TOP GROSSING PICTURES OF 1959 SET RECORD

HIT PICTURES OF 1959

Quigley Publications herewith presents its annual list of the top grossing pictures of 1959, arranged alphabetically by title and distributor and based on dollar grosses for the United States and Canada for the year.

<table>
<thead>
<tr>
<th>Columbia</th>
<th>Warner Bros.</th>
<th>Allied Bros.</th>
<th>Paramount</th>
<th>Universal</th>
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27 on Hit List Compares With Five a Decade Ago; Gain Was a Gradual One

There were more than five times as many motion pictures in the four-million-dollar class or over in rental fees paid by theatres in the U.S. and Canada compared with a decade ago, it is revealed in the tabulation of the top grossing films made by Morroe Picture Daily annually at this time.

Whereas there were only five films on the list in 1950, there are 27 for 1959, the records disclose.

Pictures are selected for the top-grossing list on the basis of dollars earned in the United States and Canada only.

A study of the lists of the top-grossing films over the past ten years shows that the gain was a gradual one over the period, starting with the

1960 to Be Biggest Year for Fox: Adler

In a New Year's message to president Spyros P. Skouras, and the world-wide operations of 20th Century-Fox received here at the weekend, Buddy Adler, executive in charge of production for the studio, said the company has the "greatest line-up of

Canadian Exhibitors Harmed by 16mm Films

Special to THE DAILY

TORONTO, Jan. 3.—An old problem is back to haunt Canadian exhibitors in the form of the 16mm films. Income from the small-gauge films has continued a steady decline, yet it is providing some sticky competition for the average exhibitor.

Most of the film companies have assigned distribution to an agent, but the problem arises as 16mm salesmen try to develop other sources. The films crop up everywhere and in areas which exhibitors consider out-of-bounds territory.

The industry is looking into the matter, and specific instances will be compiled to seek relief.
**Grosses Mark**

(Continued from page 1)

five in 1950, and reaching a peak in 1959 with 27. The totals for the intervening years are as follows: 1951—seven; 1952—12; 1953—eight; 1954—nine; 1955—20; 1956—21; 1957 and 1958—18 each.

The principal point in the increase in the number of million-dollar and over grossing pictures is in the face of an attendant decrease in the number of pictures produced in Hollywood in the past decade, from 1950 the total yearly output from the major studios was around 300; for 1959 it has decreased to under 200.

Significantly, also the increase in top-grossers was registered in a period of trial for the industry, a time marked by increasing competition from television and other types of non-theatrical attractions.

Five Top Grossers

The five top-grossing pictures for 1950 were M-G-M’s “Anne Get Your Gun” and “Battleground”; 20th Century-Fox’s “Cheaper by the Dozen”; Walt Disney’s “Cinderella”; and Paramount’s “Samson and Delilah.”

**‘Porgy’ Munich Opening**

Scheduled for April 1

(Continued from page 1)

**Report ‘Beach’ Sets Astor Theatre Mark**

Stanley Kramer’s “On the Beach” has established an all-time season week record at the Astor Theatre here, it is reported by United Artists, which gave the seven-day gross as $63,521.

The UA release started its third week on New Year’s Day. It is playing a continuous run at popular prices.

**‘Petticoat’ Records Set**

“Operation Petticoat,” released by Universal-International, completed the four-week record of its release run at the Radio City Music Hall last week with $225,000 to give the theatre a record four week total of $755,000. In grossing $31,710 on Wednesday, “Operation Petticoat” drew the highest box office gross of the week at the Music Hall with the exception of a New Year’s Eve.

**Persons Mention**

Joseph E. Levine, president of Embassy Pictures Corp., will return to New York today following a holiday cruise to the Caribbean.

Samuel Rosen, executive vice-president of Stanley Warner Corp., has become a grandfather for the seventh time with the birth of a boy to his daughter-in-law, Mrs. Charles T. Rosen.

Dan Terebell, MGM Eastern publicity director, has left New York for the Culver City studios.

G. David Schine and Seymour Mann, of Schine Enterprises, have returned to Gloversville, N. Y., from New England.

John Jones, United Artists exploitation representative, was in Cincinnati last week from New York.

Mrs. Juanita Elwell, head booker for Bailey Theatres, Atlanta, has returned there from Fort Lauderdale and Orlando, Fla.

Howard Kinzer, branch manager for 20th Century-Fox in Indianapolis, will leave there this week for New York.

Richard Oelke, director of “Strangers When We Meet” for Columbia, has arrived in New York from the Coast for home office meetings.

Bennie Shapiro, of Southern Poster and Printing Co., Atlanta, has returned there with Mrs. Shapiro from Navarre, Fla.

William Stetman, radio and television contact for 20th Century-Fox, left here on Friday for a tour of the Latin-American countries.

**Sears ‘60 Tops**

(Continued from page 1)

top-budgeted film production in its history for 1960.

Assuring the sales department “the happiest year in its history,” Adler cited the rousing boxoffice success of “Journey to the Center of the Earth,” the rave reviews and strong business recorded “Story on Page One,” following its world premiere engagement in Boston, and the “sensational” test engangement of “Dog of Flanders” in Medford, Oregon.

Adler also paid tribute to “Can-Can,” which is being released for its gala debut in New York on March 9, and the upcoming Seven Year Itch: “We now have on our stages, on location, in the cutting rooms, or ready to start filming, 25 major productions, on the grandest scale ever attempted.”

Adler named the pictures and added: “This is a production schedule the entire 20th Century-Fox organization can scan with pride and swelling enthusiasm, and I am proud that there is not a single weakness from the standpoint of spectacle, entertainment, drama, scope or audience appeal. Our studio program will be supplemented with a number of other outstanding showmanship productions, including the excellent and heralded ‘Mystery of the Congo Jungle’ and seven great J. Arthur Rank pictures.”

Predicts “Year of Destiny”

“With such tremendous productions and star names we can look to 1960 as 20th Century-Fox’s year of destiny. Great product means great boxoffice. We have the product coming up. We are off to a flying start for 1960. The pace we have set is the pace we will maintain throughout the whole happy new year.”

**Sale of Wisconsin Circuit**

**‘Isolated Instance’: Cantor**

From THE DAILY BUREAU

HOLLYWOOD, Jan. 3. — Commenting on the disposition of seven Wisconsin circuits (see Motion Picture Daily, Dec. 31), B. Gerald Cantor, president of National Theatres Circuit, declared that the disposition of these theatres reflects an isolated instance and is not to be construed as a policy by NTM.

“The Wisconsin operation was a relatively small one and we are not prepared to administer economically from our Los Angeles base. We received a good offer and decided to accept.”

**FIP’s Guests Will See Heart-Operation Film**

“A Journey Into Life,” a documentary film depicting an open-heart operation performed on a young boy at a hospital operated by the Federation of Jewish Philanthropies, will be shown on Jan. 13 at the amusement industry dinner launching the $200,000 fund-raising drive of the Federation. The film is narrated by Sid Caesar.

Key executives and workers within the various fields of the entertainment business are led by Arthur B. Krim, president of United Artists and chairman of the motion picture and amusement divisions campaign for the Federation, will attend the event at the Starlight Roof of the Waldorf-Astoria Hotel.

**U. of C. Post to Renoir**

HOLLYWOOD, Jan. 3. — Jean Renoir, motion picture director and playwright, has been appointed a Research Professor of Dramatic Art at the University of California, Berkeley, president Clark Kerr, of the state-wide university, and Chancellor Glenn T. Seaborg, of the Berkeley Campus have announced.

**Sam Thomas Leaves ‘U’**

HOLLYWOOD, Jan. 3. — Sam Thomas has resigned as Universal’s story head and checked off the lot over the weekend. Prior to coming to the coast several years ago, he was associate story editor and head of the play department for Universal in New York. He will announce a new affiliation shortly.

**Japanese Hail ‘12**

TOKYO, Jan. 3. — United Artists’ “12 Angry Men,” starring Henry Fonda, has been voted by the Japanese public as the best picture of 1959, according to the annual poll conducted by Eijigo Tono, popular movie fan magazine. This is the second consecutive year a United Artists’ film has captured top honors. “The Country” was the winner in 1958.
Pickens Optimistic on Outlook for All Branches of Industry in New Year

Confidence in the outlook of all branches of the industry is voiced by Pickens, head of the company, and to plot the local campaigns for the Columbia release in Boston, Chicago, Detroit, Philadelphia, and Washington, D.C. Joseph L. Mankiewicz, who directed the play, will also attend the meetings and will participate in the proceedings.

Representing Columbia Pictures at the conferences will be: Jonas Richmond, executive in charge of advertising and publicity; Robert S. Ferguson, national director of advertising, publicity and exploitation; Richard Kahn, exploitation manager; Larry Lipskin, publicity director of Columbia Pictures International; and Sidney Schaefer, director of media and publicity for England. Arthur Canton of Blowitz and Maskel will represent the producer.

Circuit Officials to Attend

Exhibitor representatives will include: Ben Richmond and John Lango, of Ben Sack Theatres in Boston; Marie Myers, director of advertising and publicity for United Detroit Theatres in Detroit; Roy Robbins, advertising manager for Stanley Warner in the Philadelphia zone; and Ed Rosenfeld, city manager of the Trans-Lux Theatres in Washington, D.C. Columbia field men on hand for the meetings will be: John Markle, from Boston; John Thompson, from Chicago; Bill Cotten, from Hollywood; Burt Young, from Philadelphia; and Sid Zins, from Washington. The film is slated to bow in these five key cities later this month.

USIA to Release Film On Eisenhower Trip

From THE DAILY Bureau
WASHINGTON, Jan. 3 — USIA has announced that it would release a 30-minute color film on President Eisenhower's trip to Asia early this month.

The agency said it now has 1,300 films circulating in 83 countries. The average film is translated into 23 languages, and many are released in up to 44 languages. Most widely distributed abroad during 1959 were films on U.S. scientific and space research.

Voice' Bows Jan. 27

The world premiere engagement of 20th Century-Fox's new comedy, 'The Voice,' starring Edmund O'Brien, the London and Laraine Day, will begin with a saturation booking in the Los Angeles area, on Jan. 27. Associate feature will be 'The Rookie,' which introduces the new comedy team of Noonan and Marshall.

Albert Pickens

Sensational Sixties.

'I expect Hollywood to continue the unequalled quality of its production, and I believe that the wide-screen format of films produce greater grosses. The exhibition continues to demonstrate its need for more product, the quantity of films will likewise improve. I feel that the theatre owner, as he realizes reasonable profits from the better films, will plow that money back into the modernization of his theatre to the end that his patrons will find new comforts, pleasures and enjoyment in attending motion picture theatres.

Sees Future Theatres 'Unique'

'I believe that 70mm wide-screen pictures are only the beginning of new technological advances, and that in the coming decade there will be tremendous innovations to make our current theatres unique recreational centers. I believe all this will come to be, because for the first time in many decades, all the branches of our industry are finally sitting together to attack their common problems. From this start will be born the confidence that will make our new highways and unity a powerful reality. I am not so naive as to believe this will come overnight. The harbinger are already evident. Theatre attendance is on the increase. The watching of movies on television is declining. Blockbuster and aggressively merchandised lesser product are earning record grosses. A new awareness of the need for hard-sell techniques is noticeable throughout our industry.

A Bow to Showmanship

'The year 1960,' Pickens concluded, 'should see the start of our dramatic resurgence. Your enthusiasm, your native showmanship, your zeal as intelligent theatre owners and changing tastes in our industry, should carry us into the new decade to achievements that will dwarf all our prior accomplishments.'

The bulletin reflects TOA's continuing concern with product supply. It reports that the 'JO larger film branches of the industry is voiced by President, in a New Year's current bulletin to members.

The companies released 224 films in 1959, compared with 289 in 1958. This is 151 big pictures and a 25 per cent drop.'

'It is interesting to note,' it continues, 'that 122 films were released the first six months (of 1959), and only 102 the last six. In September and December were the leanest months; and that not a single company equalled its 1958 output, although Columbia came closest.'

On the production side, Hollywood put 176 pictures before the cameras in 1959, compared with 192 in 1958. Since most of these films were released in 1960, it appears the production for the year ahead promises not to be better than 1958.'

Cites Assurance Given ACE

The bulletin, however, does note that the increasing number of top pictures being produced account for greater playing time, and it calls attention to assurances recently given the American Congress of Exhibitors by all major company presidents that their production schedules would show an increase in 1960.

Four Fox Theatres Get 70mm Equipment

From THE DAILY Bureau

LONDON, Dec. 30 (By Air Mail) — Three Twentieth Century-Fox theatres in Africa and the Regal, Dublin, have been equipped with Cinemecanica 70/35mm multi-purpose projectors built by the Continental Division of the British Precision Industries.

The Fox theatres—His Majesty’s Cinema, Johannesburg; the Royal, Salisbury and the 20th Century Cinema, here—have been equipped with Victoria ‘X’ projectors. Gaumont-Kalee six-channel stereophonic sound equipment has been installed in the Royal and the 20th Century. The latter also has a Perlux screen, reding curtain and vertical reeling gear supplied by G. B.-Kalee. His Majesty’s has been equipped with a specially designed variable frame 45 x 23, which can be pulled up clear of the stage to make room for 'live' shows.

The Regal, Dublin, is the first Dublin theatre to get 70mm equipment. A Perlux screen has also been installed by G. B.-Kalee.

NT&T Names Melamed

LOS ANGELES, Jan. 3 — David Melamed has been named to the newly-created post of director of administration for National Theatres and Television Inc., it has been announced by B. Gerald Cantor, NT&T president. Melamed will handle budgets, personnel and office services for the company and its subsidiaries.

Milton Rackmill H. H. Martin

Malfron, manager of branch operations and maintenance, Irving W. Weis, executive director of programming and Charles Simonelli, assistant to the president.

Regional sales managers attending will be Joseph B. Rosen, who headquarters in New York; P. F. Roslan, who headquarters in Cleveland; R. N. Wilkinson, who headquarters in Dallas and Barney Rose, who headquarters in San Francisco.

Participating from Empire-Universal will be Hutton Taylor, general manager and Mark Peltz, sales manager.

Advertising, publicity and promotional executives who will participate besides Gerard will be Jeff Livingston, executive coordinator of advertising and sales; Herman Koss, executive in charge of national exploitation; Paul Kacey, Eastern publicity manager; Jerome M. Evans, Eastern promotion manager and Charles Schaefer, president of the Charles Schaefer Company, Universal’s advertising agency.

Dates of the regional sales meetings to be attended by the company’s branch managers will be announced shortly by Martin.

Mills, Holloway Named To U.K. Royal Honors

From THE DAILY Bureau

LONDON, Jan. 3—Royal New Year Honors have been accorded two of Great Britain’s leading film stars, John Mills and Stanley Holloway, whose names appeared on the Queen’s List at the weekend. Mills, an actor-producer, was named a Commander of the Order of the British Empire, and Holloway, a veteran actor, was named to the Order of the British Empire.

Clarence Farmer Dies

SEATTLE, Jan. 3 — Clarence C. Farmer, 74, died while enroute to his work as a projectionist at the Coliseum Theatre here. He was also regularly employed at the Sunset Drive-In Theatre.
UNIVERSAL proudly announces the s

LANA TURNER ★ ANTHO:
JOHN SAXON ★ LLOYD N
MICHAEL O'SHEA ★ ANN.
RICHARD BASEHART

screenplay
directed by
of a ROSS HUNTER production...

K QUINN ☆ SANDRA DEE
MAN as "Matthew Cabot" ☆ VIRGINIA GREY
MAY WONG and also starring

PORTRAIT IN BLACK"

in Eastman Color

Ivan Goff and Ben Roberts
Michael Gordon...produced by Ross Hunter
Overseas Product Talks Set

(Continued from page 1)

manager, and Jerry Pickman, the company’s advertising and publicity vice-president, will visit Rome, London and Paris and other European production centers. In the light of a possible Hollywood strike situation, the discussion of additional projects to be filmed in Europe and in Hollywood, and the acquisition of studio space abroad, will be important features of the trip.

Will Screen Jovanka

In Rome, the Paramount executives will screen the recently completed DeLamont-Bebchick production of “Jovanka and the Others,” starring Van Hefflin, Silvana Mangano, Vera Miles, Barbara Bel Geddes, Harry Guardino, Alex Nicol, and the top French dramatic talents, Jeannine Moreau, directed by Martin Ritt, and “Savage Innocents,” starring Anthony Quinn and Yoko Tani, directed by Harold Ray, shown to the Canadian Arctic, London and Rome. Karp and his associates will screen the almost completed “Under Ten Flags,” in which Hefflin, Charles Laughton and the French star, Melina Demongeot, are starred, and will confer with producer Raymond Eiger and director Roger Vadim on the DeLamont-Bebchick production “Blood and Roses,” starring Mel Ferrer, Elsa Martinelli and Annette Vadim, presently shooting in Rome.

In addition, Karp will discuss with Van, Brigitte Bardot’s discoverer, and who has been signed by Paramount on a multiple-picture deal, his next picture “Satan,” to be made at the Paramount Hollywood studio and on location in the South Seas.

Plan Talk with Audrey Hepburn

Karp, Holman and Pickman also plan to confer with Audrey Hepburn on her forthcoming pictures for the company.

In London, the trio will check into the progress on the production of Ray Stark’s “The World of Suzie Wong,” starring William Holden and France Nuyen, being produced by Paramount British Pictures Ltd, in London and Hong Kong, with Jean Negulesco directing. They will also formulate plans for the impending production of the British-Paramount project “He Stole a Million,” scheduled for imminent start in Spain and London.

In Paris, Karp and his associates will confer with Ingrid Bergman regarding her two Paramount pictures, “A Child Is Waiting,” to be produced by Norman Panama and Melvin Frank, and “The Strawberry Thief.” Final discussions will be held with French principals on several projects for increased production at the Paramount Hollywood studio and in Paris.

Confabs in Continental Capitals

Meetings will be held in London with Fred Hutchinson, United Kingdom distribution head; in Paris with John Nathan, distribution head for continental Europe; and in Rome with Pilade Levi, general manager for Italy. Karp, Holman and Pickman will discuss expansion of story procurement and talent acquisition activities with the corporation’s production representatives abroad: Richard Patterson in London, Luigi Zaccardi in Rome and Edouard de Segonzac in Paris. Also participating in the meetings with the Paramount executives

Jerry Pickman Russell Holman

will be Howard Harrison, special representative of Paramount International Films.

Participating in the New York session with Karp, in addition to Bahan, Holman and Pickman, will be George Wollner, vice-president in charge of world-wide sales, and Paul Rubbourn, vice-president. Discussions will center on the production recently completed at the Paramount Hollywood studio including the Marlon Brando picture “One-Eyed Jacks,” “A Breath of Scandal,” starring Sophia Loren, Maurice Chevalier and Johnnie Cavin; the Perlberg-Seaton production of “The Rat Race,” starring Tony Curtis and Debbie Reynolds; Jerry Lewis’ “Cinderella,” co-starring Ed Wynn and Anna Maria Alberghetti; and “Bay of Naples,” produced by Shavelson and Rose and starring Clark Cable and Sophia Loren. Talks will also be held concerning the Alfred Hitchcock production, “Psycho;” “The Pleasure of His Company;” being produced by Perlberg-Seaton; and various other projects being prepared for filming as well as important picture and talent negotiations now underway by the company.

McLendon Corp. Buys

2 N. Y. Radio Stations

Special to THE DAILY

BUFFALO, Jan. 3. - Radio stations WINE and WINE-FM, with studios in Williamsville, near here, are being purchased by the McLendon Corp., of Dallas, Texas, which operates a chain of six radio stations and a motion picture company, the latter of which is being sold.

Application for approval of the sale has been filed with the Federal Communications Commission, WINE and WINE-FM are now owned by the Western New York Broadcasting Company, headed by John W. Kluge of Washington, D. C. He purchased the stations in 1957.

Alfred E. McLendon, 1920 chief banker of Tent 7, Variety Club of Buffalo, is general manager of WINE and WINE-FM.

PEOPLE

Kenneth W. Bilby, who since 1952 has been in charge of public affairs for NBC, and since November, 1952, executive vice-president, has been named vice-president and general counsel for the National Broadcasting Corporation.

Harold Gray is the new owner of the Glen Theatre, Atlanta, has purchased it from William Greene.

David Weinstein has been named manager of the Beach Theatre, Monticello, N. J. The house is owned by George Schwartz.

Milt Gross, associated for many years in managerial capacities, is engaged in the operation in California and Chicago, of the International Alliance of Film Exhau.

Gus Sterwald, of the Columbia exchange, New Orleans, is the newly elected president of Local 857, the international Alliance of Film Exhau.

Sam Slubosh, manager of the Okeokeo Theatre, Columbus, has been named chairman of the Central Florida Compo committee for a campaign against the law for the federal minimum wage laws.

Walt Meier, veteran showman in recent years manager of the Impex Theatre, Jacksonville, is the new operator of the 2,200-seat downtown Florida Theatre there known as the B
cine in Florida State Theatres. Meier is named manager of the Florida newcomer, Art E. Cast, who has been associated with the theatre in New York State.
**Special to THE DAILY**

ALT LAKE CITY, Jan. 3.—Column Pictures' five recently acquired tele-
vision and radio stations in Salt Lake will initiate some major policy-
izations in programming, effective 4, it was announced by Norman
Goetz, general manager of the two-
sies. The stations recently chang-
eds with the purchase of station
In. The call letters are KCPX tele-
rado. They formerly were TV television and KDYL radio.

**Who's Where**

The American Broadcasting Com-
pany Television Network Production
Services Department, will be under
the direction of Bernard I. Paulson, it
was announced by Simon B. Siegel,
American Broadcasting - Paramount
Theaters, Inc., financial vice-president.
The Production Services Department
will report to Frank Marx, vice-pres-
ident, along with Film Services, Vi-
deo tape Services, Long Lines and
Communications, Technical Opera-
ions and Engineering.

Jack Emanuel, formerly of Warner
Bros. story department, has assumed
the new post of executive story editor,
Pacific Division, an effective today.
Emanuel will head the exist-
ing story department, be respon-
sible for creative control over scripts
for NBC-owned shows and serve as
an adviser to the film department in
all areas, including program develop-
ment.

**Kay Lenard President Of TV Branch, WGA-W**

Kay Lenard has been elevated to the presidency of television-radio
branch of the Writers Guild of Amer-
ica, West, succeeding Leonard Free-
man, who has resigned to accept a
post at Warner Brothers as a pro-
ducer of theatrical motion pictures.

Miss Lenard has served the TV-
radio branch as vice-president since
last May, and prior to that she served as member of TV-radio board.

**Goetz to Produce Two Biblical Dramas for ABC**

William Goetz will produce two
Biblical one-hour dramas for ABC
Television for showing in the 1960-
61 season, it was announced by
Thomas W. Moore, ABC-TV vice
president in charge of programming.

Based on the life of David, and
filmed on location in Israel, the two
productions will mark the entry into
television of Goetz, veteran film
maker who started in the motion pic-
ture business in Hollywood in 1924
with Corinne Griffith Productions.

**Jones Leaving HarBel**

He Jones, vice president and pro-
ducer of HarBel, Harry Belafonte's
independent motion picture producing
company, is leaving the organization
effective immediately, to return to
his home base in Los Angeles, and
join a newly formed film producing
company in a similar capacity.

**Rogers Asks Check on Broadcasting Abuses**

WASHINGTON, Jan. 3.—A blister-
ing report by Attorney General Rogers
pots new pressure on the broadcasting
industry and on government regu-
laratory agencies to do something
soon about recent broadcast scandals.

Rogers soundly berated the industry
for rigged quiz shows, "payoff" deals
and other "deceptive and corrupt prac-
tices," and equally sharply criticized
the Federal Communications Com-
mission and Federal Trade Commission
for not having done more to clean up
these conditions.

Requested by Eisenhower

The report was requested by Pres-
ident Eisenhower when the TV quiz
scandals first broke. After receiving
the report over the weekend, the Pres-
ident requested Rogers to continue to
follow the matter and keep the White
House informed of developments and
needed action.

Existing law can cover almost all
the troubles, Rogers said in his main
conclusion, "The FCC and FTC ap-
pear to have authority adequate under
existing law to eradicate most, if not
all, of the deceptive and corrupt prac-
tices which have been done. . . . Par-
ticularly if the agencies are accorded
the full cooperation of the broadcast
industry," he asserted. He implied
criminal prosecutions may be coming
under present law.

Urges 2 Changes Now

Rogers recommended only two spe-
cific legislative changes right now:
that the acceptance of payoff to push
products without notification to the
audience be made a Federal crime,
and that the FCC be authorized to
impose less severe sanctions than per-
manent license revocation on an
offending broadcaster.

Rogers conceded the two regulatory
agencies and the industry itself were

**Bob Hope to be 'M.C.' For the Academy Show**

HOLLYWOOD, Jan. 3.—Bob Hope
will be master of ceremonies for 32nd
annual Academy Awards show April
4, it has been announced by Arthur
Freed, its producer.

Hope's selection as sole master of
ceremonies for the 90-minute open-end
"Oscar" telecast, which will be car-
ried over the entire NBC TV-and
radio facilities and Canadian Broad-
casting Corp., marks the eighth time
the comedian has taken the MC's role
for the presentation ceremonies since
1939.

**Policy Changes Set for Col. Stations**

**National Pre-Selling**

"'THE LAST ANGRY MAN" starring
Paul Muni, is deep in mov-
ing, personal drama of one man's
integrity and its influence on the lives
of the people he encounters "in the
opinion of Rita Hartley in the De-
cember issue of "Good Housekeep-
ing." She says, "This picture will
make you think, and is well worth
seeing."

A striking page ad in two colors
on "Never So Few," starring Frank
Sinatra and Gina Lollobrigida, ap-
pears in the year-end, special two-in-
one issue of "Life."

"Operation Petticoat," starring Cary
Grant and Tony Curtis, receives an
upbeat review in the December issue
of "McCall's." This new U.I. film is
breaking box office records at Radio
City Music Hall.

The Jan. 5 issue of "Look" has a
page photo of a dog placing a friendly
kiss on a full grown cat as she closes
her eyes seeming to fully enjoy the
dog's affection. The scene is from
"Frou-Frou's "Visit to a Small Planet."

The dog, Skippy is a newcomer to
films but first, the cat, is a vet-
arian, having appeared in 244 motion
pictures.

The December issue of "Redbook"
has an absorbing tape recorded inter-
view with Mrs. Marlon Brando. This
article provides the first available pic-
ture of Anna Kashfi's strange life
and her even stranger marriage.
Marlon Brando's next release is "One
Eyed Jacks."
"AL CAPONE"
(Rod Steiger)

AND

"LITTLE CAESAR"
(Edward G. Robinson)

IN

THE

MOST

FABULOUS

ROBBERY

THAT EVER

ROCKED

MONTE

CARLO!

They planned it like a scientific experiment... with the right spark to set it off!

SEVEN THIEVES
CinemaScope

STARRING
EDWARD G. ROBINSON · ROD STEIGE
JOAN COLLINS · ELI WALLAC

with ALEXANDER SCDIRBY · MICHAEL DANTE · BERRY KROEGER · SEBASTIAN CABOT · MARCEL HILL

Written and Produced by SYDNEY BOEHM
Directed by HENRY HATHAWAY

Entertainment Excitement From 20th!
New Film Deal Disturbs FIDO

By WILLIAM PAY

LONDON, Jan. 4.—Executives of the Film Industry Defense Organization were greatly disturbed today over a new deal whereby Associated Difusion, leading television program contractors, has acquired 55 British feature pictures made between 1948 and 1954. Associated stated that it intends to release films to theatres as well as to TV throughout the United Kingdom.

