain some idea of things to come. Strictly speaking, the plan didn’t fail apart. It was the viewer.

Even British Get Into the Act

In something like 14 days he sat through 17 half-hour film shows, all out of the most popular strands of the Old West. That modifying clause was made loose enough to include, happily, two cowboys-in-armour series from England, as well as the further adventures of Johnny Weissmuller as Jungle Jim. Seven other western series went unseen due to circumstances. Not included in the scope were, either “West Point” or “Man of Annapolis,” though actually these share the Old West heritage of unabashed sentiment. They belong rather with “Meet Corliss Archer” in a point-of-difference survey.

Though this western survey left the viewer with the same vague feeling of malaise he used to have when, at the age of nine, either “West Point” or “Man of Annapolis” was shown, there were a few good Westerns and bad Westerns. The good Westerns will entertain, in a large degree, all age groups. Bad Westerns must inevitably bore even the most amiable child.

Two Weeks Not Enough, Perhaps

It is, of course, unfair to condemn such a survey over such a comparatively short period of time. Still, the rating services tell us that a great many people watch a great many of these same shows—not coming out of a peanut butter sandwich binge, there were also some positive impressions, including the terrible realization that there is no such thing as an adult Western. There were some good Westerns and bad Westerns. The good Westerns will entertain, in a large degree, all age groups. Bad Westerns must inevitably bore even the most amiable child.

New TV Firm

(Continued from page 1)

nard L. Schubert, Inc., was an

announced yesterday at a press con-
ference here.

According to Schubert, Telestar Films is currently producing a new 3D-picture series based on a novel called “White Hunter,” in conjunction with British producer Sidney Box. The series is slated for release either late in the fall or early next spring and is scheduled as a syndicated show. In addition, a feature-length film also called “White Hunter” has been completed and will probably be released early next year although no distributor in the Western Hemisphere has been set.

Besides producing and distributing television and theatrical films, Telestar Films will distribute Schubert’s other completed TV series, including “Topper,” “Crossroads,” “Mr. and Mrs. North” and “TV Reader’s Digest,” and will negotiate the acquisition of theatrical films for TV release. The company also will acquire television films made by other producers for distribution.

Heads Minneapolis Station

Weintraub, who is also president of KMGM-TV, Minneapolis, and producer of WKY, Long Island, said the new company may also expand its operations to include the purchase of television stations if such a move would prove feasible. It was also revealed that Telestar would invest in Broadway shows. Weintraub said the reason for diversification was to prevent the company from “being at the mercy of the ups and downs of the television industry.”

You, the uninitiated, seem impossible arrogant, narrow and set in their ways, like Wyatt Earp, Jim Bowie and Cheyenne. Their stories are put together with all the ingenuity and romantic of the crossword puzzle maker.

The four of these shows which came out best in the survey also have captivating heroes, but each in his own way is rather different: Sir Lanceolot has a sense of humor; Robin Hood is the child’s view of adulthood; Dale Robertson of “Tales of the Texas Rangers” is the common touch, and the best of them all, the Lone Ranger, has a directness and simplicity somehow derived in the latter day supermen. The fifth show last has Dick Powell as host, generally good stories, and excellent production values “The Jane Grey Theatre.”

The other shows surveyed were: “Gunsmoke,” “Death Valley Days,” “Sheriff of Cochise,” “Lassie,” “Sheriff Preston,” “Annie Oakley,” “Hoy Rogers,” “Broken Arrow” and “My Friend Flicka.” There are enough differences to expect to have been made by the same people, with the same people and, of course, for the same people. There are simple differences: there’s

Checkpoint

Rank Film Dist. of Amer.

Monsters from outer space are one giant step ahead of human stars. They are also critical and completely faithful than for any box attraction since the last of the western heroes left the theatre screen for the green-

Moss: A glimpse of the look of the new Western. This production should, like its predeces-sors, prove to be money in the bank. The monster is credible, even inspires sympathy because he burns destructive only when his captors don’t understand him; the human actors are excellent, and the photographic tricks, except in one or two instances, are convincing.

The story stays within the bounds of the possible. The U.S. Air Force has secretly built and launched the first interplanetary spaceship. Under the command of young and handsome William Hopper, the ship makes a visit to Venus, lands and returns but crashes in the Mediterranean. Sicil-coast fisherman rescue Hopper but the rest of the crew dies. On board was an egg of a Venusian lizard. The egg hatches, the monster grows, gets out of hand, is lost and studied for valuable data, breaks his bonds, wrestles an elephant, torments Rome and finally is killed atop the Collis-sean by artillery fire and rocket missiles.

There is a girl, Joan Taylor, for romantic interest but that is strictly a side issue. The monster is the star. Production is by Charles H. Schnee and direction by Nathan Juran. The picture is a safe and sure entry in the science fiction class.

Running time, 82 minutes. General classification. Release, Sept. 20. James D. Evans that horse is “Flicka” and a dog in “Lassie”; Preston is located in the Northwest: “Broken Arrow” features some of the screen’s most pur-ple prose (“Beast is but an event, the path one walks is the way of his life,” and this from Cochise who still calls a week “seven moons”); and “Sheriff of Cochise” is in modern dress. But these are superficial differences.

The producers and writers of the coming western series must be men as brave and optimistic as any of the current prairie heroes. How would a producer or a writer sit through 17 western shows in two weeks and still feel there was any variation on the theme that had not been played? To tell the truth, the fabric of the American Dream might not be destroyed should these heroines be introduced. On second thought, it might even be strengthened—V.C.

See AAP-Guild Pacts

Unlikely at this Time

From THE DAILY Variety

HOLLYWOOD, June 17—The agreement between Eliot Hyman’s Associated Artists Productions and talent guilds, which would enable Hyman to sell pictures 1948 pictures of television is far off, according to officials of the Screen Actors Guild, the Screen Writers Guild and the Screen Directors Guild queried today by MOTION PICTURE DAILY.

Each Has Own Preference

Each guild has its own preference for one or another among the formats, which range from single-picture settlements to package percentages, and the belief is general that negotiations now in recess will continue in that state for a long period before conclusion.
Gross for BV

(Continued from page 1)

leading next Sept. 30, according to president Roy Disney. He also dis- closed here yesterday that the earnings of next year’s company will be invested between $22 and $23 million in theatrical film production and will release six films, including up to four of its own production.

The company, at the close of its fiscal year on Sept. 30, 1956, had an overall gross of $27,000,000 of which $77,000,000 came from television and $35,000,000 from film releases. For the first time, Disney's television and film releases are here. For the forthcoming Disney and Buena Vista annual gross, earnings from Disneyland will be consolidated.

Welcome TV Competition

Disney, optimistic about his company’s place in the entertainment business, said he felt that competition from television has had a salutary effect on his organization. He attributes to television the development of new methods and techniques of production and the discovery of new faces. “We haven’t made a dollar directly from television, but indirectly it has helped us hold down costs and shirked up competition,” he said. The film executive added that television is now 40 per cent of the company’s annual dollar volume and that the company has $10,000,000 in U. S. television commitments present and projected.

Disney, commenting on other activities of his company, said that discussions are still going on regarding the sale of old Walt Disney films to foreign countries. He said that if and when these sales take place, they will be made through the United States Information Agency Convertibility guarantee program.

Not Selling Old Films

He also took cognizance of the recent Motion Picture Association action on certain aspects of the Production Code Administration’s appeal board, saying that he would like to have the Society of Independent Motion Picture Producers represent the Disney Organization. He also added that the company still is interested in making outside distribution agreements and that there “is no plan to sell any of our old films to television. We are using our old pictures to stay in business. Entertainment is our business so why should we sell off a piece to someone else?”

Brotherhood Awards

Theatre managers who performed outstanding work in the last industry Brotherhood campaign will be awarded Savings Bonds at a luncheon meet- ing to be held at the Waldorf Astoria Hotel here next Monday.

Correction

A story in Motion Picture Daily yesterday erroneously reported that the meeting of the Compo executive committee at the Sheraton Astor Hotel here yesterday was at 10:30 A.M. The starting time was 10 A.M.

A Hatful of Rain

(Continued from page 1)

...and this is now equally true of the picture, which features three of the most talented and promising newcomers in Hollywood today. Don Mur- ray brings fine shading and intensity to the part of the young husband who tries desperately to hide his drug addiction from his wife and his father. Eva Marie Saint makes the confusions and anxieties of his wife genuine and disturbing, and Anthony Franciosa repeats with consummate skill his stage performance at the playgo-lucky brother who knows his younger brother’s secret at the beginning. And in the role of the father of the two boys comes, not to “day-date million” have the discussions now of the company’s overall television and film stirring gross, comes, not to the truth about his favored son, Lloyd Nolan is much more aptly cast and gives a better performance than Frank Silvera did on the stage. Indeed the work of all four actors in this picture is certain to be recalled when Academy Award time is around again.

Exhibitors should make no mistake about it, however: This is a grim and uncompromising drama which is not to be recommended to patrons out for a lark or to any but adult audiences. The latter classification is appropriate not only because of the drug addiction theme (which, however, is not presented with sensationalism) but because of the frank treatment that is given to the attraction that grows between Franciosa and his sister-in-law when Miss Saint believes that Murray no longer loves her.

The plot line of “A Hatful of Rain” is impressively straightforward and simple. Murray had become addicted to drugs while in a service hospital (this motivation for the disease is becoming a cliche on the screen). Franciosa knows of his brother’s illness and has helped him to secure money to buy narcotics. Miss Saint and Nolan do not know the truth, but they discover it in the course of the story. At the end the wife summons the courage to turn her husband in for an attempted cure. Running time, 100 minutes. Adult classification. Release, in July.

Richard Gersten

Pay TV-Disney

(Continued from page 1)

...a press conference here yesterday that his organization would welcome the new system as a possible new channel of distribution. It may take a long time for it to come around, but once it comes, we will approach it with an open mind and try it when a logical situation arises. The veteran film executive, commenting further on toll TV aspects, said there is a possibility that Buena Vista would release its product to pay-TV on a “day-and-date basis” for maximum grosses. Disney said that he has had “teeming offers” already for his organization’s booklog of product for pay-TV and to par- ticipate in various tests of the cable theatre.

New Buildings for 3
Fox Canadian Branches

Special to THE DAILY

TORONTO, June 17—Plans for new buildings for three exchanges of Twentieth Century-Fox, Ltd., have been announced by Peter Meyers, Canadian general manager.

First plan is the conversion of a factory building in Winnipeg to an exchange. Meyers hopes this building will be completed for occupation in August. Next phase is the construc- tion of a building in Calgary, where bids have been called for a building to be erected by the company on an already purchased lot there. A building is also in prospect for the Montreal branch, where the company has a three-year lease on its present premises.

Conciliation

(Continued from page 1)

stood that the plan is very similar to the previous plan worked out in 1955.

At attending yesterday’s meeting were: Theatre Owners of America—president Ernest G. Stellings, George Kosterolos, Si Fabricant; Albert M. Pickus, and Joseph G. Alterman; Allied States Association — president, Julius M. Gordon; Abraham Myers, Wilbur Snapper, Nathan Yaniss, and Edward Leder; Independent Theatre Owners of America—Max A. Cohen; MPAA—Ralph Hotzel and Sidney Schreiber; sales managers—A. Montague, Charles Reagan, Adolph Schi- niel and Robert Rubin.

Publisher Phase

(Continued from page 1)

sideration at the COMPO board and executive committee meeting here today.

The advertising-publicity group, chairmaned by Roger H. Lewis of United Artists, also discussed at its meeting here yesterday the employ- ment of executives director for the program and the candidates for the position. They also discussed the definition of the duties and proposed that the West Coast publicity group do the same in selection of candi- dates for the post.

Will Open Rochester, Denver Drives

The MPAA group, after hearing a report from Rodney Bush on the radio “Operation Movietime” campaign, decided to launch the program in Rochester and Denver in July. Bush returned recently from Roch- ester where he set up plans for the test in meetings with local exhibition officials and radio station executives. Herb Steinberg of Paramount is cur- rently in Denver doing the same in that city.

The advertising-publicity group also explored the launching of the Golden Age campaign in Hollywood this Fall. Furtherance of their plans will be taken up on June 26 when the group will meet again.

Norman Robbins

(Continued from page 1)

...tribution share certificates at $25 each with one of the purchasers being awarded a 1957 Cadillac Sedan. The award will be made at a luncheon at Toots Shor’s on Tuesday, Oct. 26. The certificate will forever under in a few days with a concentrated ef- fort being made to reach the goal by the start of September, Robbins added.

Rank PI Net Down

LONDON, June 17. Preliminary figures show that group profits of Rank Precision Industries contracted sharply in the 12 months to Dec. 29 last. After tax of £258,363, the net profit of down £493,314 in the year to £219,221. The company is paying a dividend of 15 per cent as for each of the two previous years.
When the script first came to our desk it hit us with the power of a sledge hammer. It was our type of story: *A story with guts that would take guts to make.* Fearlessly it depicted the evils of the dope traffic, the private hells of the “hooked,” the nightmare underworld of the “pushers,” the merciless war being waged by Interpol, the international police organization, against the narcotics network.

Our instructions were: Shoot it like it was written ... and let the chips fall where they may. We took our cameras into the “pickup alleys” of the world. We selected Anita Ekberg to play her first dramatic role as the trapped “pusher,” fighting her way back from purgatory. Victor Mature is the American narcotics counter-agent, fighting the enemy with its own ruthless weapons; Trevor Howard is the peculiarly twisted mastermind of the syndicate.

**PICKUP ALLEY** will soon be ready for distribution. We think it is important industry news. It is the first film to penetrate so fearlessly into those previously forbidden areas. It is the first film to handle this adult theme in the adult manner in the light of the motion picture industry’s recent recognition of the public demand for mature handling of urgent social problems.

Warwick is proud to have made **PICKUP ALLEY**. We predict it will create considerable excitement on your screen ... and at your boxoffice.

*Irving Allen and A.R. (Cubby) Broccoli for Warwick Film Productions*
MPAA Sees: ’57 Hollywood Output Most In Five Years

Report Producers to Make 365 Films This Year

From THE DAILY Bureau

HOLLYWOOD, June 18—Motion picture producers are expected to turn out at least 365 or more pictures during 1957, the highest picture total for American companies in five years, according to a special report prepared here by the Motion Picture Association of America. According to the best estimates, U. S. producers should have 365 or more pictures to show for their current 12-month efforts, compared with (Continued on page 5)

Moss Buys 55th Street Playhouse; Will Alter

Charles B. Moss, executive director of the Criterion Theatre here and a circuit of theatres in Long Island, New Jersey and Florida has purchased the 55th Street Playhouse here. He will close it on Sunday for exten— (Continued on page 5)

General Business Increase Noted In Fox Intermountain

Special to THE DAILY

SALT LAKE CITY, June 18—A general increase in business for Fox Intermountain Theatres during the past ten days in Utah, Idaho, and Montana was noted today by Jack McGee, district manager.

He credited the improvement to a combination of the weather and good pictures and said it was general.

Television Today

See Senate Hearings This Session on Legislation to Ban Subscription Television

WASHINGTON, June 18—Senate Commerce Committee Chairman Magnuson (D., Wash.) said he thought a subcommittee would probably hold hearings late this session on legislation to ban subscription television.

He declared he expected a subcommittee headed by Sen. Pastore (D., R.I.) to hold hearings on a bill introduced last week by Sen. Thurmond (D., S.C.) to outlaw pay TV. Naturally, there would be little chance of action on this bill this year. Pastore was not available for comment.

Magnuson made the comment after his committee met briefly on a staff report highly critical of major TV networks. He said the committee would take action on the report, since several members were tied up on the Senate floor and could not be present.

Wisc. Allied Studies Three Resolutions

Special to THE DAILY

ELKHART LAKE, Wisc., June 18—The board of directors of Allied Independent Theatre Owners of Wisconsin, meeting in convention here, today submitted for consideration of the membership three resolutions drawn up at the meeting of the directors yesterday. The membership received:

† A resolution calling for the appearance of qualified Allied officers before the anti-trust subcommittee of Congress as well as the Congressional committee on judiciary.

† A resolution calling for the approval (Continued on page 5)

AB-PT Pictures Starts College Talent Search

From THE DAILY Bureau

HOLLYWOOD, June 18—AB-PT Pictures Corp., and American Educational Theatre Association, which embraces 2,500 theatrical - training departments maintained by United States colleges and universities, have launched a cooperative project, developed by AB-PT president Irving H. Levin, to conduct a search for promising screen talent.

The arrangement provides for school facilities to supply AB-PT with facts and photographs of students considered "movie material."

The plan envisages the maintenance of contact with the dramatic departments of leading institutions.

REVIEW:

Sweet Smell of Success

Hecht-Hill-Lancaster

TELLING the "inside story" about the private lives of prominent personalities in show business is popular subject matter for films this year. First there were "The Great Man" and "A Face in the Crowd," which purported to expose the venal nature of radio and television stars who present a somewhat different face to the public. Now the Hecht-Hill-Lancaster organization is providing a look underneath the surface of another aspect of the Broadway scene in its "Sweet Smell of Success;" the double-dealing and shenanigans engaged in by press agents in order to secure the favor and support of the powerful gossip columnists of the New York newspapers.

In the role of one such publicity promoter is Tony Curtis, who fully justifies the confidence that producer James Hill had to have in him to cast him against type as an unmitigated "heel." Curtis makes the unprincipled press agent thoroughly despicable in what is probably the best performance of his career to date. And Burt Lancaster is also ef— (Continued on page 5)

‘Make Progress’ To Reconvene On Arbitration Here July 15

Committee Will Continue Study of Administration

The joint exhibition — distribution conference, following discussions on formulating an arbitration system for the motion picture industry, authorized its committee on administration arrangements to continue its study and to report back to the conference when it reconvenes here on July 15, according to the Motion Picture Association of America.

Representatives of Theatre Owners of America, Allied States Association, Independent Theatre Owners Association, the sales managers committee of the MPAA, and MPAA officials reached agreement on a cancellation plan earlier this week.

According to the MPAA announcement, the joint committee discussed (Continued on page 5)

Compo Meeting Today Has 11 Agenda Topics

The Compo membership, board of directors and executive committee will meet here today at the Sheraton Astor Hotel at 10 A.M. They will consider an agenda of 11 topics, as previously announced.

Montague-Rogers Hospital Testimonial Dinner Tonight

The amusement industry will pay tribute tonight to A. Montague, vice-president of Columbia Pictures, for his years of work and leadership on behalf of the Will Rogers Memorial Hospital, of which he is president. The dinner will take place at the Waldorf Astoria at 7 P.M.

Some 1,200 are expected to attend the affair which will include a program of entertainment by performers of stage, screen, radio and television. Harry Brandt is general chairman of the dinner, and Morton Sunshine is writing and producing the program.
Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, will leave here at the weekend for Caracas, Venezuela.

Murphy Silverstone, president of 20th Century-Fox International, and Mrs. Silverstone will leave New York today for Europe aboard the "Queen Mary."

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, has returned to New York from Boston.

Saul Cooper, Cinerama and Rodgers & Hammerstein account executives for Lynn Farnel Associates, and Karen Chanuth of the same office will be married here on Sunday at All Souls Unitarian Church.

Ralph M. Cohn, vice-president and general manager of Screen Coms, will return to New York today from London via B.O.A.C.

Milton Sperling, producer, will return to Hollywood today from New York.

Joe Ferrer and his wife, Audrey Hepburn, will leave here today for Europe aboard the "Queen Mary."

Charles Somoneu, Eastern advertising and publicity department manager for Universal Pictures, will return to New York tomorrow from the Coast.

Lew Ayres will be guest of honor today at the dinner of the Los Angeles Press Club to be held there at the Ambassador Hotel.

Alfred Hitchcock will leave Hollywood today for New York.

Jerry Stagg, television producer, will leave the Coast today for New York.

Ray Milland will leave Hollywood by plane today for London.

Berke Buys 'Missile'

Hollywood, June 18—Producer-director William Berke has purchased the film rights to "Lost Missile," by John McPartland, and has scheduled it for August production.

Of the statement made May 8 by national Allied regarding the re-entry of Allied into Council of Motion Picture Organizations (this statement declared that COMP will adhere to the motion picture code previously agreed upon by both organizations before re-admission of Allied to COMP can be implemented), a resolution strongly, expressing Paramount and the DeMille organization "whereby a limited number of exhibitors in Philadelphia were invited to bid for "The Ten Commandments." It is charged that "this method of distribution involves competitive bidding to determine who, of a select few, will be privileged to show the picture."

Asks Never, Younger Talent

The convention was called to order by Ben Marcus, president, who in addition to urging industry unity in face of present-day obstacles, suggested that producers put younger and newer faces on the screen.

He attacked the policy of releasing top pictures for showing on television and called for a more studied method of advertising and exploitation of feature films.

Praises Three Majors

Marcus complimented 20th Century-Fox and Universal Pictures for emphasizing newer and younger talent and praised United Artists for the importance and quality of its product.

Marcus introduced Jack Jirsch, president of Allied Theatres of Illinois, who echoed the former's criticism of companies releasing films to television and told of the present Windy City situation where subsequent run houses are playing films day and date with the Loop theatres.

Resolutions at Wisc. Allied

From THE DAILY Barrens

HOLLYWOOD, June 18—Producer Rodgers Eden has announced the formation of an independent company, Corona Productions, Inc., which he will activate on completion of his current contract with M-G-M in October.

Company officers are Edwards, presid—; Leon Katz, vice-president; Jerome Borak, secretary-treasurer.

Deny Film Petition

The U. S. Supreme Court yesterday denied a petition requesting that it hear an appeal of the lower court decision in the copyright case brought by screenwriter John Szekely on "Christ in Concreto," who charged that Eagle-Lion Films released a picture, "Give Us This Day," which was based on the story. The U. S. District Court earlier ruled that Szekely was entitled to $23,000 plus interest and this decision was upheld by the U.S. Court of Appeals. Attorneys for the defendants asked the U.S. Supreme Court to hear a further appeal of the copyright suit, but it was turned down yesterday.

Tries 'Early Bird' Show

East Hartford, Conn., June 18—Perakos Theatre Association's 1,000-seat suburban theatre is experimenting with an "early bird" matinee on Wednesdays, main feature being screened at 11:40 A.M. for con- sumers of the copyright suit, but it was turned down yesterday.

To Unveil 'Beau' Sign

In Times Square Today

Today, June 19, being the birth date of the late Jimmy Walker, mayor of New York, it will be marked by the "unveiling" of the mammoth, block-long "Beau James," sign in Times Square above the Ambassador Theatre.

The sign pictures Bob Hope as he stars as Walker in Paramount's "Beau James," which will have its world premiere at the theatre next Wednesday.

Shamrock Builds Wing

Winter Park, Fla., June 18—Shamrock Studios has started construction of a new wing of production offices to accommodate independent motion picture producers using the studio's facilities and equipment. This latest addition to the Florida film center brings its present working area to 21,000 square feet.

AMPP Dines Diplomat

Hollywood, June 18—the International Committee of the Association of Motion Picture Producers today entertained Leo Dolan, the newly-appointed Canadian counsel in Los Angeles, at lunch in the Paramount studio, with Steve Brody presiding as host.

Rooney 'Baby Face'

Hollywood, June 18—Mickey Rooney will portray Baby Face Nelson in Fyrian Enterprises' production of the novel of that title, which will produce. United Artists will distribute.

London Publicity Post

To Columbia's Mirkin

Syd Mirkin has been named Columbia Pictures' home publici- ty coordinator in London, it was an- nounced yesterday by Paul N. Lazz, Jr., v-p-president in charge of advertising and publicity. Mirkin, currently a feature writer for the "New York Daily News," will join the Stanley Kramer production "The Pride and the Passion," in July, replacing Walter Shenson, who was recently named to enter independent production.

UA, Dell in 'Pride' Tie

United Artists has completed the largest book-tie-in that any company history, with an order for more than 2,000,000 copies of the Dell Publish- ing Co.'s comic-book version of "The Pride and the Passion," based on the Stanley Kramer production, which it has been announced by Roger H. Lewis, UA national director of advertising publicity. The books will be distrib- uted to 100,000 retail outlets.