Control of the 55 pictures was achieved by Associated when it bought from John Woolf, chairman and managing director of Independent Productions, for $500,000. The company has already released five films from the group. Associated’s deal is due to be renewed in 1960.

Busy Year Ahead for Industry

Many Film Bills on New Congress Agenda

Minimum Wage Extension to Theatres, Hearings on Advertising Head List

From THE DAILY Bureau

WASHINGTON, Jan. 4.—The session of Congress starting Wednesday could be one of the busiest in many years for the motion picture industry. Both legislation and investigations affecting different branches of the industry are already on the agenda, and other matters will likely develop as the year progresses.

Heading the legislative list will be the union-backed drive to put through a major expansion of Federal minimum wage coverage; right now theatres are completely exempt both from Federal and state minimum wage laws. A bill to close that loophole will probably be introduced by Rep. John Dingell, D-Mich., chairman of the House Commerce subcommittee that is hearings on minimum wages and working conditions in the film industry.

Hutner Named to Ad Post with Goetz Prod.

Meyer M. Hutner has been named a vice-president and director of advertising and publicity for William Goetz Productions, Inc. It was announced yesterday by William Goetz, chairman of the company. Hutner, a national publicity director for Warner Bros. Pictures, Inc., will resign his post and assume his new duties on Jan. 18. He will have headquarters in New York.

Hutner has held numerous executive positions since entering the film industry.

U. S. Customs Denies Swedish Charge of 'Double Censorship' of Pictures

The U. S. Customs Department labeled as false yesterday a charge by a Swedish film industry leader that American film importers cut scenes abroad to which they believe Customs will object, then illegally replace the scenes upon approval of the films in the United States. The cut portions are smuggled into this country, the Swedish executive asserted.

The denial came from an official in the office of Irving Fishman, deputy collector of restricted merchandise, to the "double censorship" accusation leveled against the department by Carl Anders Dymling, head of Svensk Filmindustrin. Dymling’s charges appeared in a Stockholm newspaper, Tidningen Show Business.

The Swedish producer claimed New Pictures

The U.S.-Swedish trade agreement.

Philippine Import Tax Reduced 15.3 to 10.2%
Bob Goodfried, Columbia Pictures studio publicity manager, left Hollywood yesterday for San Francisco.

Harry S. Mandell, vice-president of Atlantic Pictures Corp., has returned to Hollywood from Okinawa.

M. A. Levy, branch manager in Manhattan for Madison & Valentine and R. W. Fahro, publicity head, will leave there today for New York.

Mrs. Herman Eidel has given birth to a son at New York Hospital here. Father is prominent vice-president of Music Makers, Inc.

Jean Renoir, French director, arrived in New York from France yesterday aboard of "Queen Elizabeth."

Mrs. Maurice Silverstein, wife of the vice-president of M-G-M International, gave birth at New York Hospital here this week to a girl, Diane, their third child.

Jack Finberg, branch manager for United Artists in Cincinnati, has returned there with Mrs. Finberg from a Florida vacation.


George Rosser, booker for Martin

the $1 an hour minimum wage and the time and a half for overtime provision in the contract labor law has already approved a bill including larger theatres and chains, and North- ern Democrats are going to make an all-out election year drive to push this bill through Congress. But groups are mobilizing to block the attempt, but face rough going.

The subcommittee bill would require firms with grosses over $250,000 to pay an annual gross sales to pay the $1 an hour minimum, but would keep them free from the overtime requirements. Larger firms, however, would immediately have to pay both the $1 hourly wage and also time and a half for work over 40 hours a week. The wage would be gradually raised and the overtime provisions would extend until by the fourth year they would have to pay $1.25 an hour and time and a half for 40 hours a week.

Granahan Measure on Agenda

Heading the investigation list will be hearings by a House post office subcommittee headed by Rep. Granahan (D., Pa.) into the self-policing system in the film and publishing industries. Mrs. Granahan has charged that sex and violence have been overemphasized in recent films and film advertising. Hearings will get under way late in January, with Motion Picture Association president Eric Johnston slated to testify Feb. 2.

Two Senate judiciary subcommittees studying proposed constitutional amendments to strengthen state power in this field have so far been concentrating on pornography through

Theatres, Atlanta, has returned there from Jacksonville.

Peter S. Rosan, Universal regional manager, was in Cincinnati recently from Cleveland.

John B. Shumate, pioneer sound engineer and now retired from Radio Corp. of America, has entered a hospital in Atlanta for treatment.


Robert L. Rosen, assistant to Herbert L. Golden, vice-president of United Artists, has been engaged to Gloria Rae Sperber of Gary, Ind.

Owen Vaughn, manager of the Peachtree Art Theatre, Atlanta, has returned there from Savannah, Ga.

Film Bills Before Congress

(Continued from page 1)

the mails and have shown only slight interest in Hollywood productions, but can conceivably broaden their investigation this year if Mrs. Granahan seems to be hitting pay dirt.

A proposal by Rep. Smith (R., Calif.) that Congress go on record criticizing the quality of films it has been sending overseas has so far been pigeon-holed in the House foreign affairs committee, it would also be revived on short notice.

Allied to Try Again

Allied States Association can be expected to continue to press for some Congressional hearings on its charges of anti-trust division laxity in enforcing the Paramount Consent Decree. If bills then don't pass Congress and Allied believe it will get any farther this coming year than it did last year, when it received a polite brushoff from a Senate judiciary subcommittee headed by Senator Knauen (D., Tenn.).

Distribution companies will continue to watch with close interest the progress of a bill to make the tax by the House Ways and Means committee last year to ease the tax treatment of some overseas earnings. The Treasury Department is fighting for such a tax relief, while business groups, including the Motion Picture Association, are seeking broad relief. The bill as tentatively okayed by the committee last year by the Treasury believes the bill wants not as much as the film companies are seeking.

Harris Hearings Expected

House Commerce committee chairman Harris (D., Ark.) has promised hearings this year on his bill to give the Federal Communications Commission the same power to control wired pay television as it now has over broadcast pay TV. Industry officials can also be expected to push for legislation to ease small business taxes, liberalize Small Business Administration lending policies, and make restitution on damage claims overseas during World War II.

Right now no major move is expected to reduce still further the federal admissions tax, but undoubtedly such a drive will be made if excise-taxied industries seem to be making headway in their efforts for tax relief.

MFA president Johnson will continue his fight to get larger appropriations for the informational media guaranty program, which underwrites convertibility of film company earnings to foreign currencies. The Congress showed little sympathy with this fight last year, however, and there's no reason to think it will be any more friendly in 1960.

Bishop Pike Praises 'Ben-Hur' and 'Beach'

Special to THE DAILY

SAN FRANCISCO, Jan. 4. — Warner approval of two current Hollywood films—"On the Beach" and "Ben-Hur"—in two sermons Sunday morning at the pulpit of Grace Cathedral, Bishop James A. Pike of the Protestant Episcopal Church.

"On the Beach" previously he evoked sharp disapproval from some religious leaders and the authoritative Catholic World, which refused to recommend the Nevil Shute story because of its suicide segment in the Stanley Kramer production.

Bishop Pike said of the two film

I like them both. "On the Beach" is a religious epic that asks the ultimate question of life. It is possible to have a religious film with no religious value and it is also possible to have a motion picture containing a gospel that is deeply religious. 'On the Beach' has none of the simpler values of a religious film, yet, to me, it raises the ultimate question of life. 'Ben-Hur' may be considered a very religious film portrays the meaning of human's life.

O'Connell Succeeded by Griffen-Foley in Sydney

Frank O'Connell, correspondent for Quigley Publications in Australia for many years, has resigned that post and has been succeeded by J. Griffen-Foley of Sydney.

O'Connell, who worked for Columbia Pictures in that country also, leaving the film industry to take a position as assistant director of trade publicity in the Federal Government Department of Trade. He will reside in Melbourne for three years, the said to return to London, and the return to Australia.

Griffen-Foley is a film critic for Sydney Daily Telegraph and previously was for some years editor of Film Weekly, an Australian trade paper.

Monroe Goldstein, 72

LOS ANGELES, Jan. 4—Monty M. Goldstein, 72, prominent theatrical attorney here for the past 25 years, died at his Beverly Hills home on Sunday. He was born in New York City, educated in the schools, where he held an assistantship at Columbia University. He had been a resident of Los Angeles more than 20 years. The funeral was held Monday at Hollywood Memorial Park. His wife, Mrs. Monroe Goldstein, survives.

Pickus on Visit Here

Albert M. Pickus, president of Theatres Owners of America, will arrive in Los Angeles today from Strasburg, Pa., for a two-day visit during which he will meet and confer with home office executives of production-distribution companies.
Cleveland Critics Will Revive Annual Awards
Special to THE DAILY
CLEVELAND, Jan. 4.—The Critics Circle will hold an annual award dinner Tuesday, Jan. 10, at 6:30 P.M. in the Carter Hotel for an outstanding motion picture of 1959 and the showman of the year. The Critics Circle Award, first organized here in 1952 by the late Leonard Greenberg, director of the Fairmount Theatre, is being revived, after a six-year period of inactivity, as a memorial to him. Jack Silverhorne, of the Hippodrome Theatre, is president of the recently formed Leonard Greenberger Memorial Committee, headed by Frank M. Murphy, Loew theatre division manager, as chairman. Other members are: Dick Wright, Max Mink, Samuel Abrams, Marshall Fine, Jim Levitt, Irwin Shenker, Louis E. Weitz, W. Wand Marsh, Stan Anderson and Arthur Spael.

John Evans of Greater Union Theatres Dead
John Evans, vice-president and general manager of Greater Union Theatres, Australia, died Dec. 20 in Sydney, N.S.W., according to word received in New York by Capt. Harold Auten, American representative of G.U.T.

Evans, who had been a close associate of Norman B. Rydgie, chairman and managing director of G.U.T., and a group of associated companies for many years, had been ill for some time. He last visited company executives in New York, Hollywood and London last spring in the course of one of the round-the-world trips he made from time to time. He had been associated with Greater Union practically all of his business life.

Private funeral services were held for the deceased in Sydney.

TOA Invites Questions On Bicks’ Decree Talk
Members of Theatre Owners of America are invited to address questions, if they have any, on the industry consent decree comments of Robert A. Bicks, Acting Assistant Attorney General in charge of the antitrust division, which were made at TOA’s annual convention in Chicago in November.

Preempt Right a Factor
As reported in Motion Picture Daily at the time, Bicks had said the Department of Justice will continue to give consideration to proposals for production by divorced circuits but remains concerned over granting preemptive rights to the pictures to the circuit responsible for their production.

Bicks also told the convention the government may have been remiss in forbidding a divorced circuit from merging its theatre with an independent in a situation where both will go out of business as a result of the restraining order, leaving such situation without a theatre. Finally, he told the TOA meeting that the industry decrees do not bar a “house sale” adjustment to exhibitors who have licensed a film in competitive bidding and lost money as a result.

Prepared by Levy
The questions were prepared for Bicks by Herman Levy, TOA general counsel, who in a current report to TOA members invites questions after applying the effects of Bicks’ comments “to your own situation.”

CITY OF CLEVELAND
1107 W. 6TH STREET
CLEVELAND, OHIO
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Music Hall Bookings
Set Through Easter
Radio City Music Hall has completed its schedule of film bookings through the Easter holiday period, Russell V. Downing, president of the theatre, announced yesterday with the signing of M-G-M’s “Home from the Hill” for the pre-Easter period and the selection of M-G-M’s “Please Don’t Eat the Daisies” as the 1960 Easter attraction. Already announced were the next attraction, M-G-M’s “Never So Few” and Columbia’s “Once More, with Feeling,” which will follow it sometime in February.

No Hike in Admissions For Irish Theatres
From THE DAILY Dispatch
LONDON, Jan. 2 (By Air Mail)—Despite the increases announced by the two major circuits—Rank and Associated British Cinemas in Northern Ireland are unlikely to raise their prices, declared George Lodge, chairman of the Ulster Cinematograph Exhibitors Association.

This decision by Irish exhibitors is governed by the fact that such a move would be inopportune in view of the recent introduction of commercial television in Ireland. This is expected to have effect on cinema attendances in the initial months and an increase in seat prices at this stage might well cause a decrease in box-office receipts.

Cleveland Critic Replies (Continued from page 1)
ary issue of the FBI Law Enforcement Bulletin, said: “We are as much against obscenity and pornography as Art. J. Edgar Hoover. All we can say is that he can’t be talking about MPA members. They submit their advertisements to the Advertising Code Administration for approval before they are published. This is a guarantee that these ads are not vulgar, obscene, or pornographic.”

Hoover declared in the Bulletin: “Despite the splendid public service rendered daily by the overwhelming majority of advertising and entertainment executives, a small group of opportunists in these industries are degrading America and its youth. Our young people are literally bewildered with vulgar motion picture advertisements in some newspapers; certain movies have too often made good on the provocative promises in the ads, and bad products and raucous are the main ingredients of more and more screen offerings.”

Cites ‘Veil of Decency’
In the television industry, Hoover said, a few producers “sometimes break through the veil of decency as if some of them were trying to see just how much the public will stand.” Without being specific, he mentioned the recent publicity “concerning some elements in this medium who have sacrificed scruples on the altar of monetary gain.

The FBI director warned all law enforcement officials that “the time for all-hell, oblique action against leaders in depravity is past.”

FOX Foreign Units Get Billing Record
Twentieth Century-Fox International and Inter- America organizations, under the supervision of Murray Silverstone, president of the company’s foreign operations, achieved one of the biggest billing weeks in its history, in November, as a personal tribute to Buddy Adler, the studio’s executive head of production.

The event, known as “Big Story Week,” was presented at the studio this week of a leader tool case to Adler containing 5 pairs of cuff links, symbolic of much overseas territory where the company has achieved, and a presentation case as made by Leslie F. Whelan, 20th Century-Fox International publicity and advertising director in charge of overseas sales drives.

Buy Norelco Projectors
HOLLYWOOD, Jan. 4 — Thereen Directors Guild has purchased pair of Norelco 70/35mm projectors, according to Niels Tuxen, manager of the Motion Picture Equipment Division, Norelco Philips Company, Inc., supplier of the Norelco projector, and Martin Sweeney of the Odd-AO Corporation, distributers of Norelco projectors.

Eisenhower Trip Film Not for Theatres
From THE DAILY Bureau
WASHINGTON, Jan. 4 — The U.S. Information Agency plans to stick with its long-standing policy of retraining from releasing its films for commercial use in this country even in the case of the 40-minute documentary in color that it made of President Eisenhower’s Asian tour.

USIA international film chief Turner Shleton also said today that no decision had yet been taken permitting the U.S. Office of Education to make the film available to educational institutions in this country for non-commercial showings to school groups.

Ustinov Also to Direct
HOLLYWOOD, Jan. 4 — Peter Ustinov, already set to produce, write and star in the screen version of his own Broadway play, “Romanoff and Juliet,” also will direct the picture, which will be made for Universal-International, it is announced by Edward Mund, U-I vice-president in charge of production.

THE TENTH ANNUAL COMMUNION BREAKFAST
for Catholic people of the Motion Picture Industry in the New York area will be held Sunday, January 24th. Mass at nine o’clock at St. Patrick’s Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsor Committee in your Office, or Miss Margaret Bourdette, Room 1107, 1501 Broadway. Tel.: BRyan 9-8700.

(Tickets $4.00 each)
the four days through Sunday, and the State Theatre anticipates a total gross of $54,412 for the 12 showings through tomorrow.

In the State as well as at the Bord in Philadelphia, and the Michael Todd in Chicago, extra chairs were put up in the orchestra to allow additional patrons to see "Ben-Hur," resulting in over capacity business.

At the Capitol, receipts for the first nine days of "Solomon and Sheba" reached $181,130. The theatre reported a take of $69,925 for the three-day weekend, Friday through Sunday.

Petticoat! in Fifth Week

"Operation Petticoat" rolled up a record $145,000 on its first four days of a fifth week at the Music Hall. Thursday's receipts of $40,925 marked the showcase the biggest gross day in its 27-year history, topping "Annie Maine," 1938's Christmas picture, by over $100. Indications are that the fifth week for "Operation Petticoat" will hit $200,000, giving it close to $1,000,000 through tomorrow.

"Lil Abner," playing at the Roxy, drew a handsomely patronized three-day weekend, and at the De Mille, "Behind the Great Wall," in Aroma-Rama, grossed $9,000 last Saturday and $5,900 for the week ended Sunday.

Suddenly, Last Summer," broke the Criterion record for best business done in one day, Saturday, when it pulled in $15,660. Three-day gross was $37,505 and the film is headed toward the largest second-week gross in the theatre's history. At the Sutton, the same film grossed a big $12,735 for the three days.

$18,000 for 'Porgy and Bess'

Eight weekend performances of "Porgy and Bess" at the Warner, earned $18,000 for the film, which is now in its seventh month there.

The Gene Krupa Story" continued to do fine business at the Criterion, with $10,350 reported for the three days. At the smaller Guild, "The Mouse That Roared" completed its tenth week with its biggest gross to date, a grand $29,350.

The Paramount had its biggest Saturday receipts in 10 years last weekend, when "Journey to the Center of the Earth" propelled the gross to $18,546, pacing the picture to a total for the week of $59,767, which exceeded the previous week's figure by $6,000.

"On the Beach" established $30,433 at the Astor for the three-day weekend, a record for the period, and $29,103 for the nine-day period ended Sunday.

Big Weekend for 'Anniversary'

Well along in its run, "Happy Anniversary," at the Victoria, grossed $13,442 from Thursday through Sunday.

In the neighborhoods, "Gigi," playing at 51 houses, completed its first six days with $525,000, close to the mark set by "Cat on a Hot Tin Roof" in a similar holiday situation last year. Holiday weekend business reportedly pushed the domestic rental income of "Gigi" to $6,000,000.

Around the nation, holiday business was as spectacular as it was here. In Portland, for example, "Solomon and Sheba" broke an eight-year-old record at the Hollywood Theatre. New York's introduction at all first-run Portland houses swelled receipts 25 per cent above the average holiday take.

New Orleans Houses Filled

In New Orleans, "Operation Petticoat," "Pillow Talk," "Never So Few" and "Miracle in Ohio, West and the Barbarians" all did excellently during the holidays, despite inclement weather on key dates.

Shor Theatre Holdings Involved in Deal

Special to THE DAILY

CINCINNATI, Jan. 4.—This city's Palazzozio family, through its restauranteur, food and real estate interests extend over three states, have split their family partnership in a multimillion dollar deal. Three of the five brothers, Johns, Bill and Paul, have sold their equal shares in the family enterprises to the other two, Peter and Dominick.

Involved in the deal is the S & S Amusement Co., theatre chain which the family owns in conjunction with the Ruben Shor estate, plus several buildings. S & S operates conventional theatres in New York, Virginia and Kentucky, including the local Twin Drive In and Keith's, Hyde Park, Esquire, Westwood and Western Hills theatre, as well as centres of a heart attack here early last month.

Peter Palazzolo is president of Pal Brothers, Inc., holding company which controls most of the family interests. Since Shor's death, his wife, restored some time daily to the theatre operations, the extent of the family interest in which surprised members of the local film and theatre trade.

PCA Certificates

(Continued from page 1)

down figures for 1959 show 73 certificates issued to foreign-made films. Of the total number of features to which certificates were issued, 181 were produced by American companies and 42 were produced by foreign organizations.

The number of feature motion picture scripts submitted to the PCA during 1959 was 254, a gain of eight over the figure reported for 1958.

Lippert Moves Today

LOS ANGELES, Jan. 4.—Robert L. Lippert and Associated Productions, Inc., will move into their own new building headquarters tomorrow, located at 5305 Wilshire Boulevard, here, from their former Culver City address. The new building will have screening rooms and editing facilities.

Heller' Title Change

"Heller in Pink Tights" is the final title for Paramount's film starring Sophia Loren and Anthony Quinn, to be released nationally in March.

U. S. Customs Replies

(Continued from page 1)

York censors recently viewed a version of Paramount's "Whatever Women," and that the print was ordered by Customs before the State scene, had a chance to examine it.

Customs replied yesterday that a newly four and one-quarter feet film from one reel was ordered removed because the frames showed "a sound effect," Customs claimed. A foreign material which, under section 305, the Tariff Act, it deems "obscene immoral.”

"Waiting Women" was first released in Sweden seven years ago. In 1959 Svens克 Filmindustri tried to export the film, but U.S. Customs, Dymlin charged, "cut it to pieces," preaching its showing here.

Customs denied not only the "cut to pieces" charge, but also declined to call its duties censorial. The Department explained that all foreign motion pictures received in this country are subject to examination whereupon an importer has two alternatives after he has been notified the film he seeks is unfit for import.

The importer can re-export the picture or he can "request" Customs to delete prohibited footage, thus legalizing the film's entry. The second alternative is invariably chosen by American importers, Customs said.

The Department, it was added, employs three civil service workers to screen films.

IA Charter for SMPAD

HOLLYWOOD, Jan. 4.—The Society of Motion Picture Art Directors, Inc., will receive its IAES charter from IA president Richard Walsh at the installation ceremonies and dinner at the Masquer's Club Thursday.

1960 Off to Strong Start

(Continued from page 1)

industry. He joined Warner Bros. in 1935 as a special assistant for liaison with independent producers and a few months later was appointed national publicity director.

Prior to his affiliation with Warners he was advertising and publicity director for Samuel Goldwyn Productions and associate publicity director for 20th Century-Fox. Hutner, a veteran New York newspaperman, had been with the New York Journal-American and the New York Post.

Goetz, releasing through Columbia Pictures, has four films in various stages of production. These include two films currently being edited, "Song Without End" and "The Mountain Road" and two films slated for production during 1960: "The Time of the Dragons" and "Cry For Happy.'

Philippine Tax

(Continued from page 1)

ment requires an annual reduction by 17.5 per cent, and complete elimination of the tax by 1966. The present drop of 53.1 per cent represents a return to normal after a temporary rise in 1959.

Fisher Starts Tour of Rocky Mountain Area

From THE DAILY Service

HOLLYWOOD, Jan. 4.—Ed J. Fisher, Columbia Studio publicity copy and national feature editor, left here today for a tour of the Northwest and Rocky Mountain areas, visiting newspaper editors and radio-television station executives to discuss forthcoming Columbia product. Fisher visits San Francisco, Portland, Seattle, Vancouver, Salt Lake City and Denver.

He will huddle with Columbia branch managers and field men and leading exhibitors in each city that he visits. He returns here Jan. 16 where plans will be made for a second tour which will embrace the Southwest.

Hutner Named

(Continued from page 1)
Motion Picture Daily

V.C. Meetings

(Continued from page 1)

THE ATOMIC SUBMARINE

Gorkam—Allied Artists

HARTFORD, Jan. 4

The first picture concerned with the fabled exploits of the nation’s latest undersea craft, this Gorkam production, consideration for the AA bargaining agreement, should be pre-sold wherever headline-conscious audiences reside.

Alex Gordon produced, with Henry Schrage as co-producer, and Jack Rabin, Irving Block and Orrville H. Hampton as associate producers.

Spencer C. Bennett directed from a Hampton screenplay and principal roles are assigned to Arthur Franz, Dick Foran and Brett Halsey.

The straight-away screen story, thankfully ignoring the trifles and irrelevancies that can conceivably slow down any theme bordering on the patriotic, has to do with the dangerous mission of the atomic submarine, the Tiger Shark, assigned to search for, and, if possible, destroy the unknown enemy object which has been raising havoc with sea craft in polar waters. When the Tiger Shark’s radarscope records a bright, radio-active spot, it’s realized that the crew is about to encounter a weapon about which too little is known.

A game of “hide and seek” leads to a dramatically compelling finish.

52,255


A.M.W.

THE PURPLE GANG

Parsons—Allied Artists

HARTFORD, Jan. 4

Lindsay Parsons, whose Allied Artists releases have long garnered critical and audience acclaim for their briskness of approach and topical subjects, has turned engrossing attention to Detroit’s fabled Purple Gang, the Motor City juvenile mob which emerged as one of the country’s most feared band of racketeers.

The Jack DeWitt screenplay was written with no punches pulled, and Frank McDonald’s direction, the combined talents of Barry Sullivan, Robert Blake and Elaine Edwards, plus the distinctive photography of Ellis Cantor, bring the property to the screen with considerable impact, judging from the market receptivity to AA’s “Al Capone,” this latest production figures to take good care of itself in all situations.

Sullivan, who accurately played both hero and villain over the years, portrays the police officer assigned to smash the hoodlum gang headed by Robert Blake. Miss Edwards is Sullivan’s wife, who loses her unborn baby, goes mad and dies after gangsters attempt to intimidate the police drive through her husband. Blake and his cohorts get their just reward at the bittersweet fadeout.


A.M.W.

A Dog’s Best Friend

Premium—United Artists

HARTFORD, Jan. 4

This Premium Pictures, Inc., presentation, listing Robert E. Kent and Edward L. Cahn as producer and director, respectively, is primarily concerned with the mutual trust and admiration by an orphan boy and a wounded, starving dog he finds in the hills near the ranch home of Bill Williams and Marcia Henderson, his foster parents.

The plot premise takes on dramatic significance when the pet happens across a gun which had been used in the unsolved murder of a reclus.

And when Deputy Sheriff Charles Cooper learns that the gun has found the boy, he goes after both the boy (winsome Roger Mobley) and the dog in a deserted part of the woods.

Cooper and an associate, it is learned, had killed the reclus.

After a desperate chase, Williams and the conscientious law abiding in the region arrive in time to save the boy and the dog. Orrville H. Hampton’s script points the fadeout to happy family times.

Production effects, of course, are designed with youthful viewing primarily in mind. Location footage, incidentally, is concentrated in the picturesque little San Fernando Valley community of Calabasas. The rolling hills and wooded countryside lend themselves well to the wisful-little-boy charm of the main story theme.


A.M.W.

SULLIVAN SERVICES

GREENWICH, Conn., Jan. 4—A memorial service was held here today for Margaret Sullivan, stage and screen actress, at Christ Protestant Episcopal Church. Miss Sullivan died suddenly on Friday in New Haven, where she was appearing in a new play being tried out prior to a Broadway opening. Among the films the actress starred in were: “Only Yesterday,” “Three Comrades,” “Shop Around the Corner,” “The Motal Storm,” and “Gay Street.” Her last picture was “No Sad Songs for Me,” which was produced in 1950.

NASH TO MAKE TOUR

Johnny Nash, who makes his motion picture debut in Hecht-Hill-Lancaster’s “Take a Giant Step,” will begin a tour of major Eastern cities next week on behalf of the United Artists release. The young recording star first engages in an intensive schedule of newspaper, radio and television interviews and personal appearances in Boston, where he will fill a nightclub date at Blinston’s scheduled for a week beginning Jan. 11.

OBScenity Bill

(Continued from page 1)

stitutional by Municipal Judge William T. Gillie.

Judge Gillie ruled the city ordinance is unconstitutional since it does not require the accused to have knowledge of obscenity in the magazines sold or films exhibited. He also pointed out that the city ordinance conflicts with a similar state law which requires that accused persons have knowledge of the obscenity of magazines, films, etc. sold or exhibited.

Judge Gillie’s decision closely paralleled a U. S. Supreme Court decision throwing out a case against a Los Angeles newsdealer because the Los Angeles ordinance also omits the requirement of knowledge. Gillie made his ruling in a case involving a local newsdealer.

Leach said the newly-drafted ordinance will contain the “knowledge” clause. Under the new law, if adopted by City Council, burden of proof of “knowledge” will be on the prosecution.

Motion pictures have been included in the anti-obscenity law since September.

King Bros. Prods. Nets $75,384 in Fiscal ’59

From THE DAILY BURAN

HOLLYWOOD, Jan. 4—Net profit after taxes of $75,384 on film earnings of $75,147 is reported by King Bros. Productions, Inc., for the fiscal year ended Aug. 31, 1959.

Distribution expenses amounted to $40,358, including distributors’ commissions of $24,976. Current assets aggregated $1,857,577, against current liabilities of $172,195.

In a letter to stockholders, Frank King, president, reports the company is considering entering television production with pilots based on its properties “The Stormy Age” and “The Adventures of Sinbad” being contemplated.

New Title for Liszt

“Song Without End,” the story of Franz Liszt, has been set as the new title for “Crescendo.” The story of Franz Liebt, the William Goetz production for Columbia Pictures, filmed in CinemaScope and color, is scheduled to be released nationally in the spring.
The Critics Say...  

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they inevitably reflect regional prejudices—are not without national validity. These reporters, asked to rate again this year in the annual MOTION PICTURE DAILY—FAME poll of television talent and shoes, added a variety of comments on their views of the industry. Among them were the following reports.

Ray Crippen, Daily Globe, Worthington, Minn.: Television is still not diligently pursuing what it will ultimately become, a set for living and its most valuable function—a news and information medium. The coverage of Premiere Khrushchev's visit was excellent and an indication of what can be done. Television's entertainment role is secondary.

Campbell Titchener, Rockford Register-Republic and Morning Star, Rockford, III.: TV continues in the sad habit of unimaginative programming and everyone-up-in-the-basement- wagon. Westerns look good—a dozen westerns appear. Quiz shows are popular—everybody gets out a new quiz show. TV is scared to try anything new, it seems. Even the better shows such as Playhouse 90 get bogged down in series of endless tense dramas. TV needs fresh ideas and someone to try them.

Fred Bennington, The Press, Pittsburg, Pa.: TV appears to be on a self-improvement kick which is all to the good. Its general content is too trivial, too violent, too artificial. But there are strong indications it is taking a new hard look at itself in light of the quiz show scandals.

Raymond Lowery, The News and Observer, Raleigh, N. C.: Viewers aren't concerned about fraudulent TV practices (rigged quiz shows, payola, etc.) as they are about an improvement in program quality. Much of the cheap, assembly-line filled product will have to go—and regular programs assume the quality of the periodic “specials”—or else Summer programming is appalling! If it doesn't improve next summer, commercial TV is through.

Don E. Thornton, St. Joseph News-Press, St. Joseph, Mo.: Am still hoping to see the end of the “signal-boost” programs—especially those using ‘fake weapons.’ Best new series thus far is Red Serling’s “Twilight Zone” which works two weeks in advance of key city playdates, each week a planned, will be modeled after the successful “Journey to the Center of the Earth” campaign, he said.  

Twentieth-Fox's regional advertising publicity force will work with television stations and personnel supplying them with special “message” TV trailers, in addition to the regular series, such as sales plugs and standard theatre trailers.

“Dog of Flanders,” which won the Parent’s Magazine medal for family entertainment, will be introduced to the family audience by David Ladd, starring in the Robert Bartlett production, who describes the story of a boy and his dog. The regular set of trailers will be included.

Separate Sets for “Bismark”  

“Sink the Bismark” will likewise have separate sets, one of which will be of failed newscaster Edward R. Murrow, re-creating the harrowing story of the German juggernaut. Murrow is seen in the film.

The third “Masters of the Congo Jungle” will utilize a “surprise trailer” in addition to the standard series.

is very well done. The great number of the so-called “spectaculars” is appalling to me. Many of them are worth watching. Still we need more public information shows such as CBS is presenting.

Irving B. Havens, Pawtucket Valley Daily Times, West Warwick, R. I.: Some of these so-called “fixed quiz shows” could and should have been left alone, seeing what has replaced some of this harmful, light violence of all kinds just when children are watching TV and getting ideas that they shouldn’t get.

Harry Schreiner, National Talker, Toronto, Canada: Musical Shows—music drawn out vocalists in most cases. Commercials—most poor, misleading, Announcers—diction and pronunciation forgotten these days. Network competition unfair to view-
ers—to many good shows compete in similar time slots.

Nick Kenny, New York Mirror, N. Y.: Most TV series need better writers. Too many rehashes on TV today.

Tony Davenport, Hartford Times, Hartford, Conn.: Too much me-too-ism. Lack of taste and imagination due in large part to sponsor control of programming. Educational want of writing, production talent should be fostered by a return of absolute control to networks.

U.K. TV Deal

(Continued from page 1)

tent Film Distributors, Ltd., its entire stock in that company. A number of films previously held by M. and Angel were included in the deal, which reportedly involved £200,000 ($350,000). Such top films as “The African Queen,” “Richmond Hill,” and “Moulin Rouge” are part of the package.

Wooll said today that these arrangements do not affect his control of the derivation on the company, there will no longer be any link with British Lion Films, Ltd., as previously.

Paul Adrian, manager director of Associated, questioned on the implication of his deal regarding FIDO and the company’s future relations with exhibitors said, “This is the best possible batch of post-War trailers yet sold to the TV networks. Regarding exhibitors trading with Independent, that is for them to decide.”

FIDO is expected meet on the matter at an early date.

FCC Submits New Plan Of TV-Station Spacing

From THE DAILY Bureau

WASHINGTON, Jan. 4.—The Federal Communications Commission will consider “interim” assignment of Very High Frequency television stations at shorter co-channel separations than the minimum spacings stated in the rules. It invites comments by Feb. 19 on proposed criteria to govern these assignments.

Under these proposals, the FCC would consider the short-spaced VHF assignments “in a limited number of important TV markets—not yet designated—where such action would make possible a third (or a second) local VHF outlet.”

In selecting specific markets, the FCC proposes to include “only markets where the need for additional service outweighs the need for any service lost as a result of interference to existing stations.”

The Commission will also require that new VHF service avoid “substantial adverse effect upon established Ultra High Frequency services” and that such new assignments would not result from “a third or a second channel changes of existing stations.”

FCC also proposed adoption of new TV propagation and interference criteria, revised definitions of service areas, and reduction of the minimum VHF adjacent channel separations from 60 to 40 miles.

Commissioners Bartley and Lee dissented from the proposals which were approved by Chairman Doerfer, and commissioners Ford and Cross.

Eastman Sets Big Budget For ’60 Improvement

Special to THE DAILY

ROCHESTER, N. Y., Jan. 4.—T. Eastman Kodak Company plans to invest about $67 million in compa improvements during 1960, it was announced today by Thomas H. grave, chairman, and Albert K. Chua- man, president. The amount Kodak’s largest budget for addition, replacements, and improvements in U.S. facilities. About $61 million was budgeted for these purposes in 1959.

During the past five years Kodak has invested more than $270 million for capital improvements. Of the more than $150 million has been spent on facilities here. All expenditures have been made on a pay-when-completed basis and the company’s funds debt-free, it was pointed out.

Music Drive for ‘Beach

United Artists is launching a ski music campaign for Stanley Kramer’s “On the Beach,” covering 150 record and music stores, department stores and radio outlets throughout the country. UA fieldmen will coordi- cate the music promotion in principal cities.

People

John F. Whicher, of Sargoy Stein, industry attorneys, will appre in the role of Schiff in the court production of the Gilbert and Sullivan light opera, “Utopia, Ltd.”, which the Village Light Opera Group, Ltd., will present for the benefit of the Fountain House at 1416 St. Louis. The performance begins Jan. 15, 14 and 15 and Whicher, a member of the well-known musical group for the past seven years.

N. P. “Red” Jacobs, president of Favorite Films of California, has purchased the Northwest Theatre at building, Los Angeles, and assuming active operation on Dec. 30. The de was consolidated with Fox West Coast, which operated the 1,900-seat house for many years.

David Rose has joined the West Coast creative staff of Charles Schliefer & Co., advertising agency of New York and Los Angeles. Rose former art director of Warner Brothe Records, also of Cunningham Walsh, Los Angeles, and staff artist at Walt Disney Studios. He will work in the Educational and Information Section of the U.S. Army during War II.

Walt Meier, manager of the Flori Theatre, Jacksonville, is acting as motion picture news commentator for Radio Station WPDQ in that city.
Public Demonstrations of Telemeter Start This Week in Canadian Project

TORONTO, Jan. 5.—Public demonstrations of Telemeter are to start this week. It will be almost mid-February, however, before the actual transmissions from the Telemeter studio get officially underway.

Advertising, meantime, for the new project, being introduced in this country by Trans Canada Telemeter, a subsidiary of Famous Players (Continued on page 6).

Memphis Names All-New Board of Film Censors

Special to THE DAILY

MIDPHIS, Jan. 5.—A new board of motion picture censors was named today by Mayor Henry Loeb. They are: Judson McElrath, account executive; Fred Morton, union labor leader; Eugene Bearman, attorney; Mrs. Richard Towne, housewife; and Mrs. P. M. Wiebenga, wife of a police inspector. None of the present members were re-appointed.

Say 'Sheba' and 'Beach' Pace 1960 for U.A.

The "shattering" boxoffice success around the world of Edward Smalls' "Solomon and Sheba" and Stanley Kramer's "On the Beach" indicates that in 1960 United Artists is heading for the best year in its history, it was (Continued on page 6).

Gov. Rockefeller's State Minimum Wage Plan Worries Theatres As Legislature Convenes

Special to THE DAILY

ALBANY, Jan. 5.—Theatre representatives in this vicinity were as much disturbed by Governor Rockefeller's proposal for state legislation establishing a minimum wage of $1 an hour for an estimated 2,000,000 workers not covered by Federal minimum wage legislation as by anything else facing them in the new session of the Legislature which opens tomorrow.

It was stated that the proposed legislation would be very damaging to small theatres employing part-time workers as ushers, concessions stand attendants and the like. Although details of the new minimum wage legislation are not known, it was assumed they would cover such part-time help, particularly in view of the fact that the only exceptions which have been mentioned were farm workers and domestic help.

Other measures affecting the industry which will come before the Legislature for action are described on page 3, this issue of The DAILY.
MPAA Product Drive Is Gaining Momentum

The “1960—The Big Year of Motion Pictures” campaign, initiated by the Motion Picture Association advertising and publicity directors committee, is gaining momentum across the United States, the committee announced yesterday.

Ted Baldwin, MPAA campaign coordinator, who called on the advertising and publicity chiefs of the leading theatre circuits in the New York area, has received indications of all-out support and cooperation from Ernest Enquirer, Loew’s Theatres; Harry Mandell, RKO; Carl Goldberg, Stanley Hymen, and Edward L. Hyman, American Broadcasting-Paramount.

Have Promotion Kits

The circuit executives have received complete promotion kits and are sending the material to their theatre managers and publicity contacts, with covering letters requesting that every effort be made to make the best possible use of the material in their respective markets.

The kits are putting the promotion material to work with their local press, radio and TV contacts. Tear sheets and chippings are coming in from many of the 1,600 key newspapers contacted by COMPO's field representatives.

All of the national and many local exhibitor associations also are backing the campaign.

Promotion kits have been sent to all of the MPEA foreign offices. Roland Thornhill of the London office already has put several of the feature stories to good use and has an excellent pickup in the London press, it was stated.

Levine, Doll to Tour

Joseph E. Levine, president of Embassy Pictures Corp., and Bill Doll, publicity vice-president, will leave New York this week on an unprecedented coast promotion and publicity tour on behalf of Levine's "Jack the Ripper," being released by Paramount. They will make stops in Chicago, Washington, Pittsburgh, Buffalo, Cleveland, Detroit, Cincinnati, Indianapolis, St. Louis and, in subsequent weeks, an additional ten cities. The tour will wind up Feb. 5 in Los Angeles.

"Jack the Ripper" opens Feb. 17 in over 700 theatres throughout the U.S.

'Ben-Hur' in San Juan

The Latin American premiere of "Ben-Hur" has been set for San Juan, Puerto Rico, on March 30. It will bow at the Metropolitan Theatre in the island capital, marking the second overseas opening for the film, now showing at the Empire Theatre in London.

For the Record

"Some Came Running," the Sol Siegel production distributed by M-G-M last year, was inadvertently omitted from the list of 1959 pictures which brought in domestic grosses of $14,000,000, as announced in The DAILY Monda, Jan. 4.

A. L. Royal Named in Under-Reporting Actions

Percentage under-reporting actions have recently been filed by three distributors against Alexander Lloyd Royal, doing business as Royal Theatres, in U.S. District Court at Meridian, Miss.

Loew’s, Universal and Columbia charge in their separate complaints that understated box office returns were made on pictures exhibited at the Royal Theatre in Meridian, the Royal Music Hall, Jackson, and the Rebel (formerly the Ritz) Theatre in Hattiesburg, Miss., during the past five or seven years. Damages are claimed in excess of $10,000 in each case.

Plaintiff distributors are represented by Wells Thomas & William of Jackson, Miss., and Sargeon & Stein of New York.

Russian ‘Swan’ to Bow At Normandie Jan. 25

"Swan Lake," the Russian film in color starring the Bolshoi Ballet, which Columbia Pictures is releasing here under an exclusive film exchange agreement between the United States and Russia, will have its premiere in New York at the Normandie Theatre on Monday evening, Jan. 25.

Announced for an initial run are Robert B. Jacker, vice-president and general sales manager of Columbia, and Thomas Rodgers, vice-president of Trans-Lux Theatres.

"Swan Lake" will be the first of the film exchange program to be shown in New York. It was photographed in its entirety by nine color cameras at the Bolshoi in Moscow.

DGA Dinner SLated

HOLLYWOOD, Jan. 5.—The annual awards dinner of Directors Guild of America will be held at the Beverly Hilton Hotel Feb. 6, Frank Capra, Guild president, announced today.

Highlight of the event will be the presentation of the national Film Directors Guild achievement for 1959 award. Other presentations include port of 1959 film directorial award" and "motion picture industry awards." Awards for "distinguished screen service" are selected from films nominated and screened by membership at the Directors Guild Theatre.

Pension Chec

(Continued from page 1) of Motion Picture Producers. The majority of the group will receive their checks in the mail.

Singh, who continued his work as a make-up artist and hair stylist in recent months, was the oldest member of industry to retire under the plan and was handed his check in a ceremony participated in by Rich Walsh, international president of IATSE, who flew from New York for the event; Jack L. Warner, president of Warner Bros ; and AMPA3, Mrs. Emma Smiley; and Y. Frank Freeman, board chairman, B. B. Kahane, vice-president; St. Brody, vice-president; Charles Boren, executive vice-president.

452 Men, 53 Women

The 535 retirees included 482 men and 53 women, who averaged 7 years of age. An additional 600 industry veterans have had qualified for pension benefits but elected not to receive them now.

The largest number of retirees is singly married, 87 men and 10 women in the property craft, Local 44.

The pension plan was created 1953 when payments from welfare fund were made by employers. A year later employees began contributing to the plan and today over $7,000,000 has been accumulated. The plan has over 3,000 participants.

Expect 900 Retires in 1960

It is expected that in 1960 approximately three-quarters-of-an-annual payroll will be disbursed to about 900 retirees.

Questioned before the ceremony on IATSE's plans for use of money expected from demand for more producers for post-'48 films releas to television, Walsh stated that the money would go into the pension fund.

Smell-O-Vision! Bows Tonight in Chicago

Special to THE DAILY

CHICAGO, Jan. 5—The world premiere of Todd Goldberg, J. Jr.'s "Set of Mystery," first film in the Smell-O-Vision, will be held here tomorrow night at the Todd Cinema Theatre. The $21,000,000 contemporary film, released in color and 70mm format, will be released in Chicago, New York, and possibly in Los Angeles before the end of the year.

Todd and Elizabeth Taylor, sponsors of the premiere, will participate in tonight's festivities, which will conclude with an open air entertainment on stage under the 200-foot screen. The show will be televised live to the Ambassador Hotel and the Sanborn's Department Store in the Loop.

It was announced yesterday that kisses would be dispensed to audience members who actually participate in the show. The kissing scene will be filmed with the new Todd Prod Camera on 70mm color film and the first motion picture to use the camera will be bowing tonight at the Todd Cinema Theatre.
N. J. Allied Asks Board Meet

(Continued from page 1)

of yesterday's meeting the New Jersey Allied might adopt a drastic course of action in its relations with the national organization, Sidney Stern, Jersey Allied president, and Abram M. Myers, chairman of the board and general counsel. Copies of the resolution also were attached to a confidential letter which was addressed by New Jersey Allied to the heads of all Allied regional units. Stern declined to disclose the contents of the letter.

Approves Dollinger Renomination

New Jersey Allied also approved the renomination by Myrick of Irving Dollinger as Allied's representative on the trade practices committee of the American Congress of Exhibitors and as alternate for Myrick on the ACE executive committee.

Following is the resolution adopted at yesterday's meeting:

"Whereas Allied Theatre Owners of New Jersey believe in a strong, united exhibitor group, truly representing all independent theatre owners, and whereas national Allied has in the past successfully and vigorously defended, protected, and helped the independent theatre owner, and whereas national Allied and its leaders should be concerned with obtaining the goals of a prosperous and harmonious industry, and should be willing to work with any and all individuals and organizations to obtain these ends, and whereas New Jersey Allied feels that if national Allied is to continue to be of benefit to its member organizations certain clarifications of policy, intentions and plans must be immediately set forth."

Asker to Contact Myers

The resolution concluded by instructing Dollinger, Jersey Allied's national director, to request Myers and Myrick to call the special national board meeting "to discuss the aforementioned subject and determine the future course of national Allied."

Internal differences in Allied thinking broke into the open at the meeting of the national board in Miami Beach last month. Militant elements elected Myrick president by surprise strategy and there was a sharp division among member units over organizational attitude toward ACE and Compo, among other things.

Other regional Allied units are expected to act on the situation within the next few weeks.

Funeral Rites Today

For Dudley Nichols

From THE DAILY Bureau

HOLLYWOOD, Jan. 5—Funeral services will be held tomorrow at the chapel of Hollywood Cemetery for Dudley Nichols, 64, former president of the Screen Writers Guild and one of the industry's prominent writer-directors, who died last night of cancer at the Cedars of Lebanon Hospital. He is survived by his widow, Exa; a brother, Dr. John Nichols, and a sister, Mrs. Howard Burke.

Nichols won an Academy Award for his screenplay of "The Informer," produced in 1935.

'Gang' Big in Erie, Pa.

Allied Artists' "The Purple Gang" grossed $5,700 in its first four days at the Strand Theatre in Erie, Pa., the company reported yesterday, which compares with $3,400 for a full week taken in by "Al Capone" in the same town last year.

Seven Film Bills Pre-Filed in Albany

Special to THE DAILY

ALBANY, N. Y., Jan. 5—Two bills providing for film classifications, a third for one-month day of rest per week for projectionists, firemen, engineers and all other employees of motion picture theatres, a fourth calling for the censorship and licensing of television programs, and a fifth banning the use of subliminal advertising for commercial purposes are among the more than 2,200 "prefiled" before the legislature convenes for the 1960 session Wednesday.

A sixth measure amends the penal law to include rehearsing for theatrical or performance, the special joint committee on Offensive and Obscene Material, amends L22 of the education law to provide that the director of the motion picture division may classify as unsuitable for children films portraying drug addiction, sexual relationships or other scenes contrary to the proper development of children subject to the compulsory education law of the state. The bill has been referred to the Assembly public education committee.

Brennan Files Day-of-Rest Bill

The act for at least one calendar day of rest instead of 14 consecutive hours for employees of film theatres was filed by Assemblyman William C. Brennan, Queens Demo-

A COMPLETE LINE OF PROFESSIONAL CINE FILMS

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<thead>
<tr>
<th>Sales</th>
<th>Offices</th>
<th>Warehouses</th>
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<td>321 West 54th Street</td>
<td>New York 19, N. Y.</td>
<td>6301 N. Lincoln Ave. Lincolnwood (Chicago), Ill.</td>
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Quality photographic materials... backed by more than half a century of experience.

THE GEVAERT COMPANY OF AMERICA, INC.
On Thursday, December 31st, OPERATION PETTICOAT at the Radio City Music Hall grossed the highest receipts* ever earned in a single day by any film in any theatre in any part of the world since motion pictures began.

Now in its record-breaking 5th week

*At regular admission prices
Picture History!

Holding over everywhere!

186 OPENINGS
186 HOLDOVERS

Breaking records everywhere!

All-Time House Records

Kansas City, Mo., Roxy; Dallas, Texas, Palace; St. Joseph, Mo., Missouri; Norfolk, Va., Norva; Philadelphia, Pa., Midtown; Atlantic City, N. J., Hollywood; Springfield, Mass., Capitol; Worcester, Mass., Warner; New Haven, Conn., Paramount; New Orleans, La., Joy; Chattanooga, Tenn., State; Knoxville, Tenn., Riviera; Charlotte, N. C., Manor; Akron, O., Strand; Canton, O., Ohio; Minneapolis, Minn., State; St. Paul, Minn., Paramount; Springfield, Ill., Orpheum; Lake Charles, La., Pitt; Tulsa, Okla., Delmar; Oklahoma City, Okla., Cooper; Sacramento, Calif., Tower; Phoenix, Ariz., Palms; Salt Lake City, Utah, Uptown; Miami, Fla., Carib-Miami-Miracle; Los Angeles, Calif., RKO Pantages; San Francisco, Calif., Golden Gate.

U-I House Records

Nashville, Tenn., Loew’s; Binghamton, N. Y., Riviera; Niagara Falls, N. Y., Cataract; Chicago, Ill., Chicago; South Bend, Ind., State; Cincinnati, O., Albee; Huntington, W. Va., Palace Parkersburg, W. Va., Smoot; Providence, R. I., Albee; Portland, Me., Civic; Bridgeport, Conn., Majestic; Hartford, Conn., Poli; Stamford, Conn., Stamford; New London, Conn., Garde; Allentown, Pa., Earle; Harrisburg, Pa., Senate; Boston, Mass., Keith; Lawrence, Mass., Warner; Lowell, Mass., Keith; Manchester, N. H., State; Albany, N. Y., Palace; Schenectady, N. Y., Plaza; Troy, N. Y., Proctor; Scranton, Pa., Comerford; Wilkes-Barre, Pa., Comerford; Trenton, N. J., Lincoln; Washington, D. C., Warner; Richmond, Va., Byrd-State; Cleveland, O., Hippodrome; Toledo, O., Rivoli; Grand Rapids, Mich., Majestic; and many, many more too numerous to mention.
Telemeter
(Continued from page 1)

Canadian Corp., has been running in the newspapers since November.

Heading Trans Canada is Eugene Fitzgibbons, who recently told a sesion of the Motion Picture Industry Council of Canada that Telemeter was being distributed worldwide to 5,000 subscribers. Backing up the display advertising have been some 6,000 direct mail pieces, followed up by a sales crew of four.

The crew is made up of one man and three women. Experience has shown that the women are best able to approach the housewife and explain Telemeter to her, and that when the crew were hired after applications were made by them to the Telemeter company.

Components Pose Problems

Although Telemeter is expected to begin operations in January the holdup has been due to component parts. Most of the equipment has been imported from the United States with the exception of the projection equipment. Included in the equipment is a videotape machine now being installed in the west-end location of the studio.

Thus far no definite plans have been made known with respect to programming, other than the supply of films, which will be the bulk. Deals are still being discussed with "live" entertainment producers in the city.

Prices to the subscribers for the program will range from 50 cents to two dollars. Thus far no other exhibitors have come into the project. Famous Players is going at the experiment alone.

Not Seek Video Permits

With the company neck-deep in the Telemeter project, Famous Players is not making any further applications for a TV license, it is learned. The company presently has interests in two TV stations in Canada.

A subsidiary company, United Announcements Co., Ltd., of Montreal, is associated with a license application of Radio Station CKVL, Verdun, Que., for a TV license there. By law, no Canadian company which is controlled over 25 per cent by extra-territorial interests, can own or control a TV station in Canada.

Branson Named
(Continued from page 1)

yerday by Herb Jacobs, the president.

The company recently decided to expand its operations to include the overseas field as well as the domestic market, Jacobs said.

Branson was for many years head of advertising for RKO Radio Pictures, Inc., and has had wide experience in the distribution of films for TV.

Would Prosecute All Involved in TV 'Fraud'

From THE DAILY Bureau

WASHINGTON, Jan. 5.—Chairman Harris (D., Ark.) of the House sub-committee investigating fraud and "payola" in television again radio doubts that the recommendations made to the President by Attorney General Rogers would "really clean things up."

Rep. Harris asserted that the Rogers recommendations did not go far enough, and that Congress might well be more severe.

He indicated that all persons involved in any "payola" situation are in on a fraud on the viewing public and should be criminally responsible.

The Rogers proposal would penalize only employees in the broadcasting industry.

FCC Puts Four on Job

The Federal Communications Commission, which has received more than 2,500 replies to its request that stations disclose involvement in "payola," by their employees, has given two jobs to four employees of the job of sorting and tabulating the answers.

Summers, according to the relationship of station involved and "payola," is scheduled to be submitted to the FCC no later than Feb. 5.

Angel Defends Sales
(Continued from page 1)

out Film Distributors, Ltd. Associated said in a statement that it plans to distribute the pictures to theatres as well as TV.

FIDO Officials Apprehensive

On learning of the Associated deal yesterday, executives of the Film Industry Defense Organization expressed great delight. They asserted today that the release of such a large number of top pictures to TV "strikes at the very foundation" of their group, which was organized to prevent such transactions. The FIDO executives pointed out, however, that any action against the producers involved in the deal will depend on the Cinematograph Exhibitors Ass'n, whose general council meets on Jan. 13.

Defending the sale of his films to TV, Angel characterized the deal as "what any prudent business man would negotiate." He said he could not recognize the authority of FIDO as long as such major theatre groups as Associated British and Granada also possess television stations which continue to show theatre films as a regular policy.

Doubts Attendance Is Hurt

“It is my opinion,” Angel said, “that the TV screening, The Board of Appeals is to handle the case of the theatre attendance.” And he added, “I will continue to finance the production of theatrical motion pictures.”

Miami Variety Tent Will Dedicate New Project

Miami, Jan. 5.—The Variety Club of Greater Miami will dedicate its newest project, the Variety Children’s Research Foundation, on Sunday. This center, erected on the grounds of Variety Children’s Home, will devote its efforts to research of every disease that affects youngsters and will also concentrate on the study of tropical diseases.

Claude Cooper, former U. S. Senator, will be chairman of the ceremonies. Dr. Justin M. Andrews, director of the National Institute of Allergies, the National Institute of Health in Washington, will be principal speaker.

The executive director of Dr. C. Hoover will introduce international speaker George H. Fly, who will participate in the program.

The sheba and Beach
(Continued from page 1)


The first pictures accumulated comprehensive global merchandising and marketing programs. "Solomon and Sheba" amassed $1,982,047 in just 53 engagements, setting new all-time record in 31 of these situations. "On the Beach" rolled up $768,836 in just 23 showings.

On the basis of these early returns, Heineinan and Picker believe that the two films are on their way to becoming two of the biggest grossing motion pictures ever released under the U.A. banner.

In the joint message, the U.A. Vice-Presidents declared: "On the Beach" and "Solomon and Sheba" represent our first large scale application of this new global concept. Initial returns from areas all over the world give ample evidence that the global program has contributed importantly to the earning potential of these two outstanding attractions. In the year ahead U.A. will maintain this same global effort to realize the full grossing power of a world market on all forthcoming major productions.