'Man on Prowl' to U.A.

Hollywood, June 18—Sol Les- ter today announced his "Man of Prowl," written and produced by Ar Jo Napoleon, will be distributed by United Artists.

'Delinquent' to Mayfair

Paramount's "The Delicate Delin- quent" will open at the Mayfair Theatre here on July 3.
Coming Soon From M-G-M!

M-G-M Presents

ROBERT • DOROTHY • TAYLOR • MALONE

in "TIP ON A DEAD JOCKEY"
Co-Starring GIA SCALA

With MARTIN GABEL • MARCEL DALIO • Screen Play by CHARLES LEDERER
Based on the NEW YORKER Magazine Story by IRWIN SHAW • In CinemaScope
Directed by RICHARD THORPE • Produced by EDWIN H. KNOPF

M-G-M Presents

"HOUSE OF NUMBERS"
Starring
JACK PALANCE
With HAROLD J. STONE
And Introducing
BARBARA LANG
Screen Play by RUSSELL ROUSE and DON M. MANKIEWICZ
Based on the Cosmopolitan Magazine Novel by JACK FINNEY • In CinemaScope
Directed by RUSSELL ROUSE • Produced by CHARLES SCHNEE

M-G-M Presents

STEWART • RHONDA • GRANGER • FLEMING

in "GUN GLORY"
Co-Starring CHILL WILLS

With STEVE ROWLAND • JAMES GREGORY • JACQUES AUBUCHON
Screen Play by WILLIAM LUDWIG
Based on the Novel "MAN OF THE WEST" by PHILIP YORDAN • In CinemaScope And METROCOLOR
Directed by ROY ROWLAND • Produced by NICHOLAS NAYFACK

M-G-M Presents

VAN JOHNSON • MARTINE CAROL • HERBERT LOM

in "ACTION OF THE TIGER"

with GUSTAVO ROCCO • Screen Play by ROBERT CARSON
Based on the Book "ACTION OF THE TIGER" by JAMES WELLARD • Adapted for the Screen by PETER MYERS
TECHNICOLOR® • In CinemaScope
Directed by TERENCE YOUNG • Produced by KENNETH HARPER
Executive Producers JOSEPH BLAU and JOHN W. MEYER • An M-G-M Release

ACTION!
Adventure and political intrigue with a girl and a smuggler in Albania.
The Weapon

**Republic**

**Hollywood, June 18**

The billing strength of Steve Cochran, Lizabeth Scott and Herbert Marshall is the factor of topmost importance to exhibitors in this production by Hal E. Clurman of a melodramatic story by himself and Fred Freiberger and a screenplay by the latter. Filmed in London, the picture has the benefit of that city’s setting and background.

Cochran plays an American army officer stationed in England. Marshall plays a Scottish Yard official and Miss Scott portrays the waitress—mother of a 10-year-old boy whose whereabouts of all of these and some others in the cast try hard but unsuccessfully to discover from the picture’s opening until near its close. The boy eludes his mother and the others because he believes he has killed a playmate. A gun found in a bomb-bayed-out ruin and still carries with him.

The American army officer and the Yard official hunt the boy primarily to return the gun, which a ballistics test has shown to be the one used in the murder of another American officer ten years ago. The mother hunts him for normal reasons. The murderer, played by George Cole, hunts the boy with intent to regain possession of the tell-tale weapon. When the boy, learning from the radio that the boy he shot is getting well, phones his mother to say he’s coming home, the murderer deceives her into letting him drive her to pick up the boy, whom he then tries to force to return the gun to him. Cochran and Cole finally come together after a running fight, for the second time in the picture, and Cole meets death by falling.

Val Guest directed in effective manner. Irvin H. Levin is credited as presenter of the picture.

Running time: 77 minutes. General classification. Release, in May.

**William R. Weaver**

**Dino**

**Allied Artists**

**Hollywood, June 18**

The Sal Mineo whose performances in “Rebel Without a Cause,” “Crime in the Streets” and “Somebody Up There Likes Me” earned him rank among the Top Ten players named by exhibitors in the Quigley Publications’ 1956 Stars-of-Tomorrow poll proves himself a star-of-today in “Dino.” He is surrounded by excellent players, and directed with a fine understanding of mood and timing by Thomas Carr.

The Regional Rose screenplay is based on his teleplay of the same title and in its present greater length it is a deeper, firmer, warmer subject than in the free version. The bigger, wilder, steadier handling of the subject by Bernice Block, and by associate producer, David Kramarsky, capitalizes strongly on values beyond the range of video.

The picture opens with Mineo, 17, leaving a reform school where he has served more than three years of a sentence imposed on him for participating in a robbery that became a murder. He is bitter toward his fellow prisoners, the world at large, his parole officer and the parents to whom he returns. Only his brother, who is young and brother almost immediately invites him to lead a gang in a gas station robbery. Mineo is turned over to a case worker who undertakes to reason with him concerning his attitude toward society, but it is a long while before any progress in this direction can be made. After trouble with his father, who beats him mercilessly without breaking his will, he agrees to lead the robbery, but a romantic experience with a girl he meets at a settlement house dance (finely played by Susan Kohner) changes his mind and he prevents his brother’s participation also.


**W. R. W.**

**One Man’s TViews**

**By Pinky Herman**

**BILL HOBIN**, brilliant young TV director of Your Hit Parade, which will be NBCnetworkcast this year and will originate from the studios in Brooklyn, returns Friday from a trip to the coast. He spent his home in Scarsdale and has taken an apartment in town. . . . CBS Maestro Alfredo Autonini will have a busy summer with a sked calling for batonering the NY Philharmonic, Grant Park Symphony and Hollywood’s Greek Theatre with Jose Greco. . . . "The Garry Moore Show" CBSstarts its 5th year Monday. . . . Walt Farmer’s "CBStrike II," which is a radio program June 29, 1947 and two years later launched itself into TV. . . . "Beat the Clock" has acquired the distinction of being the most popular program in Video, still features the affable Warren Hull as Host with Ralph Paul handling the commishhows. . . . When Vice-President Richard Nixon flew to Lansing in the Presidential Plane, Columbus last week where he was the principal speaker at Michigan State’s Graduation Exercises, he was accompanied by Sports-caster Harry Wismer, one of that University’s most illustrious alumni. . . . The birth last week of a baby girl, Lisa J. Wyman to his daughter Molly, makes hit songwriter Bob Russell the youngest Grandpappy in ASCAP. . . .

A busy sked and it couldn’t happen to a nicer person. Gisele Mackenzie opens a three-week stint at the Flamingo in Las Vegas tomorrow, co-starring with Jack Benny, then goes to Dallas to star in “Annie Get Your Gun,” a trans-oceanic flight to London for several guestings on BBC followed by a return to Hollywood to start her own NBC-TV series, (Saturdays, 9:30-10:00 P.M.) co-sponsored by Scott Paper and Schlitz. . . . The Roland Wests (He’s a prep’ of West Foods and calls himself “Mr. Mushrooms” by the West Coast Gourmets, headed by Gotham end of the month for a look-see at the Broadway Musicals and perhaps some huddling on a possible TV series. . . . Elmo Russ has signed Vita Vonn to an exclusive Pyramid Recording pact. The S. African Nightingale’s amazing 3-octave range reminds us of Yma Sumac. . . . After a Lucky CBSeven Years, “Mama,” becomes a CB Syndication series in less than a month has racked up more than a half million in sales for the children of a small film producer to an exciting telefilm series, “The Michaels in Africa,” 39 half-hour episodes shot in Rhodesia, Kenya and Bechuanaland and starring Geo. & Marjorie Michaels and their two children, Carol and June.

**NTA 9-Month Income Reported $818,592**

National Telefilm Associates, Inc., had a net income for the nine months ended April 30 which was 328% ahead of the same period of last year and substantially above the total net income for all of fiscal 1956, the company has reported. Net income for the first nine months of the current fiscal year amounted to $818,592 or 81.53 cents per share on the 665,073 shares outstanding on April 30, 1957. This compares with $191,397 earned in the first nine months of fiscal 1956, which was equal to 28 cents per share, based on the same number of shares.

**Three-Month Net Up Sharply**

Net income in the three months ended April 30, the third quarter of the current fiscal year, was $309,861 or 47 cents per share. This compares with $235,794 or ninetenth cents per share earned in the three months ended April 30, 1956.

**Who’s Where**

**John B. Green** has been appointed manager of the ABC Television Network Program Department. He succeeds J. English Smith, who has resigned to return to Hollywood.

**Ernest Fladell** has been named manager, sales promotion, NBC-TV Network Sales.

**Harold Graham, Jr.,** has been named program executive, CBS Tele vision Network Program Department Hollywood.

**Stanley L. Yentes** has been named manager of sales service for NBC Television Films, a division of California National Productions. He will report to John Bechtel, administrative sales manager of the division.

** CAPITAL WANTED $35,000**

To be used to purchase established commercial printing plant in Florida. The business will be used as security on the loan which will be repaid at $7,000 per year for 10 years in order to give attractive return on investment. If interested in proposition as outlined, write P.O. Box 1396, Sanford, Florida.
Sweet Smell of Success

(Continued from page 1)

in 1956 and 286 in 1955, the report stated.

So far this year the film output

in the American studios is being

planned that "blind" estimates

is virtually impossible.

20 million dollars.

company necessary, "progressive

"Ian Moss completed his produc-

mers, including 12 pictures ready

for release in 1957 (they

in the preceding year, the spe-

Large Group in Preparation

The resurgence of film production

is seen not only in films already

completed in America and by U.S.

producers abroad and ready for

release, but in the substantial number

of stories property now in various

stages of preparation. Twentieth

Century-Fox is planning to release

these next 12 months some 60

more films, nearly double the num-

ber made available to theatres last

year. Also, when 12 pictures ready

for release, has scheduled 36 more

for 1957-58, a 20 per cent

increase over the output in the

previous year. Paramount's produc-

tion activity will bring an annual total of 36 films, up

ahead of the 1956-57 pace. At least 48 pictures will be

proceeding by Columbia Pictures this year, and Warner

RKO will account for 35. Universal-

ternational will maintain its film

level for the year at about 36, and

a similar quantity can be expected

on Allied Artists. United Artists

is set to release at least 48 this year.

Sees Confidence Reinforced

The MPAA report pointed out that

its greater production effort "reaf-

firms the confidence of American

producers and distributors in the

earning power of the film product

as the primary channel of

entertainment throughout the world." The production officials here

are backing confidence in the

strength of the business with record-

breaking budgets, the MPAA report

stated, adding that one film industry

source estimated that the expendi-

ture involved in theatrical film pro-

duction during the next 12 months

will be over 400 million dollars.

Moss Buys Playhouse

(Continued from page 1)

The first film under the new regime

will be the Warner Bros. release of

John Ford's "The Rising of the

Empire," featuring the Abbey Theatre

players.

Renovate Orpheum

SEATTLE, June 18-The Orpheum

Theatre here, a unit of John Hamrick

Theatres, has been closed by Will J.

Connor, manager, for renovations on

an extensive scale. The house will be

reopened on July 3.

To Reconvene

(Continued from page 1)

a number of matters pertaining to ar-

bitration items which are considered

arbitrable in today's industry. No

definite agreement was reached on

any of these matters.

What the committee reported on the "most

efficient and economical method of

conducting an arbitration system for

the industry." The conference, meeting at

the home office board room of the

MPAA was said to be a "progressive one" and

while no decisions or agreements were

made, a heavy agenda was taken up by

the group.

without money, depending solely upon

influence and argument. It is estimated that

each producer invests at least $21,000 in

a picture, a minimum capital of

$24,000 is necessary, so that the

business can yield adequate dividends.

It takes money to make pictures

in Mexico today."

Claims 'No Monopoly'

In Mexican Industry

MEXICO CITY, June 18—There

is no monopoly in the Mexican film

trade, "because of economic measures

imposed during recent years." Edu-

ardo Garaycoa, director general of

the industry's own bank, the official

Banco Nacional Cinematografico, said

here. He made the statement in an-

nouncing that, working with a capital

of only $800,000, his institution made

a net profit of about $100,000 during

the first five months of this year,

which compared with the net of near-

ly $200,000 during all of 1956.

"Monopoly, like others, if film pro-

duction is poor, it is logical to con- 

clude that there would be no profits for

anybody, least of all the bank," Gar-

aycoa said. "We certainly have no

monopoly. Between April 1 and October 31, there were 63 companies of

only 20 functioning and among them 14 pictures were produced. Today there are 40 companies and all of them are producing. That virtually amounts to increasing the number of producers. Then, who can say there is a monopoly?"

"It is impossible to make pictures

as the cruel and vindictive (if somewhat enigmatic) columnist whom Curtis seeks to cultivate for selfish ends.

Exploitation of this film should be concentrated, first on its two stars, who have great box office strength and, secondly, on the gimmick that the picture offers a "behind-the-scenes" view of Broadway night life. In addition there are two new faces in Susan Harrison, who plays the young sister of Lancaster, and Marty Milner, who is cast as a nightclub entertainer with whom she is in love. Both these players show

much promise.

The plot of the film revolves around the efforts of Lancaster to break up his sister's romance—a campaign in which he enlist the support of Curtis, who is willing to stop at nothing to please Lancaster. At first Curtis arranges to "smear" Milner in the column of a rival newspaperman through a "blind" item in which the boy is accused of being a Communist and dope addict. When this fails to stop the romance, Curtis plants marijuana cigarettes on Milner and tips off the police. In the end, however, this fails, also; the relationship between Lancaster and Curtis is broken up; Miss Harrison walks out on her brother; and Curtis is taken to jail.

Perhaps a major drawback of "Sweet Smell of Success" to mass audience appreciation is the failure of any of its characters to generate sympathy. Such is true even of the ones played by Miss Harrison and Buron McEny, for they are weakly sketched and the audience does not get to know them very well. This is especially surprising because the script is by two outstanding writing talents: Clifford Odets and Ernest Lehman (from a novel by the latter).

The picture is to be classified for adult audiences because of the unsavory nature of some of the activity of its characters. The muta-

tions of Curtis, for instance, reach a low point when, in order to induce the columnist to print the "smear" item, he acts as a procurer. The part of his victim, a nightclub cigarette girl, is extremely well

plaved by Barbara Nichols, another newcomer.

Exteriors of this film were all photographed on Broadway and other sections of New York City. The direction, however, was by England's Alexander Mackendrick, who does not show a very strong "feel" for the Broadway milieu.


Richard Gottsater

PEOPLE

Jerry Wilbur, formerly with 20th

Century-Fox's studio advertising and

trailer department, has been elected

vice-president and general manager

of Cinema Arts, Inc., Hollywood ad-

vertising art service. He has named

as his assistant Dave Martin, formerly

with Frank Whitbeck in the studio

advertising department of M-G-M.

Gus Lynch has been named Ohio

area representative for Schine Theatres,

with headquarters in Columbus. He

succeeds the late Harold Raives.

Clare Townsend, a veteran of 41

years in distribution with the lead-

ing major companies in the Detroit

area, has retired and left for Florida

with Mrs. Townsend.

Rudolph Bach has been engaged as

area representative for Buffalo area

for Distributors Corp. of America.

Leslie Peterson, who joined the

M-G-M studio 22 years ago as a pub-

licity man after 10 years in theatre

operation, will take a leave of absence

from his present executive post in

September to concentrate on his own

business interests.

Withdraw 2 Subpoenas

In FCC Network Probe

WASHINGTON, June 18—En-

tertainment Productions and Tele-

vision Programs of America have "ap-

parently" supplied all of the confi-

dential material subpoenaed from

them, FCC attorneys told FCC chief

hearing examiner James D. Cunning-

ham today, and the subpoenas have

been withdrawn. The subpoena

against a third company, Official

Films, was continued until July 1

because of a company misunder-

standing about what was required

of them.

The three TV film packagers were

among seven from whom the FCC's

network study committee requested

such business secrets as cost of pro-

duction, billings, etc., and which re-

ferred to subpoena it. Four others are

still resisting the FCC subpoenas, and a court test is due in U.S.

District Court, Federal Court House, Foley Square, New York, on June 25.

'Joan' in U.K. Thursday

Otto Preminger's "Saint Joan" will have a benefit premiere for the British Film Studio Workers' Benevolent Fund at the Leicester Square Theatre on Friday, June 19.

A distinguished audience of London society and of international stars, including the title role player, Joan Scherberg, will attend this first showing of the United Artists release in Great Britain.
THEY'VE SEEN THE OTHERS...
NOW SHOW 'EM THE GREATEST!

2 BRAND NEW HITS—10,000 BRAND NEW CHILL-THRILLS!

An atom-spawned monster:

"The Monster That Challenged The World"

Never-Before-Seen Monsters That Will Freeze You To Your Seat!

It drains women's blood!

"The Vampire"

A NEW KIND OF HORROR! THRU UA

A NEW KIND OF TERROR!

Starring TIM HOLT • AUDREY DALTON with HANS CONRUD • BARBARA DARROW
CASEY ADAMS • HARLAN WARDE • Screenplay by PAT FIELDER
From a story by DAVID DUNCAN • Directed by ARNOLD LAVEN
Produced by JULES V. LEVY and ARTHUR GARDNER

Starring JOHN BEAL • COLEEN GRAY • KENNETH TOBEY with LYDIA REED • DABBS GREER
HERB VIGRAN • PAUL BRINEGAR • ANN STAUNTON • JAMES GRIFFITH
Story and Screenplay by PAT FIELDER • Directed by PAUL LANDRES
Produced by ARTHUR GARDNER and JULES V. LEVY
Johnston Announces:
JA Returns to Membership in the MPAA

Says Co. Adds Strength, Nature to Association

United Artists has returned to membership in the Motion Picture Association of America, Eric Johnston, MPAA president, announced here yesterday.

"It is a real joy to us all to welcome UA back into the MPAA," Johnston said. "As one of the great companies in the industry it adds strength and stature to the association and its work. As a unified team it is always possible to accomplish (Continued on page 4)

4 Fox Officials On NTA Board

Four top executives of 20th Century-Fox have been appointed to the board of directors of the NTA Film network, Inc., Ely A. Landau, president of the network, announced yesterday.

Twentieth-Century-Fox has a 50-cent interest in NTA.
The Fox executives are Spyros (Continued on page 4)

Allied of Wisconsin Elects Ben Marcus

Special to THE DAILY
ELKHART LAKE, Wisc., June 19—Ben Marcus today was reelected president of Allied Independent Theatre Owners of Wisconsin. Re-elected also were Oliver Trampe.

(Continued on page 4)

Business Drive Start Urged for October

Authorizes Unit To Reopen Talks With Allied

The board of directors, executive committee and membership of the Council of Motion Picture Organizations yesterday authorized its Allied States Association negotiations committee to reopen talks with the national exhibition organization having Allied rejoin COMPO.

The action was taken at an all-day meeting of COMPO at the Sheraton Astor Hotel here during which the group also voted to amend certain bylaws of COMPO and named a committee (Continued on page 6)

FCC Will Release TV Network Study Sept. 30

From THE DAILY Bureau
WASHINGTON, June 19—The Federal Communications Commission announced the report of its television network study staff would not be ready until Sept. 30.

Originally the report was to be sub-

(Continued on page 8)

Annual Hospital Fellowship Set Up in Honor of Montague

The establishment of an annual A. Montague fellowship of the Will Rogers Memorial Hospital was announced last night by S. H. Fabian, Will Rogers treasurer, as the highlight of the testimonial dinner for Montague at the Waldorf-Astoria here honoring him for his "many years of productive service" as president of the industry's own hospital.

The dinner was attended by over a thousand key personalities of the motion picture industry, stage, radio and television and of medical and civic circles. Harry Brandt was general chairman of the event.

The new fellowship award will be for $2,500 and three months study at

(Continued on page 4)

Highlights of Compo Conference

Ratified the industry building program for launching before Oct. 1

Authorized reopening of negotiations for Allied States Association to return to COMPO membership

Set annual COMPO dues drive for late in August

Authorized further negotiations for TESMA to join COMPO

Amended the COMPO by-laws from unanimous rule to 75 per cent majority rule.

NARTB Board Urges Drive Against Toll-TV

By J. A. OTTEN
WASHINGTON, June 19—The television board of the National Association of Radio and Television Broadcasters today urged members to launch an all-out campaign informing the public of what it would lose if pay television were authorized in the free television band.

In a formal resolution adopted at

(Continued on page 6)

Compo Approves Multi-Million Dollar Financing

The Council of Motion Picture Organizations yesterday ratified the joint industry 11-point business building program for launching before Oct. 1 with the inclusion of an institutional advertising campaign and also authorized the raising of a fund to finance the program by a levy of 10 cents per membership.

The action was taken by the industry group at a meeting here yesterday of its board of directors and executive committee.

COMPO named a committee of five—A. Montague of the Motion Picture Association of America; Ernest G. Stellings of Theatre Owners of America, plus three other representatives—to handle the drive for rais-

(Continued on page 6)

Universal 2nd Quarter Net Profit Up $438,874

A second quarter net profit of $1,563,837 for Universal Pictures Company, representing an increase of $438,874 over the corresponding quarter of last year did much to offset a drop of $618,634 for the first quarter, according to a 26-week statement released by the company yesterday.

For the 20 weeks ended May 4.

(Continued on page 4)

Fox Confirms Newsreel Switch to CinemaScope

Conversion of Movietone News to CinemaScope, reported in Movietone Newsreel Daily Tuesday, was confirmed yesterday in an announcement from 20th Century-Fox. The announcement said that the decision, reached at a conference of executives called last week by Spyros Skouras, was made in a search for a completely new format "to insure"
U. A. Returns

(Continued from page 1)
more in advancing the welfare of the industry as a whole.

That negotiations for UA to re-
aliunde right with the industry pro-
duction-distribution group were being
discussed by Johnstone and UA presi-
dent Arthur B. Krim was first re-
vealed early in May.

UA has twice resigned from the
MPAA. The second time was in De-
ember, 1935, and came as a result of
the upholding by the MPAA board of
Chiefs of the Motion Picture Prod-
tion Code Administration to with-
hold approval of "The Man with the
Golden Arm," a film dealing with
narcotic addiction.

Resigned First in 1945

The first UA resignation took place in
1945. It was by unanimous consent of
a management team headed by Krim
and board chairman, Robert S. Ben-
jamin, was not in control. They re-
plied for MPAA membership and were
accepted in September, 1954.

Even while not a member of the
Association UA took an active role in
the group's activities, including sub-
mission of reports and copies of ad-
vertising and campaigns for ap-
proval. UA has been an active mem-
ber of the Motion Picture Export
Association all along.

"U" Second Quarter

(Continued from page 1)
1957, net earnings were $1,727,6-
03 after paying, $1,705,000 for
en for Federal income tax. For the cor-
responding 26 weeks of 1956 net earn-
ings were $2,017,383 after providing
$1,885,000 for Federal income tax.
Net earnings for the first quarter of
1957 were $163,786 compared to a net
of $1,123,420 for the first quarter of
1956.

The 26-week earnings figure, after
dividends on preferred stock, is equi-
ivalent to $1.74 per share on the 927,254
shares of common stock out-
standing on May 4, 1957.

Allied of Wisconsin

(Continued from page 1)
treasurer; Harold Pearson, executive
secretary, and S. J. Goldberg, na-
tional director. Edward Johnson was
elected vice-president and Evelyn
Gutenberg secretary.

Trampe delivered an address de-
scribing the work of Variety Club's
Eyepath Clinic in Milwaukee, after
which the convention passed a re-
solution congratulating A. Montague, vice-president of
Columbia Pictures, honored today in
New York as the first of the 150 indi-
viduals who will be honored with the
Will Rogers Memorial Hospital at Saranac Lake, N. Y.

Arkansas House Burned

OSCEOLA, Ark., June 19.—Fire of
undetermined origin destroyed the
Gen Theatre here. Leroy Owens and
B. Frank Williams, owners, estimated the loss at $100,000.

Hospital Fellowship Honors Montague

(Continued from page 1)
the hospital and research laboratories
at Saranac Lake, N. Y. It will go an-
ually to a "distinguis hed doctor or
scientist in the field of chest dis-
ases."