Cohen Appointed
(Continued from page 1)

years, he started at Metro-Goldwyn-Mayer, later serving in executive capacities in the advertising-publicity departments of Twentieth Century-Fox, Allied Artists and Universal-International, in addition to Warner Bros.

Rites for E. J. Hunter

COLQUIT, Ga., Jan. 5.—Funeral services have been held here for E. J. Hunter, owner of the State Theatre, who died following a heart attack. The theatre currently is operated by his son, Emory.

Fox Meeting
(Carried from page 1)

Talking—publicity managers, augmented by many recently-appointed ad-pull specialists assigned to each branch of these operations, and attending their first such meetings, convened on the home office for the convention which will run through Friday.

The 20th system of local autonomy in the promotion of live in operating theatres in the next nine months, the last three of which were devoted to the gigantic "Spyro P. Skouras Sales Drive," concluded on December 28.

At the convention are Skouras, executive head of production, Buddy Adler, Darryl Zanuck producer of 20th's "'Crack in the Mirror," W. C. Michel, executive vice-president, Joseph Moskowitz, vice-president and eastern studio represen
tive, Charles Einfeld, vice-president Alex Harrison, general sales manage and William H. McGovern, president of 20th-Fox International.

Will Outline Schedule

Adler will outline the production schedule now underway at the studio and in all parts of the world, representing the highest total outlay for top-budget production ever allocated by the film company, Zanuck, whose independent producing corporation the company has 10 films planned for 1960-61, will diagram his latest at traction, complete with already generated merchandising outlines.

Einfield will reveal step-by-step plans for the world-wide exploitation of the slate of upcoming product for the next year. The executive will also present final reports on the efforts and progress made by the regional ad-publicity managers under the autonomy system.

Harrison Plans Seminar

Harrison will conduct a seminar on the convention, which each branch manager will personally report on the experiences gained and results accrued from the autonomous policy.

Adler to Speak
(Continued from page 1)

here Thursday night at the Savoy Hilton Hotel. The affair will be part of the company's three-day sales convention to commemorate its 45th anniversary.

Adler will outline the company $7 million dollar production schedule, "the most ambitious in company history," to the showmen.

Leon Gordon Dies at 62

HOLLYWOOD, Jan. 5.—Leon Go
don, 62, playwright and vetern screen writer, died here yesterday of heart ailment at the Cedars of Lebanon Hospital. He has been writing a producer for several studios, including M-G-M and 20th Century-Fox, and gained early recognition for his play "Curtain." He is survived by two daughters, Mrs. Joel Anz, and Kay Gordon, actress.
FLY THE BEST OF THE JETS
NONSTOP COAST TO COAST
ONLY ON UNITED AIR LINES

United Air Lines great, new DC-8 Jet Mainliner®
now offers you the finest travel in the sky—non-
stop between major cities coast to coast. Relax in
almost vibrationless comfort ... enjoy food the
equal of your favorite restaurant ... know the
extra satisfaction of United Air Lines famous
extra care service. Choose de luxe First Class
or thrifty Custom Coach. Convenient schedules
between New York, Chicago, Washington, D.C.,
Los Angeles, San Francisco and (in February)
Seattle. For reservations on the best of the jets,
call your Travel Agent or United Air Lines.

The Red Carpet® Room—here is as glamorous a setting for jet-age travel as you can possibly imagine. Lounge runs the full width of the DC-8 cabin.
The dramatic thunderbolt that could only come from the pen of Clifford Odets, one of America's greatest playwrights.

Now under his personal direction, a new image of suspense has emerged on the screen... as he dissects a murder and its components parts—the love-starved woman and a lonely man, the clandestine meetings and the hungry embraces—and the gun that exploded it all across page one!
Zukor, 87 Today, Predicts Industry Will Enjoy Greatest Decade in the Sixties

By SAUL OSTROVE

Adolph Zukor, who today is celebrating his 87th birthday in Hollywood “in the best of health,” is confident the motion picture industry will enjoy its greatest decade in the Sixties from multiple points of view—especially at the box office and in quality pictures.

“The industry is healthier today than it has been any time in the past five years,” said Zukor, who is entering his 57th year in motion pictures. The chairman of the board of Paramount and industry pioneer, was interviewed at his office

30 Odors Detected at Smell-O-Vision! Bow

Special to THE DAILY

CHICAGO, Jan. 6.—The scent of the industry’s first film in Smell-O-Vision! Michael Todd, Jr.’s “Scent of Mystery,” tonight attracted hundreds of industry performers and financial leaders, in addition to a battery of press personnel recruited from around the country.

Sponsored by Todd and Elizabeth Taylor, the premiere was held tonight at the Cinestage Theatre, which had been converted to accommodate the new aromatic process. The $2,000,000 mystery-comedy, made completely on

Halt Miami Hotel 16mm. Feature Showings

Special to THE DAILY

MIAMI BEACH, Jan. 6.—The U. S. Marshal has seized 16mm prints of six major feature pictures belonging to 20th Century-Fox, Loew’s, and Warner Bros. The pictures were

Exhibitor Must Sometimes Assume ‘Unwanted Role’ Of Censor in His Own Community, Jones Says

Special to THE DAILY

DES MOINES, Ia., Jan. 6.—The theatre exhibitor must sometimes assume the “unwanted role of censor” within his own community by refusing to book certain pictures, Charlie Jones, owner of the Northwood Theatre in Northwood, states in a letter to the Des Moines Register. “But it is my screen,” he adds. “This is my personal privilege. I must try to conform to the majority wishes of my area.”

The Jones letter was prompted by a poll taken of the Register readership, and showing that 60 percent of Iowans favor film censorship by someone outside the industry; 15 percent oppose the idea; and 16 percent have no opinion.

“Advocates of censorship,” Jones states, “are guilty of an age-old error in thinking. They assume that certain citizens are qualified to judge what other citizens should enjoy.” On the other hand, he says, each person has the “moral right” to decide what books he will read or films he will see, and this, “in a way, is censorship. But it is a personal thing and the exercise of the very constitutional right guaranteed us.”

Jones is also vice-president of Allied Independent Theatre Owners of Iowa and Nebraska.

Myrick Names Wolf Allied’s Second on ACE

Accepts Pa. Resignations; Confirms Myers Is Staying

Special to THE DAILY

LAKE PARK, Ia., Jan. 6.—Al Myrick, president of Allied States, today announced the appointment of Marc Wolf of Allied Theatre Owners of Indiana as national Allied’s second alternate on the American Congress of Exhibitors’ executive committee. As such, he will work with Irving Dollinger of New Jersey Allied, who was appointed first alternate to Myrick earlier.

Both appointments are subject to approval by the board of directors.

Youngstein Named Head Of Brotherhood Drive

Max E. Youngstein, vice-president of United Artists, has been appointed national chairman of the Brotherhood Campaign’s Amusement Division, it was announced by Dr. Lewis Webster Jones, president of the National Conference of Christians and Jews. Youngstein has also been appointed to the National Brotherhood Week committee, of which Miss Cornelia Otis Skinner is chairman.

President Eisenhower is honorary

SBC Urges Changes in Tax Depreciation Policy

From THE DAILY Bureau

WASHINGTON, Jan. 6.—The Senate Small Business Committee has urged Congress to consider “all practical proposals” to encourage eco...
Zukor Sees ‘Greatest Decade’

(Continued from page 1)

stars, but the demand for good stories which create important roles always exceeds the supply. That’s something we’ll have to work harder on this decade.

“Writers, producers and directors are appreciated more now than they were ten or 20 years ago. We have good, veteran personnel in Hollywood, but that doesn’t eliminate the need of integrating young, fresh talent for the industry.”

Zukor turned to the spinning wheel of his office, then said, “We’ll continue to produce the blockbusters, but they will come in streaks. Pictures dealing with sex in more adult terms will appear, but perhaps we’ll be seeing a string of musicals, or a return to Westerns. What’s in vogue today may be passed tomorrow.”

Thought of Retirement ‘Alien’

Zukor said the thought of retirement is alien to him. When in New York he isbetrayed by the theatre, and then he works in his office at the Paramount Building. In Hollywood, he’s in the theatre. A day in the theatre is always a part of the past.

“Never. The star system will endure because, after all, the parts make the sex, Gangster Pictures Scored by Presbyterians

Special to THE DAILY

ATLANTA, Ga., Jan. 6.—Films portraying “distorted sex, immorality and gangsterism” were denounced here yesterday in a resolution endorsed by the Atlanta Presbyterian Women of the Church Executive Board. The organization includes 14,534 women from some 88 Presbyterian churches in the area.

The resolution read: “We, the Presbyterian women of the Atlanta presbytery, go on record as denouncing the types of films shown in our theatres which portray distorted sex, immorality, and gangsterism, with pictures which will be character-building, patriotic and educational.”

‘Rookie’ Breaks Record

SAN ANTONIO, Texas, Jan. 6.—20th Century-Fox’s “The Rookie” broke a long-standing record at the Texas Theatre here by grossing $5,460 in the first four days of the engagement. It outstripped such top-budget Fox attractions as “April Love”, “Enemy Below”, “Warlock” and many others playing at the same theatre. The result of its boxoffice strength has been hooked into top-blue bookings in Houston, El Paso, Fort Worth, Amarillo, and others, starting Friday.

Wanted: Print of Film

Of Johnson-Willard Bout

Anyone who has a print of the motion picture made of the Jack Johnson-Jess Willard heavyweight championship fight in Havana, Cuba, almost 45 years ago, and who knows where one is available, can be of service to the winner of the fight, who has never seen the film.

His attorney, Harlan Washburn Quigley, has written Quigley Publications that he has searched for the film “in every conceivable place,” to no avail. He may be reached at 3736 Anderson Ave., La Crescenta, Calif., or through this publication.

ABPC Dividend Is Same As Last Year

From THE DAILY Picture

LONDON, Jan. 6.—Associated British Picture Corp. today announced an interim dividend, on the ordinary stock of 20 for the year ending March 31, 1960. This is equal to that of the previous year.

Trading profit for the six months ending Sept. 30, 1959, was £1,551,722 ($4,882,327). This was compared with £2,832,583 ($7,931,232) for the same period in 1958. The Associated board attributed the drop to exceptionally good summer weather and its effect on theatre attendance as well as the cost of expanding and reorganizing the production facilities in ABC-TV, a subsidiary.

Indications are, the board added that the current financial year will show an improvement.

Poller Named B.V.

Publicity Manager

Norman Poller has been appointed publicity manager for Buena Vista Distribution, it was announced by Charles Levy, advertising and publicity director. Associated Press Radio Pictures and RKO Film Distribution Company merged in 1959 to form Buena Vista.

Poller started as an usher for RKO Theatre before switching to the RKO production company where he served for many years in a variety of publicist posts.

He was also an account executive with the David O. Selznick production outfit and spent the last 10 years in television publicity and promotion.

MRS. SYLVESTER Z. POLI

NEW HAVEN, Jan. 6.—Mrs. Rev. Leoncero Poli, widow of Sylvester J. Poli, who operated a circuit of seven theatres in New England and two in Florida, died yesterday at her home in Milford. She would have been 91 years old on Jan. 15. Her husband died in 1937.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James J. Frew, Managing Editor; Richard Gertler, News Editor; Herbert V. Vedder, Advertising Manager; Gus H. Fassell, Production Manager; Stephen Goldstone, Advertising Manager; Harry Goldstone, Sales Manager; William J. Fox, Secretary; Daniel Frankel, president of Zenith-International Films Corp., was in Boston this week from New York.

Harry Goldstone, general sales manager of Ador Pictures, will leave here Sunday for Chicago, Miami, Jacksonville and Atlanta.

Robert Radnor, producer of “A Dog of Flanders,” for 20th Century Fox, has arrived in New York from Hollywood.

James V. Frew, Southern division manager for Continental Distributing Corp., Atlanta, has left there for New Orleans and Dallas.

Lio Gen, British actor, will return to London from New York today via B.O.A.C.

Mrs. Grace Ochs, wife of Jack Ochs, operator of drive-in theatres in Canada, has given birth in Hollywood, Fla., to a son, their sixth, to be named Wayne.

‘Tyder’ Ad Campaign

The ad campaign for Walt Disney’s “Tyder Tyder,” which will be released nationally by Buena Vista on Feb. 15, will include color insert cards, window cards, one, two, three and six sheet posters, as well as the press book cover, all designed for use as full-color stands after a simple conversion. All in all, there are seven outstandingcutouts, ranging from giant to miniature displays of circles and animals, available to exhibitors.

Paramount Signs Foy

HOLLYWOOD, Jan. 6.—Bryan Foy has signed a contract with Paramount for his own corporation to make three pictures for the studio during 1960.

Foy, who checked out the Paramount lot this week, will have “The BigBoston Robbery” as his first project under the new deal. Pre-production plans for this picture start next week.

WANTED: Print of Film

Of Johnson-Willard Bout

Anyone who has a print of the motion picture made of the Jack Johnson-Jess Willard heavyweight championship fight in Havana, Cuba, almost 45 years ago, and who knows where one is available, can be of service to the winner of the fight, who has never seen the film.

His attorney, Harlan Washburn Quigley, has written Quigley Publications that he has searched for the film “in every conceivable place,” to no avail. He may be reached at 3736 Anderson Ave., La Crescenta, Calif., or through this publication.
the most important news of your exhibitor life was announced yesterday at the opening session of the 20th-Fox Sales Convention ... dedicated to

MAKE 1960 20th's - AND YOUR BIGGEST YEAR!

[Image of a crowd at a convention]
A MESSAGE TO THE
20th CONVENTION
FROM BUDDY ADLER

As we approach 1960 I wish on behalf of the 20th Century-Fox Studio Organization to wish you and our world-wide distributing forces a most happy and successful New Year.

I feel we can assure you and the organization a happy sales year for 1960—the happiest, in fact, in many years—because I believe the product we have prepared will have a quality, scope and entertainment appeal that has never been surpassed.

I am happy that our company is entering 1960 with a rousing boxoffice success in "JOURNEY TO THE CENTER OF THE EARTH." This picture I am certain is an omen and an indication of the kind of product you will be handing sales forces throughout the coming year.

We are also excited by the rave reviews and strong business accorded world premiere engagement of "THE STORY ON PAGE ONE" at Astor Theatre, Boston and are confident this picture will give a fine account of itself everywhere. Reports of the overwhelming success of the test engagement of "A DOG OF FLANDERS" in Oregon are absolutely thrilling and I am sure this fine film will make a great showing. You also have "SEVEN THIEVES" which is an excellent picture with good showmanship values ready for release almost immediately.

Already we have an indication of the strength of Cole Porter's "CAN-CAN" produced by Jack Cummings, which as you know stars FRANK SINATRA, SHIRLEY MACLAINE, MAURICE CHEVALIER, and LOUIS JOURDAN—a peerless box-office combination. We attended the sneak preview of this great roadshow attraction in TODD-AO in San Francisco. The audience reaction verified our hopes that this unquestionably is the greatest musical we have ever created.

We now have on our stages, on location, in the cutting rooms, or getting ready to start filming such pictures as Mervyn LeRoy's "WAKE ME WHEN IT'S OVER" starring ERNIE KOVACS, DICK SHAWN and MARGO MOORE... Elia Kazan's production of "WILD RIVER," starring MONTGOMERY CLIFT, LEE REMICK, and JO VAN FLEET... Mark Robson's production of the John O'Hara novel, "FROM THE TERRACE," starring PAUL NEWMAN, JOANNE WOODWARD... The Darryl F. Zanuck production, "CRACK IN THE MIRROR," filmed in France, directed by Richard Fleischer and starring ORSON WELLES, JULIETTE GRECO and BRADFORD DILLMAN... Samuel G. Engel's production of "THE STORY
OF RUTH," directed by Henry Koster and starring ELANA EDEN, STUART WHITMAN, VIVECA LINDFORS and PEGGY WOOD...Jerry Wald's production of the D. H. Lawrence masterpiece "SONS AND LOVERS" with a distinguished cast..."SINK THE BISMARCK," a spectacular sea drama starring KENNETH MORE and DANA WYNTER.


That, Spyros, is a production schedule the entire 20th Century-Fox organization can scan with pride and swelling enthusiasm. I am proud that there is not a single weakness from the standpoint of spectacle, entertainment, drama, scope or audience appeal. I understand that our studio program will be supplemented with a number of other outstanding showmanship subjects including the excellent "MASTERS OF THE CONGO JUNGLE" and seven great J. Arthur Rank pictures to give us a fully rounded release program throughout the year.

With such tremendous productions and star names we can look to 1960 as 20th Century-Fox's year of destiny. Great product means great boxoffice. And, believe me Spyros, we have the product coming up. We are off to a flying start for 1960. The pace we have set is the pace we will maintain throughout the whole happy new year.
As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views, although they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY-FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Allan Gilbert, Jr., Northwest Arkansas Times, Fayetteville, Ark.: Live television, with an occasional boo-boo would be a lot fresher than current fare; it would seem that conformity (one hit western: a million westerns; one hit private eye with jazz: a million private eyes with jazz) has run amuck. (I'm in ideas, writing, production needs an overhaul; much more could be borrowed from the theatre than has been with good effect (television is as closely related to the stage as to motion pictures and it should do more to recognize this relationship); some effort should be made to present the medium on a higher intellectual plane. TV is going to have a difficult time. I think, taking its place as an art when its production always seems to seek the lowest common denominator. All art is crammed with works of mediocrity, but in a greater majority of cases the aim was high, rather than low, and it doesn't seem that television can make that statement.

Frank Clayton, The Tuscaloosa News, Tuscaloosa, Ala.: Briefly, I'd suggest they come to an understanding about the honesty going on at the current time between the sponsors and the network. I'd also like to see more specials about entertainment world, news spotlights, sports programs and more good dramatic shows.

Robert J. Carrier, Middletown Journal, Middletown, Ohio: Where will the commercials end? Will it take pay

TV Code Subscribers Hit All-Time High

From THE DAILY Bureau

WASHINGTON, Jan. 6. — The National Association of Broadcasters announced today that 572 of 518 operating commercial television stations now subscribe to the NAB Television Code. This is an all-time high.

Harold E. Fellows, NAB president, said that Code subscription by 7.8 per cent of the operating stations is "further evidence of the television industry's determination to regulate itself." Fellows added that NAB anticipates that the list will continue to grow.

NAB, at the request of the Federal Communications Commission, filed the list of subscribers with the Commission yesterday. In addition to the stations, all three television networks subscribe to the Television Code. Twenty-four television film producers are affiliated subscribers.

TV to torn off the daily bombardment that blasts the poor viewers? I wonder if television isn't beginning to lose its purpose of selling by touting everything including the kitchen sink at the gong show.

Joann Renberg, Kenosha Evening News, Kenosha, Wis.: When television programming is geared for soft soap or high brow instead of the masses, viewers will find that they can be entertained and at the same time will find they are slightly improved—either mentally by learning in a painless way or emotionally by having shared a vicarious experience that will help them to understand others. Entertainment today is reaching a stage reminiscent of the "bread and circuses" of the Roman Empire before its fall. It is a terrifying situation with no immediate remedy. But, great, true drama; artful comedy; inspiring singing and dancing and genuinely informative programs are the rarities that create an occasion on the TV screen today.

Fred Danzig, United Press International, New York: Nothing wrong that massive injections of integrity — in every phase of the business, including advertising and publicity (or public relations) — can. However, too many of TV's "influentials" are hopelessly committed to expediency, cynicism, immorality, insincerity, deception and corruption. I haven't decided whether networks lead the way in this or merely reflect their environment, but they're right in there with the fast-back philosophers.

Russ Townsley, Russell Daily News, Russell, Kan.: There are still too many westerners. Certain networks are taking off the good shows and are putting on westerns and poor detectives, reduced ASCAP Fees Won by Radio Stations

Royalties paid to the American Society of Composers, Authors and Publishers by the radio stations of the United States—some 500 in all—will be reduced by an estimated $30,000 a year in accordance with an order signed here this week by Judge Sylvestre J. Ryan in U. S. District Court here.

The agreement, which will run for five years, provides for a 5.6 per cent reduction in commercial fees paid by the stations to the association, plus a severe formula for payment of sustaining fees.

The new pact is an outgrowth of legal action brought by the stations against ASCAP seeking lower fees for the right to perform publicly the catalogued and copyrighted music controlled by the association.

83% of ASCAP

(Continued from page 1)

by Judge Sylvestre Ryan, following court filing in the offices in United States District Court.

The vote by ASCAP's 5,300 composers and 1,100 music-publisher members had been ordered by Judge Ryan on Oct. 29 at a hearing on terms of a proposed consent order changing the methods of distributing music royalties each year, electing new directors and sampling the nation's use of copyrighted music. The votes were opened and tabulated yesterday in the presence of Judge Ryan and attorneys for ASCAP and the Department of Justice.

Judge Ryan then adjourned the hearing until 10 A.M. today when he will hear applications from the attorneys on any points they wish to bring up. He is also expected to announce today whether or not he will sign the consent decree.

Payments Liberalized

Details of the decree were worked out jointly by ASCAP counsel and the Justice Department and further the joint consent judgment, which was first started in 1950. Under the new plan royalty payment systems would be liberalized, the internal voting system broadened and methods of sampling television and radio use of members' copyrighted music brought up to date.

Upon receiving the decree with the proposed changes, Judge Ryan noted that although it was brought before him "on consent," it was strongly opposed by some members of ASCAP. In the past month there had been an election of a committee to guide him in making a decision. He has called the proposed decree an improvement on present conditions in the Society.

March of Dimes Will Sponsor 'Few' Bow

The opening of Metro-Goldwyn Mayer's "Never So Few" at Radio City this week was accepted by The March of Dimes for fund-raising event. At the first screening, the March of Dimes will take over the loge seat with the rest of the house offering the public the regular March of Dimes prices. The film will have begun its trial run in the morning of the opening day. The date will be announced shortly. Proceeds of sale of special loge tickets go to the New York March of Dimes campaign against crippling arthritis, birth defects, and polio.
Fox Sets 10 ‘Family’ Films

(Continued from page 1)

the past with pictures like "Journey to the Center of the Earth," "Dog of Flanders," and "Master of the Congo Jungle," and expected similar success with "Sink the Bismarck" and "The Story of Ruth," among others presently planned.

The 20th president announced that the film company "would maintain this leadership and continue to present attractions that would appeal to the vast family audience." Skouras made these remarks at the opening session of the sales meeting which convened yesterday, the largest post war gathering the company has held.

Calls Drive 'Superlative'

In opening the convention Skouras thanked the group for the "superlative" three months sales drive in his name, which ended Dec. 26. He reiterated his confidence in 20th's local autonomy system, and described each regional advertising - publicity manager as "the showman of your town, who can spread the greatness of Hollywood and the motion picture industry across the country."

Skouras then introduced Buddy Adler, executive head of production who will make a major address at tonight's banquet.

Youngstein Named

(Continued from page 1)

chairman of the Brotherhood Week Campaign, which in 1960 will be observed February 21 through 28. The interfaith event is a program of education for democracy which seeks to reaffirm and strengthen America's principles of religious and racial tolerance.

TV and Radio to Be Used

Since 1945 Brotherhood Week has become an event closely identified with the entertainment industry. Under Youngstein's leadership, the industry will promote the aims of Brotherhood Week through the medium of the motion picture screen, television and radio and the theatre. Wide use will be made of motion picture trailers, posters and valances, and brochures will be distributed on behalf of Brotherhood Week.

A concerted membership and fundraising drive on behalf of the National Conference of Christians and Jews will also be undertaken.

Maryland Theatre Unit

Committees Appointed

SPECIAL TO THE DAILY

BALTIMORE, Md., Jan. 6—Committee appointments for 1960 for the Maryland Theatre Owners Association, a Theatre Owners of America affiliate, were announced today by John G. Brawner, president. They are as follows:

- membership: John Manuel, Bel Air, chairman; Sam Meliell, Denton, and Paul Roth, Silver Spring, finance: Douglas Connelle, Elkton, chairman; Phil Isaacs and James Weinberg, both of Baltimore; legislative: Hal DeGrave, Cambridge, chairman; Ray Light, Cumberland, and William Fisher, Baltimore.

Also, Drive-in Division: George Breihan, Baltimore, chairman; Bill Meyers, Pocomoke City, and Dick Young, Cumberland; Labor Relations: T. T. Vogel, Baltimore, chairman; Nat Hogden, Baltimore, and Henry Hiser, Bethesda; Exhibitor-Distributor Relations: Isadore Rappaport, Baltimore, chairman; Bill Friedman, Indian
Younglove Invites Industry's Views

Special to THE DAILY

ALBANY, N. Y., Jan. 6.—Assemblyman Joseph B. Younglove, chairman of your committee, also convicted of Offensive and Obscene Material, who today introduced a bill amending Section 122 of the education law to provide that "when a film, though licentious in matters of nudity, violence, brutality, sadism, juvenile delinquency, drug addiction or sexual conduct or relationships, to an extent believed by the division of motion pictures to be contrary to the proper mental, ethical or moral development of children subject to the compulsory education law of this state, the director, or when authorized by the regents, the officers of local office or bureau, shall upon review, classify such motion pictures as unsuitable for such reason or reasons, at their discretion," are allowed to hear the views of the motion picture industry, as well as of all others.

Praises Film Leaders

He added, "the motion picture leaders are intelligent men, and I hope they will show their intelligence here." And he also complimented the film industry "might learn a lesson from what happened to television quiz programs."

SBC Urges Changes

(Continued from page 1)

nomic growth by modernizing the Treasury's "outdated tax depreciation policies," because of capital limitations, small firms are particularly hard hit by depreciation policies now in use, the report indicates.

"The committee—which cannot directly recommend changes—suggests the following areas for exploration: (1) shortening the period for depreciating property, (2) permitting greater depreciation in the early years after purchase of property, and (3) giving an extra depreciation allowance to reflect loss through inflation.

One approach specifically suggested is adoption of a triple-declining-balance depreciation of equipment and machinery having a life of five years or more. The group also suggests replacement of the Treasury's 'Bulletin F' with a class system for determining useful lives of property. It proposes elimination of capital gains tax sales of other than real property used in business.

It also urges consideration of pending bills that would make available to small business a shorter and more liberal form of depreciation methods available to purchasers of new items, and to allow tax deductions for earnings plowed back into small business.

'Porgy' Reaches 300

Samuel Goldwyn's "Porgy and Bess"—now in its 29th week—will play its 300th performance at the Warner Theatre here at the Saturday matinee this week.

Albany Group Here Today

(Continued from page 1)

Bar Building, 42 West 44th St., New York, tomorrow morning with the Committee of Religious Leaders of the City of New York. Founded in 1958, the latter comprises 104 religious leaders representing the Catho-

Co-chairmen are: Rt. Rev. Msgr. Thomas A. Donnellan, Chancellor of the Archdiocese of New York; Rev. Dr. D. M. Potter, executive director, Protestant Council of New York; and Rev. Dr. William F. Rosenbloom, Temple Israel, former president of the Synagogue Council of America.

The purpose of tomorrow's meeting is to afford the committee of religious leaders an opportunity to present their views to the joint legislative committee, "relative to the impact of the mass media upon the moral and spiritual climate of our society."

On June 17 last, the committee submitted an interim report to Mayor William F. Wagner. The report was analyzed and reported upon certain practices within the mass media believed to be having an adverse effect upon moral and spiritual values. "Radio"

and "television" were among the specific media considered, but "motion pictures were included in the religious committee's booklet, on file here with the joint committee.