Further tribute was paid to Mont-
ague with the presentation of a sil-
ver testimonial plaque by his son
R. J. O'Donnell, chairman of the hos-
pital board. The plaque bears a scul-
pture of Montague and the hos-

Artists Participate

The evening's entertainment con-
sisted of a special tribute to the
host of honored man of the highest
career described by a number of
performers. The program was written
and produced by Morton Sunshine
and featured Tony Arden, Guy Col-
by, Patricia Graham, Helen Hayes,
Nancy Kelly, Elaine Malbin, Clift
Roberson, Abbott Lee Ruskin, Jack
Russell, Terry Saunders, Judy Scott,
John Smith, Barbara Stack, "Doc" Stew-
man, and Julie Wilson, among others.

Among the highlights of his ca-
are reviewed in the program were the
following:

His early start as a piano sales-
man in Boston while he was taking
piano lessons; a boyhood start as an
usher at the Hollis Street theatre in
New York; and a gesture of great
leadership in his own industry, with
of his fellow man are an

Fox Confirms

(Continued from page 1)
the unique reportorial coverage
of the newsmen, who not only pro-
vide a valuable, informative and enter-
aining addition to every motion picture
program . . . and to make it more
appealing to the motion picture ex-
thibitor and the public." 

Skouras appointed Edmund Reek,
production chief of the newsmen, to
supervise a planning committee to
oversee the conversion, Earl Spon-
able, 20th-Fox research director, and
Alan E. Frendeman, president of De-
Luxe Laboratories, will head a com-
mitee to implement the technical
representation of the reel. More than
200 Movietone cameramen—through-
out the world will be equipped im-
mEDIATELY with Cinemovpe loops.
The reel will continue to issue two
editions a week.

Executives attending the special
meeting included Budder Adler, ex-
ecutive vice-president; David W.
Miche1, executive vice-president,
vice-presidents Joseph H. Moskowitz
and Charles Einfeld, 20th Interna-
tional president; Columbia general
sales manager Alex Harrison, secre-
tary-treasurer Donald Henderson,
International vice-president
Emmanuel Silverstone, Reck, Spou-
gle, Freedman, and Robert E.

Exhibitor-Made 'Bayou'

(Continued from page 1)
HOLLYWOOD, June 19.—The exec-
utive and producer of "Bayou," re-
duced, the house average in its first
40 engagements in New Orleans,
Birmingham, and other cities in the
region where the story is laid, ac-
cording to a report received from
exhibitor M. A. Rippa and his co-
producer, Edward I. Fessler.

Rippa and Fessler produced the picture, being distributed by United
Artists, on the theory that the prod-
uct shortage can be ended for all
those who joined in each exchange area
follow their example and produce at least one picture each year.

The report states the New Or-
leans Saenger grossed $19,000 the
first week, against $12,000 average;
Montague's "Woman," $12,200; "Re-
other first runs proportionally.

Bragg, assistant research director of
the executive office, is the son of
Also Martin Moskowitz, Eastern
division manager, Glenn Norris, Cen-
tral-Canadian division manager, Les-
lie Goldwater, assistant president, and
in charge of the Secretary of
Television.

"Bayou," was produced from a novel
double the house average in its first
season. It has been postponed twice
since its opening, but it's success is
the reason for its current engagement.

The picture received its New Or-
leans opening May 25. Since then it
has played more than 20 engagements
in different parts of the South and
is scheduled to open in Houston, San
Antonio and other cities.

4 Fox Heads

(Continued from page 1)
Skouras, president; Donald Hen-
lextive vice-president; and Otto Koe-
gel, chief attorney. They join four
NTA officials—Landau, Oliver A. Un-
er, executive vice-president; Harold
Goldman, vice-president and director
of sales; and Edythe Reins, vice-
president on the board of directors of
NTA.

Fox obtained 50 per cent of the
outstanding stock of NTA from Na-
tional Telefilm Associates on Oct. 29,
1956, when NTA acquired television
erights to a large number of feature
films from the Fox library.

Fox also announced that the elec-
tions bring four top executives of Fox
into the active management of the
film network, which began com-
mmercial operations April 1, 1957.

"This is the first time that Skouras
has taken such active participation
in the operation of our television net-
work and we are delighted to have
each experienced veterans of the ex-
tertainment field on the board of
NTA Film Network," Landau said.

"We look forward to even closer
operation between the network and
the superb production facilities of
20th Century-Fox."
THANKS

to
TONY MARTIN
for his unusual performance and magnificent singing in
"Let's Be Happy"

to
VERA-ELLEN
for her exquisite portrayal and inimitable dancing in
"Let's Be Happy"

to
HENRY LEVIN
for his deft and sparkling direction of
"Let's Be Happy"

to
NICHOLAS BRODSZKY and
PAUL FRANCIS WEBSTER
for their winning combination of Hit Parade Music and wonderful lyrics in
"Let's Be Happy"

to
AL SENDREY
for his extraordinary musical arrangements in
"Let's Be Happy"

And Thanks to the Others Who Contributed.

Marcel Hellman*

"Let's Be Happy"
A MARCEL HELLMAN CinemaScope - Technicolor Production • Released thru Allied Artists

* IN PREPARATION — "SARA DANE" based on the best selling novel by Catherine Goskin • "MEET MISS MORGAN"
NARTB Board

(Continued from page 4)
a meeting here, the board also reaffirmed its opposition to proposals made to the Federal Communications Commission which would put TV into the television broadcast wavelength.

John E. Fetzer, television board chairman, warned that pay television, to force the public to pay for what it now sees free, would put the greatest economic burden on those who can least afford it. He declared that pay television would disrupt the "present excellent progress" made by television broadcasting in bringing more and better free service to the public.

Committee Formed

The board authorized the formation of a three-man committee to "oppose toll television schemes." C. Payton Hall, C. Wrede Petersmeyer and W. D. Rogers were named to the committee, but the program is still to be worked out.

FCC to Release

(Continued from page 1)nded in June 30. The staff has been carrying on an intensive investigation of the television networks, under a committee of four FCC commissioners.

The FCC announcement said "steady progress" was being made on the study, but that the problems were complex, the data to be analyzed voluminous, and the work made more difficult by the refusal of four television film producers to cooperate with the committee.

B. E. Hoffman Honored

NEW HAVEN, June 19.—B. E. Hoffman, of Connecticut Theatres, will be honor guest at a testimonial dinner on Monday given by New Haven Jewish Community Center for his "distinguished and devoted service to the community, to Judaism and the State of Israel." George Jessel will be one of the speakers. Prominent industry figures will attend.

Start of Business Building Plan Asked

Seek Allied's Return to Compo

(Continued from page 1)
ing funds to finance the business building program. The drive is to start on August 1 and is based on a levy of four tenths of one per cent of each theatre's film rental of last year which will be paid into COMPO on a monthly basis. Exhibitor collections are expected to reach $1,400,000 with the MPAA matching this figure dollar for dollar.

Montague, speaking on behalf of the MPAA, said that the film companies and their salesmen would attempt to collect the pledges from exhibitors who go along with the business building program. He and Roger H. Lewis, chairman of the MPAA advertising and publicity directors committee, will now take the COMPO proposal to the MPAA board of directors for approval.

The COMPO group voted to make the business building program an annual feature. It includes the Academy Awards Sweepstakes, the Audience Awards, a community reel short subject, a product trailer, an industry radio program, personality shows, a national advertising campaign for theatres, visits to editors and publishers, reduction in advertising bills, a market survey, and implementation of the program. The entire program and estimated cost were outlined to the COMPO meeting by Frank H. Timm, chairman of COMPO's press relations committee.

Institutional Drive Urged

During the morning session yesterday, representatives of exhibitors urged that COMPO immediately launch an institutional advertising campaign for the industry as on going. The leaders of the proposed business building program I was pointed out that if such an institutional campaign were not started to get people back into the theatre — the Opinion Research Co. Princeton expects to complete its survey on this issue next September —to coincide with the summer business season. "We should not accept the 11-point business building program as proposed."

This viewpoint was reported following the morning session of the TOA's top officials of Theatre Owners of America and the Metropolitan Motion Picture Theatres Association.

"Re-Selling' Seen Vital

TOA's president Stellings and other exhibition officials, among them being Walter Reade Jr., Sam Roscn and Emmanuel Frisch, board chairman of MMPTA, pointed out to COMPO that theatres have lost out as an institution and that it is necessary to immediately re-excite the theatres to the public. "If we fail for the conclusion of the survey, we will lose out further," it was main tested.

Stellings, who declared that TOA still wants an institutional campaign, said that unless "it was included in the business building program, TOA will not accept the program and we will go to the exhibitors." He also stated that TOA feels that at least $3,000,000 is needed for the entire business building program and an institutional advertising campaign.

Top Officials Attend


Also Eugene Picker, John Phillips, Solomon Strausberg, Harry Mandell, Emerson, Sol A. Schwartz, Pat McGee, Ernest Stellings, Emanuel Frisch, Joseph Pear.

Also Leo Brecher, Jay Emanuel, Walter Reade Jr., Herman Levy, George Keratoets, Al Pickes, M. A. Lightman, Jr., William White, Sam Rinzler, Martin Quigley, Jr., Sam Pinasaki, Robert W. Coyne, Charles E. McCarthy, Harold Saize, and Stanley W. Penson.

and publishers, reduction in advertising bills, a market survey, and implementation of the program. The entire program and estimated cost were outlined to the COMPO meeting by Frank H. Timm, chairman of COMPO’s press relations committee.

Institutional Drive Urged

During the morning session yesterday, representatives of exhibitors urged that COMPO immediately launch an institutional advertising campaign for the industry as on going. The leaders of the proposed business building program I was pointed out that if such an institutional campaign were not started to get people back into the theatre — the Opinion Research Co. Princeton expects to complete its survey on this issue next September — to coincide with the summer business season. "We should not accept the 11-point business building program as proposed."

This viewpoint was reported following the morning session of the TOA’s top officials of Theatre Owners of America and the Metropolitan Motion Picture Theatres Association.

"Re-Selling’ Seen Vital

TOA’s president Stellings and other exhibition officials, among them being Walter Reade Jr., Sam Roscn and Emmanuel Frisch, board chairman of MMPTA, pointed out to COMPO that theatres have lost out as an institution and that it is necessary to immediately re-excite the theatres to the public. "If we fail for the conclusion of the survey, we will lose out further," it was main tested.

Stellings, who declared that TOA still wants an institutional campaign, said that unless “it was included in the business building program, TOA will not accept the program and we will go to the exhibitors.” He also stated that TOA feels that at least $3,000,000 is needed for the entire business building program and an institutional advertising campaign.

Top Officials Attend


Also Eugene Picker, John Phillips, Solomon Strausberg, Harry Mandell, Emerson, Sol A. Schwartz, Pat McGee, Ernest Stellings, Emanuel Frisch, Joseph Pear.

Also Leo Brecher, Jay Emanuel, Walter Reade Jr., Herman Levy, George Keratoets, Al Pickes, M. A. Lightman, Jr., William White, Sam Rinzler, Martin Quigley, Jr., Sam Pinasaki, Robert W. Coyne, Charles E. McCarthy, Harold Saize, and Stanley W. Penson.

C A P I T A L W A N T E D

$35,000

To be used to purchase established commercial printing plant in Florida. The business will be used as security on the loan which will be repaid at $7,000 per year for 10 years in order to give attractive return on investment. If interested in proposition as outlined, write P.O. Box 1396, Sanford, Florida.
**Television Today**

**Find Code Maximum on Commercials Observed**

From THE DAILY Bureau

WASHINGTON, June 18. — Stations subscribing to the television code of the National Association of Radio and Television Broadcasters are well within code limits in the amount of commercial time used on their feature length film programs, according to a survey made recently by the NABRT code review board.

At a meeting held in Washington yesterday and today, the code review board reported that it had monitored 226 feature length programs put on by 49 stations in 24 cities. In no case, the board said, did a station exceed the code maximum for commercial time, and only one-fourth of the stations monitored used half or less than the prescribed time. The survey covered only programs of an hour or more broadcast after 6 P.M.

**Consider Use of Code Seal**

Board chairman William B. Quar-ron announced that members of the national association members of the Alliance of Film Producers next November in Hollywood to discuss the use of a code seal for films made by Alliance members as well as other code matters. The Alliance joined the code six months ago.

**Miami Station WPST-TV Joins ABC Network**

WPST-TV will become the ABC Television network's primary affiliate on VHF Channel 10 in Miami, Fla., another of the nation's top 20 markets when the station goes on the air July 1. Announcement of the affiliation was made today by Walter Koesler, general manager of WPST-TV, and Alfred R. Beckman, vice president in charge of station relations for the network.

**National Airlines Subsidiary**

WPST-TV is owned and operated by Public Service Televison, Inc., wholly owned by National Airlines. The channel 10 station will operate with 316 kw video power and 189 kw audio power in the 17th market in retail sales nationally and the first in the State of Florida.

**ABC Promotes Wyatt**

Eugene C. Wyatt has been promot-ent national sales manager for the ABC Television Network. His new title was announced by Sherman Chapin, vice-president in charge of sales for the ABC Television Network. Wyatt will head sales and sales service for the ABC television Network of the various divisions, including Eastern, Central, Detroit and West Coast.

**Review:**

**The Curse of Frankenstein**

Warner Bros.

That famous and fascinating monster, originally conceived in the highly romantic novel of Mary Shelley 100 years ago, is here restored to its proper role in the living cinema. After 90 years of playing straight man to various slapstick comedians, the monster-of-many-parts is, in this British production, once again to be reckoned with seriously within that highly specialized genre of the romantic horror fiction.

"The Curse of Frankenstein" may not be the best, or even one of the most exciting horror films ever made, but it is certainly one of the two or three most gory. The audience is presented with what is, in effect, a practical guide on how to put together your own monster, should you have the spare parts around. As outlined by Barbra Streisand, if you first find a body and if the head is in bad shape (the buzzards may save eaten away the essential inner workings), you carve it off (just below camera range) and look for another. Thereafter, you watch the obituaries in the Munich Daily Star, and when a musician dies, you go off to the graveyard and bring back his hands. You get the new eyes in the same way. For the brain, however, it may be necessary to invite a brilliant old professor to your home, wine him and dine him, then push him over a balcony.

The greater part of the film is occupied with this sort of business, most of it explicit. The result is a lot of it fairly shocking. What makes it palatable to the non-sadist, is that it's treated more or less in the Grand Guignol tradition of macabre humor. Barbra Streisand's activities are so far beyond belief that they eventually seem rather droll variations or ordinary human behavior.

James Sangster's original screenplay, however, is short on suspense and mood. With the exception of the opening and closing shots, showing the Baron, a madman awaiting execution in an eerie mountain prison, most of the action takes place in the Baron's rather ordinary middleclass home where the Trapp Family would probably find comfortable. His laboratory looks like Dad's workshop might if Dad had started playing around with Junior's chemistry set. Even the monster himself is not so shocking as he might be, due, perhaps, to the color photography. The latter, so effective when someone gets shot in the face (red splatters over everything) also shows up the monster's elaborate makeup job. Frankly he looks like somebody who'd fallen into a flour barrel.

The exhibitor should not worry that the plot line is utterly simple, since it has the virtue of straightforward story-telling, or that the cast is totally unknown this side. The picture is not for children, but it can be handsomely exploited for adult fans. In principal roles are Peter Cushing, as the Baron; Hazel Court, as his pretty, innocent fiancee, and Robert Urquhart, as the scientist who denominates the experiments. Most effective is Melvyn Hayes, who, playing the Baron as a young boy, has a weird and diabolical quality missed in the later scenes.


**Vincent Canby**

**Building Parking Lot**

BALTIMORE, June 19—The Cinema, an art house here, is completing construction of a parking lot in the rear of the theatre to accommodate 80 cars. The house is a unit of Schwarz Theatres and is managed by Charles Spenseler.

**'Island' Big 1st Week**

Darryl F. Zanuck's "Island in the Sun" turned in a $150,000 opening weekend at New York's Roxy surprising "Anastasia" and "Heaven Knows, Mr. Allison," according to Robert C. Rothfeld, managing director of the theatre.

**Shearer-Stewart Deal**

SEATTLE, Wash., June 19—(B. F. Shearer Co., distributors of the equipment and furnishings with offices in Portland, San Francisco and Los Angeles and here, has announced that it will handle theatre screens of the Stewart Trans-Lux Screen Corp., in a new association.

**$150,000 for 'Prince'**

Warner Bros. "The Prince and the Showgirl" was expected to wind up the first week of its world premiere engagement at the Radio City Music Hall with a strong $150,000 last night.

**CBS Names Graham**

Harold Graham, Jr., has been appointed program executive of the CBS-TV network program department, Hollywood. In the newly created post, he will function primarily with advertisers, coordinating program and talent matters with all advertisers of network shows originating in Hollywood. He was formerly with McCann-Erickson, Inc.

**Five NBC Operas Set**

Five opera productions by the NBC Opera Company are scheduled for the 1957-58 season. French audiences "Dialogues of the Carmelites" will introduce the series on Dec. 8.

**ASCAP Offers Program Guide to Radio, TV**

ASCAP sales manager, J. M. Collins, has announced the release this week of a special issue of the ASCAP Program Guide to radio and television program directors and advertising agencies. The release, known as "The ASCAP Musical Almanac," is the first of a series and covers the months of July, August and September.

The Almanac contains lists of suggested recordings of popular and classical compositions appropriate to weather, items of historical and national interest, music festivals, travelogues and special events. The next issue of the "Almanac" will cover the fall season, and will be ready for the months of October, November and December.

**Four Named to Staff Of 20th-Fox TV Unit**

An expansion program in commercial film production at TCF-TV, the 20th Century-Fox subsidiary, has been disclosed by Gordon S. Mitchell, president of All-Scope Pictures, which operates as the CTF-TV commercial film division. He announced that Chester Glassley, former president of Five Star Productions, and three others are joining the organization.

Other additions to Mitchell's staff include Penrod Dennis, formerly of Young & Rubicam, who will act as production coordinator; Joseph Orland, formerly of Five Star, who will serve as assistant to Glassley; and Howard Freeman, formerly of Five Star, editorial assistant. Glassley will be associate producer and serve as assistant to Mitchell in the handling of many commercial films now in work at TCF-TV.

"Our organization is enjoying an unprecedent period in its history when commercial film production is usually a low ebb," Mitchell said.

---

**Thursday, June 20, 1957**

**MOTION PICTURE DAILY**

**7**
Kiss ... and make-up

Sharp, indeed, is the eye of the camera. Scarcely sharper than the eyes of the seasoned movie-goer. Stars must be perfect—in every detail—always! Constant care makes this possible. Constant care in every aspect of make-up, setting, lighting! Making co-ordination like this work is but one of the many facets of the Eastman Kodak Technical Service for Motion Picture Film... that and the ability to provide a motion picture film for every purpose. Inquiries invited.

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.
Offices at strategic centers

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

Midwest Division
130 E. Randolph Drive, Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.
**MPAA, British Technicians Talk on Limiting Foreign Talent in U. K.**

*From THE DAILY Bureau*

LONDON, June 20—Following a meeting held here today under the auspices of the Labour Ministry, representatives of the Motion Picture Association of America and the Association of Cinematograph and Allied Technicians (ACTT) mutually agreed that it "should be possible to impose a reasonable limitation on the employment of foreign producers and directors, thus ensuring that a proper proportion between British and foreign employment in this field will be maintained." They agreed to continue discussions at a further meeting July 4.

The ACTT agreed to suspend its ban, tentatively imposed July 1, which would prevent ACTT members from working for producers who had not reached agreement with the unions. Subsequent to its meeting with the MPAA, ACTT met with the Federation of British Film Makers, with the understanding that final discussions with the latter will be postponed until the MPAA negotiations are concluded.

**Slate Re-Election of Hospital Officers**

All officers of the Will Rogers Memorial Hospital at Saranac, N. Y., are expected to be reelected at the annual meeting of the hospital's board of directors tomorrow. Officers are A. Montague, president; Robert J. O'Donnell, chairman of the board; Harry Brandt, Charles J. Feldman, Robert Mochrie; Herman Robbins, Fred J. Schwartz, Sam J. Switow; Joseph R. Vogel, Richard F. Wals, and Murray Weiss, vice-presidents; Max A. Cohen, secretary; S. H. Fabian, treasurer; Sam Rosen, assistant treasurer. Additions to or substitutions for vice-presidencies are likely.

The election will be held at Herman Robbins' Edgewater Motel, Schroeve Lake, N. Y., tomorrow, where the hospital's annual meeting traditionally takes place.

**Para. International Shifts Two Executives**

Key overseas management shifts in two Paramount International divisions have been set to take place early in July, according to James E. Perkins, executive vice-president of Paramount International Films, Inc.

R. L. Graham, the company's top representative in Argentina since June, 1950, will leave Buenos Aires to become managing director for....

**Wisc. Exhibitors**

**Doubt Benefit of Telemovies To Theatres**

Fear Cable Theatre Would Spread Beyond Residences

*Special to THE DAILY*

ELKHART LAKE, Wis., June 20—Exhibitors attending the convention of the Independent Theatre Owners of Wisconsin here expressed strong doubts that the cable theatre will prove beneficial to them after hearing a speech on the subject by Z. H. Garfield, assistant to the president of Jerrold Electronics Corp., televisions organization currently active in the field.

Garfield told the delegates that the cable theatre is not designed to put motion picture theatres out of business.

(Continued on page 4)

**Harry Lamont Is Dead; Long a N. Y. Exhibitor**

*Special to THE DAILY*

ALBANY, N. Y., June 20 — Harry W. Lamont, 53, president of Lamont Theatres, long a director of Theatre Owners of America, former chief banker of Albany Variety Club and chairman of its Heart Fund since 1953, died suddenly of a cerebral hemorrhage early today at Alexandria Bay. He had gone there

(Continued on page 6)

**"Island" Doing Well In Southern Cities**

Daryl F. Zanuck's "Island in the Sun" is registering outstanding grosses in its first week at theatres in a number of Southern cities, 20th Century-Fox reported yesterday.

At the Balto Theatre in Louisville (Continued on page 6)
ALEX HARRISON, 29th Century-Fox general sales manager, has arrived in Denver from New York.

GEORGE KERASOTES, chairman of the executive committee of the United States Chamber of Commerce, returned to Springfield, Ill., yesterday from New York.

BURT LANCaster will arrive in New York today from the Coast.

ROBERT LIPPERT, 20th Century-Fox producer, has returned to Hollywood from New York.

HENRY FONDA left New York yesterday for Germany.


R. R. KAUFMAN, president of Guild Films, has left New York for Mazatlan, Mexico.

Todd Asks Cancellation
Of '80 Days' 1957 Tax

From THE DAILY

HOLLYWOOD, June 20 — The Michael Todd Co., which last week sought reduction of a county tax on "Around the World in 80 Days," today filed application with the county board of supervisors asking total cancellation of the $15,577 ($105,063) and refund on the $1050 tax on the ground that the "negative is not, as has been the view of the county assessor, assessable personal property, but is an intangible which has no value or property tax under California law."

Todd attorneys pointed out that county tax in past has ranged from as much as $40,000 on a two-million-dollar picture to more than a quarter-million on "The Ten Commandments," with nobody challenging the legality, and that the present Todd proceedings, if successful, would open way for all producers to claim a refund for all taxes paid in the past three years.

250 Book 'Love'

Allied Artists' "Love In The Afternoon," will be released nationally during July and August with over 250 key city bookings already set, according to Mr. Romy Goldstein, vice-president and general sales manager.
Happy N. Y. Premiere for 'The Happy Road'

Crowds assembled at the Plaza Theatre early last night to catch glimpses of the prominent guests and celebrities who attended the American premiere of Gene Kelly's latest picture. Kelly graciously signed autographs where spectators managed to break through the police lines.