In testimony, William Younglove commented, "our committee has read the initial report of the committee of religious leaders with great interest. We applaud and welcome the activity of this joint committee and are anxious to co-operate in every way. Our committee finds every reason to express continued and growing concern to make available, within certain elements of the mass media which exist, the threat, condone or excuse illiti-

It is most encouraging to find the committee of religious leaders approaching the problem with unity and vigor.

James A. Fitzpatrick, of Plattsburg, counsel to the joint legislative committee and its one-time chairman, will attend New York hearing.

Smell-O-Vision! Bows

(Continued from page 1)

location in Spain, was filmed in the Todd process on 70mm film synthesizing scents with action on the screen.

Thirtysix different odors were projected to each seat in scenes where odours are vital to the plot or impor-

The picture opens in Los Angeles Jan. 18, and in New York Jan. 29, after which it will be shown in 60 key cities across the nation.

Starring in 'Scent of Mystery' are Dan Elliott, Peter Paul Lukas, Beverly Bonthay and Diana Dors. Jack Cardiff directed from a screenplay by William Boos.

Introduced by Eddie Fisher

Eddie Fisher introduced the theme song and "The Chase," two of the themes from 'Scent of Mystery,' at a disc jockey cocktail this afternoon. Todd explained that Prof. Laube, a Swiss inventor, spent 25 years de-

developing the Smell-O-Vision process. The machine, it is understood, was perfected with equipment that can be installed in any theatre with wide-

class facilities, in several weeks. The machine is reportedly so sensitive it can control the time period of a scent to the second, and one can fol-

low another almost immediately.

For "Scent of Mystery," which runs 135 minutes, Prof. Laube measured over 2000 different odors from 43 separate odors emanated. The odors range from the scent of roses to the smell of horses, chemically re-

satisfactory, of course. S. O.

Summer Second Weeks

Equal or Better First

Sam Spiegel's "Suddenly, Last Summer," a Columbia Pictures release, continues to break boxoffice records in its opening engagements in New York and Los Angeles, with the second week grosses equaling or bettering the marks established in the opening week, the company reported.

At the Criterion Theatre here the film established a new all-time single-

day house record with a gross of $15,693 on Saturday, Jan. 2. The full second-week total was a huge $65,261, surpassing the figure for the first week and setting a new mark for a holdover week at the theatre.

At the smaller Sutton Theatre, where the film opened on Jan. 3 and

late, the second week ended Tuesday was a mighty $21,676, or more than $2,000 over the gross for the initial week. In Los Angeles it set new-

house records for each of the two weeks of its run at the Warner Beverly Theatre. The second-week total was a resounding $30,000 each week.

'Summer' Book Tie-In

Columbia Pictures and Signet Books are conducting an extensive cross-promotion to publicize Sam Spiegel's "Suddenly, Last Summer," and the New American Library paperback edition of the Tennessee Williams play. Signet has prepared a special playdate booklet to advise book sellers all over the country of the local playdates of the Columbia release.

'Goliath' Big Here

American International Pictures' "Goliath and the Barbarians" grossed $35,722 in its first week at the Am-

tridge Theatre here, the company reported yesterday.

Marano Files in Albany

Two Film Control Bills

ALBANY, N. Y., Jan. 6.—Assemblyman Luciano Marano, Brooklyn Rep-

er, introduced today, as the legislature convened for 1960, a bill amending Section 122 of the Education law that provides that in no case when a film is classified by the director of the motion picture division "to be shown only to adult audiences," shall be unlawful for any exhibitor to permit anyone but a person 18 or over "to witness the screenings.

As originally presented, the min-

nurn age was set at 21, however Marano changed this to 18. The Assembly was adjourning. He explained the latter was a fairer age saying the idea is taken from the Alcoholic Beverage Control Law. The measure was passed.

Violators Would Be Fined

"The director of the division, or when authorized by the Regents, the local office or bureau, after the ex-

amination of a motion picture file submitted for examination as required by this article, shall classify such films as restricted under standards and regulations to be estab-

lished by the Regents, to be shown only to adults. In the event a film is so classified, it shall be unlawful for any exhibitor to permit anyone but a person 18 years of age or over to witness the screenings.

Any violations of this provi-

dtion shall be punishable by a $2 fine.

The act would take effect July 1. Marano also co-introduced today a measure amending Section 122, to au-

thorize the motion picture division's director, or when authorized by the Regents, the officers of a local office or bureau, in licensing films to clas-

ify them as "suitable for general patronage," "adults and adolescents," or "adults only." Exhibitors would be required to post the classification in advertisements.

'Lil Abner' Continuing

To Keep Fast Pace

Paramount's "Lil Abner," playing record number of 800 engagement period during the Christmas-New Year period, continues to demonstrate outstanding boxoffice strength in initial and holdover weeks, theatre report disclose.

Typical late grosses for the "Lil Ab-

ner" include: $7,000, first week, Mid-

west Theatre, Reno; $12,900, second week, Grand, Connecticut; $5,290, third three days of third week, Towl Town, Washington, D. C.; $6,700, first four days of provers of the New Orleans, Cleveland; $12,740, second week Stanley, Pittsburgh; $15,802, first week, Fox, Atlanta.

On the road for the next nine days, Car-

olina, Charlotte; $10,962, first week, Malco, Memphis; $101,216, second week, 18 theatres, Los Angeles; $7,125, six days of second week, Cinema, Denver; $15,035, all days of second week, Fox, St. Louis $20,353, second week, Michigan, Detroi.
Classification Gets Hearing’s Backing

Expressions strongly favoring statutory film classifications, as to adult and juvenile attendance, marked a meeting at the Association of the Bar Building here yesterday of the N. Y. State Joint Legislative Committee on the Publication and Dissemination of Offensive and Obscene Material with the Committee of Religious Leaders of the City of New York, representing (Continued on page 2)

Myers Rallies Allied To Fight New Wage Law

From THE DAILY Bureau

WASHINGTON, Jan. 7.—Abraham F. Myers, Allied States chairman and general counsel, today called upon Allied members to cooperate fully with Compo, national Allied, regional associations and committees in opposing the proposed new Federal minimum wage bill, which he termed a “threat to all theatres.”

He said he was especially concerned with some exhibitors in areas not now affected by state law to bow (Continued on page 6)

‘Nurse’ Tops U.K. Grossers for ’59

By PETER BURNUP

LONDON, Jan. 7.—“Carry On Nurse,” a British comedy made on a modest budget and with no top star names in its cast, was the biggest money-making picture of 1958 in Great Britain, it was revealed today in the annual box office survey made by Quigley Publications. At the same (Continued on page 2)

Minimum Pay Changes To Hit All: McCarthy

All motion picture theatres with employees receiving less than $1 an hour would be affected by passage of $1046, the Kennedy-Morse minimum wage bill, Charles E. McCarthy, executive director of Compo, said yesterday.

“There appears to be a misunder- (Continued on page 6)
Herald Catalogs '60 Product

A comprehensive listing of industry product under the heading Coming in 1960, the Industry's Calendar of Pictures for the Year, appears in the "Motion Picture Herald" of Jan. 9, 1960, out today. The chart, which comprises the forthcoming product of nine production-distribution companies, a Goldwyn-Mayer, Paramount, 20th Century-Fox, United Artists, Universal, Warner Bros., Bucovista, and Allied Artists—reveals a wide variety of audience appeal in its subject matter, with a strong reliance upon pre-seen literature, both among best sellers and old classics, and the most prominent sources of the Broadway theatre.

Titles and talent involved—directors, producers, stars—are included in the listing, wherever available, in the chart, which has been prepared for theatre men who like to look ahead.

Penn. Hearing March 9
On Film Control Act

Special to the Daily
HARRISBURG, Pa., Jan. 7.—Suit challenging legality of Pennsylvania's new motion picture control act will be heard on March 9, Dauphin County presiding Judge William H. Neely today set date for joint arguments in two separate bills state challenging constitutionality of the Act of Sept. 17, 1959.

Litigation has been filed by William Goldman Theatres, Inc., and the Pennsylvania Association of Amuse

ment Industries, both of Philadelphia, and 20th Century-Fox Film Corp.

The lawsuit charges that the Act is unconstitutional on the grounds that it deprives the place of business of freedom of expression and communication of the liberty and property without due process of law, and of equal protection of the laws.

At the same time, Judge Neely granted leave to Catholic congregations throughout the state to intervene on behalf of the Commonwealth. The move will allow Catholic congregations, through the American Catholic Archdioceses of Philadelphia, Harrisburg, Scranton, Altoona, Johnstown, Erie, Greensburg and Pittsburgh to intervene as "friends of the court."

Meanwhile, the names of the members of the board whose decisions will be the controlling factor in the action of the act will be reconstituted for confirmation to the 1960 legislature, which took no action in the matter during 1959.

Strong Post-New Year's Gross for 'Petticoat'

"Operation Petticoat" grossed $202,932 at Radio City Music Hall here in its fifth week ended yesterday night, giving it a five-week gross at the house of $956,000. The post-New Year's weekend figures continue strong with Monday, $29,900; Tuesday, $29,754; Wednesday, $29,576; Thursday, $29,662; Friday, $29,815; Saturday, $30,972; and Sunday, $31,075. The picture is now in its sixth week at the Music Hall.

Ives, McGeehan Name
To Oversee Ascap Decree

Federal Judge Sylvester Ryan yesterday signed the new ASCAP consent decree, following completion of the preceding day of the vote count members which revealed 83 per cent in favor of the decree.

Judge Ryan also named form Senator Irving M. Ives of New York and former Supreme Court Just Judge and at present Mr. Justice Henry F. Frank, as partial referees and overseers for the operation of the new decree. They will be the working of the new provisions collecting and distributing the former license fees paid to ASCAP. They will also be in position to make recommendations to the court changes in the decree or develop or eligible in the court.

Salaries for the two are to be by the court later. They will be paid by ASCAP.

George Skorras Name
UATC Board Chairman

George P. Skorras was elected chairman of the board and re-elect president of the United Artists Theater Circuit at a meeting held in Los Angeles, Cal., late Wednes
day, v. learned yesterday. The post chairman has been vacant since it was last filled in 1954 when Joseph Schenck several year ago.

Other office relected include E. H. Rowley, executive vice president; A. E. Bollengier, finance vice-president and treasurer; A. F. Ivers, Henry F. Frank, as assistant secretary and assistant treasurer; and D. H. Massey, vice-president.

The board meeting was held to devolve to routine company business, a spokesman said.

ANGELUS Times which warned producers that they were going too far was snipped and read.

Members of the Religious Lead Committee participating include I. F. Benham, Rev. Hyman, Monsequently with Ralph, the Catholic Archdiocese of New York, and Dr. D. M. Potter, executive vice-president, Protestant Council of New York.

James F. Fitzgerald, counsel to the Joint Legislative Committee, also tend and conducted the questions.
Einfeld Pledges Ad-Pub Tools ‘To Do Job’

(Continued from page 1)

special color Sunday supplements in newspapers across the country will carry full-pages, in story form, on those three films, and many others, well in advance of openings.

Einfeld drew attention to the new concept in public introduction planned for "The Story of Ruth," and its star discovery Elana Eden, whereby all regional advertising — publicity managers will be supplied with a special reel of film depicting scenes from the multi-million dollar production, for public and industry screenings.

Cites 'Harper's' Layout

Einfeld also told of the continuing series of national tie-ins, citing the current five-page layout in Harper's Bazaar on "The Story on Page One," and the current merchandising tie-in with the world's largest department store, Macy's, on behalf of "Journey to the Center of the Earth."

Einfeld then introduced several of the regional advertising — publicity managers who outlined the successful campaigns they had conducted on recent company releases. The speakers included Phil Engel, of Boston, who described "The Story on Page One," which opened very strong at the Astor Theatre there, and Don Yarbrough, of San Francisco, who detailed the Medford, Oregon "test" of "Dog of Flanders," a huge success.

Staff Members Heard

Other speakers were members of Einfeld's staff, led off by Max Stein, creative advertising manager, who showed two different ad treatments for "Seven Thieves," Martin Michal, radio-TV director next outlined plans in operation for nationwide television campaigns on all upcoming productions, backed with record and sheet music promotion. Ira Tolipan, publicity manager, told of his visit to the Cleveland, Tenn., location shooting of Elia Kazan's "Wild River," and the world-wide exploitation now in work. Abe Cohn, advertising director showed roughs and finished ads on Mervyn LeRoy's "Wake Me When It's Over," which included special planned trade sections.

Einfeld also described the campaign for the Todd-AO film, "Can Can." The vice-president showed full-page ads, and spoke of global release plans for the attraction. Edwad Sullivan, publicity director, outlined nationwide exploitation for it.

Zanuck Points to Six Films

Zanuck listed his films as follows: "Crack in the Mirror," completed and to be released in May; "Ballad of a Red Rock;" "Romance for a Nun;" "The Chapman Report;" "The Big Gamble;" and "Settled Out of Court."

Zanuck declared that his films will be "entertainment, pictures with a story, not a message."

Fox Buys All Selznick Interest in 'Farewell'

Twentieth Century-Fox has purchased the remaining interests of the David O. Selznick enterprises in the Selznick production of Ernest Herningway's "A Farewell to Arms." The purchase price is reported as close to $1,000,000.

Reported As a Company Leader

Despite the fact that the Cinema Scope feature has still to open in several areas abroad, it has already become on the basis of its domestic grosses, one of the most profitable pictures in 20th Century-Fox history, according to the company.

Spyros P. Skouras (above) 20th-Fox president, welcoming delegates to the company's 45th anniversary sales convention. Seated is Alex Harrison, general sales manager, who is presiding at the meetings which end today. Below, Buddy Adler, executive in charge of production at the studio, a speaker at a special convention banquet last night, is shown with Sol A. Schwartz, president of RKO Theatres, one of the many prominent exhibition leaders who attended.
PICTURES fill a definite human need. They take people out of their homes—out of themselves—away from cares of the day! That's why people like to think about pictures; why they like to talk "pictures," like to go to them ... like to get their friends to go with them!

Sound reasons, too, for closer cooperation with the Eastman Technical Service for Motion-picture Production—so that better pictures can be made. Better films, better box office, better things to talk about, better stories—better—better!

Sound reasons, these, for making each picture better—better story-wise—better technically—better to see—better to talk about—in short, better box office!

It's what's on the screen...and what people
for good pictures and the talk about them!

picture Film ... maintained to help the industry solve problems of film selection, production and processing, and exhibition ... dedicated to the principle that the better the picture the better the box office! Offices at strategic locations. Inquiries invited.

Motion Picture Film Department, EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division: 342 Madison Ave., New York 17, N.Y. Midwest Division: 130 East Randolph Dr., Chicago 1, Ill. West Coast Division: 6706 Santa Monica Blvd., Hollywood 38, Cal.

say about it...that counts
Minimum Pay

(Continued from page 1)

stood up in speaking the scope of this proposed legislation,” McCarthy explained. “It should be clearly understood that if any theatre operator has in his employ anyone receiving less than $1 an hour in wages that employee’s wages will go up to $1 an hour minimum if $1046 becomes law.

“The confusion as to the scope of these previous recommendations to the President Federal wage-hour law apparently stems from recommendations made to the Senate Labor Committee. These recommendations of hearings on the proposed amendments, would extend the present minimum wage coverage of $1 an hour to all retail businesses doing an annual gross of $750,000. Retail businesses doing an annual gross of $750,000 or more would be subject to the following wage-hour scale: first year, $1 an hour; with overtime pay after 46 hours; second year, $1.10 an hour, with overtime after 44 hours; third year, $1.20 an hour, overtime after 42 hours; fourth year, $1.25 an hour, overtime after 40 hours.

“From this schedule, any exhibitor can figure out what adoption of these recommendations would cost him. For the many theatres that are still marginal operations, notwithstanding reduction in the Federal admission tax, these $1 an hour costs would be fatal. And for bigger theatres employing sizable staffs the added cost of operations would be staggering.

“There are other angles, too. Unlike other retail establishments, for example, theatres employ many part-time workers who would be thrown out of work if their wages were forced up to $1 an hour. Many of these people are persons on pensions or eking out their Social Security income as far as permissible. There are others who otherwise would be unemployment.

“All exhibitors, large and small, should write or wire their Senators and Congressmen immediately, pointing out the importance of a distinction here and that the inclusion of theatres in this proposed legislation would close many houses and throw thousands of people out of jobs.”

Disney Pros. 1959 Net
Down Slightly from ’58

Special to THE DAILY

LOS ANGELES, Jan. 7—Walt Disney Pros. reports consolidated net profit of $3,460,228 for the fiscal year ended Oct. 5, 1959, which compares with previous year’s $3,965,473.

For the year the income amounted to $55,432,399, compared with $48,577,262 in 1958. Film rentals were up $6,501,738 to a total of $32,677,239. Television income was down $131,043 to $3,639,658. Gross income of Disneyland Park increased $3,399,486 to $17,095,672. Other income from publications, licensing, comic strips and music aggregated $56,019,831, compared with $59,683,783 in 1958.

Radio Spectacular

(Continued from page 1)

Radio director of advertising, publicity and exploitation.

Columbia, through its advertising agency, Donahue & Coe, is staging the spectacular, described as the first of its type in the film industry, with John Blair and Co., radio and television station representatives.

Ferguson said that the radio spectacular was comprised of week-long round-the-clock saturations keyed to the Columbia producers, and includes plus a long-range exploitation campaign on each station, which will get under way immediately.

The cities to be covered include New York, Baltimore, Boston, Chicago, Cincinnati, Dallas, Fort Worth, Denver, Detroit, Houston, Indianapolis, Kansas City, Los Angeles, Louisville, Miami, Minneapolis, St. Paul, New Orleans, Norfolk, Philadelphia, Pittsburgh, Portland (Oregon), Providence, St. Louis, San Francisco, Seattle, Washington D.C., Cleveland, Buffalo, Milwaukee, Atlanta and San Diego.

This long-range exploitation package will include open-end interviews with Tony Curtis, Dean Martin and Janet Leigh, the film’s co-stars; local disc jockey contests, and an extensive promotion program, including the recording of the title song from the film. In addition, Janet Leigh and featured player Barbara Hines, who will make cross-country tours in behalf of the film, will be available for local appearances and interviews.

Myers Rallie

BFFA Hits TV Sales

(Continued from page 1)

council yesterday. Woolf told group that FIDO had not approved him to acquire the pictures, and Winkins said today that he then point out to the producer that “FIDO lists for the benefit of the industry, it is not its present policy to sell producers with films available TV.”

“Our complaint against W. Watkins continued, “is that he fully aware of this but did not try to FIDO."

At this point Watkins admit however that BFFA members are wholly satisfied with the working FIDO which has “perhaps been a little hard to this regard.” He suggests that it is time for FIDO to reevaluate its policy and start looking for TV aggressively “as there are still many films which could be made available to TV.”

Nevertheless, Watkins added, are disappointed that these 55 tures sold to TV are not in film bag.”

Herman Silverman DI Wometco Vice-President

Special to THE DAILY

CORAL GABLES, Fla., Jan. Herman Silverman, vice-president, Wometco Enterprises, Inc., in charge of theatre film purchasing, died denly at his home here this morning he was president of the office at the company where he was employed since 1932. He was

He is survived by his wife, Gillespie Silverman, who he married in 1946, and the following: Mary, Anna, 5, and Lenora Sandra, 3; brothers, Lionel of Philadelphia, Israel of Cleveland, and a sister Mrs. Beva Kasowitz of Boston.

Services will be held Sunday in Gordon Chapel, Miami, at 1:00
Universal to Open Sales Meet Today

The week-long Universal Pictures' sales executives' conference will get underway at the home office this morning with Henry H. "Hi" Martin, vice-president and general sales manager, presiding. Milton R. Backnall, president of Universal, who is participating in the conference, will address the opening session this morning and he will outline future production plans on Friday.

Edward Muhl, vice-president in (Continued on page 2)

UA Names 4 Regional Field Supervisors

(Picture on page 4)

United Artists field representatives Addie Addison, Wally Hein, Max Miller and Bill Sholl have been appointed to the newly-created posts of regional field supervisors, it was announced at the weekend by Roger H. Lewis, vice-president in charge of advertising, publicity and exploitation. (Continued on page 4)

Col., Beech-Nut Tie-Up

For New Clark Film

By SIDNEY RECHETNIK

The details of Columbia's nationwide "Name the Mason" contest to promote Dick Clark's first motion picture, "Because They're Young," the company's Easter Week release, were outlined to the press by Robert S. Ferguson, national director of advertising. (Continued on page 5)

New Memphis Censor Board Advised by Mayor To Travel 'Middle Road'; Chairman Elected

MEMPHIS, Tenn., Jan. 10.—Members of the new board of censors here, all appointed to the position for the first time last week, were advised by Mayor Loch at the weekend to "go down the middle of the road between the two extremes I consider equally bad—too stringent and no censorship at all."

The board was also briefed by City Attorney Gianotti who said "Some don't believe in censorship. There is very little left, in my opinion, to be said for censorship." Gianotti reviewed several past cases of films banned here and described court action taken in some instances.

Following the briefing session, Mrs. Judson McKellar was elected chairman of the censor board and Mrs. P. M. Wiegenga was named secretary. Other members include Gene Bearman, Fred Morton and Mrs. Richard Towne.

Minimum Wage Law on House Group Agenda

From THE DAILY Bureau

WASHINGTON, Jan. 10.—Members of the House Democratic Study Group started to work at the weekend on a number of major issues they will seek action on during the current session of Congress. One of these is amendments to the Fair Labor Standards Act, including an increase in the minimum wage and extensive of coverage. This latter legislation is being opposed by many theatre industry groups.

WGA Strike Jan. 16 To Hit All Majors

From THE DAILY Bureau

HOLLYWOOD, Jan. 10.—Following a membership meeting held concurrently on both coasts the Writers Guild of America has set Saturday, Jan. 16 at 11:30 P.M. as a strike-date against the major motion picture producers in two fields, theatrical motion pictures and television films. (Continued on page 5)

Ready New Method of Photo Images on Film

An electronic method of producing photographic images on film for projection directly on a screen or for television is expected to be announced by the General Electric Company to— (Continued on page 5)

Fox Meet Ends Einfeld Calls For Ads in 'Good Taste'

Stikes Out at Critic's Of Leadership in Industry

A call for the motion picture industry to "maintain and raise the level of good taste in promotion of its product was sounded here at the weekend by Charles Einfeld, vice-president of 20th Century-Fox. Reform is particularly needed, he said, in the current advertising of some foreign films by art theatres.

At the same time Einfeld, who spoke Friday at a final session of the company's 45th anniversary sales convention, attacked persons within the industry who criticize its leadership "to gain selfish ends."

While promotion of American pictures today "is the highest it has ever been," Einfeld declared, "we must constantly raise it higher to keep our medium in the forefront as the greatest form of entertainment." Taste and quality are the criterion for all phases of merchandising activity, he pointed out.

"We must always strive for better" (Continued on page 5)

Sees Spur to Marcus Plan in Guild Crisis

From THE DAILY Bureau

WASHINGTON, Jan. 10.—The impending Hollywood crisis over talent guilds' demands for participation in proceeds from sales of post-1948 film libraries to television is cited by Abram F. Myers, Allied States chairman and general counsel, as a powerful argument for the Ben Marcus plan (Continued on page 4)

TOA Board Meeting in Washington, Feb. 22-24

Theatre Owners of America will hold its annual mid-winter combined meeting of the board of directors and executive committee at the Mayflower Hotel in Washington, D.C., on Monday, Tuesday and Wednesday, Feburary (Continued on page 4)

New Year at U-I

By Sherwin Kane

IEN Universal's sales executives met here a year ago, product on hand was scarce following a six-month shutdown of the studio; future sales were uncertain both as to type and box office potential and outlook was far from rosy.

This week, starting today, Universal sales offices convene again at home office. The picture, as one knows it as different from yesteryear is black, with the sixes wearing a Hat Parre releases, final consolidation of the Warners, the studio's last major release of the year, was indeed a major event. It is all that has continued to sustain us as the past promises to expand into the future.

Another "Furlough" came "Imitation of Life," followed in quick succession "This Earth Is Mine," "Pillow Talk" and "Operation Petticoat," still recently, "The Glenn Miller Story" with a gross of $7,300,000 had unchallenged for six years as Universal's all-time high grosser. In past months, two successful releases, "Pillow Talk" and "Operation Petticoat," appeared to herald a period of rosy, success. (Continued on page 4)

These are indeed impressive results which should contribute greatly to the studio's opening of its 1960 convention today.

For New Clark Film

The details of Columbia's nationwide "Name the Mason" contest to promote Dick Clark's first motion picture, "Because They're Young," the company's Easter Week release, were outlined to the press by Robert S. Ferguson, national director of advertising. (Continued on page 5)
Paul Lazarus, Jr., Columbia Pictures vice-president, returned to New York at the weekend following hospitalization for an emergency appendectomy on the West Coast several weeks ago.

Hugh Owen, Paramount vice-president, is in Philadelphia from New York. He will return tomorrow.

Joseph M. Sugar, Magna Theatre Corp. vice-president and general manager, will leave here today for Montreal to attend a meeting of 20th Century-Fox personnel.

Harvey Haskell Harling, son of Philip H. Harling, vice-president of Fabian Theatres, celebrated his Bar Mitzvah last night at the Croydon Hotel here.

Arnold Mamik, president of MGM Records, is in Hollywood from New York.

Beth Kickham, secretary to Joseph E. Levine, president of Embassy Pictures Corp., Boston, is engaged to marry George A. Lev, Jr., of West Roxbury, Mass.

Sumner Redstone, official of Northwest Drive-in Theatre Corp., Boston, is recuperating there following hospitalization.

Konstantin Kalser, president of Marathon TV Newsreel, will leave New York today for Germany.

Jack Rose, producer of "Ray of Naples" for Paramount, arrived in New York on Friday from Rome, and left here last night for Hollywood.

Special mention

2 decades of distinguished service... national screen service... SPECIAL TRAILERS

Texas P-TA Groups Urge Better Film Advertising Special to THE DAILY

DALLAS, Jan. 10.—The Dallas City Council of Parent-Teacher Assn., Inc., instructed P-TAs to wage a statewide drive for better advertising of motion pictures. It has requested that the subject of film advertising be included on the agenda of the April conference of South District, Texas Congress of Parents and Teachers, in Irving, Texas.

In addition, the district president is asked to present the request to the state board of managers at its midwinter meeting for united action of the congress.

The council has written letters to local exchange theatres to encourage them to use their advertising. It is not as if the motion pictures being made are new in the past; that responsibility falls on the parents, who do not avail themselves of good films and neglect to inform themselves of the pictures their children see.

U. S. Press To Select Best Young Entertainers Special to THE DAILY

HOLLYWOOD, Jan. 10 — Two thousand members of the country's press corps at the weekend received ballots to select a chairman for the Gold Star Award for the Eighth Annual Mars Gold Star Awards, from among 53 young performers under 16 entered in the contest. Sponsor of the contest is Mars, Inc.

Nominations include those making "outstanding contributions" in motion pictures, television, the legitimate theatre and on recordings during 1959. The field was nominated by producers and other leaders of the entertainment industry. Last year's winners were Jerry Mathers for her film and television work, and Jerry Mathers for the role of The Beaver in the TV series, "Leave It to Beaver.""Hoffberg Appointed

Appointment of Jack H. Hoffberg as chairman of the Council of Brith's committee to recruit 200 new members, was announced here at the weekend by Alfred W. Schwallberg, executive president-Assisting Hoffberg will be Howard Minsky, Leo Jaffe, Jack Levin, Martin Levine, Arnold Picker, Sol Bissner and Noel McAdow.

"AromaRama" $126,200

"Behind the Great Wall" in AromaRama has grossed $126,200 since its week opening on Dec. 9 at the Mille Theatre here. Popular admission prices were charged at all performances in the first four weeks of the current engagement.

'Ben-Hur' Gross Reaches $1,216,792 in 11 Dates

"Ben-Hur" has already grossed $1,216,792 at the box-office, exclusive of a theatre in the United States and Canada, MGM said at the weekend. The figures on these theatres have just been compiled at the home office and include grosses from Dec. 5.

The million-dollar mark, which MGM had estimated would be reached during the week of Jan. 4, was actually passed on Jan. 2. Virtually all seats have been filled at all 407 paid performances in the 11 theatres with paid admissions reaching 550,753. At Loew's State in New York, 1,216,792 have been paid $339,933, exclusive of taxes to see "Ben-Hur" in its first 83 performances.

Dais Guests At Dinner For Robbins Announced

Ten leading distributor and theatre circuit executives were named at the weekend as dais guests at the dinner of the Amusement Industries Division of the Federation this year's tentative to be held Wednesday night at the Waldorf-Astoria Hotel in honor of Herman Robbins, president of National Screen Service. The names were announced by Arthur H. Krin, chairman of the Motion Picture and Amusement Division for the Federation and president of United Artists.

The Federation will be its 50th anniversary in 1959. Special guests at the dinner will be

Those to be saluted with blankets and Robbins are: Barney Balaban, president of Paramount Pictures and honorary chairman of the dinner committee; Simon H. Fabian, president of the Stanley Warner Corporation and chairman of the dinner committee; William Brandt, president of National Screen Service; Samuel Rosen, executive vice-president of the Stanley Warner Corporation; Abe Schneider, president of Columbia Pictures, and president of 20th Century-Fox Corp., and treasurer of the dinner committee.

Also, Gustave L. Levy, president of Federation; Irving M. Felt, campaign chairman of Federation; Joseph Witten, executive vice-president of Federation, and Rabbi Mosheh P. Mann, of the Actors' Temple.

‘Sheba’ Gross $200,867

Edward Small's "Solomon and Sheba" has racked up $200,867 in its first two weeks at the Capitol Theatre, United Artists has reported.

Paramount To Open Booking Talks Today Special to THE DAILY

CHICAGO, Jan. 10 — A two conference with exhibitors of the high-balloon area here, covering chandling of three Paramount will be the subject of meetings under direction of Joseph Friedman, Paramount exploitation manager.

Friedman will outline the company's new campaigns on Cecil B. Mille's "Samson and Delilah," Dino De Laurentiis' "Ulysses," etc. 100 exhibitors. Both spectacles open a saturation showing in this city. Jan. 27. "A Touch of Larceny" will be the subject of meetings with H. E. Balaban executives. The suspense comedy will go to preliminary engagement in Perm's Esquire Theatre here Jan. 20.

AIP Gets 'Planet'

HOLLYWOOD, Jan. 10—American International Pictures will distribute the recently completed "Angry Planet" following completion of rangel-andement between James H. Nis-son and Samuel Z. Arkoff for AIP the producers, Sidney Pink and N. B. Maunder. First feature in Cine color, filmed in Eastman color, it will be released nationally on AIP 24.

Universal Me (Continued from page 1)

charge of production, will also participate in the meetings being held at the hotel office executives; the company's national sales manager and representatives of Empire-Universe which distributes Universal's picture in Canada and advertising, publicity and promotion executives.

Philip Gerard, Eastern advert and publicity director, will co-operate with the special advertising, publicity and motion sessions on Thursday to telemarketing office and executive assistants.

Participating from New York are Charles F. J. McManus, assistant general sales manager, and J. Jordan, circuit sales manager; Malafonte, manager of branch operations and maintenance; Irving Weingarten, print department manager; Charles Simoniuk, assistant to the president.

Elect Sidney Kramer

The election of Sidney Krane vice-president in charge of four sales of National Telefilm Assoc. was announced at the weekend at the United Nations, an event joined NTA on a year's notice to industry's foreign distribution. Prior to that was foreign sales manager for Radio Pictures.
IN THE ERA WHEN THE MOB-RATS RAN WILD THE WILDEST WAS 'LEGS' DIAMOND!

The surprise party for Butcher Bremer and Mad Dog Coll!

Frenchy Lamar and the rub-out that backfired!

'I've been getting ready for you big shots for years!'

The night they found Diamond's 'pigeon!'

"The bullet hasn't been made that can kill me!"

The hoodlum who rubbed out the top gang lords of the 20's and built New York's most brutal vice empire!

"THE RISE AND FALL OF 'LEGS' DIAMOND"

It is possible that some future day will face another 'Legs' Diamond. If this should happen, the events in this picture should not be forgotten.

NEW YORK CITY SATURATION FEBRUARY 3
Watch Warners bang it over!
TOA’s Board

(Continued from page 1)

ary 22, 23, and 24, president Albert M. Pickus announced.
Washington was selected, Pickus said, due to the many Federal legis-
lative matters that are on the Congression agenda. These include the
minimum wage law, from which theatri-
tres seek exemption, and the cable-
toll-TV problem, on which Congress-
dial hearings may be held.
Pickus said the TOA delegation will
again, as last year when the mid-winter
meeting was held at the May-
flower Hotel, call on their senators and
congressmen in Washington.

Kerasotes to Preside

The sessions will open at noon,
Monday, and will continue Monday
afternoon, Tuesday afternoon and
Wednesday afternoon.
George G. Kerasotes of Spring-
field, Ill., chairman of the board of
directors, will preside at the meet-
ing of the directors.

TOA's board consists of its officers,
eight assistants to the president, and
17 vice-presidents. Its executive com-
mittee consists of 40 members, headed
by Roy Cooper of San Francisco.

Sees Spur to Marcus

(Continued from page 1)

for acquisition of the better films
in those libraries by exhibitors.

Myers noted that with the possibil-
ity of a new Hollywood production,
50 companies and guilds fail to get
in the way, which would come to a
death Jan. 31 when the Screen Actors
Guild contract expires, "exhibitors are
the pawns in this chess
game which may be played in secret."

"Such is the ignominious position
of independent division numerically,
and in total investment, in the
industry. Isn't it amazing that
exhibitors are not rallying around
Ben Marcus, who has become the
outstanding picture in the film
libraries, not for suppression, as
gun-shy individuals have assumed, but
for exhibitions in the thea-
tres?"

Suggested at Allied Convention

Marcus, prominent Wisconsin
circuit operator, broached his plan at
last month's Allied States conven-
tion in Miami Beach, which endorsed it
by resolution. It is one of several similar
proposals which have been made to
cope with the threat of grave damage
to theatre attendance which could
result from the sale of the libraries to
television.

Extend Thomas Duties

Frank Thomas, Kansas City branch
manager for Allied Artists, will here-
after supervise sales for both the Kan-
sas City and St. Louis exchange
areas, it was announced by Harold
Wittwein, AWA western division sales
manager. Joe Howard will continue as
Allied Artists sales representative in
St. Louis.

Hold Gain from Story
Sale Taxable Income

WASHINGTON, Jan. 10.—The U.
Tax Court has held in the case of
Wayne Griffin that the profit made
from a motion picture producer from
sale of a story, "Lone Star," was,
the circumstances, taxable as incom-
not capital gain. The decision was
rendered under the 1939 tax law.
Judge Forest said in his opinion
that Griffin "never produced anything
he did not first sell, and except un-
usual circumstances did not do any-
thing he did not also produce.
Notwithstanding the absence of
express contract that he be hired
producer, the sale here was in a
regular and ordinary course of
trade or business, and gain therefor
is taxable as ordinary income."

The court's opinion made it
clear that its decision was impelled by
its conclusion as to this particular case.
The opinion also stated that "a sim-
ilar sale by another producer mig-
well be outside the ordinary cour-
tr of trade or business."

Our sole criterion here, however,
the trade or business of this taxpay-
was carried on by him."

IRS Clarifies Exemption Policy

For Persons Employed Abroad

WASHINGTON, Jan. 10.—Ti
Internal Revenue Service has clarified
the procedures to be followed by
employees abroad who has an
annual income of $20,000 or more
or who can show that $20,000 of income,
who expects to meet this requirement.

IRS says that a person in this sit-
uation should file without regard to
the exemption, but claim for credit
for foreign income paid abroad.

The application must give the fa-
failed upon to justify the extent of
the exemption, and must include a state-
ment to the earliest date the taxpay-
expects to know whether he can
claim the exemption because of overseas
residence.

Kerasotes Gets Drive-in

SPRINGFIELD, III. Jan. 10.
George Kerasotes, president of Ke-
roses Theatres, announced the ac-
tion of the Twin-City Drive-in
Champaign, Illinois. The theatre
was acquired from Mrs. Penelope Man-
sich, Chicago, the widow of the late
Van Nomen, prominent Chicago
theatrical figure. The theatre plans to
renovate and refurbish the theatre, which is
212th drive-in in the Kerasotes group
of 38 theatres in Illinois, James Av-
on, Tipton, Indiana, formerly with
the Malters Bros. Circuit, has been
engaged as manager.

U. A. Names 4 Supervisors

(Continued from page 1)

and Mort Krushen, exploitation direc-
tor. The move is designed to effect
Closer liaison for developing local and
national exploitation programs, it was
said.

Under the new expansion program,
Addison will coordinate field
promotion and exploitation in DALLAS,
Houston, San Antonio, New
Orleans, Miami and all key situations
in that area.

Hein, former UA field
representative in Chicago, will supervise
promotion activities in Chicago,
Indianapolis, Milwaukee, Minneapolis,
St. Paul, St. Louis and other major
situations in the Midwest territory.

Miller's Middle Atlantic region
includes supervision over Philadel-
phia, Washington, Baltimore, Nor-
folk and other situations in that area.
Muller had been UA field
representative for Washington-
Philadelphia.

Allison's new post as regional
supervisor for the West, show will
develop exploitation programs in Los
Angeles, San Diego, Tucson, South-
ern California and surrounding
areas.

Sholl was formerly UA field
representative for Los Angeles

Previn Music Director

For Academy Program

HOLLYWOOD, Jan. 10.—Andre
Previn, MGM studio composer and
conductor, has been named musical
director for the 32nd annual Academy
Awards presentation April 4.
Previn, who was musical director
for the 26th and 27th annual Academy
awards ceremonies, has been nominated for
an "Oscar" four times.

He won his first statuette last year
for the scoring of the musical "Gigi."

Acquire Three Films

International Film Distributors
has acquired theatrical and television
distribution rights worldwide except for
the U.S. and Canada to "Story of G.I. Joe,"
"Tomorrow the World" and
"Street Scene."

Philadelphia-Baltimore
Would Offer EMI Stock

WASHINGTON, Jan. 10.—The
Securities and Exchange Commission has
ordered securities and exchange branches
in Maryland and surrounding
areas to red listing privileges in the
American shares of Electric and
Musical Industries.

EMI shares are already listed on the
New York Stock Exchange.

Rank Plastics Office

Rank Audio Plastics has moved to
executive and sales offices at 25 West
50th Street, here. The company is a
joint operation of the Rank Organiza-
Quality and Taste Pay Off: Einfeld

Pictures of quality and taste are the ones that have proven to do the best business, Charles Einfeld, 20th-Fox vice-president, said here Friday at the company's sales meeting. "As an industry," he added, "we are proud of this achievement and should continue to stress the importance of quality by the way we present those attractions by the image our advertising creates. This should be done in the finest taste, with respect for the wholesomeness of the American family.

WGA Strike

(Continued from page 1)

companies involved are Allied Artists; Columbia; Loew's; Paramount; 20th-Fox; Warner Bros; Universal and Disney, and such subsidiary companies and other companies which are controlled by any of the aforementioned companies, or which have financial and/or distribution agreements for television films with any of the aforementioned companies.

Negotiations for a theatrical motion picture contract have been suspended for seven weeks. That contract expired Nov. 17, 1959.

One WGA member who attended the meeting here for a vote to authorize the council to strike, stated that the Screen Actors Guild would be expected to support the WGA move.

'Bramble Bush' Drive Readied by Warner

Warner Bros. this week is launching a specialized saturation exploitation drive for "The Bramble Bush" with a two-week tour by three top promotion executives, who will visit 35 cities in the U.S. and Canada on behalf of the new Technicolor film, the company announced at the weekend.

Leading the drive will be Bill H. Hudspeth, manager of the company's west coast office, Max Bercutt, assistant to executive vice-president Benjamin Kalmenson, and Herbert Pickman, special events manager of the company's office here.

They will leave here Friday to meet with exhibitors, newspaper editors and columnists, radio and television representatives and local merchandising executives.

also called special attention to the seven J. Arthur Rank pictures 20th-Fox has acquired for distribution in this country.

The session Friday was led by Alex Harrison, general sales manager, who was joined by his assistant general sales managers, Glenn Norris and Martin Morris.

Harrison praised the men for the "frank and constructive reports" each of them had made at the meetings. He also cited the valuable opportunity to exchange ideas and plans in merchandising the company's product.

Tax Deferral Bill Is Seen "Coming Up Quick"

From THE DAILY BUREAU

WASHINGTON Jan. 10.—Rep. Hale Boggs (D-La.), chairman of the Ways and Means Committee, told a Ways and Means dinner Friday at the company's sales meeting. "As an industry," he added, "we are proud of this achievement and should continue to stress the importance of quality by the way we present those attractions by the image our advertising creates. This should be done in the finest taste, with respect for the wholesomeness of the American family.

Col-Beech Nut

(Continued from page 1)

The first prize in the contest, which will offer $1,146 additional merchandise prizes, will be the staging of the world premiere of the motion picture in the home town of the winner on Saturday night, April 2. A premiere dinner, to be sponsored by Beech-Nut, will be attended by the winner and other cast members, and 100 guests of the winner, who also wins a swimming pool. It is planned to have the Clark show emanate from the winner's home town on premiere night.

To back up the television show, which goes into 95 key markets covering 90 percent of all television homes in the U.S., it is planned to conduct a national televoting contest, to be sponsored by Young & Rubicam, which handles the sponsor's account, Beech-Nut is distributing full-color display stands to 7,000 retail outlets across the country, in addition to contest entry blanks to be distributed by 350,000 smaller stores, each carrying the "Because They're Young" message. The contest will begin from Jan. 9 to Feb. 26, with the winners to be announced on the March 19 "Dick Clark Show."

Sees Campaigns All-Important

"The only way to have successful pictures," said Ferguson, "is to have successful campaigns. The days of just putting a picture on the screen are over. Today a successful campaign must start when the picture goes into production, continue during the height of its release, and beyond, until the last frame has been shot. The campaign on this picture is geared to continue well past its Easter playdates."

UA Sets Easter Film

"The Boy and the Pirates," Bert I. Gordon production in Eastman color, will be released nationally Easter week, it was announced Friday by J. Heineman, vice-president of United Artists. The action-adventure story is regarded by UA as "excellent family screen entertainment" for the holiday weekend. The total elapsed time between Clark's signing for the role of Einfeld and the scheduled release date on April 17 is 136 days, which is believed to be a record for a big budget picture in color, Heineman said.
Thank you...

...Showmen of America!...
for all
the nice things you said about me during the celebration of my 40th Anniversary!
Ad Materials Submitted To Code Show Decrease

From THE DAILY Bureau
WASHINGTON, Jan. 11.—Volume of advertising and publicity materials submitted last year to the Advertising Code Administration of the Motion Picture Assn., decreased slightly from the previous year's volume. The total of items submitted to the New York and Hollywood offices for approval in 1959 was 169,679 compared with 173,011 for 1958.

Gordon S. White, Advertising Code administrator, in the 1959 annual report made to MPAA president Eric Johnston, noted that 1,574 items were rejected or revised last year against 1,362 revisions or rejections a year earlier.

Krim to Aid Phone Appeal for Federation

Arthur B. Krim, president of United Artists, will be chairman of the day on Tuesday, Jan. 26, during Dial-a-thon, the annual nationwide phone appeal for the Federation of Jewish Philanthropies. It was announced yesterday by Edwin Rosenberg, Dial-a-thon chairman.

Krim, who is campaign chairman of the motion picture division of the Federation, will lead a number of motion picture celebrities (Continued on page 4)

FCC Asks Congress to Provide It With Greater Authority in Some Areas

From THE DAILY Bureau
WASHINGTON, Jan. 11.—The Federal Communications Commission's Silver Anniversary Report covering the year ended June 30, 1959 is non-committal on subscription TV, payola, and other questions much in the public eye. It does say, however, that it would like Congress to give it some more authority in certain areas.

Subscription TV receives a straight historical treatment in the FCC document, culminating in the bare phrase (still true today) that "as of July 1, 1959, no applications were on file" for a pay-as-you-see TV test operation.

Specific legislation requested by the Commission of Congress includes: (1) clarification and liberalization of its authority over TV "boosters" and (Continued on page 4)

MPI to Negotiate for Post-'48 Libraries

Board Authorizes Readre to Open Talks; Would Boost Product Supply

The executive committee of the board of directors of Motion Picture Investors, Inc. announced yesterday that Walter Readre, Jr., president of MPI, has been authorized to negotiate for the procurement of motion picture films to be distributed to motion picture theatres and television.

Readre stated that the number of pictures scheduled for release in 1960, including those before the camera today, are not sufficient to service the 18,000 theatres operating in the United States. MPI will attempt to supplement that supply by acquiring the licensing rights for a group of important post 1948 feature films, he said.

The distribution of proven money-making films is in keeping with the intents and purposes of the MPI, Readre stated.

Readre pointed out that several proposals for distribution of such pictures (Continued on page 2)

Industry '60 Prospects Are Bright: Barron's

Prospects are bright for the motion picture industry in 1960, a year likely to set a most encouraging pace for the new decade in the nation's theatres, according to a lengthy "up-and-coming" report published in the current (Continued on page 4)

Aneser Now Paramount Ass't. Adv. Manager

Kenneth Aneser has joined the Paramount Pictures advertising department as assistant advertising manager and will work under the super- (Continued on page 3)
PERSONAL MENTION

A BE MONTAIGNE, Columbia Pictures executive vice-president; Rube Jackten, vice-president and general sales manager, and Jerome Sabron, circuit sales executive, were in Philadelphia yesterday from here.

HOWARD MINSKY, assistant to George Welfing, vice-president in charge of world sales, left New York yesterday for Philadelphia.

DONALD E. BOENSTEIN, son of the late Joseph W. Boenstein, Connecticut industry pioneer, has become engaged to Barbara Lois Glotzer of West Hartford.

BERNARD BRINBAUM, Columbia Pictures assistant secretary and assistant treasurer, has become a grandfather again with the birth of a boy at For- Hill General Hospital to his daughter-in-law, Mrs. JULES BRIN-

BAUM.

KAY KAUFFMAN, general clerk for United Artists, was married last week to James RAISUMUS.

SIDDNEY DENEAU, Paramount vice-president, was married recently to CHARLENE RICHARD.

Celebrities to Attend 'Page One' Bow Here

The Rivoli Theatre will be closed all day tomorrow in preparation for the premiere at night of "The Story on Page One." Many celebrities, in addition to those previously announced, have accepted invitations to attend the opening. Among those who will be present are the picture's star Anthony Franciosa, featured players Mildred Dunnock, Hugh Griffith, Sidney Taaffe, Alfred Ryder and Katherine Squire, and Eli Wallach, Leonard Lyons, William Gibson, Carol Lynley, Diane Baker, Billy Rose, Al Hiblered, Louis Nizer and dozens of others.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—Rehearsal Center. C 6-4600

CARY GRANT—TONY CURTIS in "OPERATION Petticoat" at Radio City Music Hall from July 16 through August 4.

Sturm Named Head of Fox Buffalo Branch

John L. Sturm, a salesman in the Detroit office of 20th Century-Fox, has been appointed head of the Buffalo branch office, Alex Harrison, general sales manager, announced yesterday. Sturm succeeds the late Charles K. Kosco.

The son of the late 20th Century-Fox branch manager, Lester Sturm, the new Buffalo head has been with the company from 1938, several months after his graduation from the University of Detroit. His first position was as assistant shipper at the Detroit office. Before entering the military service, young Sturm had advanced to that office's ad sales mana-
gership.

After four years of military service, Sturm resumed his employment at the Detroit office as salesman and assist-
ant office manager, holding that position until his advancement to the Buffalo managership.

BRUNO RITES TODAY

Funeral services for James Bruno, Sr., father of James Bruno, managing director of Loew's Capitol and State Theatres here, will be held today in Dorchester, Mass. Bruno, 92, died yesterday at his home in Dorchester, leaving his wife, two daughters and two sons.

BREIDER LEAVES M-G-M

CINCINNATI, Jan. 11.—A. E. Brei-
der, in the sales division of M-G-M here, has resigned, effective Jan. 18, to become national sales manager for Sponsor Publications, Inc.

St. Louis Trust Suit Withdrawn by Esquire

Special to THE DAILY

ST. LOUIS, Jan. 11.—The Esquire Theatre Co. has withdrawn its anti-trust suit against the Arthur Enter-
pries, Inc., and the St. Louis Amuse-
ment Co., according to Edward Arthur, general manager of the companies named as defendants. The Es-
quire suit had been filed in connec-
tion with its demands for first-run films.

Arthur said that in view of the dis-
missal of the Esquire suit, Arthur Enter-
pries, Inc., and the St. Louis Amuse-
ment Co. had dismissed their cross complaint and counter claim with the condition that the former defendants be allowed to rely on their suit at any time before Jan. 9, 1964, without being barred by the statute of limitations.

Jan. 7 Dismissal Date

Esquire, it was reported, has agreed to waive the three years and six months of limitations in the event of a new suit, for damages the former defendants should claim for the period Oct. 1, 1963, to Jan. 7, 1960. The latter is the date of the dismissal order.

63-Week 'Pacific' Run

OMAHA, Jan. 11.—"South Pacific" closed at the Cooper Theatre here yesterday following a run of 63 weeks during which some 300,000 people viewed the Todd-AO feature.

Between the closing of "South Pa-
ic" and the Feb. 17 opening of M-G-M's "Ben-Hur," the Cooper will be closed for renovation and remodel-
ing.

WB Relocating In Omi

OMAHA, Jan. 11.—The but
homing the Warner Brothers br-
er here has been sold and the dis-
tation is being seen a new loca-
tion.
Anser Named

(Continued from page 1)

Kenneth Anser

Report AB-PT, Cinerama
Loew’s Stock Trading

WASHINGTON, Jan. 11.—The Securities and Exchange Commission announced at the weekend that trading by insiders reported during the period Nov. 11 to Dec. 10, 1959, included the acquisition of 11,100 common shares of Allied Artists Pictures by Albert Zagoskin, bringing his month-end holdings to 122,900 shares.

Other insider trades reported included November acquisitions by 500 shares of American Broadcasting-Paramount Theatres, Inc. by A. H. Blank trusts, bringing the trusts’ holdings to 3,877 shares while Blank’s are 1,887. Walter P. Marshall, acquisition of 100 shares of AB-PT. His holdings as a director are 200 shares.

Purchases Listed for Boverman Acquisition of 1,600 shares of Cinerama, Inc., common, by Sam Bov-er-man in November constitute his entire holdings. Nicholas Reisini, a director, has no shares reported in his own name, but reported purchase of 1,500 shares during the month through Robin International, Inc., bringing that company’s Cinerama holdings to 2,500 shares.

William Cowan, an officer of Filmways, Inc., is listed as having bought 300 shares of common in October and 700 in November, bringing his total holdings to 1,515.

Eugene Picker, president and director of Loew’s Theatres, Inc., raised his personal holding of common to 1,000 shares in October through acquisition of 200 shares. Tisch Hotels, Inc., acquired 31,000 shares of Loew’s Theatres common in November, bringing month-end holdings to 416,900 shares.

NTA Officials Sell Holdings

Two officers and directors of National Telefilm Associates completely disposed of their holdings of that company’s common in October. Harold Goldman disposed of 9,000 shares and Oliver A. Unger disposed of 20,000 shares.

Holdings of National Theatres and Television, Inc., were reduced in November by two insiders. Director William W. Keith disposed of 1,500 shares, leaving him with 1,000. Another director, Jack M. Ostrow—who continues to hold 7,500 common shares as an individual — disposed of 5,600 shares through a corporation, leaving that firm with holdings of 79,500 shares.

Balaban Relinquishes 300 Shares

Barney Balaban, president of Paramount Pictures, disposed of 300 shares of common in November, leaving him with month-end holdings of 11,300 shares.

Arthur Levey, an officer and director of Skiatron Electronics and Television Corp., made private sales of 2,500 shares of common in November, leaving him with month-end holdings of 267,931 shares.

A director of Twentieth Century-Fox Film Corp., Robert Lehman, reduced his holdings of common by 6,700 shares to a total of 17,000.

Loew’s Theatre-Manager Promotions Announced

Promotions involving managers of Loew’s Theatres in New York were announced by Murray Lewinoff, assistant to Eugene Picker, president.

They include the naming of Edward Brunner, Valencia, Jamaica, as manager of Loew’s New Capitol, on Broadway. Sig Schwartz, Paradise, will succeed to the Valencia post. Bob Solomon, Victoria, will move to the Paradise, and will be succeeded temporarily, by Robert Gammann of Loew’s White Plains.

Howard Levy, Loew’s 175th Street, will go to White Plains and will be replaced by Seymour Brand, from Loew’s 40th Street, Brooklyn. Two assistants have been named acting managers. They are Louis George, Loew’s 46th Street, and Carl Burns, Loew’s New Rochelle.

Hold Services Today for Kolbert, of Interboro

Funeral services for Stanley Kolbert, treasurer of Interboro Circuit, will be held at Riverside Memorial Chapel, 76th Street and Amsterdam Ave., at 12:45 p.m., today. Kolbert, who had been with Interboro for many years, died suddenly Sunday night at his home.

He is survived by his wife, Gertrude Strausberg Kolbert, and two children, Stanley and Karen.

Tent Talk

Variety Club News

DETRIOT—Nearly 3,000 children gathered at the Michigan Theatre on Saturday of Christmas Week as guests of Tent No. 5. They saw “Snow Queen” three months ahead of release and did ample justice to thousands of pies of candy supplied for the occasion.

Ben-Hur’ Advance Sale

Smashes London Mark

The European premiere of “Ben-Hur” at the Empire Theatre in London is breaking box-office records, with the theatre’s advance sale reportedly 10 times greater than the advance for any picture in London history.

Howard Levy, Loew’s 175th Street, will go to White Plains and will be replaced by Seymour Brand, from Loew’s 40th Street, Brooklyn. Two assistants have been named acting managers. They are Louis George, Loew’s 46th Street, and Carl Burns, Loew’s New Rochelle.

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IN LOS ANGELES—

Ninth Annual

Communion-Breakfast

For Catholics in the motion picture industry in the Los Angeles area, embodying production, distribution and exhibition of motion pictures and television films, will be held on Sunday, February 7; Mass at 9 A.M. at Blessed Sacrament Church with breakfast at 10 A.M. at the Hollywood Palladium.

For information and tickets contact the ticket chairman at your studio or office, or Edward Urschel RE 1-4181 or Frank Cleary, OB 2-5041, Ext. 334.

Tickets are $3.50 each.
Urges Allied

(Continued from page 1)

ity required for the office, Plinka noted that the late W. A. Steffes, of Minneapolis, an Allied founder and early president, had only one subsequent run theatre when elected to the post. "Sportsmanlike campaigning for one's particular choice should always prevail," he said, "and when the best man wins the entire board should accept the election graciously and pledge him their wholehearted support so that the organization can function as a unified and effective body."