It was a happy occasion last night at the Plaza Theatre when M-G-M's "The Happy Road" made its bow for the benefit of the French Hospital. There were numerous stars and other celebrities on hand for the event which marked Gene Kelly's debut as producer, director and star. The story delightfully tells of two youngsters who run away from boarding school in France and the merry chase their parents lead to catch up with them. There are many laughs to bolster the incidents that take place. The picture already has won wide acclaim, having been selected as Picture of the Month by Good Housekeeping magazine, Redbook, Coronet, among others. Opinion makers also have praised it. Included in this category are such names as Bennet Cerf, TV panelist, publisher and author, who hails it as "The most beguiling picture of the year—funny, charming and romantic." Then there is Dorothy Kilgallen, syndicated columnist, radio commentator and TV panelist, who commented, "An enchanting movie full of laughs—and heartwarming too. The whole family will get a kick out of this one. I loved it." Parents Magazine also awarded the film a bronze medal for special merit.

William Evans, manager of the Plaza, officially welcomes Gene Kelly, his mother, Mrs. H. C. Kelly, and his sister-in-law, Mrs. Fred Kelly, who came from Pittsburgh to attend the momentous event.

Leo Brecher, left, owner of the Plaza Theatre, and Mrs. Brecher greet Eugene Blanc, president of the French Hospital, which benefitted by the premiere, and Mrs. Blanc.

Inger Stevens, who co-stars with Bing Crosby in "Man on Fire," is shown with Howard Dietz, Loew's, Inc., vice-president, upon their arrival at the theatre.

Ray Heatherton, of WOR's "Luncheon at Sardi's," tapes an interview with Jules Munshin, one of the stars of M-G-M's "Silk Stockings."

M. George Fieschi, French consul, one of the many distinguished guests, congratulates Eugene Blanc, president of the French Hospital on the large turnout for the benefit premiere of "The Happy Road."
Today

Who's Where

Doubt Benefit

Edward L. (" Ned") Koenig, Jr., has been appointed vice-president in charge of sales for Hal Roach Studios. Koenig, who joined the company in 1954, has served as general sales manager for the studios and as executive assistant to Hal Roach, Jr., president.

Bernard Goodwin, president of the DuMont Broadcasting Corp., has announced the appointment of James Foreman to the post of production manager of WTTG, Washington, D.C. James Anderson, formerly station manager of WTTG, has been transferred to the DuMont New York office.

The promotions of Henry Hede to Eastern sales manager and of John Fitzgerald to director of sales service for the ABC Television Network, were announced by Eugene C. Wyatt, national sales manager for the ABC-IV. Hede has been business manager of TV network sales while Fitzgerald has been assistant business manager for ABC-TV network sales.

Sid Mesibov has been appointed director of special exploitation projects for the ABC Television Network. For the past two and a half years, since its inception, he has been director of publication relations for the Television Bureau of Advertising.

New CBS Building

Begun in Hollywood

CBS Television has announced the start of construction of new facilities designed to increase the creative and productive capacity of Television City, Hollywood, and to be finished by late 1958. The facilities include two new studios, seven new rehearsal halls, a major expansion of the service complex including provision for making and storing the many elements required for program production, and a new administration building. The new CBS Television studios and offices will be integrated with the existing ones. The largest ever built for television, it will have a floor area of 14,100 square feet, 2,100 feet larger than the existing studios.

Radio Pioneer Dies

Cyril Oueltie Langlois, founder and chairman of the board of Langworth Feature Programs, Inc., died Tuesday following an extended illness. He was 64. Langlois was one of radio’s early producers of transcribed feature programs and was an outstanding contributor to the development of higher quality programming for radio stations.

Television

Today

Who’s Where

Doubt Benefit

Edward L. (" Ned") Koenig, Jr., has been appointed vice-president in charge of sales for Hal Roach Studios. Koenig, who joined the company in 1954, has served as general sales manager for the studios and as executive assistant to Hal Roach, Jr., president.

Bernard Goodwin, president of the DuMont Broadcasting Corp., has announced the appointment of James Foreman to the post of production manager of WTTG, Washington, D.C. James Anderson, formerly station manager of WTTG, has been transferred to the DuMont New York office.

The promotions of Henry Hede to Eastern sales manager and of John Fitzgerald to director of sales service for the ABC Television Network, were announced by Eugene C. Wyatt, national sales manager for the ABC-IV. Hede has been business manager of TV network sales while Fitzgerald has been assistant business manager for ABC-TV network sales.

Sid Mesibov has been appointed director of special exploitation projects for the ABC Television Network. For the past two and a half years, since its inception, he has been director of publication relations for the Television Bureau of Advertising.

New CBS Building

Begun in Hollywood

CBS Television has announced the start of construction of new facilities designed to increase the creative and productive capacity of Television City, Hollywood, and to be finished by late 1958. The facilities include two new studios, seven new rehearsal halls, a major expansion of the service complex including provision for making and storing the many elements required for program production, and a new administration building. The new CBS Television studios and offices will be integrated with the existing ones. The largest ever built for television, it will have a floor area of 14,100 square feet, 2,100 feet larger than the existing studios.

Radio Pioneer Dies

Cyril Oueltie Langlois, founder and chairman of the board of Langworth Feature Programs, Inc., died Tuesday following an extended illness. He was 64. Langlois was one of radio’s early producers of transcribed feature programs and was an outstanding contributor to the development of higher quality programming for radio stations.
To Watch FCC
(Continued from page 1)
desperately and has not infrequently
failed to conform its regulatory activ-
gates to the letter and spirit of the anti-
trust laws.” However, he also again
urged that the subcommittee felt that the FCC and Justice Depart-
ment have ample statutory authority to cor-
rect most present restrictive practices, and that “the solution does not lie in
the enactment of extensive new legis-
lation but rather in the exercise by the
government of its powers of authority
which they have already been
provided.”
Celler said he was introducing to-
day a bill to make the Robinson-Pat-
man act apply against discriminatory
discounts on broadcast time and on
other service sales. Now it applies
only to the sale of goods. This was
the one area where the judiciary re-
port said legislation was needed.
The Bar Association speech re-
viewed much of the recent subcommit-
tee report.

Hospital Officers
(Continued from page 1)
lowing the directors’ annual visit to
the hospital premises.
A delegation of nearly 100 will
leave here by special train tonight,
arriving at Wadsworth Lake in the morn-
ing for an all-day visit and inspection.
A luncheon program at Will Rogers
Hospital will be a feature of the day
with the directors and their guests
leaving the motor court later for
Sherwood Lake, where they spend
Friday and Saturday nights as guests
of Robbins and his sons, Al, Burr
and Norm. The party returns to
New York Sunday afternoon.
In addition to the directors and
their customary guests, this year ex-
hibitor and distributor representatives
from every exchange city have been
invited to join the group.

Brogden, Journalist
Dies; Services Today
From THE DAILY Bureau
HOLLYWOOD, June 20 – Private
funeral services will be held tomor-
row at Forest Lawn for William
Brogden, 48, widely known Holly-
wood trade journalist and reviewer,
who succumbed this morning to a
heart ailment after several months of
illness.
The deceased, who signed his copy
“Brog,” joined the late Arthur Unger
in the Coast office of weekly
“Variety” 24 years ago as the office
boy, becoming a reporter and re-
viewer four years later when “Daily
Variety” was established. His widow,
Flavia, and a son, William Jr., sur-
vive.

‘Love’ Field Force
A special field force of 12 men has
been assigned by Allied Artists to ex-
plot the Billy Wilder production
“Love In The Afternoon.” The field
force, one of the largest in the com-
pany’s history, will cover all the key
cities and many sub-keys.

REVIEW:
Bernardine
20th Century-Fox—CinemaScope

“Bernardine” is a picture for and about teen-agers which is somewhat
unusual in these days for its avoidance of the overworked juvenile delin-
quency theme. The adolescents in this film come from well-to-do fami-
lies, and their major problems concern whether they will pass their
school exams and who their date will be for Saturday night. Such crises
are treated lightly and humorously for the most part in “Bernardine”
and go to make up a pleasant and wholesome piece of summer enter-
tainment.

As far as the box office it will cause its greatest stir through the presence
in the cast of Pat Boone, the crooner who currently is one of the
idols of the younger set. He is a personable, clean-cut and average-
looking young man who easily typifies the boy-next-door. This is his
screen debut, and he is relaxed and natural before the camera. He sings
three songs in the picture in an easy, straightforward style, the best
of which is a ballad called “Love Letters in the Sand,” already a top
hit on the disc jockey circuit.

There are also several other new and fresh young faces in this
film, the most promising of whom would seem to be Richard Sargent,
who plays Boone’s best friend and associate in his high school club. He,
too, has an ingratiating personality. Other members of the club are
enacted by Val Benedict, Tom Pittman, and Ronnie Burns.

Of some significance to older moviegoers is the return to the screen
in “Bernardine” of Janet Gaynor, who plays Sargent’s widowed mother.
It is at the scene star of the original “A Star Is Born” again; she has
aged gracefully and still can give a good performance. Also on hand
to represent the distaff is Terry Moore as a girl pursued by Sargent.

Most teen-agers attracted to this film will recognize and identify with
such symbols as sneakers and sweaters, kodak and jamboree, boxes,
high school clubs, problems of dating, and the desire to own one’s own car.
These are part and parcel of a somewhat jerry-built script which
concentrates ultimately on Sargent’s search for a steady girl. The picture
is based somewhat loosely on a stage play by Mary Chase, author of the immortal “Harvey.” The screen play by Theodore Reeves
was directed by Henry Levin and produced by Samuel G. Engel.
Photography in CinemaScope and color by De Luxe gives this light-
weight film a pretty appearance and should help it considerably to
chuck up some good summer grosses.


Richard Gerster

Gov’t Can Sell
(Continued from page 1)
claiming that the remaining 25 per
cent would not be enough to cover the
claims of “non-enemy” stockhold-
ers of the Swiss investment company,
Interhandel. Judge Pine and the Cir-
cuit Court today said the 25 per cent
would be enough and that it was all right
for the government to sell the
75 per cent.

Code Seal to ‘Monkey’;
PCA Appeal Is Dropped

The Production Code Administra-
tion has granted Edward Small a
Code seal for his “Monkey On My
Back” following the producer’s with-
drawal of an appeal of a PCA deci-
sion to withhold the seal. The pro-
ducer also conformed to suggestions
offered on getting PCA approval of the
picture, which deals with narc-
ostics.

Small, last month, filed an appeal
of the PCA action to withhold Code
approval on the grounds that the pic-
ture showed a person receiving a
narcotics injection. The appeal was
withdrewn when Small was told by the
board of directors of the Motion Picture
Association of America, that it fell by
the wayside.

Both United Artists, the distributor of the film, and the MPAA yesterday
had no comment to make on the film’s
receiving a Code seal.

UA this week rejoined the MPAA
following resolution of some difficulties which caused the distribution
company to resign from the MPAA in late
1939. One factor contributing to
UA’s withdrawal then was the make-
up of the PCA Appeals Board. The
MPAA last week revised its Appeals
Board to include independent produc-
ers and exhibitors.

Showman Exhibitor
SKOWHEGAN, Me., June 20 –
Carl Beals, manager of the Strand
Theatre here, for Lockwood & Gor-
dan for many years, died at his home
following a long illness. He was 58.
A son survives.

S. C. Theatre Files
New Anti-Trust Suit

An anti-trust suit, asking $3,500,000
in damages, against several distrib-
uting companies was filed here yes-
day by Carver Theatre, Inc., prop-
ertors of the Carver Theatre in Rock
Hill, S. C. Named as defendants
were Paramount Pictures, 20th Cen-
tury-Fox, Warner Brothers, Loew’s,
Columbia, Universal, United Artists,
Republic, Allied Artists and Buena
Vista.

The suit charges that the defen-
dants have “discriminated” against
the Carver in favor of other exhibitors
in the area. It is claimed that the the-
atre was denied clearances or first-runs
despite the fact that it is not in com-
petition with other theatres since it
serves a colored-patron clientele ex-
clusively.

CAPITAL WANTED
$35,000

To be used to purchase established commercial printing plant in Florida. The business will be used as security on the loan which will be repaid at $7,000 per year for
10 years in order to give attractive return on investment. If interested in proposition as outlined, write
P.O. Box 1396, Sanford, Florida.
Columbia Sets Denver Press Junket for '3:10'

A press junket for the world premiere of Columbia's "3:10 to Yuma" in Denver, Aug. 7, has been planned by Paul N. Lazarus, Jr., Columbia vice-president in charge of advertising-publicity. The premiere will be held in the Old Opera House.

Joining the critics in Denver will be the picture's stars, Glenn Ford, Van Heflin, Felicia Farr and Leora Dana, and as additional guests Frankie Laine, Eleanor Powell and others.

Columbia is also making arrangements for "3:10" to play at the Plaza Theatre and the Texas Theatre.

Oscar Mayer to Star in Coogan's Bluff

Actor Brian Donlevy, who was recently in the Coogan's Bluff production in New York, will star in the film version of "Coogan's Bluff," which is being released across the country.

Make plans for

LOVE

IN

THE AFTERNOON

Starring

GARY COOPER

AUDREY HEPBURN

MAURICE CHEVALIER

A hilarious romantic comedy produced and directed by Billy Wilder for Allied Artists, and advertised in the June 22 issue of the Saturday Evening Post for greater audiences and greater audience acceptance.

Harry Lamont

(Continued from page 1)

Tuesday with Mrs. Lamont for a brief rest and fishing trip. He had been suffering from high blood pressure, but the condition was not considered serious.

A native of Niverville, N. Y., Lamont had operated small town movie houses for some 15 years, and conducted drive-ins since 1945. He had served as chairman of the Albany area TOA while it functioned, and had been active in other industry causes for years.

Services will be held Saturday at Tobbatts Memorial Home.

Push 'Rain' Promotion

To mobilize national support behind "A Hatful of Rain" 20th Century-Fox is shipping prints more than eight weeks in advance of release to every U.S. and Canadian exchange chain for special showings to exhibitors, press, radio and TV representatives, and civic, social and religious leaders in each community.
**EDITORIAL**

A Virile Compo

By Sherwin Kane

BOTH the attendance and the accomplishments at last week's meeting of the executive committee of COMPO in New York speak well for the continuing vitality of that organization.

More than 50 committee members and representatives of individual COMPO membership groups, many of them from far distant points, approved the punishing heat and humidity of the city's most uncomfortable week of the year thus far to attend the all-day session. Many from New York and nearby cities left their personal work and social activities to spend the day in the meeting room.

In that is impressive evidence of the lively interest in present and planned COMPO activities and belief in its usefulness for the future. As one speaker said, "If we did not have COMPO, we would feel it necessary to form a comparable organization at once."

On the side of achievement were the substantial moves in furthering plans for the operation of the industry's business building program and for financing it on an effective and continuing basis.

There was the detailed program for continuing the much-needed effort to have the Federal 10 per cent tax on admissions over 90 cents removed. COMPO officials reported that more than 2,500 theatres still are affected by the tax and that the economic health of these theatres is vital because they produce so large a percentage of industry receipts. It was optimistically reported that favorable Congressional action on a proposal to exempt admissions up to $2.50 is a distinct possibility for the future.

In still another area, COMPO adopted a conciliatory attitude toward Allied States, renewing its membership in the organization. Allied's position was not without its staunch defenders at the meeting and, in fact, one member's vigorous criticism of events leading up to the present break-off put members of the COMPO triumvirate on the defensive and evoked detailed explanations of all such events.

The changes voted in COMPO's

(Continued on page 2)

---

**Rogers’ Patient Expansion Called ‘Proudest Milestone’**

By James D. Ivers

SCHROON LAKE, N. Y., June 23—The opening of the Will Rogers Memorial Hospital for the care of industry personnel and their families with any chest disease, instead of just for tuberculosis patients, was hailed as "the proudest milestone of all" in the history of the Hospital by Abe Montagne, president, at the opening of the board of directors meeting here yesterday.

The directors and representatives of exhibition and distribution from all over the country spent Friday inspecting the Hospital at Saranac and then gathered here at Herman Robbins Edgewater Motel for the annual meeting. Highlights of the committee reports were:

- The average number of patients discharged as cured or arrested cases (Continued on page 3)

---

**Censor Bill Dies in Pa.**

Special to THE DAILY

HARRISBURG, Pa., June 23.—The film industry won two legislative victories as the Pennsylvania Legislature adjourned.

Waiting for Governor Leader's signature is a bill passed by both houses in the closing hours to reduce from a maximum of 10 per cent to a maximum of 5 per cent the admissions tax (Continued on page 2)

---

**British Exhibitors Study Raising Admission On Cheaper Seats; Minimize Patron Resistance**

From THE DAILY Bureau

LONDON, June 23—A call to raise the level of minimum seat prices was made at the Leeds and District Cinematograph Exhibitors Association (CEA) branch by W. J. Brown of the 110-theatre Star Circuit. Experiments with prices in various situations had been carried out by Star and it was reported that experience showed that to offer cheaper seats had not increased the number of admissions. At the same time, attendances had not decreased in situations where prices had been raised.

Star, according to Brown, had decided that the cinema-going public were prepared to pay somewhat increased prices in every situation provided the pictures were good. He then asked for urgent consideration of the possibility of increasing minimum admission prices—-from one-shilling to one-shilling-and-halfpence to two-shillings-and-threehalfpence. This had already been done in Birmingham and was being considered by the Sheffield CEA branch.

---

**Drive-In Exhibitors**

Texas Group Asks Inclusion In Arbitration

Send Letter to Hetzel Asking Participation

Special to THE DAILY

AUSTIN, Tex., June 23—The Texas Drive-In Theatre Owners' Association has notified the Motion Picture Association of America and other exhibitor groups that it wishes to be included in the current industry talks on formulating an arbitration and conciliation system, according to president Eddie Joseph.

The Texas exhibitor leader, in a letter to MPAA vice-president Ralph Hetzel, said that "at our recent board of directors meeting it was unanimously agreed that our association

(Continued on page 6)

---

**MPAA Says Exhibitors Are ‘Well Represented’**

The Motion Picture Association of America reported here at the weekend that it has received a letter from Eddie Joseph, president of the Texas Drive-In Theatre Owners Association, regarding that group's desire to participate in the industry talks on arbitration and conciliation.

According to

(Continued on page 2)

---

**M-G-M Meetings Today**

On ‘Raintree’ Campaign

Conferences on the promotional campaign for M-G-M's "Raintree County" will get underway here today at the home office under the direction of Howard Dietz, vice-president in charge of promotion. Executive associates from the studio

(Continued on page 6)
PERSONAL MENTION

LEOPOLD FRIENDMAN, president of Loew's Theatres, will return to New York today from Los Angeles and San Francisco.

ROBE JACKER, Columbia Pictures assistant general sales manager, left here yesterday for Omaha, Des Moines and Kansas City.

MIKE SIMONS, director of customer relations for RKO, is in Atlanta from New York.

SAM SPEIGEL, president of Horizon Pictures, will return to New York today from London via B.O.A.C.

MICHAEL J. MOODAB, governing director of 20th Century-Fox's Amalgamated Theatres Circuit of New Zealand, has arrived in New York from the Far East.

A. W. GROSS, assistant to the president of Guild Films, left here last weekend for Chicago, Dallas and Hollywood.

ERNST EMBERLING, Loew's Theatres advertising-publicity director, has left New York for New England.

EMMET DALTON, British production executive, arrived in New York yesterday from London via B.O.A.C.

ALLAN M. WIDNER, of the "Hartford Times," will leave there tomorrow for New York.

GEORGE WELTNER, president of Paramount Film Distributing Corp., will leave here by plane today for Hollywood.

OTTO PREMINGER, producer-director of "Saint Joan," returned to New York yesterday from Europe.

Todon Sues RKO

Todon Productions has filed a $1,500,000 suit in Federal Court here against RKO Radio Pictures charging that the film company did not exert its best efforts in distributing its three pictures and sub-leased the product to independent buyers without authorizing the production unit which prepared "Postmark for Danger," "The Way Out" and "Finger of Guilt." charged that RKO failed to use its best efforts in distributing these films under a production distribution agreement entered into by both parties last entered which had a duration of five years.

EDITORIAL

(Continued from page 1)

bylaws, and those proposed but rejected, also might well have been influenced by the wish of the majority to continue achieved through Allied's return.

There was every indication that COMPO remains a lively, interesting and very useful all-industry organization—one that can be made as strong and effective as its members are willing for it to be.

Censor Bill Dies

(Continued from page 1)

that Pennsylvania municipalities can levy. Over 300 cities are reached.

A bill to set up a state board of censorship to and suppress juvenile ratings for films passed the Senate but died in House committee.

The legislature is not scheduled to meet again now until 1959.

Plan 'Farewell' Bow

In 5 World Capitals

ROME, June 21—David O. Selznick's "Farewell to Arms," will be launched with a multiple, international five-capital-city premiere, according to plans now being worked out. These plans call for the picture to be premiered in Rome, New York, Paris, London and Tokyo Christmas week, with the stars of the production, Rock Hudson, Jennifer Jones, Vivien Leigh, S. Z. Puck, Trudy Lifshitz, Mercedez McCardie, Oscar Homolka and Elaine Stritch, plus producer Selznick and director Charles Vidor, in attendance at the respective premiers.

The troupe would travel by airplane to the various world capitals for the premieres which would be spread over a 28-day period. London and Century-Fox is distributing the film.

Harper Bazaar Tie-Up

For WB 'Marjorie'

A special fashion promotion, said to be the first of its kind for a motion picture, has been arranged in a tie-in for Warner Bros.' Marjorie Morningstar." It was announced jointly at the weekend by R. F. MacLeod, publisher of Harper's Bazaar and Milton Sperling, producer of the film. The plan will involve leading manufacturers from all fields of ready-to-wear who will supply the fashions to be featured in the forthcoming film. The campaign will be distributed nationally to coincide with the April, 1958 issue of the magazine.

A luncheon to discuss the plan will be held at the Sherry Netherland Hotel here today. On hand will be the picture's star, Natalie Wood, Sperling and Hollywood fashion designer Howard Shoup.

AB-Pathe Distribution

Set-Up Is Reorganized

From THE DAILY Bureau

LONDON, June 19 (By Air Mail) —A two-stage scheme of reorganization of its Associated British-Pathe distribution set-up is announced by the board of Associated British Picture Corporation.

Laboratory to Separate Firm

The first stage transfers the Pathe laboratories to a separate jointly owned entity titled Pathe Laboratories Ltd., and the second involves the transfer of Pathe's production and newsreel activities to another separate company.

C. J. Phillips has been appointed general manager of Pathe Laboratories Ltd., and a further announcement will be made giving names of executives for other key positions.

Commenting on the reorganization scheme, C. J. Latta, managing director of Associated British Picture Corporation, stated that the decentralization of Pathe's diverse activities had been designed "not only to provide recognition and opportunity for executives appointed to key positions but also to increase greater efficiency through closer liaison with, and more direct responsibility to, the board."

No Comment from Abbeles

Earlier this year merger plans between Warner Bros. and Ab-Pathe were dropped. Warners hold a 37% interest in Associated British Picture Corporation. Arthur Abbeles, managing director of Warner Brothers in Britain, had no comment to make on the Ab-Pathe reorganisation.

Open New Allied Artists

Branch Office in Brazil

Allied Artists do Brasil, a subsidiary of Allied Artists International, has opened a new branch office in Belo Horizonte, Brazil, Norton V. Ritchey, Allied Artists International vice-president, announced at the weekend.

Installed as manager of the Brazilian branch was Lysis de Freitas, formerly Allied Artists representative in the Belo Horizonte area. The Belo Horizonte office brings the total number of Allied Artists Brazilian offices to four, the others being in Rio de Janeiro, Sao Paulo and Recife.

Parties for 'Love'

The Pepsi-Cola Co. will sponsor cocktail parties or luncheons in conjunction with special screenings of "Love Me or Leave Me" in 28 cities. In the film, Gary Cooper portrays an executive of the company.

Atlanta Meet

(Continued from page 1)

derway at the Drinker-Pizza Hotel here today.

Speakers scheduled on the program include E. G. Stellings, president of the Canteen Owners of America; Milton J. Shapp, president of Jerold Fighters, Corp., who will speak on the cable television; and Al Snodgrass, whose subject will be "A Look Into the Future," Gov. Marvin Griffin is also set to address the convention.

Editors to Be Guests

Assisting as special guests will be more than 30 motion picture editors who have been invited to attend the convention.

These writers have participated in a news story contest sponsored by the association, and the winners will be announced during the convention.

Prizes include an all-expenses-paid trip to Hollywood, one for a newcomer from a weekly paper and one for a daily.

A recapitulation of the convention, will be a pioneers’ breakfast to be held in honor of those who have been in the industry 25 years or more.

MPAA Says

(Continued from page 1)

an official of the MPAA, the letter was "received, reviewed and answered."

While declining to reveal what the contents of the answer were, the MPAA meeting during which they formed that the industry’s exhibitors, through the national exhibitors organization, are well represented in the current negotiations for formulating an industry arbitration plan which, when completed and approved by the joint conference, will be open for all the-thea- trons to participate.

MPAA Unit Meets Wed.

On Business Program

The advertising and publicity directors committee of the Motion Picture Association of America will meet on Wednesday afternoon to discuss the industry business building program as announced by the National Board of Motion Picture Organizations.

The group will hear a report on the COMPO approval from Roger H. Lewis, chairman, who attended the COMPO meeting during which the green light was given for launching the 11-point business building campaign and an institutional advertising campaign on behalf of the Council of Motion Picture Organizations.

The group will also discuss the forthcoming radio campaign for "Opera- tions," and the summer plans of the "Editor & Publisher" program. Also, candidates for the eastern supervisory post for the business building campaign will be considered.
Montague Hails Hospital’s ‘Proudest Milestone’

(Continued from page 1)

increased last year and the average length of stay was reduced to approximately 9 months. It was 12 months last year.

Research and laboratory work conducted by Morris Dworki, M.P.H., which in the past has attracted nationwide attention because of advances made in the search for an effective anti-tuberculosis vaccine, made further progress in this direction with the development of a strain of the tuberous bacillus called H37Ra, which gives in the lung being an effective substitute for BCG, the drug previously used but with restricted results.

Receipts between June 1, 1956, and May 31, 1957, were $335,261.34 and expenses were $270,107.66. During the eight years of the present administration total receipts have been $2,398,410.01, which with the balance of $209,429.82 and $6,667,392.39. Operating expenses during the eight years were $1,434,159.78, capital improvements cost $149,845.52, and expenditures for other national office and fund raising expenses were $402,321.77 for a total of $1,986,326.87, leaving a cash balance as of June 1, 1957, of $681,563.32.

In his annual report as president Montague pointed out that each year since the present group began operating the Hospital new improvements and advancements had been made. Announcing the opening of the Hospital’s facilities to other than tuberculosis patients, he said, means “We have reached our aim...we are able to bring blessed healing to more and more sufferers, to more and more of our own people.”

“This means,” he added, that “we face greater responsibilities, will require additional technical help, and must meet an increase in overall net operating cost. But we welcome this challenge with the same eager fervor we had when we took on the original job years ago. It presents an opportunity to serve our industry and its employees even more and I am sure you will help us.”

Montague pointed out that during the past ten years there has been a greater turnover in patients due to the ever shortening length of their stay as a result of the growing effectiveness of present day use of anti-biotics and surgery. The average length of hospitalization in 1943 was 820 days. Last year it had dropped to 300 days.

Mortally Rate Reduced

“It is true,” he said, “that the mortality rate of TB is going down too. This is due to the intensification of clinical control of treatment through our laboratory and the studied use of the new drugs and anti-biotics as practiced at our Hospital.

The expanding service to include all chest diseases not in any way indicate a lessening of the need for anti-tuberculosis treatment,” Montague declared. “There has been so little in the number of cases coming to us. . . . The tuberculosis problem is still a big one and demands a continuing, and even increased fight to meet and master it.”

Admission of patients to the new facilities on the third floor of the Hospital was on the same basis as those of the present admissions. Norda sale or any member of their family can be admitted to the Hospital without charge and with no cost for any treatment, regardless of length of stay.

Report by Fabian and Bosco

The financial report submitted by S. H. Fabian, treasurer, and Sam Bosco, assistant treasurer, listed the revenue for the past year as follows:

Christmas salute, $109,838.39; audience collection, $89,297.20, sponsored shows, $7,825.37, permanent charities, $8,933.12; Motion Picture Association of America, $48,850.00; Ford Foundation, $25,000.00, benefit “Around the World in 80 Days,” $16,352.00; Jimmy Durante dinner, $2,300.00; Screen Actors Guild, $2,000.00; Actors’ Fund of America, $7,920.00; income from investments, $9,125.00; interest on savings accounts, $2,130.10; Montague testimonial dinner, $4,700.00; revenue from state insurance, $1,883.64; miscellaneous (including membership in permanent charities, direct contributions, etc.), $11,789.53. The total was $535,261.34.

Nina Corporate Members


The meeting concluded with a general discussion for the combined Christmas Salute and Audience Collection drives for this year and with the election of officers for the year.
Now Paramount adds to its great summer hits the adventure picture that’s sumptuously produced and importantly cast. Pleasure-bound crowds of all ages will make it their first choice, for this picture is a major attraction to lure the widest audience exhibitors can aim for...
IN SPECTACLE, ROMANCE, ACTION... AND BOXOFFICE RETURNS!

WARRIOR... Omar's flashing sword led his Empire to conquest!
ADVENTURER... Omar's courage destroyed the kingdom of Assassins!
LOVER... Omar's passion conquered the hearts of harem beauties!

The Life... The Loves...

The Adventures of

Omar Khayyam

Cornel Wilde, Rennie H. Page, Derek Massey, John Hayes, Taylor

Produced by Frank Freeman, Jr. Directed by William Dieterle Written by Barre Lyndon

Technicolor®

A Paramount Picture
Ted Cott, a veteran of more than 20 years in radio and television, has joined the executive staff of National Telefilm Associates, Inc., it was announced at the weekend by Ely A. Landau, NTA president.

In his new post Cott will divide his time between general executive duties and the development of program properties for the film distribution company. He will report directly to Landau.

Cott comes to NTA following a two-and-one-half year association with the DuMont Broadcasting Corp., where he was vice-president, general manager and a member of the board of directors.

Henry Cox Appointed To ABC Program Sales

Henry W. Cox has been appointed national program sales manager for the ABC Television Network, effective July 15, it was announced at the weekend by Eugene C. Wyatt, national sales manager for ABC-TV. Cox is leaving the post of manager of radio and television programming for General Mills, Inc., to rejoin ABC.

Since February, 1951, with General Mills, Cox has coordinated advertising agency activities on show development and production and has served as counsel to product managers on show requirements for product sales. From 1944 to 1951, he was with the ABC network as production manager.

List Stock Moves Of Industry Executives

From THE DAILY Bureau

WASHINGTON, June 23. — The Securities and Exchange Commission reports that amusement industry executives were involved in stock transactions during May.

Sam Wolf, secretary of Allied Artists Pictures Corp., bought 800 common shares to increase his direct ownership to 5,900 shares. Mr. Wolf is president of the New Yorker Advertising Agency, Inc., a subsidiary of the A.A.P.C. Corporation.

Also, Dudley G. Layman, a director of Layman & Layman Co., sold 13,000 shares to increase his direct ownership to 26,000 shares.

Theodore M. Fenstermacher, president of Fenstermacher Publishing Co., bought 1,000 shares to increase his direct ownership to 11,000 shares.

‘Pride’ Ad Campaign To Total $1,000,000

Stanley Kramer’s ‘The Pride and the Passion’ will receive $1,000,000 worth of newspaper, advertising in its U.S. and Canadian engagements, Roger H. Lewis, United Artists national director of advertising, public relations and exploitation, announced at the weekend.

The schedule is the biggest ever for a UA release, he said.

Texas Group for Arbitration

(Continued from page 1)

should urge that Johnston, as a representative of distribution, should, in all fairness, see that our organization is represented at this conference. Since we are directly affected by whatever decisions are made at these meetings, we feel that if good relationship and better understanding of the problems that affect us is to be achieved we must be represented.”

Cites Legislative Gains

The Texas Drive-In Theatre Owners Association, Joseph said, is proud of its fight during the past session of the Legislature in securing important gains.

He said that the measures dealt with were:

—a law that all contracts relating to the distribution or licensing of movie pictures will be within the jurisdiction of the. Texas courts. This means that a distributor must sue in the county in which the theatre is licensed and can no longer bring suit in the county where the state against a Texas exhibitor; and

—a law that all contracts relating to the distribution or licensing of movie pictures will be within the jurisdiction of the Texas courts. This means that a distributor must sue in the county in which the theatre is licensed and can no longer bring suit in the county where the state against a Texas exhibitor; and
IT'S JUST BEGINNING!
BEST
SCIENCE-FICTION
OPENING
OF ALL TIME!
— BEST OPENING OF YEAR
OF ALL PICTURES!
AB-PT'S
"BEGINNING OF THE END"
AND
"THE UNEARTHLY"
ROOSEVELT THEATRE
CHICAGO
GET ON THE BOOKING BANDWAGON!
BOOK THROUGH REPUBLIC EXCHANGES!
You feel very special on Red Carpet® flights

When you walk along the Red Carpet to your waiting United DC-7 Mainliner® of course you feel like a star of stage or screen! And you're greeted like one, too. That's only a part of Red Carpet Service!

Here, on the nation's fastest airliner, you'll find luxurious, relaxing surroundings. Soft and roomy seats, restful music before take-off, a spacious lounge. Dinner? M-m-m-m!

Especially prepared for you by United's own master chefs.

Then a restful doze . . . You can't be there already! You are.

And after you leave your big Mainliner your luggage is brought to you extra-fast. What a wonderful way to travel—Red Carpet Service!

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.
Ask Toll-TV
Reply Right

From THE DAILY Bureau
WASHINGTON, June 24—The Joint Committee Against Toll TV has asked the Federal Communications Commission to permit reply comments to be filed to all statements submitted in the pending subscription television proceedings.

The FCC has asked for statements by July 8 answering various questions about the conditions for possible public tests of toll TV systems. The joint committee, consisting of theatre owners opposing subscription television, pointed out to the FCC that its original order did not provide for replies commenting on these original statements, and suggested that the

(Continued on page 6)

Warns Pay-TV Tests
‘Beginning of End’

Special to THE DAILY
BOSTON, June 24—Exhibitors in New England are being urged to write the Federal Communications Commission in Washington in protest against the proposed trials of pay-as-you-see television in a Fairhill sent out this week by the New England Committee Against Pay-TV. Edward Leder and Frank C. Lydon are co-chairmen of the committee, which has established its headquarters here.

The FCC is ‘favorably inclined to—

(Continued on page 6)

Map Plans for ‘Greatest’
Will Rogers Hospital Drive

A coordinated organization, set up for the week-end at the meeting of the distributors of the Hospital.

Nell E. Depew, who was elected executive from Pittsburgh will be exhibit chairman and Charles Field, general sales manager of Uni-

(Continued on page 4)
PERSONAL MENTION

L. D. NETTER, Jr., vice-president of the Todd-AO Corp., left New York yesterday for Atlanta.

Kenneth Hardeeves, president of Rank Film Distributors of America, and Invece Socine, general sales manager, left New York yesterday for Columbus, Dayton and Springfield.


Nat Levy, RKO Radio Eastern sales manager, and Herbert H. Greenblatt, Western sales manager, have left New York for field trips. Levy is in Jacksonville, Greenblatt in Vancouver.

Howard Stuckyng, M-G-M studio publicist and advertising director, has returned to Hollywood from New York.

Nathan E. Goldstein, former president of Western Massachusetts Theatres, has left Springfield, Mass., for Europe and Israel.

Benn H. Rosenwald, M-G-M's Boston manager, Henry Friedman, Denver; Tom Dai ley, Kansas City, and Foster B. Gacen, Indianapolis, have returned to their respective headquarters from New York.

Kirk Torney, director of syndication for Associated Artists Productions, will leave New York today for Cleveland and Pittsburgh.

Jerald Consulting Editor for Quigley Publications

James M. Jerald, editor of Bus- for office for years, has joined Quigley Publications as consulting editor. Jerald has had long experience as a newspaperman, publicity manager and trade journalist. He began his newspaper career as a reporter on the Pawtucket Times and worked on several New England newspapers until he became a political writer and then news editor of the Newark News.

He entered the trade press field in 1935 with MOTION PICTURE DAILY. In 1943 he joined Associated Publications and was made editor of Boxoffice in 1944.

RECOLLECTIONS of a great weekend with the directors of the Will Rogers Hospital and their guests at Saranac Lake and at Herman Robbins' Edgewater Motel at Schroeon Lake: Many members of the group, instead of returning to offices, started, or soon will start, journeys elsewhere. Among them Bob O'Donnell, who took off for Europe by plane to join Mrs. O'Donnell on a trip to Munich, Paris ("It bores me."). London and Dublin, and a rendezvous with Mike Todd somewhere along the line. Also, Dick Walsh, who will soon be on his way to Tunis as an American labor delegate (AFL-CIO) to the International Trades Union Congress annual convention there. . . . Walsh, a bit concerned about what temperatures he may encounter in Africa in July, says he'll be able to bear it if his London playmate, Sir Tom O'Brien, can. O'Brien, head of Britain's National Association of Theatrical and Kine Employees, is a British labor delegate to the convention. . . . And still traveling is Loew's Ernie Emerling, who continued to Maine.

MOE SILVER boasts an extensive Hebraic vocabulary but Sam Rinzler, no mean linguist himself, claims he has difficulty understanding Moe, because of the latter's Pittsburgh accent. . . . One of the industry's most popular public speakers, Rinzler has been warned by his doctor to forego speech-making or chance losing his voice. That's the industry's loss but if Sam's voice is saved maybe he'll be back before the miles later on. . . . Ned Depinet saddened by the absence of RKO representation on a mission that once attracted many from his old organization. Said the only RKO man he'd met on the weekend was at Will Rogers. . . . Bob Rothafel, managing director of the Roxy Theatre, on his first visit to the hospital, greatly impressed by the achievements there, as is most everyone privileged to see it. . . . The Robbins, Herman and sons, Allan, Buron and Norman, outdid themselves, if such a thing is possible, extending the famous blend of hospitality at the de luxe Edgewater Motel to their biggest hospital meeting yet—approximately 100 healthy, hungry and thirsty men as their guests for two days and two nights. The numerous first-time visitors from distant cities were made to feel at home, en route as well as at Schroeon Lake, by their genial hosts who anticipated their every wish. . . . Much credit is due Ned Shugrue also. His attention to details of the trip and the functioning of the board meeting was a big assist to the offiers, Abe Montague, Sam Rosen, Max Cohen and O'Donnell.

BECAUSE ROBERT R. YOUNG'S N.Y.C.R.R. wants to suspend service on the Saranac-Lake Placid division, the group this year had to take the Placid Club from Saranac Lake. As usual, the Placid Club was the rendezvous of the directors as they arrived from New York, parties as they arrived from New York, parties as

500 'Bernardine' Dates

20th Century-Fox's "Bernardine" will open in more than 500 theatres over the July 4 weekend, marking one of the largest saturations in the company's history.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Marilyn Monroe - Laurence Olivier
IN "THE PRINCE AND THE SHOWGIRL"
A Warner Bros. Release - Technicolor®
and spectacular stage presentation
UNIVERSAL-INTERNATIONAL Presents

JUNE ALLYSON
ROSSANO BRAZZI

Interlude

Co-starring
MARIANNE COOK
FRANCOISE ROSAY
KEITH ANDES

with
FRANCES BERGEN and JANE WYATT

CINEMASCOPE - TECHNICOLOR

Directed by DOUGLAS SIRK • Screenplay by DANIEL FUCHS and FRANKLIN COEN • Adaptation by INEZ COCKE
Based on a Screenplay by DWIGHT TAYLOR and a Story by JAMES CAIN • Produced by ROSS HUNTER

PRE-SOLD to the vast "WOMAN'S MARKET" through a National Magazine Ad Campaign in a dozen top publications including McCall's, Redbook, Holiday, Seventeen, True Confessions ...
representing a readership of more than 56 MILLION!
ONE HUNDRED industryites gathered at Will Rogers Hospital in Saranac Lake, N.Y., last Friday for inspection of hospital facilities and research laboratories and visits with patients, all identified with the entertainment industry. On Saturday the group attended the annual meeting of the hospital's directors on the grounds of Herman Robbins' Edgewater Motel at nearby Schroon Lake, N.Y., where they heard plans for a $1,000,000 campaign to provide funds for expanded services to industryites stricken with chest diseases of any kind. Here-tofore, the Will Rogers Hospital facilities have been made available only to tubercular patients.

The visiting group on arrival at the hospital early Friday morning.

Luncheon meeting at Will Rogers Hospital dining room, with A. Montague hospital president, at podium, above. On the left are Richard Walsh and Herr Brandt; on the right, O'Donnell.

Sam Silver of Stanley Warner Theatres, Pittsburgh, below, reports on fund-raising procedures that brought good results. L. to r.: O'Donnell, German, Montague, Cohen and Silver.


Sam Rinzler (below) studies gin hand that would have beaten Charlie Feldman, missing because of illness.

Sam Rosen, assistant treasurer of hospital, (above) reads annual report. Seated, left, Richard Walsh; right, Ned Depinet.

The Robbins, pere et fili, above. Gracious hosts to the 100 directors and guests at their Edgewater Motel, Schroon Lake, N.Y., over the weekend were (l. to r.) Herman Robbins, Herman Robbins, Alan Robbins and Burton Robbins.

At left, the directors' meeting, with guests in attendance, in session on the lake-side lawn of the Edgewater Motel Saturday morning. The meeting adjourned around 1 P.M., leaving the visitors to recreations of their own choosing from then until Sunday afternoon departure for New York.
Stellings Cites

(Continued from page 1)

Plans Laid for Rogers Drive

(Continued from page 1)

Tuesday, June 25, 1957

MOTION PICTURE DAILY

L. A. Pay-TV

by other speakers at the meeting, held
at Herman Robbins' Edgewater Motel,
Schroon Lake, N. Y. Present at the
meeting, directors were 22 exchange
officers who will be the chairman
in their area for the drive. They were
brought to New York by their com-
pa arise for the inspection trip to the
Hospital and the meeting in order
to show them the work of the in-
stitution and the human interest
story of how it benefits the people
of the industry and their families.

The Balance Sheet for the year
was combined with the Christmas
Salute and conducted earlier in the
year than usual. A goal of at least
$1,000,000, no more than double the
amount realized last year, is sought
to meet the requirements of the ex-
pan d ed facilities. It was announced
last week that the Hospital would take
out a double-distribution from
the chest, including heart, instead
of just tuberculosis.

Circuits Enthusiastic

Enthusiasm for the project ran
high at the meeting, many of the ex-
change representatives pledging
themselves to exceed the quota for
their area. Many large circuits, in-
cluding Stanley Werner, Loew's,
the Brandoth and those affiliated
with the TTOA, Cinema Circuit, and
Randforce are already pledged to
up their audience collections. One
strong point made was that the local
committees should seek means of
organizing auxiliary help to take up
the collections, particularly in drives.

Depinet and Silver, speaking for
the overall committee, promised to
"go anywhere or see anybody" when-
ever necessary to help in the local
organization work.

Besides Depinet nine other new
directors were elected to the Hos-
pital board, bringing the total to 59.
The new directors are: Eric John-
ston, Leo Samsels, Harold Klein, Lee
Jones, Robert Benjamin, James A.
Mulvey, Kenneth N. Hargreaves,
Charles L. O'Reilly and J. Myer
Schne; previous officers and direc-
tors, all reelected are: Jack Beren;
Harry Brandt, vice-president, Max A.
Cohen, secretary; Tom Connors;
George Dembow; Russell Downing;
Gus S. Eysen; S. H. Fabian, treas-
urer; Charles J. Feldman, vice-
pre sident; Alan Freidman; William J.
German; Leonard J. Goldenson;
Maurice R. Goldstein; Samuel Gold-
wyn; John Gordon; Alex Harrison;
William Heinenman; J. Robert Holf;
Ben Kalmen son; Harry M. Kalmi-
hne; Arthur B. Krim; Paul N. Lazarus;
Jr.; Al Lichtman; Arthur Mayer; Rob-
ert Mochrie, vice-president; J. Mont-
age, president; John J. O'Connor;
R. J. O'Donnell, chairman; Eugene
Picker; Walter Reade, Jr.; Charles
Reagan; Sam Ruben; Herman Rob-
blous, vice-president; Samuel Rosen,
assistant treasurer; John H. Row ley;
Al Schwalberg; Fred J. Schwartz,
vice-president; Sol Schwartz; M. A.
Silver; Ernest Stellings; Sam J.
Switow, vice-president; Morton Thal-
him; James B. Velek; Joseph R.
Vogel, vice-president; Richard F.
Walsh, vice-president; Murray Weiss,
vice-president; George Weltner;
William White, and Herbert Yates.

 eruption of product was endangering
be very existence of those indus-
tries. He pointed out that this has been
difficult to sell because of the
problems involved in production and
distribution.

P raise Skouras

Nevertheless, Stellings said, progress
long this line was made when Spy-
no's Skouras of 20th-Fox from Rol-
guard that for more product had
set out to increase the number of
20th-Fox releases. "This in-
crease was not solely for the benefit
of distribution," Stellings said, but was
to Skouras' realization that "if he
seek a lead in this move, he not only
would create considerable good will
for his company among his customers,
but also assure the dividends to his stockholders."

Other companies, Stellings said, in-
cluding Metro, Universal and Para-
mount, have followed the lead of
20th-Fox and stepped up production
schedules. As a result, according to
Stellings, "during the coming year
scheduled, planned, and announced
feature product will total more than
100 more pictures than we had last
year."

Says Distributors Cooperated

Stellings said that last October be-
tried to impress upon distribution of-
icials the dire need of assistance to
the small town theatre operator. "They
were convinced," he added, "that it
would be highly detrimental to this
industry if these small theatres closed.
In every instance which has been
presented to distribution," he told the
group, "they have followed through
100 per cent and given sufficient relief
to keep open many theatres that were
on the verge of closing."

Stellings pointed out that TOA
scored another victory two weeks ago
when it persuaded the Small Busi-
ness Administration to accept mort-
gage loan applications up to $250,000.
He also said that "TOA has been in-
strumental, and has taken the lead,
in the development of a program to
tell tickets and to institutionalize the
motion picture theatre."

Forthcoming Product Described

Following the speech by Stellings,
a session on upcoming product was
held with each of the major distrib-
utors given five minutes to discuss
their company's pictures. A. B. Padgett
of Willy-Kiney Theatres, was chair-
man of this session.

The group also heard V. H. Gar-
field of the Jorrell Electronics Corp.
speak on the cable theatre.

Special activities for the ladies were
down the direction of the Atlanta
Women of the Motion Picture Indus-
try. Tonight's activities included a
ballet dinner and a special screening
of Mike Todd's "Around the World
in 80 Days."

Jeff Laidgton, Eastern advertis-
ing manager of Universal Pictures,
will deliver an address at the con-
vention tomorrow.

on an application filed by Skiatron
Electronics and Television Corp. for
permission to construct and operate
such a system "to broadcast baseball,
football, cultural presentations,
and other entertainment" in this
manner.

The commission is expected to rec-
ommend approval of the application
by the city council next Monday.

Dodgers Move Involved

The Skiatron application is be-
lieved to seek approval of this type of
service conditional upon the trans-
fer of the Brooklyn Dodgers from
New York to Los Angeles, a move
which is regarded here as a most
possibility due to substantial oppos-
tion by important local groups.
Ed Pauley, capitalist, who some
weeks ago told Morris Payzenta
Daily he believed financial backing
to $20,000,000 could be found for
such a system covering all of
Los Angeles County, is reported to
today as saying he does not fores-
est such a system for three years.

Repeal Martinsville Tax

MARTINSVILLE, Va., June 24—The
City Council has voted unani-
mosly to repeal the 5 per cent amuse-
ment tax in effect here as an
emergency measure since World War
II. The tax applied to theatres and
other forms of entertainment.
**Television Today**

**Toll-TV Reply**

(Continued from page 1) commission provide 60 days after July 8 for reply comments.

The joint committee plans to file by July 8 on the FCC queries, but also wants to comment on some of the statements likely to be made by toll TV proponents.

The National Association of Radio and Television Broadcasters has filed a similar request.