On other issues credited with contributing to the prevailing differences among national Allied directors, Plinka maintained that both—Allied's "white paper" campaign and its continued participation in the American Congress of Exhibitors—have been unanimously endorsed by Allied's board and approved by the regional units. "Whether the 'white paper' or ACE is the instrument to solve exhibition's troubles is highly debatable," he said, "because neither has accomplished anything to speak of."

MILWAUKEE, Jan. 11.—Edward Johnson, president of Wisconsin Allied, said no special meeting of the organization was called at this time to consider developments within national Allied. A regular board meeting of the Wisconsin organization will be held at the end of this month and if the national situation warrants it, it might be discussed at that time, he said. Meanwhile, he said, Wisconsin Allied is remaining neutral.

MINNEAPOLIS, Jan. 11.—No special meeting of North Central Allied is planned, Frank Mantzke, president, said today. The unit's board of directors is scheduled to meet next week about the first week in February.

A.A. and Chandler Sign

HOLLYWOOD, Jan. 11.—Allied Artists president, Steve Brody, today announced that a deal has been finalzied with Jeff Chandler and his newly-formed company, August Productions, for Chandler to star in "The Plunderers," western adventure story scheduled to be one of Allied Artists' top-budget films for 1960.

Joseph Anthony has been signed as producer-director, with Scott R. Dunlap executive producer on the picture, which goes before the cameras in April.

REVIEW:

Hell Bent for Leather

U-I-CinemaScope

HOLLYWOOD, Jan. 11

A case or mistaken identity sets the pace for an unusual "chase" to hold interest from start to finish in this newest Audie Murphy starring vehicle. Mistaken by some as being Western terrain in CinemaScope and eye-appealing Eastman color; and some interesting performances by attractive Felicia Farr, Stephen McNally and Jan Merlin, the film emerges as a satisfying outdoor drama.

Produced by Gordon Kay, the Christopher Knopf screenplay, based on a novel by Ray Hogan, gains momentum under George Sherman's skillful direction, as Murphy finds himself eluding a vengeful group of men who mistake him for Merlin, a wanted murderer. Getting off to a fast start, Murphy loses his horse to Merlin, who, shot in the arm, drops his shotgun as he escapes with Murphy's horse. Murphy, compelled to walk to the nearest town, is mistaken for the murderer, whose only identity is established through the ornament shotguns.

McNally, a U.S. marshal, disclaims Murphy's true identity, and takes him prisoner to stand trial in another town. On leaving town, McNally, frustrated in his attempts to catch the real criminal, admits he knows Murphy is not Merlin, but plans to kill him in his place so he can return a hero. Murphy manages to elude McNally and return to the small town where he takes Miss Farr hostage until he is able to find refuge. Miss Farr, who suffers the stigma of her late father's bad reputation, is attracted to Murphy, whom she believes innocent, and cooperates in his plans for vindication.

In an exciting climax, which has Murphy and Miss Farr chasing the wanted Merlin onto a rock-laden mountain side, while they in turn are being chased by a posse headed by the killer-nad marshl, Merlin kills McNally then loses in a gun duel with Murphy.


SAMUEL D. BEHNS

Fox Area Meet

(Continued from page 1)

Montreal, Harrison, flying up especially for the conference to be presided over by Canadian managing director Peter Myers, will be accompanied by Glenn Norris and Martin Mosses, Canadian assistant general sales managers. The sales executives and Canadian branch managers will discuss, for their particular region, progress and results of local autonomy and city-by-city handling of each upcoming production.

The meetings were decided upon at the request of regional managers of the nation's leading exhibitors who had asked for further detailing of plans for 30th's releases, which were revealed in the merchandising session held in New York as part of the sales meetings last week.

The Montreal meet will be followed by similar "conventions" in Boston, Jan. 18-19, New Orleans, Jan. 26- 27, Dallas, Feb. 2-3, Los Angeles, Feb. 9-10, and others. Harrison and his staff will attend each session to be on hand to answer "on-the-spot" questions from exhibitors and the sales force.

Over 100 major exhibitors in Montreal will be shown 20th's formulated and planned merchandising campaign on the roster of top-budgeted productions upcoming for the next 12 months and region-by-region exploitation campaigns, as designed by vice-president Charles Einfeldt and his staff.

FCC Request

(Continued from page 1)

FCC also reports that as part of its studies of channel allocation it inspected the court status, Ultra High Frequency equipment development. It has found that research and development in UHF is continuing "but at a slow pace due to present general unfavorable economic outlook for UHF."

Giving a glimpse of the factors has taken into consideration with poulars that have been made for a change in UHF system, FCC that they include "the time lag before necessary improvements in UHF equipment would be in actual use by the public; and the additional cost to the public of such equipment, the possible loss of national program services to the public if it must depend on UHF stations, and the possibility that distribution of TV sets would be deprived of existing service.

Sees 'Editorializing' on Increase

FCC notes that more broadcast stations appear to be engaging in editorializing. It says, however, that in course of 1959 "several additional stations were advised that taking an editorial position against subscription TV without making an adequate effort to present the other viewpoint, they did not meet the standard of fairness' that has been set by the Commission.

Coast Services Held

For Walter Compton

From THE DAILY BUREAU

HOLLYWOOD, Jan. 11.—Rites for Walter Compton, 50, veteran film publicist, who died Friday in Valley Hospital, Van Nuys, from a rupture abdominal blood vessel, were held here today at Praise House General Home. Interment will be in Worthington, Ohio.

Compton, who held positions with United Artists, MGM, RKO and publicity director for Republic, employed since August, 1959, at Warner Brothers studio. He is survived by his wife, Vera, a son and mother.

New Brookline Policy

BROOKLINE, Mass., Jan. 11.—Oddfellows Corner Theatre here has new policy, starting Jan. 13, with "The Lovers." First film from Zenith-International, or continuous run, adults-only basis. Theater is owned and operated by & Q Associates.
The Critics say...

The influential as the many midwest syndicated TV columnists, the hundreds of local news critics whose views—though inevitably reflect regional preference—must be taken as having some valid. These reporters, to be voted again this year in the MOTION PICTURE DAILY poll of television talent and trends, added a variety of controls to their views of the industry, proving them to be the following.

Mary M. McCann, Long Island, Jamaica, N. Y.: I suggest a television "sounding board" be organized as an agency such as a national news service to serve to some extent to forecast public sentiment to some extent when they are the same. Today's columns show more initiative inPhyung with an apparent desire by film syndicators to offer this service. Like the movies, TV is to cut down on haphazardness, errata on quality. I firmly believe that the public must be better to appreciate higher quality programs. Ratings show we are indeed to favor shows where one need think. But the watch. The paper is now concentrating on quality than quantity—six episodes an hour for producers. There is too much "trash" on the air, shows that are too corny with little story value and don't court budgets with all haste. I do advocate "educational" shows as but believe there are enough veeers to better programs popular.

Kanter will Create 2 Pilots for Fox TV

HOLLYWOOD, Jan. 11.—Peter Levathes, president of 20th Century-Fox Television, has signed Hal Kanter to produce, direct and create pilots for two new comedy series. Kanter's assignments include "Down Home," which will star Pat Buttram, and an untitled comedy to star Italian actress Luciana Paluzzi.

William Self is executive producer of "Down Home." Both pilots are scheduled to go before the cameras in early February. The network is building a solid schedule of six series, and the industry is complete dependence on ratings, the inroads made by packagers, and the lack of interest in high places.

Columbus Paper Suggests Congress Check 'Morals' of Programs on Video

COLUMBUS, O., Jan. 11.—Congressional probes of the broadcasting industry "might well profit to the nation's millions of TV watchers do some checking to see if the same sort of moral degeneration may be setting in which currently afflicts other amusement media like the stage, movies and books," said the Columbus Dispatch editorially.

The editorial, titled "Off-Color TV Feeling Its Wings?", views with alarm the breaking down of prohibitions against vulgarity, profanity and worse in television. The paper added, "We think it's time a line is drawn and adhered to."

"It is bad enough to see the stage, movies and books debauched but after all, alert and conscientious parents can make an effort to keep their children away from bad influences where they are known to exist or in the case of printed material to keep it out of the home. Television, however, is a perennial presence in just about every household, with a captive audience that can be provided by the flick of a finger on a switch."

"Just About Anything Goes."

The editorial said the theatre was the first to condone a complete breakdown in the old taboos and in books, these days, just about anything goes."

The paper added, "Motion picture makers approached the matter more gingerly but, encouraged by the federal courts to use a more elastic interpretation of obscenity, they now seem to be trying to outdo one another to see who can get by with the most. The result is that some cinema scenes and dialogue are far more profane, offensive and licentious today than anything we read 10 or 20 years ago."

The 1950s when an era of unbridled commercialism brought down the rigid, industry-wide self-censorship which only recently has lost its force."

Continued Growth for Color TV is Predicted

WASHINGTON, Jan. 11.—Consumer-type electronic products are expected to hit a new high in factory volume as gains of 1960, the Department reported. Already at a record high of $1.95 billion in 1959, they are expected to reach $2.2 billion this year.

Color TV should continue its recent growth, the agency asserts, noting "that no techniques are in sight which would permit significant price reductions." Black and white TV sales at the factory should continue to rise in 1960, but at a slower rate than during 1959, when 6.35 million units were made. Aggressive promotional efforts plus the new 19-inch and 25-inch picture tubes "will speed the replacement of older receivers and stimulate the demand for second sets."

Population Growth Will Help

The growth of the population and the creation of new households will further contribute to the growth of the market. An offsetting factor is the recognized near-saturation of the market for first sets.

Adams Hits BMI; Latter Demands Time to Reply

WASHINGTON, Jan. 11.—Stanley Adams, president of ASCAP, today congratulated the FCC for "having taken a major first step toward ending the deception of the public by "payola" practices in music broadcasting. He believes that "the manipulation of the American popular market from time to time, by various radio stations and in the music industry of all sorts and sizes" is a matter of concern to all citizens. Adams agreed that "the current FCC regulations are an improvement over the old laws, but that the FCC must do more than ratify a new law."

FCC Chairman B. Matthew Day, Jr., responded with a letter to Adams stating that the FCC has not yet had time to consider the matter. Day agreed that the current regulations are "an improvement over the old laws, but that the FCC must do more than ratify a new law."

Day also added that "the current FCC regulations are an improvement over the old laws, but that the FCC must do more than ratify a new law."

NRB Orders Vote on TV Musicians Union

WASHINGTON, Jan. 11.—The National Labor Relations Board has directed that an election be held within 30 days of Jan. 10 among musicians employed by most of the members of the Alliance of Television Film Producers, Inc., Los Angeles. Choice in the balloting is between the Musicians Guild of America, the American Federation of Musicians (AFI-CIO), and no union.

All musicians who have worked for any of the following employers for two or more days in the year preceding the election are eligible to vote: Desilu Productions; McCarden Corp.; Flying A Productions, Inc.; Lindsey Parsons Productions, Inc.; Hal Roach Studios; and Marotto Productions, Inc. The board, for various reasons, turned down the attempt by the unions to include Zipf Television Programs, Inc., Mark VII music, and Revenue Productions, Inc.

Jayark Films Package Sold in 51 Markets

Jayark Films Corp. sold its feature film package in 51 markets during the month of December, according to Kurt Kaufman, vice-president. These markets include: WCBW-TV, New York; KMOX-TV, St. Louis; KNXT-TV, Los Angeles; WBBM-TV, Chicago; WCAU-TV, Philadelphia; CKLW-TV, Windsor-Detroit; KLIX-TV, Twin Falls, Idaho; KLYV-TV, Spokane; WDAF-TV, Kansas City; KQAM, St. Louis; KNDO-TV, Yakima; KCRA-TV, Sacramento; KRTV, Denver; KFMB-TV, San Diego; KFST-TV, Seattle; WAGA-TV, Atlanta; WDSU-TV, New Orleans; WFBA-TV, Dallas; WFXA-TV, Jacksonville; WHBO-TV, Memphis; WHDH-TV, Boston; WBBM-TV, Chicago; WTVT-TV, Milwaukee; WTJU-TV, Cleveland; WTAU, Pittsburgh.

JFC's foreign sales included "Bozo the Clown" to Japan and Australia. "Bozo" is now sold in 128 markets. Jayark recently added the following productions: "The Other Side," "The Other Side," "The Other Side," "The Other Side."
Lewis L. Strauss, former chairman of the Atomic Energy Commission, has been elected to the board of directors of Radio Corp. of America and National Broadcasting Co.

E. L. Schimel, vice-president of Bell & Howell, Chicago, has been named managing director and a member of the board of administrators of Bell & Howell S. Frick, Zurich, Switzerland. From his headquarters in Switzerland, he will direct the company’s activities in Europe.

Dr. Lester C. Faulkenberry, administrative assistant to general manager at the Kodak Park Works of Eastman Kodak Co., has been named assistant general manager of the plant. He has been succeeded in his former post by John G. Mudder, who previously was director of the films service division.

Dr. Richard F. Miller has been named assistant director of the administrative services division succeeding Mudder. J. Paul Cocker has been appointed assistant director of the division, the post formerly held by Dr. Miller.

Frank R. Stephan, formerly with Benton & Bowles and Kravonen & Eckhardt, has joined Van Prang Productions, Inc., makers of TV and industrial films, as vice-president in charge of operations in the Detroit area.

Joan Crawford, now an executive of Pepsi-Cola Co., has been admitted to membership in the Washington Board of Trade at the suggestion of Chester W. Martin, president of the Pepsi-Cola bottling firm in the capital.

Frank DeFranco has been elected to a third term as president of Local B-3, I.A.T.S.E., Cleveland. Also re-elected were Harry Lyman, financial secretary, and George Sosdy, recording secretary.

Mary Jose, for several years a member of the staff of the Columbia Star, has been named theatre editor of that weekly tabloid. She succeeds George Hahn, who will write crime news and features.

Norman P. Tate has been appointed television art director of the Henderson Advertising Agency, Greenwich, S. C. He formerly held a similar post with Foote, Cone and Belding, N. Y., and with N. W. Ayer & Son, Philadelphia.

**House Mark for 'Beach'**

United Artists reports that Stanley Kramer’s "On the Beach" set a new U.A. house record for a third week when the newly-refurbished Astor Theatre here grossed $45,224 for the film’s third seven-day period. The picture is now in its fourth week.

Opening the Universal sales meeting here yesterday: Seated, left to right, F. J. A. McCarty, assistant sales manager; Henry H. "Bud" Martin, vice-president and general sales manager; Milton Raskin, president; and Edward Mulh, vice-president in charge of production. Standing, Philip Gerard, Eastern advertising and publicity director; Charles Simonelli, assistant to the president; and Jeff Livingston, executive coordinator of advertising and sales.

**Martin Emphasizes ‘Quality’**

(Continued from page 1)

Life," "The Earth Is Mine" and "Pillow Talk"—generally accounted for approximately 20 weeks playing time in key theatres from coast to coast. This, he said, was "confirmation of Universal's position that exhibitors are not necessarily concerned with actual numbers of pictures which are available to them but rather with the amount of playing time which each particular picture can successfully command in their theatres."

Points to 'Pillow Talk'

Citing the record playing time generally accorded "Pillow Talk" recently and "Imitation of Life" earlier in the year, Martin pointed out that exhibitors had obviously found it more profitable to hold these pictures for extra weeks of playing time beyond their normal runs than to bring in new pictures available to them but which they did not believe would be as profitable as continuing to hold the successful picture. "Pillow Talk," Martin said, was held for four, five and six weeks in towns which normally hold pictures one week in first-run theatres.

Answering the complaint of exhibitors that long first-run engagements in key cities generally reduce the potential of the film in its subsequent runs, Martin cited the record-breaking subsequent run of "Imitation of Life" and "Pillow Talk" in its key city subsequent run engagements, including the largest cities of the United States as well as the smaller key situations.

Cites 'Petticoat' Records

In announcing Universal’s projected releasing program for the first eight months of the 1959-1960 selling year, Martin noted the current boxoffice successes of "Operation Petticoat," which set 26 all-time house records and 86 all-time U-I records in its first 186 engagements and having held over in every situation, is continuing to the same time of record business beyond the 200 mark.

Under Universal’s "planned distribution" this picture will have a second wave of openings in key situations this week and it will hit the subsequent runs for the Lincoln’s and Washington’s Birthday holidays for Easter, Martin explained, the launching of "The Snow Queen" will again provide exhibitors with a picture which will be playing over several months and it will be followed by "Portrait in Black" for July.

Detailing the month-to-month releasing program, Martin noted that "4-D Man" and "Sapphire," which started the 1959-1960 selling season, are already in release, and that "Operation Petticoat," which was "launched with over 250 Christmas-New Year’s dates, is a January release. A second January release will be "Othello," the spectacle in color based on the Shakespeare classic, which Universal is distributing under the Russian Cultural Exchange program.

Three in February

"The Private Lives of Adam and Eve," the Albert Zugsmith production originally scheduled for January release, has been moved back to February to provide additional time to develop the advance promotional campaign on the picture. Also for February will be "Hell Bent for Leather" and "Four Fast Guns."

March will see the full-scale release of "The Glenn Miller Story," the all-time U-I boxoffice champion for the present. Also scheduled for March are "Head of a Tyrant" in color and widescreen, a spectacle produced in Italy, and "Too Soon to Love," an independently-produced melodrama.

**Dracula’ Sequel Due**

The release of "The Snow Queen" in April will be followed by the release of "The Brides of Dracula," in May, as well as "The Leech Woman."

"The Brides of Dracula" in color is being produced by Hammer Films Productions of London who were responsible for "Horror of Dracula" in 1958.

For June, the company has set "The Gossacks," the spectacle in color and widescreen, which was produced in Italy with a cast of thousands.

Senate’s Hearings on ‘Obscene’ Data Endin

WASHINGTON, Jan. 11. - To Senate subcommittees which have been investigating the ways of excess traffic in obscene and pornographic material expect to conclude the joint hearings on Thursday without reaching a decision on proposed legislation. They are considering two constitutional amendments and a bill that would affect primarily print and hard-core pornography.

The complete last year passed a bill sponsored by Rep. Granahan (N. J.) increasing the penalties on p gazographs. Expectations are that the Senate will pass an anti-pornographic measure this year, but that it will be as stringent as the House-passed bill.

Circus Street Parade

**For ‘Toby’ Premiere**

Special to THE DAILY

SARASOTA, Fla., Jan. 11. - Outside inside circus entertainment is becoming a routine part of the world premiere of Walt Disney’s "Toby Tyler," which takes place at the Florida Theatre here on Jan. 21. The Christiani Brothers Circus will provide an old-fashioned circus street parade which will terminate in front of the theatre where seats will be provided for more than 2,000 spectators.

The complete one-hour circus performance will be held outside the theatre prior to the premiere screening of the Buena Vista Technical release. Governor LeRoy Collins will issue a proclamation designating the second week of January 21-27 as "Toby Ty Week" throughout the state of Florida.

Coca-Cola Sponsoring

**Teenage Talent Contes**

Three grand prizes each worth $1,000 in cash or a college scholarship will be awarded to the winners of the national teenage musical talent contest, "Talentville, U.S.A.," which Coca-Cola Company is sponsoring through its local bottlers and 325 Florida clubs throughout the country.

The contest will run through June when the winners will be held at a conclusion of the school year. There will be local, area and division elimination contests with trophies, silver bonbonniere, luggage and trips as prizes. Winners from the division or state final contest will win round trips to New York to compete for the grand prizes.

10 Times for 'Can-Can'

Showings of 20th Century Fox's Todd-AO production, "Can-Can," be limited to one performance week, it was announced by the Riv Theatres, where the attraction will gain a series of benefit performances March 9. The musical will be presented every evening at 8:30 P.M. matinees on Wednesday, Saturday and Sunday at 2:30 P.M. "Can-Can" will be shown on a reserved seat basis.
ACE-MPAA Meeting Put Off Until February

The meeting of the American Congress of Exhibitors' executive committee with the Motion Picture Association of America exhibitor relations committee originally planned for this month has been postponed to February.

Spokesmen said yesterday the Hollywood labor situation, calling for the presence in Hollywood of company presidents who are members of the MPAA committee during the last half of January, made the postponement necessary. It was also stated that R. I. Fabian, ACE chairman also would be away from New York during the latter part of the month.

350 To Attend Fete For Robbins Tonight

More than 350 motion picture industry leaders, social and civic dignitaries and show business personalities will attend the annual dinner of the Amusement Industries Division of the Federation of Jewish Philanthropies tonight at the Waldorf-Astoria Hotel in honor of Herman Robbins, president of National Screen Service. The fete will launch the Federation's annual spring campaign.

Meeting Slated Monday On Classifications Bill

Special to the Daily

ALBANY, N. Y., Jan. 12. — The conference between Assemblyman Luigi R. Marzano, Brooklyn Republican, and Dr. Charles A. Brind Jr., counsel for the Regents, scheduled for today over the former's bill providing

FIDO Board Reaffirms Willingness To Buy TV Rights to Films in U.K.

By William Pay

LONDON, Jan. 12.—The Film Industry Defense Organization today reaffirmed its readiness to negotiate the purchase of television rights to films in the United Kingdom with any producer.

The statement was issued following a meeting by the FIDO board here to discuss the sale of 35 old British pictures to a television distributor by producers Major Daniel Angel and John Woolf. The transaction has aroused widespread denunciation within the industry with official stands against it being taken by both British Film Producers Assn. and the Federation of British Film Makers. In addition, Sir Tom O'Brien, president

At Meeting Here

MPAA Board Reviews Coast Union Situation

Termed 'Orientation' Prior To Departure for Studios

The Hollywood labor situation, fast coming to a head, was the subject of a meeting of the Motion Picture Association of America board of directors here yesterday, presided over by Eric Johnston, president.

The member company presidents, in attendance at the meeting all plan to go to Hollywood some time next week to sit in with Charles Boren, labor representative for the Association of M. P. Producers, and studio executives in negotiations with the Screen Actors Guild.

The Guild's four-year contract expiration is

‘Anne Frank’ Is Shown In West German Drive

The government of West Germany has selected "The Diary of Anne Frank" to be shown to the youth of the country in a sweeping educational campaign against racial intolerance.

Make Deal for Second Film in AromaRama

Special to the Daily

HOLLYWOOD, Jan. 12. — "The Scent of New Mown Hay," the second film in AromaRama, will be produced by Aubrey Schenck and directed by Howard Koch for the Continental Distributing Corp., Walter Reade, Jr., chairman of the board of Continental, announced today.

Reade said he is negotiating with Laurence Harvey to play the lead in the new production which will be the first in the AromaRama process to receive detailed story treatment. "Behind the Great Wall," the first AromaRama picture, will open here Friday at the Four Star Theatre. It premiered at the DeMille Theatre in New York last month.
Montague, Rosenberg, To Coast for Meetings
A. Montague, Columbia Pictures executive vice-president, and Jonas Rosenberg, Jr., executive in charge of advertising and publicity, Palm Beach for the West Coast tomorrow for top level conferences with studio executives. They will be accompanied by Walter M. Hutner, vice-president and director of advertising and publicity for William Goetz Productions, Inc.
Montague and Rosenberg will confer with chairman J. Briskin, Columbia vice-president in charge of West Coast activities, on films currently before the cameras or slated to go into production with New York film production offices.
Rosenberg and Hutner will meet with producer William Goetz to discuss four films Goetz is producing for Columbia Pictures release.

AFL-CIO Pay Demands Are Served on Johnson
From THE DAILY BUREAU
WASHINGTON, Jan. 12. — The AFL-CIO's minimum wage committee yesterday met with Mrs. John J. (Dorry) Johnson, president of the American Federation of Labor, to discuss the Minimum Wage Law, as well as a rise to $1.25 in the hourly wage rate.

Page One Bows Here At Rivoli Tonight
"The Story on Page One" will have an invitational premiere tonight at the Rivoli Theatre here. Headling the list of celebrities attending the event will be Anthony Franciosa, one of the stars of the current Production, and his wife, Shelley Winters; Elia Kazan, Mildred Dunnock, who also stars in the film, Elia Wallach, Billy Rose, Mrs. Elia Wallach, Cary Grant, and Dorothy Lamour.

R&B in Philadelphia
Rugoff and Becker will now manage and operate the World Theatre in Philadelphia for several shows. It was announced by Duncan McGregor, president of the World, and by Leonard Lightstone, vice-president of Rugoff & Becker. The World is owned by Pathe, the American subsidiary of the British company. It is a first-run theatre in downtown Philadelphia for foreign product and "special" domestic films.

SEC-Skiatron Hearing Today in Washington

Special to THE DAILY
WASHINGTON, Jan. 12. — Securities and Exchange Commission tomorrow will hear arguments filed by Skiatrons Electronics and Telecommunications Corp., the company which filed the stock registration statement filed by Skiatrons, and is pending in the S.E.C. The order for the hearing had been scheduled originally for Dec. 30, but was postponed to Jan. 13 at the request of Skiatron counsel.

Award to 'Babette'
"Babette Goes to War," a Columbia Pictures release starring Brigitte Bardot, has received the Parents' Magazine Award for February, the only film in the country’s "outstanding family entertainment values." The CinemaScope and color production will be released in April.
20th delivers the proven* box-office sensation!
*Medford, Oregon

supported with 20¢-style merchandising!

NATIONAL ADVERTISING IN

• READER’S DIGEST — by Quentin Reynolds... to over 150 million readers!
  (on your playdate)

• METRO SUNDAY COMICS and

• PUCK, THE COMIC WEEKLY (Listing your playdate regionally)

TV ADVERTISING

just like “Journey to the Center of the Earth”
...and the same umbrella of TV saturation!

INTENSIVE SCREENING PROGRAM

to win the powerful support of opinion-making groups for this warm and glowing romance of a boy and

DOG of FLANDERS

[Image of a cartoon dog]
wonderful family entertainment the

A DOG of

starring

DAVID LADD

DONALD CRISP

THEODORE BIKEL

with

PETRASCHE the wonder dog

and the inspirational beauty of THE SANTA CECILIA ORCHESTRA

and the awe-inspiring masterpieces of REUBENS photographed for

Produced by ROBERT B. RADNITZ • DIRECTED BY JAMES B. CLARK • SCREENPLAY BY TED SHERDEMAN
Whole world will love!

FLANDERS

photographed entirely in the actual Flanders country

A Dog of Flanders is available for selected engagements

Call 20th to see it today . . .
Once you've seen it, you'll book it!
Classification Meet Monday

(Continued from page 1)

George W. Chase, vice-president, finance and management engineering, Radio Corp. of America, has been appointed by the company to the newly-established position of vice-president, finance and administration. In his new post he will be responsible for four staff organizations: treasurer, controller, personnel and management engineering. He will report to the president.

Dr. Edwin C. Fritts, supervisory physicist in the apparatus research and development department of Eastman Kodak Company's apparatus and optical division, has retired. He had been with Kodak since 1923.

Mrs. Jean Mullins, president of the Atlanta chapter, Women of the Motion Picture Machine Operators, Springfield, Mass. Also named are: Lewis Lambert, vice-president; Edward J. O'Connor, Jr., business agent; Arthur J. Payette, corresponding secretary and treasurer and Samuel Small and Donald Crowley, executive board. Nicholas Arthur was elected to replace William Cummings, who did not seek re-election to the executive board.

Frank Smith, formerly manager of the Southern and Alhambra (now the World) theatres, Columbus, O., has been named assistant safety director of that city by its Mayor W. Ralph Westlake.