**Wars of Pay-TV**

(Continued from page 1) ward the tests, which would mean the "entering wedge" for acceptance of telephone and "the beginning of the end," the pamphlet warns. It urges that exhibitors also enlist the support of similar protests from local publishers, labor and veterans groups, circles, and social organizations, trade associations, radio broadcasters, etc.

It is also suggested in the pamphlet that exhibitors organize with other theatre men in their areas for action.

**RKO-TV Signs Contract With Nielsen Outfit**

RKO Television, in a move to turn out television films, has announced its desire to suit the advertising needs of prospective clients, has enlisted the aid of the A. C. Nielsen Co., it was announced by Robert Manby, vice-president of RKO-TV.

Manby said the Nielsen statistics would help to eliminate the "intangible that negate many pilot films of good "hick" ideas." The blood will provide cumulative audience figures, audience composition and characteristics, costs-per-thousand viewers and audience minute-by-minute analysis.

**See 'Accuse' Arousing Controversy in France**

A new film which is apt to cause controversy in France is the latest M-G-M version of the famous Dreyfus case entitled "I Accuse." The picture, directed by Jose Ferrer, who also stars as Captain Alfred Dreyfus, was discussed at a press conference held here yesterday.

Inasmuch as the French government felt that the filming of the controversial Dreyfus story would not be in their national interest, Ferrer explained, the picture had to be shot outside of France. M-G-M declared to shoot exterior scenes in Brussels which has a distinct "French atmosphere and chose to film the interior scenes at streets north of London.

Sees 'Glorious Chapter'

Ferrer said he regretted the fact that the French took a dim view of the picture idea because he believes the film will be "a glorious chapter in the history of France."

Asked whether he thought the project would be shown in France, Ferrer said he hoped this would be possible. He went on to point out that an earlier film made in Germany on the same subject had been viewed in France.

"I Accuse," Ferrer disclosed, has been financed solely by M-G-M and he himself owns none of the film.

**Hoffman Is Cited at N.H. Community Dinner**

**Exhibitor Renames Levy 'Cinema Tax' in Glasgow**

Special to THE DAILY

GLASGOW, June 24—Sir Alexander King, cinema magnate, is spearheading a campaign against the old entertainment tax which he ha renamed the "cinema tax."

To bring home the difference in levels, he has distributed his own posters showing the film industry as a celluloid Atlas with the burden of taxation on its shoulders. His poster says: "The cinema industry is paying more entertainment tax load. Theatre, music-halls football, horse racing, dog racing boxing are all exempt."

**35 Managers**

(Continued from page 1)

Moines and Omaha—have not reported any collections, he said.

Several New York chair men, made presentations of the bonds. Two special awards bonds of $150 each were given to Irving Gold, RKO 86th St. Theatre, and Clayton Pruit, RKC Albee. Winners of $100 bonds were: J. Daniels, Stanley, Jersey City; John Thomas, RKO Bushwick; Isadore Berger, RKO Palace; Jack Reis, RKO Coliseum; Sam Fersten, RKO Kamen; Louis Grossman, RKO Madison; Morris Rockelle, Strand; Arthur Kech, RKO Proctor, New Rochelle; Roscoe Casamassima, RKO Royal Gem. Winners of $50 bonds were: Harry Klein, Liberty, Newark; Harold Graff, Loew's Orpheum; Joe Tovlo Capitol, Mamaroneck.

Winners of $25 bonds were: Mrs. D. Gordon, Ortman, Hackensack; G. Kemp, Montauk, Passaic; James Fitzgerald, RKO Proctor, Mt. Vernon; Alexander Fuch, RKO Keith, White Plains; Martin Ross, RKO Fordham; Thomas H. Wright, RKO State, New Brunswick; A. E. Arinstein, RKO 56th St.; John Lorentz, Passaic, Westwood and Jack Bokser, Academy.

Winners of $25 bonds were: J. Stanek, Branford, Newark; G. Birkner, Fabian, Patterson; Frank Costa, Warner, Ridgewood; Harold Daly, RKO Proctor, Yonkers; Vincent Liguori, RKO Regent; Richard Reynolds, RKO Franklin; Richard Clark, RKO Chester; Richard Hershey; David Marcus; Larry Schain, Crotonmen's Orphanage, and Barney Wiselmen, Lefterts.

**Showgirl! in UK Today**

"The Prince and the Showgirl," will have its gala "Sit With the Stars" benefit premiere at the Warner Theatre, London, tonight. The premiere, which is sponsored by the Variety Club of Great Britain and Warner Bros., will be highlighted by the presence of stars seated in all parts of the theatre. Olivier will act as host and the evening will go to the Thanks of the Orphanage and the Variety Club Heart Fund for Under-Privileged Children.
Show ‘Pride’

(Continued from page 1) a special plaque presentation of Stanley Kramer’s “The Pride and the Passion” for United Artists release at the Capitol Theatre this morning.

Cities represented by the newspaper men are Atlanta, Baltimore, Boston, Buffalo, Cleveland, Dallas, Detroit, Fort Worth, Hartford, Houston, Miami, Montreal, New Orleans, Philadelphia, Providence, Richmond, Rochester, St. Louis, Toronto and Washington, D.C.

The newsman will also attend the dedication today of the 6,000-pound cannon used in the film in Times Square variety club. Other survivors include his wife, a son, a daughter and two sisters.

‘Success’ in Book Drive

Some 66,000 retail outlets across the country have joined in a nationally-coordinated promotion of the Gutenberg Book Edition of “Sweet Smell of Success.” This will be a feature of a heavy United Artists drive on behalf of the national July Fourth holiday book week at the Hitch, Hill and Lancaster production.

‘Joan’ U.S. Bow Tonight

Otto Preminger’s “Saint Joan” will have its American premiere tonight at the RKO Orpheum Theatre in Burbank, Ia., home town of Jean Seberg, who has the title role.

The court had given “the censor free range” over a vast area. Now, it said it should be left to the people to reject “noxious literature,” and that the First Amendment should be fully applied in this field as in others. Justice Harlan concurred in the decision in the Federal case, but not on the California case. Chief Justice Warren said he felt the results were correct in both cases, but that the court had swept too widely in deciding them.

The Newark case was decided without an opinion, the decisions in the other cases being cited as grounds. Again Justices Black and Douglas dissented, while Chief Justice Warren said he would have liked to hear argument on the case. Justice Whittaker abstained.

2nd Eastman Festival

(Continued from page 1) of the same period and will receive their awards in the October ceremony at Eastman House. The first awards were given two years ago.

Rouben Mamoulian, stage and screen director who was associated with the early days of the Eastman, will head the festival committee.

Samuel Milgram, 55

PHILADELPHIA, June 24.—Samuel Milgram, 55, vice-president of the Milgram Theatres, Inc., local independent and distributor of foreign films, who was associated with his two brothers in the operation of the chain, which included six theatres in the Philadelphia area, and was a member of the Variety Club. Other survivors include his wife, a son, a daughter and two sisters.

‘Success’ in Book Drive

Some 66,000 retail outlets across the country have joined in a nationally-coordinated promotion of the Gutenberg Book Edition of “Sweet Smell of Success.” This will be a feature of a heavy United Artists drive on behalf of the national July Fourth holiday book week at the Hitch, Hill and Lancaster production.

‘Joan’ U.S. Bow Tonight

Otto Preminger’s “Saint Joan” will have its American premiere tonight at the RKO Orpheum Theatre in Burbank, Ia., home town of Jean Seberg, who has the title role.

The court had given “the censor free range” over a vast area. Now, it said it should be left to the people to reject “noxious literature,” and that the First Amendment should be fully applied in this field as in others. Justice Harlan concurred in the decision in the Federal case, but not on the California case. Chief Justice Warren said he felt the results were correct in both cases, but that the court had swept too widely in deciding them.

The Newark case was decided without an opinion, the decisions in the other cases being cited as grounds. Again Justices Black and Douglas dissented, while Chief Justice Warren said he would have liked to hear argument on the case. Justice Whittaker abstained.

2nd Eastman Festival

(Continued from page 1) of the same period and will receive their awards in the October ceremony at Eastman House. The first awards were given two years ago.

Rouben Mamoulian, stage and screen director who was associated with the early days of the Eastman, will head the festival committee.

Samuel Milgram, 55

PHILADELPHIA, June 24.—Samuel Milgram, 55, vice-president of the Milgram Theatres, Inc., local independent and distributor of foreign films, who was associated with his two brothers in the operation of the chain, which included six theatres in the Philadelphia area, and was a member of the Variety Club. Other survivors include his wife, a son, a daughter and two sisters.
for your BOXOFFICE!

Put a PAT BOONE LIFE SIZE CUT-OUT STANDEE in-the-front or inside Lobby of your theatre . . . and you'll put patrons in-side!

Promote a PAT BOONE STANDEE as a give-away gimmick . . . and you'll promote yourself a turn-away crowd!

Use PAT BOONE FAN PHOTOS as Merchants' Tie-Ins or Give-aways! Contact PAT BOONE FAN CLUBS to advise them of the immediate availability of these 8 x 10 Autographed Photos.

America's New Singing Star
PAT BOONE
in his first motion picture
BERNARDINE from 20th Century-Fox in
Cinemascope
COLOR by DecuXe
Letter to FCC
New Union Disagreement On Toll-TV

Calif. Theatre Federation Wants the System "Banned"

Special to THE DAILY
SAN FRANCISCO, June 25.—The California State Theatrical Federation, with a membership of some 70,000 union members representing every branch of the amusement industry, including TV, has gone on record as being opposed to toll TV.

In a letter to the FCC, William P. Sutherland, Federation secretary-treasurer, has told FCC Chairman George C. McConnaughy that public interest demands that toll TV—"or (Continued on page 5)

O'Malley Seeks Baseball Pay-TV in N.Y. or L.A.

From THE DAILY Bureau
WASHINGTON, June 25.—Brooklyn Dodgers president Walter F. O'Malley told National League club owners he was negotiating for closed circuit televising of Dodgers ball games whether the club stays in Brooklyn or moves to Los Angeles.

This was contained in the minutes (Continued on page 5)

Kennedy and Thompson Reelected in Atlanta

Special to THE DAILY
ATLANTA, June 25 — Reelection of all officers and directors today featured the final day of joint convention held here by the Alabama Theatre Association and the Motion Picture Theatre Owners and Opera (Continued on page 5)

Television Today Page 4

Voted by House
Bill Passed to Make the SBA Permanent

Follows Some Proposals Suggested by TOA Group

From THE DAILY Bureau
WASHINGTON, June 25.—The House today passed a bill to make the Small Business Administration a permanent agency in line with one of the recommendations of the Theatre Owners of America. The House shouted down a motion to continue SBA agency for only another four years.

Also as proposed by TOA the bill would abolish the Loan Policy Board, which now sets SBA loan policies. This board consists of the SBA administrator and the Secretaries of Commerce and Treasury. In its place the bill would provide a national Small Business Advisory Board, to advise SBA on lending policies and made up of the same three officials and from two to six small businessmen.

The House bill would not, however, carry out other TOA recommendations. For example, the House (Continued on page 5)

Industry Lawyers Study Obscenity Decisions

Copies of the Supreme Court's ruling upholding obscenity statutes are in great demand among industry lawyers. Obscenity charges are a rarity in the film business, but the decisions upholding the constitutionality of state and local statutes, if properly (Continued on page 4)

Anti-Blind Checking Bill Dies With S.C. Adjournment

Special to THE DAILY
COLUMBIA, S. C., June 25 — An anti-blind checking bill died in House Committee as the South Carolina legislature adjourned.

Also left in committee was a bill to ban South Carolina showing of "Island in the Sun."
U-I Far East Meet
Set In Tokyo July 9

Special to THE DAILY

TOKYO, June 25.—America Aboard, Universal-International vice-president and foreign general manager, will preside at the U-I 1957 Far Eastern sales conference scheduled to convene here on July 9. Managers of U-I’s Far Eastern territories and headquarters staff will meet with U.S. home office and studio representatives to discuss group business, it has been announced by Alfred E. Daff, executive vice-president.

David Lipton, Universal vice-president, will represent the studio, and Arthur Doyle, Far Eastern supervisor, will head the divisional headquarters contingent. Also present will be the managing director for Japan, William Broun, conference host, and Paul Felden, Far East head auditor.

U-I managers from the Far East who will be attending the meeting include: Geoffrey D. Boret from India, Quintin S. Mariano from Burma, Henry Sayers from Pakistan, Charles Y. Zue from Formosa, Ginarn Lao from Hong Kong, Maurice Casey from the Philippines, Alvin Cassel from Singapore, Leo C. de Jesus from Sam and Melkakode N. Haribaran from Indonesia.

Ellis Buys 4th Drive-In

The Dix Drive-In Theatre, located on Rt. 206, Bordentown, N. J., has been purchased by the A. M. Ellis Theatres Co. of Philadelphia, it was announced by Berk and Krumgold, theatre realty specialists. The Dix Drive-In was built in 1955 and has a capacity of 1,250 cars.

New Operation in Mass.

A new outdoor theatre, the Seekonk Family Drive-In, is being built in the Greater Fall River, Mass., area. The latest addition to Lepes-Zollfeld Drive-In Theatres, Inc., it is located on a 40-acre tract of land between Highland Avenue and the Rhode Island Line in Seekonk.

O’Neill Made Assistant

Joseph O’Neill has been named as assistant to Joseph Bresnahan, resident manager for Smith Management Company’s 2,070-car capacity Meadow Drive-In, Hartford. John Heath is the new student assistant manager.

‘Togetherness is, as far as I know, a word invented by McCall’s, designed to encourage greater harmony and unity among people. I’m all for it; and the movies, as a social diversion, are more enjoyable when enjoyed by people together.’

Ralph Case to List Board

Ralph E. Case, a senior participant of Stevenson, Jordan and Harrison, Inc., has been elected a director of List Industries Corp.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gersten, News Editor; Floyd E. Strong, Photo Editor; Herbert V. Peck, Advertising Manager; Gus H. Faust, Production Manager, TELEVISION TODAY, Charles S. Aronson, Editorial Director; Pinky Herman, Vincent J. Casby, Eastern Editors; Hollywood Bureau, Yvonne Cobb, Managing Editor; Donald C. Bruce, Manager; William B. Weener, Editor, Telephone Hollywood 2-3525; Washington, J. A. Dunn, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 1; Hope Williams, Bureau Manager; Peter Burness, Editor; William Fay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Tel. Cooke 7-3200. Martin Quigley, President; Martin Quigley, Jr., Vice-President; Thaddeus Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary, Old Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 12 times a year as a section of Motion Picture Herald; •Motion Picture Almanac, Television Almanac, Films. 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, $1.
WONDER WHAT A THEATRE SEAT THINKS ABOUT?

"Thanks to M-G-M, the folks have been parking here regularly. I love bodily warmth!"

"When they bounce with joy and rhythm I'll know 'SILK STOCKINGS' is here!"

"They grip my edges when they watch 'SOMETHING OF VALUE'. So tense!"

Fred Astaire
Cyd Charisse
Janis Paige
Peter Lorre
An Arthur Freed Prod.
CinemaScope
Metrocolor

Rock Hudson
Dana Wynter
Sidney Poitier

"Such Ohs! and Ahs! when they see 'THE LITTLE HUT'!"

"Betcha that 'TIP ON A DEAD JOCKEY' will fill me plenty!"

"I heard the Manager talk about a great Preview on 'HOUSE OF NUMBERS'."

Ava Gardner
Stewart Granger
David Niven
Walter Chiari
A Hereson, S. A. Production. Color

Robert Taylor
Dorothy Malone
Gia Scala
CinemaScope

Jack Palance
Barbara Lang
CinemaScope

"I'm waiting for 'GUN GLORY'. Things will POP like they did with 'Fastest Gun Alive'!"

"I like action and will get plenty of it with 'ACTION OF THE TIGER'."

"Oh, my aching sides! Here comes a FAT customer!"

Stewart Granger
Rhonda Fleming
Chill Wills
CinemaScope

Van Johnson
Martine Carol
Herbert Lom
A Claridge Film Production.
CinemaScope
Metrocolor

(Photo courtesy of American Seating Co.)
Reserve Decision in TV Firm Subpoenas
Judge Frederick Van Pelt Bryan in U. S. District Court in New York yesterday reserved decision on a motion by the FCC to force four television producers to give trade information called for in a subpoena. The producers, Screen Gems, Ziv, MCA and Review Productions, twice have refused to supply the information to an FCC investigator.

The FCC has asked the firms to give the cost and prices of television programs and tell their methods of selling them, in the course of investigations the Commission is holding to determine whether or not there is free competition in the television field. Attorneys for the firms told the court yesterday they would supply certain information but that specific information would be damaging to their business if it became known to their competitors.

Zenith Attacks Toll-TV Opponents for 'Delay'
From THE DAILY Bureau
WASHINGTON, June 25—Zenith Radio Corp. today attacked as "just another delay tactic" the request of toll TV opponents to file reply comments with the Federal Communications Commission on forthcoming toll TV statements.

The FCC has asked for statements by July 8 on the conditions for possible field tests of toll television. The joint committee against toll TV and the National Association of Radio and Television Broadcasters then asked the FCC to permit reply comments up to 60 days later.

It was Zenith's first full-scale comment on the request, which has already been called "preposterous" by various television executives.

Bijou Theatre Site Lost Via High Court Edict
Special to THE DAILY
NASHVILLE, June 25—The Bijou Amusement Co. today apparently lost its fight to prevent the present location of the Bijou Theatre, 423 Fourth Avenue North, when the Supreme Court affirmed a lower court decision allowing the Nashville Housing Authority to condemn the theatre property as part of a site for a new municipal auditorium. The fight began in January 1954. The question in the case dealt with the Negro film center, instituted court action to resist condemnation. It is not believed that the announcement will have much of its Negro constituency, because of the condemnation of a 65-acre section by the Housing Authority, the theatre is still being operated profitably. The building on the condemned site also housed offices of the entire chain of Negro houses.

Movietime Jubilee Underway in Winnipeg
Special to THE DAILY
TORONTO, June 25—Theatrical officers here are watching the June movies under auspices of the publicity committee of the Manitoba Motion Picture Exhibitors Association. Cooperating in the project are the "Winnipeg Free Press" and the "Winnipeg Tribune," the two major dailies, who are giving full-page tippets for the promotion. The Tribune is also running three cartoon ads gratis, with the idea of having strips, streamers and twirlers being obtained by the committee. These are available to all exhibitors in the area. Drivers are going to the strips on every car attending, with managers and employees of indoor houses owning cars asked to use the strips.

Another for Heflin-Wald
HOLLYWOOD, June 25—Actor Van Heflin and producer David Hellen, who worked together in those capacities making "Three to Yuma," will co-produce "Brute to Marriage," original screenplay by Malvin Wald, they announced today.

'Trail West' for M-G-M
HOLLYWOOD, June 25—Producer Aaron Rosenberg's Arcola Pictures will produce "Richard Wornum, 'Saturday Evening Post' story, "Trail West," in 1958 as a big-scale western for M-G-M, the studio disclosed today.

Nelson Signs Mitchell
HOLLYWOOD, June 25—Cameron Mitchell has been signed by television producer Ralph Nelson to star in "Payment for Judas" on the CBS "Chlimax Show" July 11.

L. A. in Move to Prevent Showing of Improper Films
From THE DAILY Bureau
LOS ANGELES, June 25—The city attorney today began the drafting of an amendment to the Los Angeles Municipal Code which would empower the police to arrest audiences viewing improper films as well as persons possessing and exhibiting them.

The amendment was sought by the Police Commissioner and Police Chief William H. Parker for the purpose of strengthening the authorities' power with respect to curbing the use of the motion picture medium either by illicit purveyors of questionable subjects or by other irresponsible operators.

Lawyers Eye

(Continued from page 1) drawn, are bound to receive thorough study by all those interested. Major company lawyers are withholding comment pending study of both the majority decision and the minority comments in the cases.

Levy Planning Bulletin
Herman Levy, general counsel for Theatre Owners of America, said at Atlanta yesterday that he intended to get out a bulletin on the decisions for the membership.

Unwritten Gruber Novel Is Purchased by Peck
From THE DAILY Bureau

Gruber, who has written 40 previous novels that have been produced on the screen, expects to complete that one within three months. It will be published this winter by Random and Co.

Mrs. Clara Guthrie, 73
HOLLYWOOD, June 25—Funeral arrangements are pending for Mrs. Clara Guthrie, 73, wife of civic leader and longtime Warner studio executive, William L. Guthrie, who died today following a long illness. The Guthrie's had been married 38 years. Guthrie and three sons, all in the production branch of the industry, survive.

Trotta Is Beauty Judge
Vincent Trotta, industry artist, flies to New Orleans today to be a guest judge for the selection of Miss Universe." Trotta will enter the Miss Universe beauty contest to be held at Long Beach, Cal., in July at which Trotta will be one of the six international judges.
Coast Union

(Continued from page 1)
any tests of toll TV—should be

"There can be no question," Suth-
erland advised the FCC, "that toll
TV would not be a supplement to but
substitute for free TV and would
eventually destroy free TV as we now
know it."

This stand is in sharp contrast to the
recent resolution in support of
subscription television adopted by the
Hollywood Film Council. That
resolution, made at a meeting in Los
Angeles two weeks ago, called for the
FCC to authorize public tests "at the
earliest possible moment."
The council is made up of 24,000
theatrical and TV studio workers.

CSIF Voices Opposition

At the time the Council adopted the
resolution it was decided it would be
presented to the convention of the
CSIF, which is in September, as well as
to the California State Federation
of Labor and the Film Council. That
resolution, made at a meeting in Los
Angeles two weeks ago, called the
FCC to authorize public tests "at the
earliest possible moment."
The council is made up of 24,000
theatrical and TV studio workers.

Aid to Employment Claimed

Rejecting that viewpoint, the Film
Council in its recent resolution de-
clined its pro-toll-TV stand on the
grounds that it would mean "addi-
tional employment for tens of thou-
ands of American workmen."
The resolution said further: "It appears
probable that subscription TV would
increase the number of new motion
pictures produced in this country,
thus increasing employ-
ment many-fold."

O'Malley Seeks Pay-TV

(Continued from page 1)
of the May 28 owners' meeting which
granted permission for the Dodgers
and Giants to move to the West
Coast. The minutes were intro-
duced in the hearings of a House judi-
cracy subcommittee today.

The minutes showed O'Malley had
reported that he was negotiating with
Skeitaron, Inc., for a contract to pipe
Dodgers games over closed-circuit
wire television, whether in Brooklyn
or Los Angeles. The league represen-
tatives, according to the minutes,
expressed interest in a closed circuit
that "will make it unwise for the Na-
tional League to vac-
uate New York," but judging from the
minutes, no conclusion was
reached.

Both O'Malley and Giants presi-
dent Horace Stoneham are scheduled
to testify at the hearings tomorrow.

The Pride and the Passion

(Continued from page 1)
Spain to besiege the walls of Avila. The course over which they must pass
not only is in enemy hands but also traverses mountains, arid
wastes, rivers and, even, enemy held cities. With only mules to sup-
plement the muscles of men and women, the gun is started on its hazardous
journey.

There are narrow escapes from French patrols and searching parties;
there are disastrous setbacks such as when the gun, made fast to a log
raft that has been built to transport it across a river, is swept away from
the band by strong currents and smashed against rocks. Or when it
breaks away descending a mountainside and careening wildly on its
carriage mows down forest trees in its path, ending in a ditch in a peace-
ful valley surrounded by grazing sheep. Or again when under the eyes
of the French an attempt is made to bring it through a mountain pass
at night and the band is ambushed by the enemy. But the gun gets
through despite the slaughter.

On still another occasion, repairs to the carriage are made in a cathe-
dral despite a traitor citizen who informs the French. And with suc-
cess in sight, there is the time when a bridge must be blown to prevent
the French from crossing a river at a point where the gun could not be
hidden.

These are incidents typical of the suspense, action and adventure
that follow the guerrilla band and gun across Spain. All the time romance
is brewing between Grant and Miss Loren, and jealousy begins to make
rivals of Grant and Sinatra. As Grant protests excesses on the part of
the guerrillas he is drawn into a hand-to-hand knife fight with one of
Sinatra's lieutenants.

Eventually the band attains its objective—the walls of Avila—and
reinforced by thousands of peasants, some armed only with pitchforks
or clubs, the gun is placed in position and, with Grant firing, the walls
are breached. Miss Loren follows Sinatra at the head of the peasant
army and both are killed as the victorious natives overwhelm the French
by mere force of numbers. It is a spectacular assault scene, perhaps
filmed on as broad a scale as anything seen in recent years. For a finale,
survivors wheel the gun about and, led by Grant, head toward the
Coast where a British warship waits for the gun.

Every showman will recognize the strong boxoffice factors which this
picture offers. He will know, too, exactly how he can supplement them
with his own promotional contributions in order to get the most out of
this potent attraction. It's worth backing to the hilt.


SHERWIN KANE

To Use Permafilm

Consolidated Film Industries, Inc.,
has become a franchise Perma-
film processor and will make this film
preserver available at its laboratories
at Fort Lee and New York, as well
as at its Hollywood plant. The deal
was arranged by Douglas T. Yates,
vice-president of Consolidated, and
Paul N. Robins, executive vice-presi-
dent of Permafilm, Inc.

Face-Lift for Trans-Lux

Plans are underway to completely
rebuild and redecorate the Trans-
Lux Theatre in Washington, D. C., by
July 3, in time for the opening of
"Fire Down Below," it was an-
nounced here by Richard F. Brandt,
vice-president of Trans-Lux Theatres
Corporation. The Trans-Lux, originally
a news reel theatre, was converted to
a first-run operation in 1949.

Atlanta Meet

(Continued from page 1)
asters of Georgia. B. M. Kennedy of
Birmingham heads the former organi-
zation, J. H. Thompson of Hawks-
ville, the latter, which, additionally,
named Harold Spears as a vice-pres-
ident.

The second day of the joint con-
vention began with a pioneer's break-
fast this morning at which over 300
were honored as members of the in-
dustry with 25 years or more of serv-
ise. The master of ceremonies was
Willis Davis of Wilby-Kincey Thea-
tre.

During the breakfast prizes were
awarded to newspaper writers for
the "best stories" on the film industry
published in Georgia since Jan. 1. C.
Mcintosh, of the Augusta Chronicle-
Herald, won the first prize—an all-expenses-paid trip to Hollywood
for two. U. S. Savings Bonds of $250
went to three writers: George Doss,
Mark Smith, and Shirley Barker.

Six Speakers Heard

In the morning business session
speakers included Cecil Brown, Para-
mount Pictures; Lonnie Otwell, Mar-
tin Theatres; and J. O. Hoover, Mar-
tin Theatres. The delegates also
heard Jeff Livingston, Eastern direc-
tor of advertising for Universal Pic-
tures. Al Svidlinger spoke on "A Look
into the Future" at the luncheon
session.

The afternoon session, at which
Herman Levy, TOA general counsel,
spoke, was closed to the press.

House Passes Bill

(Continued from page 1)
additionally, an amendment to increase
from $250,000,000 to $1,000,000,000
the maximum loan size. No move
was made to drop the present require-
ment—objected to by TOA—that an
SBA loan applicant's net worth must
be turned down on the loan by pri-
vate lenders.

The bill passed by the House
would increase the agency's business
loan authority from $230 million to
$500,000,000. It would also cut from
6 per cent to 5 per cent the maximum
interest rate on SBA's portion of par-
ticipation loans.

Memphis to Acquire
New Art Theatre

SPECIAL TO THE DAILY

MEMPHIS, June 25 — The Ritz
Theatre here next month will be
large part of an Art theatre circuit
which already operates 10 theatres in
major cities.

Jack Katz, who has operated the
Ritz for 25 years on lease from
David Flexer, has signed a lease with
the Art Theatre Guild of Columbus,
O. The transfer is effective
immediately.

The Ritz has been closed for
enlargement of the lobby and instal-
lation of a coffee bar. It will re-open
on July 10.
**REVIEW:**

**House of Numbers**

M-G-M—CinemaScope

**BOSTON**—New England Variety Club's Jimmy Fund Drive will be kicked off this year with a baseball game between the Boston Red Sox and the Milwaukee Braves on Monday night, July 22, at Fenway Park here. The Jimmy Fund, which was founded by the Variety Club of New England and sponsored by the edward picture industry and the Boston Red Sox, is for furthering research to help children afflicted with cancer.

**DALLAS**—Lawrence Welk and his Champagne Musicians will be the chief attraction at the 18th annual Variety Club tuna dance to be held in the New Memorial Coliseum Friday and Saturday, Sept. 6 and 7. The annual event is staged to benefit the Variety Club's projects, the Boy's Ranch at Bedford, Tex., Welk's shows will be presented on both days between the racing events.

**PHILADELPHIA**—Mrs. Charles Ehrlich has been installed as president of the Woman's Auxiliary of the Philadelphia Variety Club succeeding Mrs. Robert Hanover. Other officers are: Mrs. Joseph Segal and Mrs. Eugene Tunic, vice-president; Mrs. Cecil Felt and Mrs. Irving Seg, secretary, and Mrs. Louis Mellich, treasurer.

**NSS Will Handle RKO British Accessories**

**LONDON,** June 25—National Screen Service will take over distribution of RKO Radio's advertising accessories in Great Britain as a result of an agreement reached by Robert S. Wolff, chairman and managing director of RKO Radio, and Arnold Williams, NSS managing director. NSS already is distributing RKO trailers. The arrangement goes into operation July 1. Wolff contends that physical distribution should be turned over by all companies to a central organization operating in behalf of all distributors.

**Companies Loan Funds To Japan Power Corp.**

**TOKYO,** June 20 (By Air Mail,—A check for $6,667,000 (in Japanese yen) was handed over to the Japanese by American film distributors in Japan as a special trust fund loan to the Electric Power Development Corporation.

This is the second time that the American film firms have loaned their accumulated yen funds, profits from film rentals being held in banks for electric development. As the loan matures in six years permission to transmit the funds to America will be realized.

**CONVICTS have been breaking out of prison on the screen ever since the movies were young. But there has seldom (if ever) been a more daring or ingenious escape than that which is depicted in great detail in M-G-M's new thriller, "House of Numbers." With Jack Palance for the marquee and a fetching blonde called Barbara Lang to exploit, to add to the strong story, this film may well turn out to be a "sleepier" at box offices everywhere.

Name any pitfall that suspense tales often fall into, and you will find that Russell House and Don M. Mankiewicz have avoided it in their screen play, which is based on a magazine novel by Jack Finney. Their script is a model of simplicity and lacks distracting complications. There is no attempt to psychoanalyze the criminal and no pious speeches blaming society for his misdeeds.

Instead there is a carefully worked out blueprint for an audacious break-out by one man from San Quentin that matches the spectator's attention immediately and keeps it right up to the end. There are plenty of twists and turns in the plot, but they are easy to follow all the way.

At least one of the twists can be given away in a review without spoiling anything, and that is the fact that Palance plays two roles. He appears first as an actor who loses his neck when the latter's wife to make the "outside" arrangements for an escape. Then the audience suddenly gets a real surprise when it turns out the brothers are identical twins.

The plot details involve a number of intriguing things—including having the "outside" Palance actually get into the prison and masquerade as his brother overnight. It also involves trying to deceive a nosy prison guard who lives in the house near the prison which the brother and sister-in-law have rented. And it involves further such things as the digging of a "grave" in the prison yard—but more a synopsis should not give away.

Much of the credit for the picture's success is due Palance, who gives a good performance in both roles. He makes the differences between the two brothers much more than just the way they comb their hair; they are differentiated in both mannerisms and speech. And Miss Lang, who is very easy on the eyes, also demonstrates a promising flair for acting as the wife. No other actors figure very prominently.

The picture was actually photographed at San Quentin (in black-and-white CinemaScope) which gives it a hard authentic air. Rouse has directed creditably for the maximum the story offers in suspense. Running time, 92 minutes. General classification. Release, in August.

**British Attendance Down 7% in 1956**

**LONDON,** June 25—Theatre attendance in England during 1956 was 7 per cent less than that in 1955 and the proportion of cinemas capacity filled was 30 per cent as compared with 31 per cent in the previous year, according to the annual report on the film industry published in the Board of Trade Journal today.

Box office receipts were down by 1.5 per cent despite an increase in seat prices, the report states, with the total for the year the lowest since 1950. The entertainment duty for the year was 1.5 per cent greater than in 1955 and thus took a slightly higher proportion of the total receipts.

Total seating capacity declined in 1956 by 4 per cent to 66,000,000, reflecting a reduction in the number of weekly performances as well as the number of seats available. Only Wales, Scotland, showed an increase in proportion of capacity filled. There was an especially pronounced drop in the number of cinemas and seats in small groups seating between 250 and 1,000.

Wages paid cinema employees in the week ended Dec. 8, 1956, totalled £353,000, an increase of 9 per cent as compared with the year before. The amount charged as gross film rents in 1956 totalled £23,300,000, which was 8 per cent less than in 1955. British films accounted for £2,700,000, an increase of 5 per cent, while foreign films accounted for 7 per cent less.

**Set Dinner to Honor Schmertz on Retirement**

**CLEVELAND,** June 24—A farewell dinner in honor of I. J. Schmertz, who is retiring Aug. 1 after 32 years with the 20th-Fox organization, is to be held at the Stater Hotel July 29. It will be under the sponsorship of the Variety Club, which Schmertz has served as chief banker and treasurer.

**‘Night’ Bowl July 17**

Universal - International’s “Night Passage,” the first Hollywood-made film production in Technicolor’s new Technirama process, will have its world premiere at the Paramount Theatre in Denver Wednesday, July 17, followed by a series of Texas pre-release openings. James Stewart and Audrey Murphy, stars of the film, will make key city promotional tours in connection with the early openings of the picture and will participate in the world premiere activities.

**People**

*George Elemen has been promoted to the post of assistant secretary at 20th Century-Fox International and Inter-American Corporations, it has been announced by Emanuel B. Silverstone, vice-president and general sales manager. Elemen replaces Edwin S. Fraser, who has resigned because of health.*
Hearing Recession

Will Continue Skiatron Talks, Says O'Malley

Jyles Tolls-TV Baseball; Stark Sees 'Frankenstein'

By J. A. OTTEN
WASHINGTON, June 26 — Brooklyn Dodgers President Walter O'Malley today said he would pick up discussion television negotiations with Skiatron, Inc., again just as soon as the current Congressional baseball investigation winds up, hinting out that he had broken off negotiations earlier this year only because the Congressional probe was announced and he did not want to tarry on the negotiations "in a golden bowl."

Other clubs interested in subscribing to televising of their games are also remaining quiet now, but will take a look at the situation when the

(Continued on page 7)

Radio Aid for MPAA Drive

Action was undertaken to expedite a industry's business building program at a meeting held here last night by the advertising and publicity directors committee of the Motion Picture Association of America, "Operation Movie-going," an integral part of the business building theme utilizing radio, is reported early to be put into action. A spokes-

(Continued on page 8)

Nicholson Sets 2 More
Abroad—Writer Present

From THE DAILY BUREAU
HOLLYWOOD, June 26 — American International Pictures will produce at least two more films abroad this year, President James H. Nicholson has announced, and these will be in addition to AIP's already scheduled 24.

Back from London, on completing

(Continued on page 8)

Opposition in L. A.
To Pay-TV Application

From THE DAILY BUREAU
HOLLYWOOD, June 26 — Application by Skiatron, Inc., for a franchise to operate its pay-television system in Los Angeles, as reported Tuesday in Motion Picture Daily, ran into direct opposition yesterday when presented at a hearing held by the city's board of public utilities and transportation.

Representing the Telemeter Corp.,

(Continued on page 7)

British Prefer U. S. Films Made in U. K.
To Those Produced in Hollywood: Woollf

From THE DAILY BUREAU
HOLLYWOOD, June 26—A decrease in the number of American films produced and exhibited in Great Britain has improved British production earnings in England, James Woolf said in an interview at the Beverly Hills Hotel here.

The Romulus Films executive, who just completed arrangements for the second production of his two-picture deal with Columbia, said that American pictures made in England have a much better potential gross in the British commonwealth than those made in the U.S. The top grossers in England are British made films, despite the popular belief that the English are eloming for American product, Woolf declared.

Questioned on the threat to theatre returns if major feature films become available to television in England, Woolf said he could see none, since the Kinematograph Retailers Society has agreed to keep features off TV. 

(Continued on page 8)

Hub Trial

Neighborhood Opening Plan
Starts Strong

Pinanski for Continuance
Of 'Modern' Film Selling

Special to THE DAILY
BOSTON, June 26 — Additional evidence that extra business is available to motion pictures when obstacles in the way of patrons interested in attending the theatre are removed, was provided by the area opening here today of Walt Disney's "Johnny Tremain," Sam Pinanski, head of American Theatres, said.

The picture opened strong in 18 local theatres, 17 of them neighborhood houses. The 18th is American Theatres' downtown Mayflower. Seven of the neighborhood houses are American Theatres units.

Pinanski for long has advocated

(Continued on page 8)

20th-Fox Trailer Edited
For New 45-min. Type

Twentieth Century-Fox will soon issue a 45-minute version of its product trailer, "The Big Show," with new introductory talks by Syros F. Skouras, president, and Buddy Adler, executive producer. Scenes from "The Young Lions," "Kiss Me Kate," "Peyton Place," "The Enemy Below" and

(Continued on page 8)
**PERSONAL MENTION**

**Aldred E. Daff**, executive vice-president of Universal-Pictorial, MOtion has returned to New York from the Coast.

**Kenneth Clark**, vice-president of the Motion Picture Association of America, will return to Washington today from New York.

**Roger H. Lewis**, United Artists national director of advertising, will return here today for Washington.

**Kenneth Harbrecht**, president of public relations department of America, and **Inveno Schott**, general sales manager, will return to New York tomorrow from the Midwest.

**David Goldman**, Hecht-Hill-Lancaster advertising-publicity vice-president, will accompany Burt Lancaster to Washington today. They will return here tomorrow, with Goldman leaving for the Coast next Wednesday.

**Matthew Fox**, of Sklaron, Inc., will leave here today for London via S.O.A.C.

**B. G. Kranze**, vice-president of Stanley Warner Cinerama, left here yesterday for Cleveland.

**Jeff Livingston**, Universal Pictures Eastern advertising manager, is in Chicago from New York.


**Leonore Edelstein**, of the 20th Century-Fox home office advertising-publicity public relations department, will leave here today for Europe.

**London Likes 'Prince'**

LONDON, June 26—Film reviewers of the London papers generally hailed Warner Brothers' "The Prince and the Showgirl," which opened here last night at the Warner Theatre. Among the enthusiastic reviews were those appearing in the London "Evening Standard," "Evening News" and "Star."
THE "RUN" HAS BEGUN . . . WITH THE U-I KIND OF PRE-SELL AIMED TO SATURATE EVERY MAJOR MARKET COAST TO COAST!

LOOK...on stands July 9

LIFE...on stands July 18

Run of the Arrow

COLOR ADS IN BOTH TOP NATIONAL WEEKLY MAGAZINES

PRE-SELLING to more than 42,500,000 potential ticket-buyers

...AND THIS IS ONLY THE BEGINNING!
Run of the Arrow

Technicolor

An RKO Radio Picture

A full-scale nation-wide 24

on the highways and byways across the land...841

Pre-Sell Show-Shopping
STABBING
ROD STEIGER
SARITA MONTIEL
BRIAN KEITH and
RALPH MEEKER
with
JAY C. FLIPPEN
CHARLES BRONSON
OLIVE CAREY

Written, Produced and Directed by
SAMUEL FULLER

A UNIVERSAL - INTERNATIONAL RELEASE

1-SHEET BILLBOARD CAMPAIGN

communities...covering 69 major markets...aimed to
MILLIONS DURING JULY and AUGUST!
The Land Unknown

...and more Showmanship Dynamite from U-I!
PEOPLE

O’Malley, Stark Hear’d, Pro and Con Pay-TV

(Continued from page 1)

Investigation ends, O’Malley predicted. He testified as a House judiciary subcommittee recessed until July 10 after later its investigation of the antitrust status of baseball and other sports. New York Giants president Horace Stoneham was slated to testify today but didn’t get a chance to testify and will return then. He has been mentioned as also being involved in toll TV negotiations.

On Wednesday, the subcommittee heard New York City Council president Abe Stark call on Congress to investigate “the unholy alliance between the baseball barons and pay television forces.”

Recalls 1956 Warning

Stark, a longtime opponent of toll television, renewed his attack on pay TV, citing it as a major factor in the proposed shift of the Dodgers and Giants to the West Coast. He recalled that in April, 1956, he had warned the Senate Commerce Committee that pay TV proponents were planning to destroy free public viewing of sports, films and other forms of entertainment.

“Well, that threat is now upon us,” he said. “The prospect of easy money and windfall profits from toll TV seems to motivate the entire scheme to transfer the Dodgers and Giants to the Pacific coast.”

“Our problem is not a baseball trust alone, but a more powerful monopoly television—which is trying to gain respectability by the back door.”

Stark charged that pay TV is a “Frankenstein Monster” which would reach agreements with other Major League clubs in due course and would ultimately black out every sport and other entertainment. “Pay television offers the public nothing new in regular baseball or World Series viewing except a bill at the end of the month,” he asserted.

The committee, which has been the public, Stark said, “we may all wake up one morning to find that the American people will be paying for the privilege of watching their own visiting sets.” Under present free TV, he argued, Major League baseball can be seen in the home without any cost to the public. He estimated private sponsors would spend $325,000,000 this year to broadcast ball games.

Long in Favor, Says O’Malley

O’Malley told the subcommittee he had long been an advocate of subscription television and thus was readily interested when Sklatron approached him in February and said it would talk about televising Dodger games.

He said he attempted to work out a pilot contract that could be applied to all the clubs, and that several interested parties were working out when the judiciary subcommittee hearings were announced. He then gave up the work, he said, “because I preferred not to conduct my negotiations in a goldfish bowl.”

Asked whether he would resume negotiations at any time, O’Malley replied, “Just as soon as I think you are through with me, I am going to get right back at them.” He said he had discussed the toll TV possibility with other National League clubs, and while “one or two” were skeptical, the others were interested and were looking into it when the House hearings were announced.

O’Malley said the contract drafts with Sklatron involved Dodgers games in Brooklyn, but the contract could easily be switched to Los Angeles, if the Dodgers moved there. Since both Los Angeles and New York were good television cities, he said, the Sklatron negotiations were not an important element in the Dodger decision to consider moving.

Discusses Possible Fees

O’Malley said he thought the fee charged subscribers to the toll TV games would be about $1 a game, though he personally favored the arrangement where the ball club would get one-third of this, with 25 per cent of that amount going to the visiting club. The Dodgers take from toll TV, he estimated would be about $250,000 a year, “but they get from New York broadcasting rights to their home games.”

O’Malley said he did not know whether the Federal Communications Commission would have to approve the arrangement. Chairman Emanuel Celler (D., N.Y.) said he did not think FCC approval would be required if the toll TV set-up were made and did not cross state lines.

Pay-TV Bid

(Continued from page 1)

Portion, named B. Silberberg told the board, “I think there should be a thorough investigation of the financial responsibility, character and technical advances of any applicant.” The board scheduled another hearing for July 2.

Sklatron vice-president Jerome L. Doff revealed, in his presentation, that the Sklatron proposal includes giving the city five free weekly for educational and informational programs, plus one per cent of the gross receipts.

Silberberg told the board Teletel communications has refrained from seeking a franchise for the city for five years for educational and informational programs, plus one per cent of the gross receipts.

Sklatron’s board has refrained from seeking a franchise for the city for five years for educational and informational programs, plus one per cent of the gross receipts.

City Official Approved

T. M. Cubb, general manager of the public utilities department, recommended that a closed-circuit system franchise be worked out and offered for sale.

Doff told board, when questioned as to the cost of installing a closed-circuit system, it would cost “tens of millions.” When pressed as to whether Sklatron officials know for sure that the Brooklyn Dodgers will be moved to Los Angeles, which he reported is a basic factor in Sklatron planning, Doff said, “I can only say that our company has had discussions with the Dodgers.”

Albany Industry Plans

Rogers Hospital Drive

Special to THE DAILY

ALBANY, N. Y., June 26—Exhibitors and distributors in this area will meet on Monday in the screening room of 20th-Century-Fox to organize the combined audience collection drive and Christmas salute for the Will Rogers Memorial Hospital.

Daniel R. Honlihan, Paramount manager and area distributor chairman, sent the letter of invitation following his return from his visit to the hospital over the last weekend.

WB Meeting

(Continued from page 1)

which the company’s releases from now through the end of the summer will be discussed.


District managers who will attend include Norman J. Ayers, Eastern, with headquarters in New York; Robert Smeltzer, Washington, D. C.; William G. Munsell, Central, New York; Kurt Mills, Midwest, Chicago; Hall Walsh, South Pacific, St. Louis; Grover Livingston, Southeast, Atlanta; Ed Williamson, Southwest, Dallas; Fred Greengrass, West Coast, Los Angeles; and Haskell M. Masters, Canada, Toronto.

Special ‘Rain’ Showing

The New York Police Department Narcotics Bureau, the largest municipal agency of its kind in the United States, will schedule a showing of 20th-Century-Fox’s “A Hatful of Rain” Friday night at the film company’s home office.
Two Grooms for a Bride
Eros Films—20th-Fox

This picture features John Carroll as a philandering film hazing with nuclear matters beyond the understanding of most theatre-goers and, for most of the distance, the understanding of the fictional scientist portrayed by Jagger. Players whose names double as weight in other areas—Edward Chapman, Leo McKern, William Lucas, Peter Hammond—round out a capable cast, engaged in playing out a story about death-dealing forces, police, military, laboratory apparatus and theoretical deduction. There is no romance, and the picture is entirely to the science fiction fans.

In the story, the four riot-bent kids take over when their parents are reported lost on an expedition to Africa. They oblige the English bartender sends for the two next-of-kin, the Texas millionnaire brother and the scientist sister, who are in-laws. They are told they can assurance of the charm of English settings that are typical of a majority of films from London studios. Production value is generally below standard, with bad lighting a frequent fault, and studio settings are merely adequate.

In the story, the four riot-bent kids take over when their parents are reported lost on an expedition to Africa. They oblige the English bartender sends for the two next-of-kin, the Texas millionnaire brother and the scientist sister, who are in-laws. They are told they can assurance of the charm of English settings that are typical of a majority of films from London studios. Production value is generally below standard, with bad lighting a frequent fault, and studio settings are merely adequate.

The MPAA committee considered the selection of East and West Coast advertising and publicity coordinators. The title chosen for the post is "executive coordinator for the advertising and publicity committee." No further action, however, in this matter was undertaken at last night's meeting.

Nicholson Sets

(Continued from page 1)

"Cat Girl," filmed in cooperation with Anglo-Amalgamated 'Film Distributors, Nicholson said all future films produced by the company will be made, as was the case with this one, with an American writer present. Lou Russoff, who wrote "Cat Girl," served also as co-producer.

Nicholson said the AIP policy, governing the presence of writers at production sites is based on results obtained by studying box-office returns from American exhibition of 25 recent productions made abroad "without benefit of American savvy."

He said, "none of the list studied brought any box-office success to the average exhibitor in the United States. Unless the picture is made with the American public in mind, its chances of success here are very slim.

Japan Film to President

HOOLYWOOD, June 26 — Japa- nese Ambassador Nassyuki will present a print of "Onsen," documentary feature film based in Japan by American producer Steve Aronson. Eisenhower this week as the film chosen by the Japanese Government as the "finest example of international cooperation in film making."

Neighborhood

(Continued from page 1)

changes in film marketing practice which will make it easier for prospective patrons to attend the theatre.

He points to the modern shopping center merchandising methods which have made it easy for customers of large downtown department stores to patronize branch operations without the expenditures of time, energy and money required to make a shopping trip to the heart of the city for new growth areas in the outlying neighborhoods and suburbs.

Detroit Case Cited

Finanski contends that if theatres are to get a share of this modern trade it must be on the basis of the patrons' convenience. In other words, the first run films must be more available to outlying theatres simultaneously with the downtown run. In each of several instances of late in which downtown attempts to increase or extend their audience have been attempted, here as well as elsewhere, boxoffice results have tended to support Finanski's argument. One was the successful experiments being made in Detroit. Results with the "Johnny Tremain" booking here on opening day indicate that not only is outlying business aided but downtown attendance is not noticeably affected. Moreover, the picture was described as "sensational."

A test of the idea will take place July 17 when Paramount mass-circles the Elvis Presley starrer, "Loving You," throughout neighborhood areas, first run. Universal, too, is currently meeting success in Chicago with its version of the plan under which "Joe Butterfly" and "Kelly and Me" go to 21 neighborhood theatres.

Some Stores Closed

Finanski cited the closing of large downtown stores as a sign pointing out that outlying branches in shopping centers are now prospering.

He looks for a sizeable increase in theatre attendance here soon following the closing of schools this week, good, strong product in view and new enthusiasm being generated by plans for the industry's business-building program.

"If they get the show on the road promptly and just don't wait until blood has been spilled, like the closing of three of our leading department stores here, we're likely to see some real progress soon," Finanski observed.

20th-Fox Trailer

(Continued from page 1)

"No Doubt About It," which was not available for the first presentation of the film, have been added.

The new edition is designed for presentation in theatres. In addition to the original slot machine program, the talent development program will be included for several newcomers. Detailed plans for the showings are now being worked out.
COLUMBIA PICTURES CORPORATION
711 FIFTH AVENUE
NEW YORK 22, N. Y.

June 12, 1957

Messrs. Irving Allen
& Albert R. Broccoli
Warwick Film Productions Ltd.
3, Audley Square
London, W. 1, England

Dear Irving and Cubby,

I want to remind you of a conversation we had six months ago.

We had just seen the first rushes of your newest picture for Columbia release, "FIRE DOWN BELOW". I told you, "Get me prints in time and I will date "FIRE DOWN BELOW" in the finest key city houses in the country during the month of July."

It has been done. In the face of the keenest competition for prime playing time that our business has ever known, "FIRE DOWN BELOW" has, to date, been booked into 250 theatres during the month of July in every major city from the Atlantic to the Pacific -- from Canada to Mexico. This is the biggest and most comprehensive booking any film has ever received in the history of Columbia Pictures.

Give us more like "FIRE DOWN BELOW" with sure-fire star power. It makes business a pleasure.

Yours sincerely,

A. MONTAGUE

AM:td
**Motion Picture Daily**

**Television Today**

Who's Where

The elections of H. Weller Keever and Robert Cnader serve as vice-presidents of California National Productions announced by Robert D. Levitt, president of the television film producing and distributing company.

Appointment of Douglas A. Anello as chief attorney for the National Association of Radio and Television Broadcasters, effective July 1, has been announced by NARTB president Harold E. Fellow.

Robert L. Patrick, has been named secretary-manager of the Georgia Association of Broadcasters which has its headquarters at the Henry Grady School of Journalism, University of Georgia, Athens, Ga., where he will also have staff duties.

Richard D. Buckley, vice-president in charge of programming and sales for the DuMont Broadcasting Corp., has announced the appointment of Albert S. Gouatin to the post of television sales manager for the company.

---

**Guild Films' Earnings $452,382 In 6 Months**

Earnings of Guild Films Co., Inc., totaled $452,382.80 before taxes for the six-month period ending May 31, marking an increase of more than 500 per cent over the earnings of the similar six-month period of fiscal 1956, it is reported by George DeMartini, vice-president and treasurer.

Now Has 26 Shows

The company, which produces and distributes film television programs, expanded operations during the past month by contracting for the production of two new series, “The Michaels in Africa” and “Light of the World.” With the addition of these two, Guild now has 26 TV shows under its aegis.

**Georgia Gibbs to Star**

Georgia Gibbs, RCA Victor recording star and nightclub singer, will start a program to be titled “Georgia Gibbs’ Million Record Show” Monday, July 1 (NBC-TV, 7:30-7:45 P.M., EDT). The quarter-hour program, which will be seen every Monday evening through Sept. 2, will feature each week two songs that have sold over a million records.

**Park, Milford, Mills Form New Company**

Announcement of a new company to produce and develop television and motion picture properties for networks and advertising agencies was made yesterday by Ben Park, director of public affairs for the National Broadcasting Company; Ted Mills, executive producer at NBC, and Gene Milford, motion picture editor and director.

**Effective July 31**

Both Park and Mills will leave their posts at NBC on July 31, and Milford will resign his position as president of MKR Productions to form the new company. Under the name Mills-Milford-Park, the firm will specialize in the creation and production of major one-shot television programs, and limited series for television as well as feature motion pictures.

**Slate ‘Big Beat’**

“The Big Beat,” a new ‘live’ musical series designed to mirror the popular musical tastes of America as reflected by record sales, will make its debut on the ABC-TV Network Friday, July 12, 10-10:30 P.M., EDT. Alan Freed, who conducted the network’s recent pair of special musical shows, under the title of “The Rock ‘n’ Roll Revue,” also will emcee “The Big Beat.”

---

**John Doerfer**

**FCC Chairman**

From THE DAILY Bureau

WASHINGTON, June 26. — President Eisenhower is designating Federal Communications Commission John C. Doerfer as the new chairman of the Federal Communications Commission, effective Monday.

White House press secretary James Hagerty announced this today, along with the official announcement of the long-known fact that chairman George McConnaughey would retire. Hagerty did not indicate whom Eisenhower would name to fill the vacancy on the commission.

Member Since 1953

Doerfer has been an FCC member since 1953 and before that was a member of the Wisconsin Public Service Commission. He has generally been counted as friendly to toll TV. McConnaughey wrote the President he was retiring for “personal considerations.” The President thanked him for “able and distinguished service.”

**Eastman to Sponsor**

The Eastman Kodak Co. will sponsor “The Ed Sullivan Show” on alternate weeks beginning Sunday, Oct. 6, over the CBS Television Network (8:00-9:00 P.M., EDT).

---

**Personal Representative:**

**LESTER LEWIS ASSOCIATES**

11 EAST 48 STREET, NEW YORK 17, NEW YORK

PLaza 3-5083
1958 Editions in Preparation—ORDER NOW!

(Make sure of your copy or set—the 1957 Editions were sold out by May 1st!)

Motion Picture
Almanac—$5.00

Both Volumes
—the whole business world of the screen—

$8.50

The only Who’s Who of either industry — unique also in format and arrangement for quick, easy reference with thumb-indexed subject divisions!

Television
Almanac—$5.00

WHO’S WHO . . . WHAT’S WHAT . . .

facts of People, Companies, Industry right at your finger tips

Order now to make sure you will have the latest information at hand upon publication. SEND COUPON TODAY!

QUIGLEY PUBLICATIONS, 1270 Sixth Ave., New York 20, N. Y.

Please reserve for me a copy of the 1958 edition of:

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ COMPANION SET OF THE TWO ALMANACS ($8.50)

☐ Payment herewith
☐ Bill me when shipped

Date of this reservation

Name

Address
A Hatful of Rain

Cinemascope

Eva Marie Saint
Don Murray
Anthony Franciosa
Lloyd Nolan

reuniting the genius of
Producer Buddy Adler Director Fred Zinnemann
who gave you "From Here To Eternity"
Screenplay by Michael Vincente Gazzo and Alfred Hayes

Soon... at leading theatres... from 20th!
EDITORIAL

An Institutional Theatre Campaign

By Sherwin Kane

COMPO and Theatre Owners of America have approved the inclusion of the industry’s business building campaign of a promotional effort on behalf of theatres.

The Motion Picture Association is not averse but is inclined to place less emphasis upon the institutional campaign. Efforts made to advertising copy submitted to it earlier, the MFA committee feels an institutional campaign should wait upon the completion of a study of the research study now under way, which may provide valuable new ammunition for institutional copy.

Thus, while there appears to be no basic disagreement on the subject, it certainly looms as of greater importance to exhibition than to distribution. Ernest Stellings, TOA president, said if the institutional campaign was not a part of the industry business building program, he could consider approving TOA’s participation in the program at all.

That all branches of the industry, as well as exhibition, could profit from an institutional campaign properly conducted in conjunction with the business building drive, appears unanswerable.

No one will deny that movie-going no longer is a habit with the public. Theatre attendance for some years has been the result of a selective or impulsive decision, in the main.

Old forces and attractions that once lured the solid core of theatre patronage to the boxoffice with every program change no longer are popular. Even though a luxurious atmosphere, comfortable furnishings, modern equipment and courteous service still are essential to the successful theatre, no longer are they rare enough to attract substantial, steady patronage on their own, as they once did.

Most houses are comfortable, pleasant places today, many air conditioned. Things that made the fine theatre unique, are commonly available to the public today.

The theatre is in need of an institutional campaign, a campaign that will implant in the public mind the idea that it is the best, if not the (Continued on page 2)

FCC Reply on Authority to Okay Toll TV ‘Unsatisfactory’: Harris

By J. A. OTTEN

WASHINGTON, June 27—House Commerce Committee Chairman Harris (D., Ark.) said the Federal Communications Commission has given him an “extremely unsatisfactory” answer to his request for information supporting the FCC’s belief it has legal authority to okay toll television.

Harris said he was sending the commission a new letter demanding a more detailed official answer.

Some weeks ago, Harris asked the FCC a series of questions about toll TV, including whether the commission felt it had legal authority to okay the new service. The commis— (Continued on page 3)

H-H-L Negotiating New Deal with Metro

From THE DAILY Bureau

HOLLYWOOD, June 27. — The Hecht-Hill-Lancaster company has nearly completed negotiations to make four pictures for MGM. The deal, reportedly ready to be signed next week when Joseph R. Vogel, (Continued on page 2)

Hear Two Petitions

New Theatre Called Guide To NT Future

Hearing on Loew's Plea Will Be Resumed Today

National Theatres want to construct a new theatre at Garden Grove, Cal., as 'a pilot' to determine whether or not the circuit should continue to build new theatres or divert its money into other channels, Frederic W. Pride, attorney for NT, told Federal Judge Edmund Palmieri yesterday at a hearing in N. Y. District Court on the circuit’s application for a new operation.

The judge also heard arguments on a petition by Loew’s Theatres to ac— (Continued on page 7)

Diversity of Subject

Marks Warner Product

Diversification of subject matter marks the product line up by Warner Bros. for summer and fall release, Roy Haines, the company’s general sales manager, told district managers at the opening session of a two-day sales conference at the home office yesterday.

The scope of subject matter in— (Continued on page 6)

Kazan Scores N. Y. Officials' Indifference to Local Film Units

By VINCENT CANNY

New York City motion picture production interests should form a “pressure group” to talk to the mayor and other civic officials about the commercial importance of welcoming film producers here, Elia Kazan, Academy Award— just in keeping producers in New York but in bringing new ones to the city. "It is to the interest of the people of New York to have a growing industry here," he said, and suggested that the NTFC board undertake to contact city officials "to make them aware of what we’re trying to do."

Frankly, he went on, "the last time we worked here we got no help at all from the city." He contrasted this— (Continued on page 6)
Philip Harling

(Continued from page 1)

head of American Theatres, in a statement issued yesterday through the office of the Council of Motion Picture Organizations.

"I regret exceedingly," Pinanski said, "that in the rush of business at the close of the COMPo meeting last week, we neglected to pass the suitable resolution giving recognition to Phil Harling's great work. I know that everybody at the COMPo session would have been glad to vote for a resolution expressing the industry's thanks for the invaluable services he performed before the Senate Small Business Committee. With other members of his group, Phil obtained an extension of the committee's loan provisions that will be of great value to theatres, and in other ways made it easier for exhibitors to obtain financial aid from the government.

Sees Whole Industry Aided

"Both the TOA and all other elements of our business are to be congratulated upon the fine work that Phil Harling did in Washington."

Murtha, IA, Hits Pay-TV

Calls It Airways 'Grab'

Thomas Murtha, chairman of the 10th district, New York council of IATSE in the State of New York, representing all the theatrical crafts in the state, and one of the original persons who opposed toll-TV from its inception, has again gone on record with the Federal Communications Commission that it now feels more strongly than ever that any form of toll TV would greatly injure the present status of all of its members, and that the Commission be united in their determination to see that this "grab" of the airwaves should not be condoned.

Criticizes Film Council

Murtha further takes issue with the Film Council, which took the position that toll TV would aid employment. "It would have the opposite effect," said Murtha, "if this vicious system is ever permitted."

'Pride' Bows Today

Backed by a record $2,000,000 United Artists promotion, Stanley Kramer's "The Pride and the Passion," is being launched today with simultaneous world premiers at the Capitol Theatre here, the State Lake in Chicago, and the Fox Wilshire in Los Angeles.

Troy Projectionist

ALBANY, June 27.—A Requiem Mass was chanted in St. Joseph's Roman Catholic Church, Green Island, for Joseph M. Thompson, 53, a widely known projectionist who died in his home at Waterville. Thompson had been in the booth at Proctor's Troy for 25 years.

Reply of FCC

(Continued from page 1)

sion in reply sent a copy of its Myr 23 announcement seeking information about toll TV test conditions. In that announcement it said it had the legal authority to approve toll TV if it found it in the public interest.

Harris shot off another letter saying some of the statements in the commission's announcement indicated it wasn't so sure about its legal authority, and would it please give him all the information on which the commission based its conclusion.

Reply Very Brief, Says Harris

Harris said today he had received a very long answer from the commission, to the effect that it had reached its decision after reviewing a great deal of written material submitted to it, but that there had not been any formal opinion and that the commission had not stated its conclusions in writing. It added that the commission would prepare a memo on this point. Terminating this "an appropriate answer," Harris said he was writing the commission to say that any staff memo would be quite unsatisfactory, and that the public had a right to know so important a proceeding were entitled to have an official commission opinion made part of the record of the proceeding.

Looks to New Chairman

Harris said he would not decide on any further proceedings after this until he saw who the new commis- sioner was. He indicated that the McCoun- nagleh vacancy was said. He said he understood the commission was now just about evenly split on the toll TV issue, and that the new commissioner could be the crucial vote.

Ready Langford Series

HOLLYWOOD, June 27.—Produc- er Charles Wink, head of Splendex Enterprises, expects to have the sec- ond segment of "The Frances Lang- ford Show," upcoming new $5,000,000 series, ready for showing to prospective sponsors by the end of this week and will plane immediately to New York. Showings have already been arranged by Sonny Werblin, of MGM, and the agency handling sale of show to national advertisers.

Handley, Gobel in Pact

HOLLYWOOD, June 27—George Gobel will have Alan Handley produc- ing and directing his one-hour programs, under an exclusive contract arrangement completed with Columbia. The Gobel shows, alternating with Eddie Fisher's programs on the NBC-TV network, will inaugurate the season on Sept. 24.
Some countries give a medal for Everything!

Some pictures get a medal from Everybody!

Marilyn Monroe · Laurence Olivier
“Terrific is the word... Eye-filling Marilyn reveals a delightful flair for comedy! Highly entertaining! You’ll find it great fun!”
N. Y. JOURNAL-AMERICAN

“The partnership of Hollywood’s sex queen and England’s greatest actor really pays off! They’re delightful together and everyone can now laugh with them at Radio City Music Hall.”
N. Y. DAILY NEWS

“Great Fun! A witty script full of surprises!”
N. Y. HERALD TRIBUNE

WARNERS HAVE THE BIG SMASH (in the big New York heat) AT RADIO CITY MUSIC HALL!
Kazan Scores

(Continued from page 1)

"official" attitude with that of other location spots in which he had worked in Arkansas, Texas, Mississippi and Tennessee, where the city officials and chambers of commerce could not do enough for the film people.

Lauds Production Crews

Kazan praised the New York crews with whom he had worked on his last two pictures, saying that they were "equal in technical talent and superior in enthusiasm" to their West Coast counterparts. He warned that the West Coast industry is doing everything in its power to lure all production activity to that area.

"They have money, power and influence which they aren’t afraid to use," he said.

Other speakers at the luncheon included George Justin, production manager on Kazan’s productions of "On The Waterfront" and "A Face in The Crowd," and Joey Adams, television personality. Dr. Alfred E. Goldsmith, president of the Council, presided at the luncheon.

Diversity of Subject

(Continued from page 1)

cludes romantic comedy, adventure, dramatic musical, action, science-fiction and musical comedy.

Seven through Labor Day


Taplinger to Talk Product

At the meeting today merchandising programs for the new product will be outlined by Robert S. Taplinger, vice-president and director of advertising and public relations; Gil Golden, national advertising manager; Meyer M. Hutter, national publicity manager, and W. W. Brumberg, head of the field exploitation staff.

Exhibitors Aid Defeat Of 2 Bills in Illinois

Special to THE DAILY
SPRINGFIELD, Ill., June 27

Alert exhibitor opposition contributed to the defeat of two important bills in the state legislature this week. House Bill providing for a minimum wage of 75c per hour for all employees in the state, was defeated the Senate Committee on Industry Affairs committee. Appearing before the committee on behalf of the motion picture industry were: Ral Lawler, Peoria, president of the United Theatre Owners of Illinois; Geor Kerasotes, Springfield, UTO chairman of the board, and Duncan Kenne Chicago, head of Public-Great Star Theatres.

Censorship Measure Killed

Another House Bill providing county censorship of films and of entertainment was defeated by a key vote. Appearing before the License and Miscellaneous Committee of the Senate on this proposed legislation were Kerasotes and J. B. Giacchetto, Fris Amusement Company, Springfield. Also active on behalf of the thea interests was Jack Kirsch, Allied Theatres, Chicago.

Although not completely "dead" sue, it is considered unlikely that either action can be taken on the bills this session, which is scheduled to adjourn tomorrow.

Herman Wobber

(Continued from page 1)

ful, the finest character the motion picture industry has ever had."

Wobber entered show business when he built a nickelodeon here 1907. In 1912 he arranged a deal with Adolph Zukor and Famous Players Company to star Sarah Bernhardt in "Queen Elizabeth," the first feature length film. In 1941 he resigned after nine years as 20th Century-Fox general sales manager to return to the city of his birth in a lesser capacity for the firm.

Quota Pleas Down

LONDON, June 27-The Board Trade has received 794 applications from exhibitors for relief exempt quota in the year beginning Oct. 1. At this time last year there were 841 applications. The board calculated some 3,700 relief exempt forms to exhibitors early in May this year.
ew NT Unit

(Continued from page 1)

ere a new theatre just north of ami Beach, Fla. Decision on the petition was reserved and the w's hearing was adjourned late yesterday until 11 A.M. today.

NT's Difficulties Described

Pride told the court that the Na
tal circuit has been experiencing difficulties because of competition in television and drive-ins, as well as a lack of parking space for pa-
cars. With the new theatre, circuit would be able to meet ve-in competition, he said, and could have adequate parking facili-
ties. There would also, he contended, "no restraint on trade involved." the nearest theatre was "an old stand presented factor—" the cinema, he said, is "an old

Government to File Brief

The government, represented by Price Silverman, of the anti-trust division of the Department of Jus-
tie, had no opposition to offer. The age then reserved decision in the case, saying the government should be a stand and requested Silver-
ian to submit a brief within a week of 10 days.

A representative for Loew's Thea-
trs in its case argued for the new acquisition on the grounds that the nearest drive-in theatre was three miles away and the first indoor house was four miles distant.

Speaking for the government, Sil-
man said it is not opposed, as a nearest theatre the circuit owns the vicinity—the Riviera in Coral Gables—is "far enough away."

Newsmen Notes

Opposition to the Loew's Theatre petition is presented by Monroe E. Stein, journalist for Newsmen Theaters. He ad that Newsmen did not want Loew's to occupy this area but it was to be allowed to it should be the condition that the theatre be as a subsequent run and not be

European Firm Formed

Henry Newman, formerly with the United Artists foreign department and now visiting in New York from Germany, yesterday disclosed his formation in Europe of Film Import C.M.B.H., a distribution organization for Germany and Austria, specializing in the handling of independently produced U. S. films. Six pictures are currently scheduled for release.

The Abductors

Regal Films—20th-Fox

The U. S. Secret Service was hard at work tracking down counterfeiters as far back as 1876, according to this film, which a foreword states was based on an actual case. A plot to steal the body of Lincoln from his tomb in Springfield, III., also figures in the action, giving exhibitors two unusual angles to exploit. And for marquee names there are those two inveterate villains, Victor McLaglen and George Macready.

In this period cops-and-robbers piece, which was filmed in the Reg-
scope process, the stars play a pair of would-be counterfeiters whose only access to engraving plates is through a cohort in joliet prison. When they fail in one scheme to free this fellow—an attempted abduction of the war-
den's daughter—they hit on the idea of stealing Lincoln's body in order to force the governor to grant their friend amnesty.

The secret service is in on the plot almost from the beginning, which dis-
spates the picture's suspense—although the climactic scene in which the villains actually break into the tomb at night has an eerie quality. For the rest, however, "The Abduc-
tors" talks more often than it moves, and walks more often than it runs. It also lacks sufficient humorous relief.

Ray Wander produced his own script, which was directed by Andrew McLaughlin.


Richard Gerhart

eu George Sidney's

Jeanne Eagels

In Play by Daniel Fuchs • Sonya Levien and John Fante
ng Sidney • A Columbia Picture

review:

The Abductors

Regal Films—20th-Fox

The U. S. Secret Service was hard at work tracking down counterfeiters as far back as 1876, according to this film, which a foreword states was based on an actual case. A plot to steal the body of Lincoln from its tomb in Springfield, Ill., also figures in the action, giving exhibitors two unusual angles to exploit. And for marquee names there are those two inveterate villains, Victor McLaglen and George Macready.

In this period cops-and-robbers piece, which was filmed in the Reg-
scope process, the stars play a pair of would-be counterfeiters whose only access to engraving plates is through a cohort in joliet prison. When they fail in one scheme to free this fellow—an attempted abduction of the war-
den's daughter—they hit on the idea of stealing Lincoln's body in order to force the governor to grant their friend amnesty.

The secret service is in on the plot almost from the beginning, which dis-
spates the picture's suspense—although the climactic scene in which the villains actually break into the tomb at night has an eerie quality. For the rest, however, "The Abduc-
tors" talks more often than it moves, and walks more often than it runs. It also lacks sufficient humorous relief.

Ray Wander produced his own script, which was directed by Andrew McLaughlin.


Richard Gerhart

Review:

The Abductors

Regal Films—20th-Fox

The U. S. Secret Service was hard at work tracking down counterfeiters as far back as 1876, according to this film, which a foreword states was based on an actual case. A plot to steal the body of Lincoln from its tomb in Springfield, Ill., also figures in the action, giving exhibitors two unusual angles to exploit. And for marquee names there are those two inveterate villains, Victor McLaglen and George Macready.

In this period cops-and-robbers piece, which was filmed in the Reg-
scope process, the stars play a pair of would-be counterfeiters whose only access to engraving plates is through a cohort in joliet prison. When they fail in one scheme to free this fellow—an attempted abduction of the war-
den's daughter—they hit on the idea of stealing Lincoln's body in order to force the governor to grant their friend amnesty.

The secret service is in on the plot almost from the beginning, which dis-
spates the picture's suspense—although the climactic scene in which the villains actually break into the tomb at night has an eerie quality. For the rest, however, "The Abduc-
tors" talks more often than it moves, and walks more often than it runs. It also lacks sufficient humorous relief.

Ray Wander produced his own script, which was directed by Andrew McLaughlin.


Richard Gerhart

Next
Top Theatres Are Playing DCA’s BIG-ONE!

"UNDER POINT-BLANK FIRE FROM ENEMY SHORE BATTERIES... OUR CASUALTIES HEAVY... WE ARE ATTACKING!"

"Battle Hell"

Starring
AKIM TAMIROFF • WILLIAM HARTNELL • KEYE LUKE

Directed by Michael Anderson • Produced by HERBERT WILCOX
Screenplay by Eric Ambler • A Wilcox-Neagle Production

a DCA release

BOOK IT NOW Thru

DISTRIBUTORS CORP. OF AMERICA
1560 BROADWAY, NEW YORK CITY
or
Your Local DCA Exchange