Don Poindester has returned to the managerial staff of Florida State Theatres following a tour of Army duty.

Louis Rosenbaum and Mrs. Rosenbaum, operators of Music Shools Theatres in Alabama, are now celebrating their 50th wedding anniversary.

John Springer has been named vice-president in charge of personalities in the New York office of the Arthur F. Jacobs Co. Springer joined the public relations firm last May following two years as head of magazine publicity for 20th Century-Fox.

Robert Deischberg has been appointed booker at Capital Releasing Corp., Atlanta, succeeding Robert Wood, who has joined Universal in that city.

Norman Hill has resigned as vice-president and advertising director of Pines Publications to establish his own business. Details of which will be announced shortly. Pines publishes Sil-Ver Screen, Screenland and a library of paper-bound books. Eugene J. Lowther, Eastern advertising manager of the company, will succeed Hill as advertising director.

Hazel Bradford has resigned as Army motion picture booker in At- lanta.

Coast Production Lags; 18 Shooting; 2 Finished

FROM THE DAILY BIFunc

HOLLYWOOD, Jan. 12. -- Production activity this week remains at a low with 18 pictures currently before the cameras. This is the start of three new films. Two were completed.

Started were: "Girl on Death Row" for American International; "12 Hours to Kill" Associate Producers, Inc., (for 20th Century-Fox release); and Ray Stark's production of "The World of Susie Wong" for Par-amount.


MGM Transfers Brinn

DENVER, Jan. 12.—Ed Brinn, who has been salesman for M-G-M in the Dallas territory, has been transferred to the Denver branch and will cover the New Mexico area formerly serv- ed by James Micheletti, 30-year vet- eran with M-G-M, who died recently following a heart attack.

McCarthy Director

(Continued from page 1) executives conference held by the company here.

McCarthy a veteran of the Universal sales organization, who was as- sistant general sales manager of Uni- versal since July 1956. Prior to that he was Southern and Canadian sales manager for 15 years.

REVIEW

A Touch of Larceny

Paramount

This mild advertisement for James Mason as a former British marine commander in World War II who becomes a desk job in Admiralty, Mason, whose exploits upstairs boudoirs have earned him much renown as those undersea, chance meeting with a former acquaintance, George Sanders, with the Foreign Department, leading to his being intro- duced to Vera Miles, a beautiful Ameri- can widow living in London who is fi- nanced to Sanders.

The philandering Mason com- to make a date with Miss Miles when Sanders is away on a diplomatic sion. After a day of a mild idyll al his small yacht Mason accuses Miles of wanting to marry the Sanders for his money. He then is about about a scheme in which they would leave London under highly picious circumstances which will provoke the newspapers to label as a murder. Mason and Sanders return them for libel, then they claim Miss Miles as his bride, looking at a future of more seriously the matter, Mason discovers he is in love, and puts his plan into action. After leaving a of clues indicating he sold out to sab, he deliberately maroon his in a deserted island off the Scottish C Meanwhile Miss Miles and Sal have traveled to Scotland where indeed a wedding. When the the story of Mason's disap- ance and its possible significance, Miles tells Sanders how Mason planned it. Sanders informs the St. Branch of the plot.

Mason is resented, after Miss has taken a hand in it, and his have gone away on the island. He raising the suspicions questioning at Special Branch men, and goes to Miss Miles. Sanders arrives while still at her flat, and becoming a Torres and Miles and Mason are in leaves.

Roger MacDougall is credited the rather slow-paced story and play, which was directed by Hamlinn, from Powell produce England. Running time, 93 minutes. Get classification. Release, in Janu- by

‘Unforgiven’ to Have Multiple Easter Date

Hecht-Hill-Lancaster’s “The U given,” a Technicolor spectacle romance, in which Lancaster and Audrey burn, will be given saturation is in key situations throughout the Eastern States during the Easter holidays, as announced by William Heimann, vice-president of U Artists.

“The Unforgiven” was directed by John Huston and produced by J. Hill. For executive supervisor are: Audie Murphy, Charles Bickford, Lillian Saxon, Charles Bickford, Lillian Albert Salmi, Joseph Wiseman June Walker.
FRED FOLEY'S ABCCountry Musicals, "Jubilee, USA," observes a double ceremony Saturday. Made its debut over this net seven years ago and two years ago (same date) earned the sponsorship of Massey-Ferguson, Inc. Alternate sponsor is Samuelson-Dickie Mfg. Co. . . . Deejay Nat Wright, whose midnite-to-dawn WWDDCatter in Down in Washington, D.C., has proven "capitol" entertainment for thousands of midnite oilers and soundbassists, has entered his daughter Ruth in the 1978 Miss Washington Contest. After several visits to the hospital while her daughter was in the hospital last week, Nat claims the little one has changed personality and especially "Voice." (hear-hear.) . . . Starring Dong (Magic Clown) Anderson, a new moppet series of 26 telefiles, titled, "Mr. Krackerjacket," went before the cameras at Charter Oak Studios last week. Scripts are by Anderson and Fredric Stoesssel with the latter producing for syndication next month. . . . Next week, East Lynn? Not at all. Next week Mari Lynn, The talented young Broadway and TV actress will appear seen Friday over the NBCB network, she'll be playing the role of "Eva" in "M. Sabbath" and in the same net series, "Little Brandy" in a "Wells Fargo" seg. . . . Director of a new NBC department, Practices, is John A. Cimperman, formerly with the F.B.I. and after that was attached to the United States Embassy in London. . . . Sculptor John Calabro who did IRE and Churchill will start own TV series in March; he'll teach the mallet and chisel art via Channel 13. . . . Lloyd Nolan will narrate next Tuesday's Hallbell Robinson production of "Crime, Inc." TVA NBC for "Ford Star Time." The cast of 198 will be headed by Harry Townes and Vito Scotti and the hour-long expose of crime in the country will be vividly depicted with actual film clips and re-creations of actual crimes.

Enceee of the "Big Beat" daily series over WNEW and himself singing star of numerous nite club shows across the nation, Richard Hayes has been signed to warble for Columbia Records. . . . Chalk this one up as a click. Sam Levenson's new Signature LP album, "But Seriously, Folks," which in the first two weeks sold over 10,000 copies. . . . With the addition of TV-ings in Japan and Australia, Jayark's "Bozo The Clown" series now reaches 125 markets. . . . Alfred H. Tamarin Associates has been hired to the nation-wide campaign for the Ted Granik production of "The House On High Street," TVW and Mon-thur Fri (4 P.M.) over NBC. Program features real judges and psychiatrists to examine and appraise family problems with Phil Abbot seen regularly as the "probation officer." Interesting series is produced by John Haggott. . . . GAC's executive Milton Kransky leaves for the coast in three weeks and will headquarter there. According to Treasurer Cyr Donner, the firm plans to step up its TV production sked. . . . Jack London, attorney for several top-ranking TV stars including Hugh Downs and John Raitt, leaves for the coast Jan. 24 for a week . . .

**Cutting Proposed for Academy TV Show**

**Special to THE DAILY**

LOS ANGELES, Jan. 12-A proposal to eliminate the television of Academy Awards presented to winners in technical and craft categories, during the annual awards show, has been made by E. D. Harris, managing publicist of the Beverly Cmcan Theatre. Harris' plan is to streamline the show, which traditionally runs 90 minutes, to 45 minutes or an hour, presenting major awards only, those to best picture, performers, director, and producer, and special awards to the outstanding efforts of the year. Harris is theatre executive of manager for "serving the public best." Awards for technical excellence such as screenplay, editing and scoring. Harris suggests, should be presented at a separate dinner with guests limited to studio personnel and "those involved in the technical language," press and invited guests.

"The streamlined TV show will have more scope entertainment value, costs less and net greater results for all concerned," Harris added.

**New Company Acquires Montana TV Station**

**From THE DAILY**

HOLLYWOOD, Jan. 12-Radio and television station KFBF at Great Falls, Montana, an independently owned, has been acquired by the newly-formed KFBF Corp., it was announced here by the purchasers, David E. Bright, Ernest Scanlon, and Daniel O'Shan. The purchase price is reported in excess of $1,000,000. Application for transfer of ownership has been made to the Federal Communications Commission.

Howard Berk has been appointed Director of Information Services for CBS Television Stations and CBS Television Spot Sales, effective next week, by Charles J. Opperpen, who had announced his resignation earlier.

NBC has named Charles A. Henderson to the newly created position of manager, press relations, and Communications, from冷链物流 to the newly created position of manager, administration and services, in the network's press and publicity department.

Alan Schroeder and Al DiGiovanni have been appointed account executives in the New York office of CBS Television Spot Sales. Both men assumed their new duties this week.

Ernest Lee Jahnecke, Jr., has been named director of promotions of NBC. He will supervise and direct the formulation of specific standards to reflect NBC policy and governance practices relating to programs and advertising presentations on NBC facilities.

Ted Anderson has been advanced to director of advertising and promotion for KCOP radio and television, Salt Lake City. Anderson joined the station in 1954.

**Asks New Bidding Plan For Broadcast Permits**

**From THE DAILY**

WASHINGTON, Jan. 12-Rep. Reuss (D. Wis.) today introduced a bill to establish a system of competitive bidding for broadcast licenses. Priority in bidding would be given to applicants who would conform to the Federal Communication Commission's guidelines for non-commercial ownership with the interest in other medium of mass communication.

Second priority would go to "predominantly locally owned" applicants. All others would get the same treatment.

Bids for licenses would be expressed both in terms of cash and in terms of willingness to devote time to public service programs. Reuss' proposal would also require stations to devote at least one-third of the broadcast day to cultural, educational, and public service programs. Not less than one-half of such programs would have to be scheduled during prime evening hours, 7 P.M. to 10 P.M.

Fees from successful bidders for licenses would be placed in a special fund from which loans or grants would be made to non-profit stations or organizations "for the purpose of furthering the presentation of cultural and educational television and radio programs" in the U.S.
DINA MERRILL, the sprightly ingenue who plays opposite Cary Grant in "Operation Petticoat," is the cover girl on "Life's" Jan. 11 issue. The cover photo was inspired by the Spanish painter Goya. Photographic Milton H. Greene has produced a cover story in brilliant hues, using Dina in a group of pictures suggested by Matisse, Sargent and John Held, Jr., painting, for this issue.

Dina Merrill doesn't have any trouble putting her budget in balance, for in addition to being a talented model and actress she is an heiress of the Post cereal fortune; her husband is the financier Edward Hutton.

"Operation Petticoat," her most recent film, broke Christian-aire records at Radio City Music Hall.

Four striking ads for motion pictures appear in the January issue of "Variety".

They are Columbia's "Who Was That Lady?", MGM's "Never So Few", U-I's "Operation Petticoat," and U-A's "Solomon and Sheba".

Richard Marek, reviewer for "McCall's," has the courage to select the ten best Hollywood produced pictures of 1959. Dick says it's "the only man's opinion that is sure to come to a disagreeing." The selected ten list appears in the January issue. In the order of his listing they are "Compulsion," "Some Like It Hot," "Pajama Bazaar," "The Navy Story," "Anatomy of a Murder," "North by Northwest," "The Last Angry Man," "On the Beach," "Odds Against Tomorrow," "The Diary of Anne Frank." In the Jan. 19 issue of "Look" there is a pictorial story of Lisa Mitchell, a featured dancer in 20th-Fox's "Can-Can." Lisa needed money to complete her studies at a Catholic girl's college. She asked God for His help; she says, "in getting me a vacation job." Lisa landed a four-month stint as one of the dancers in "Can-Can," at $300 a week. Picked from 400 applicants, they says, "She almost let me go when she learned I wasn't a professional dancer. I'm convinced God gave me the job—and He got me through it.

"Can-Can" will have its premiere at New York's Rivoli Theatre.

According to Ruth Harbert in the Jan. issue of "Good Housekeeping," if you're a "Jilt Abner" enthusiast, you should find this movie delightful. Even if you're not familiar with the fantastic group that inhabits Dogpatch, you should thoroughly enjoy this rollicking entertainment.

Samuel Goldwyn wrote an article for the "Words To Live By" department of "This Week's" Jan. 10 issue. This informative piece is based on

**Review:**

**Toby Tyler**

Disney—Buena Vista

WALT DISNEY has taken a loveable little scamp, set him and his companions back 60 years as heroes and villains at the circus, offered colorful parade and costumes and a gunfight starring a dead-eyed chimpanzee, and aimed this delightful Technicolor package called "Toby Tyler" primarily at the younger audience.

The film is certain to prosper within its market. Most exploitable of its features is Toby Tyler himself, because he is played by Kevin Corcoran who has been billed as "The Shaggy Dog" and "Old Yeller." His latest performance proves Master Corcoran is no mean matinee idol among his own set; he does a better job each time out. His freckled face, tousled hair and wondrous innocescence at once disarm the audience. What's more, young Kevin, directed so well by Charles Barton, knows how to win over not only fans his own age but also those adults who have in their blood the slightest wash of sentiment.

Bidding strongly with the hero for curtain calls is Mr. Stubs, a spirited chimpanzee, one of "The Marquis Family," discovered by Disney when the diligent animal was satirizing Jack Benny's gestures on the violinist's television show. It's a wonder the chimp doesn't own the circus by story's end, he is just such an operator.

An orphan, Toby Tyler runs away from his guardians to join the circus where he is apprenticed to Bob Sweeney, a deceitful vendor, and befriended by Henry Calvin, the strong man, and Gene Sheldon, a warmhearted clown. He becomes a fine acrobatic horseshack rider and is finally reunited with his aunt and uncle. Toby's riding partner is little Barbara Beanid, the cutest blonde pre-teenager in pictures.


**Saul Ostrow**

**Tulipan Joins Circus**

(Continued from page 1)

was reintroduced Ferguson said, to facilitate administration of the greatly expanded national promotion operation. In the coming year Columbia will be backing the most ambitious releasing program in its history with a record base advertising publicity budget of $10,000,000, he pointed out.

Held Many Posts at Fox

Tulipan will bring to his new post broad experience in motion picture promotion, starting with activity in exhibition in Boston. He also worked on the Warner Bros. home office publicity staff before joining 20th-Century-Fox. When he was named publicity manager at Fox in 1957, he had already served as press book editor, feature writer trade press contact and newspaper contact.

**Schaffner to Columbia**

HOLLYWOOD, Jan. 12—Franklin J. Schaffner, award-winning television director, has been signed to a long term multiple picture deal as a director, it was announced today by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities. Deal for Schaffner was set by Evarts Ziegler of the Ziegler, Heltman and Ross Agency.

Shakespeare's line "To thine own self be true."
Vatican Calls ‘Lovers’ Quote False, Calls Use Offensive

A quotation attributed to Pope John XXIII concerning the French film “Les Amants” (“The Lovers”) has been labelled “absurd and false” by the Pontifical Commission for Motion Pictures, Radio and Television at the Vatican.

In a letter to Msgr. Thomas F. Little, executive director of national Catholic Legion of Decency, Msgr. Albano Galletto, secretary of the Pontifical Commission, said that the quotation originated with a Paris weekly and that the distributors of the film had attempted to exploit it in Latin American countries, particularly Argentina, Colombia, Brazil and Cuba.

The quotation, as presented, was (Continued on page 2)

Weiss Appointed Fox Publicity Manager

Nat Weiss has been named 20th Century-Fox publicity manager, it was announced by Charles Einfeld, vice-president. A member of the advertising-publicity staff of 20th since 1949, Weiss has served as assistant advertising manager since 1957. He will work under Edward E. Sullivan, publicity director.

The new publicity manager attended the University of Michigan (Continued on page 6)

U.S. Officials to Meet with N.E. Circuits

In Round Table Discussion of Conciliation

Special to THE DAILY

BOSTON, Jan. 13.—The heads of four leading circuits in this area have requested and been granted a conciliation meeting with officials of United Artists to discuss clearances and availabilities. The meeting will take place on Monday in the office of Harry Segal, U.A. branch manager, and attending from the New York office will be Milton Cohen and Gene Tunick.

Making the requests for an improvement of clearances will be Samuel P anski, president of American Theatres Corp.; Theodore Fleischer, president of Interstate Theatres; Larry Lapidus, general manager of B & Q Associates; and Lloyd Clark and Winthrop Knox, Jr., president and vice-president, respectively, of Middlesex Amusement Co.

The meeting will be the first round table discussion in this area on conciliation requests.

$100,000 Raised at Robbins’ Dinner

Picture on Page 2

Some 350 leaders in the motion picture and amusement industries gathered last night at the Waldorf-Astoria Starlight Roof for their annual dinner in behalf of the Federation of Jewish Philathropies and pledged a total of $100,000 in support of the (Continued on page 2)

MPL Spurs Stock Sale

Campaign Across U. S.

Special to THE DAILY

OMAHA, Jan. 13.—Coincident with its recent announcement that Walter Reade, Jr., its president, has been authorized to negotiate for selected top quality films from major companies (Continued on page 6)

SAG Warns Members Against Work Abroad

From THE DAILY Bureau

HOLLYWOOD, Jan. 13.—In a move to nullify reported threats by film producers to move their production activities to foreign countries if (Continued on page 3)

Strong Resolution

CEA Urges Boycott of Woolf, Angel

Retailers in Sale of Feature Films to TV

By William Pay

LONDON, Jan. 13.—Members of the Cinematograph Exhibitors Ass’n. were urged today not to book any films in their theatres made by producers John Woolf and Major David Angel in retaliation for the sale by the two men of 55 old British pictures to a television distributor.

The action was “recommended” to its members by the CEA general council in a resolution passed by it at a special meeting here today. The council said it felt the Woolf-Angel transaction was in direct violation of the CEA Llandudno resolution of 1952 (Continued on page 3)

Publicity Report to MPA Group Today

The Motion Picture Association advertising-publicity directors committee today will receive a report from Ted Baldwin, coordinator of the industry promotion campaign, on results of the effort to date. A compilation of publicity from newspapers, magazines and other media, said to be in impressive volume, will be available for inspection by committee members at their first meeting of the new year.

A renewal of the New York neighbor— (Continued on page 3)

Five Industry Heads

To Appare on ‘Open End’

“The Movie Maelstrom” will be the subject of discussion by Otto Preminger, Dore Schary, Daniel Mann, Arthur Mayer and Max Youngstein when they gather Sunday at 10 P.M. for WNTA-TV’s “Open End” program.

David Susskind will be moderator on the program which will deal with internal problems confronting the motion picture industry.
PERSONAL MENTION

A. SCHNEIDER, president of Columbus Pictures, will leave New York tomorrow for Hollywood.

Jack Karps, Paramount vice-president in charge of production; Russell Holman, Eastern production manager, and Jerome Pickman, vice-president, have arrived in London from Rome.

Arthur Pincus, advertising-publicity director for M-G-M International, will leave New York today on a trip that will take him to Tokyo, Manila, Singapore and Bombay in connection with the Far East openings of "Ben-Hur."

Bert Orde, of Redbook, will leave here over the weekend for the Coast.

Mrs. George Rosser has given birth to a son at her home in Atlanta. Father is a booker for Martin Theatres in the Georgia capital.

Edmond O'Brien has arrived in New York from Hollywood.

Mrs. Alice Lee, assistant cashier for Allied Artists in Atlanta, has returned to her duties there following an illness.

Norman Panam and Melvin Frake, producers, will leave Hollywood by plane tomorrow and will follow the Polar route to London.

Debbie Reynolds will return to Hollywood tomorrow from New York.

Ina Schelman, 20th Century-Fox manager in Washington, has left there for Miami with a stop scheduled en route at Jacksonville.

Robert Sweeten, managing director of Fox International's Centre Theatre, Denver, has returned to his duties there following hospitalization.

Phil Williams, acting syndicate director of United Artists Television, has left here for Philadelphia, Chicago and Dallas.

Switch Fox Meet Dates

The 20th Century-Fox regional sales meeting in Boston, originally scheduled for Jan. 18-19, has been set to begin on the 19th and continue through the 20th. The meetings will be attended by Alex Harrison, 20th general sales manager, and C. Glenn Norris and Martin Moskowitz, assistant general sales managers.

Gustave L. Levy (second from the right), president of the Federation of Jewish Philanthropies, presents a plaque to guest of honor Herman Robbins, president of National Screen Service, at a dinner held last night at the Hotel Waldorf-Astoria. With them are Arthur B. Krim (left), chairman of the Motion Picture and Amusement division campaign for the Federation and president of United Artists, and Simon H. Fabian (right), chairman of the dinner committee and president of Stanley Warner Corp.

Robbins Dinner Nets $100,000

(Continued from page 1)

ted humanitarian network of medical and social welfare agencies. Tribute was paid by the record crowd to the industry's guest of honor, Herman Robbins, president and chairman of the board of National Screen Service, who was honored for his years of devotion to the work of Federation and other humanitarian causes.

Presented Plaque and Projector

Highlight of the testimonial affair, which also marked National Screen's 40th anniversary, was the presentation of an inscribed plaque to the honored guest by Gustave L. Levy, president of Federation. Robbins was also presented with a 16mm sound projector, a token of the esteem and respect in which he is held by the motion picture industry.

Arthur B. Krim, president of United Artists, and Barney Balaban, president of Paramount Pictures, presided over the dinner ceremonies. Krim is chairman of Federation's Motion Picture and Amusement Division and Balaban is honorary dinner chairman for the 1950-51 campaign.

Fabian and Skouras Speak

Simon H. Fabian, president of Stanley Warner Corp., and Spyros P. Skouras, dinner chairman and division secretary, respectively, also spoke.

Guest speaker of the evening was Mr. Levy, who discussed the current "20 forward" campaign and Federation's attempt to maintain as well as progress, Levy's address was preceded by the showing of a film—"A Journey Into Life"—which is an "on the spot" dramatization of an operation on the open heart of a little boy. The operation was performed 176 times in Federal hospitals during the past year at a cost to the hospital $7,000 per operation. Funds contributed to Federation help support its 116 health and social welfare agencies which annually serve 738,000 New Yorkers of all races and faiths, and are located in Greater New York, Westchester and Nassau Counties.

Industry Leaders on Dias

Distinguished guests at the dinner included in addition to Robbins, Krim, Fabian, Skouras, Balaban and Levy, William Brandt, Samuel Rosen, Abe Schneider, Irving M. Fell, Joseph Willen, and Rabbi Moshey P. Mann.

Vatican Disavows

(Continued from page 1)

contrived to make it appear that the picture had received some sort of approval. It appeared, among other quotations from American critics, in a four-column adent for the picture in the New York Times Dec. 30.

Requests Correction

Msgr. Little has written to the Times quoting the letter from the Pontifical Commission labeling the quotation "abused and false," and saying that its use was "not only indecent but gravely offensive to the Church and the Holy See." Observing that the Times must bear some responsibility for false advertising, Msgr. Little requested "an adequate and compensatory correction."

AAP Now Runner-up in 8mm. Home Film Film

Achievement of second place in the growing business of selling 8mm entertainment films to home projectors was claimed yesterday by Fred Hyman, who heads that division Associated Artists Productions, which is a subsidiary of United Artists. It posted his company's biggest sales in March, and already has signed 2,000 of the 6,000 dealers who sell 8mm home movies. He predicted the year he would increase his license 5 per cent, and his sales to 100 per cent.

Calls Library 'World's Largest'

Hyman added he can draw "from the world's largest film library," chiding the Warner and RKO features and shorts and cartoons, and other exhibitors that his company's rapid rise two improvements in the art presenting 8mm. These are subtitlles and print luminosity.

Expect 150 Tonight at Dinner for Pickus

Special to THE DAILY

HARTFORD, Jan. 13—Upward of 150 persons are expected to attend the Pickus testimonial dinner honoring TOA president Albe M. Pickus at the Racebrook Country Club, Orange.

Dinner chairman Phil Gravitz, Connecticut branch manager for Loew's Inc., and reservations chairman Sam Weber, Rosen's Film Delivery Service, Inc., anticipate a sizeable New York delegation, including William Heineman and James Volde, United Artists; Jack Byrne, Loew's; Robert J. Ruhlin, Paramount; and Bob Jackson, a film company executive.

Cocktails, at 6:30, will precede the 7:30 function. Pickus is owner of the Stratford Theatre, Stratford, Conn.

aircraft: COMET 4!

flight: MONARCH

frequency: NIGHTLY

destination: LONDON!

reservations through your Travel Agent.

BRITISH OVERSEAS AIRWAYS CORPORATION

Flights from New York to London, Chicago, Detroit, San Francisco, Montreal, Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelpia, Pittsburgh, Washington, Winnipeg, Toronto.
Capra Calls for More Comedy Films; Cites Difficulty of Financing Them

By SAMUEL D. BERNs

HOLLYWOOD, Jan. 13.--Hollywood should turn out more comedy films on its annual slate, Frank Capra declared today. At the same time, he called upon the industry's financing sources to take a "more realistic appraisal of the solid potential through the years" of straight comedy and romance-comedy films.

"One reason for the dearth of comedies," Capra explained, "was the change in recent years from major studio operation, with its formerly powerful financial resources, to independent production which must seek its own financing.

Banks Found Wary

"Comedies, independent producers for some strange reason find, are difficult to finance. Producers find it hard to present the idea to a bank to loan a couple of millions on a comedy script."

"In this respect, the bankers should revise their opinions and static formulas relative to picture financing. The current success of 'Pillow Talk' as well as the world-wide boxoffice success of 'Some Like It Hot' are two good cases in point."

Sees Little Change

"Things haven't changed too much with audiences or with the film industry," he observed. "Audiences still and will go for a good entertaining show. They still want to see stars who appeal to them and entertain them. And they still like something that seems real and fresh and has some laughs."

CINERAMA EXECUTIVE OFFICER

TOA Committees

(Continued from page 1)

include Marvin Goldman of Washington D.C., Philip F. Harling of New York, Summer M. Redstone of Boston, Gerald Shea of New York, E. LiMar Sarra of Jacksonville, and Mrs. Hulda McGinn of San Francisco.

Walter Beade, Jr., former TOA president, will again serve as chairman of TOA's foreign film committee.

Assisting him will be Irving M. Levin, head of the San Francisco International Film Festival and president of the Northern California Theatre Owners Association, and Goldman.

THE TENTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the Motion Picture Industry in the New York area will be held Sunday, January 24th. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

For information and tickets, communicate with the member of the Sponsoring Committee in Your Office, or Miss Margaret Bourdette, Room 1107, 1501 Broadway. Tel.: BRYant 9-8700.

(Tickets $4.00 each)
Television Today

Who's Where

John A. Cimperman has been named director, practices of the National Broadcasting Co. His appointment follows that of Ernest Lee Jahncke, Jr., as director, standards.

Thomas B. Fitzpatrick has been appointed assistant chief of the hearing division of the Federal Communications Commission's broadcast bureau. He succeeds David I. Kraus who recently was named a hearing examiner.

XBNC has announced the appointment of Lester Bernstein as vice-president, corporate affairs. He was formerly director of information.

Perry Cross has signed an exclusive producer's contract with CBS-TV. He has been employed with NBC-TV for the past 10 years.

Stanley Dudelson has been named syndication sales manager of Screen Gems, Inc., and will move from Chicago to New York to assume his new duties.

Lee Tredanari, a director, has been appointed to the "Person to Person" program staff by CBS-TV. He will leave immediately for Paris to join the rest of the show's staff working on a series of overseas programs.

Richard L. Cofc has been named director of station relations of ABC-TV. A member of the ABC staff since 1955, he had been a regional manager in the ABC-TV station relations department.

Matthew J. Calligan, executive vice-president in charge of the NBC radio network, is joining McCann-Erickson, Inc., as general corporate executive in charge of the company's advanced projects division. He has also been elected to the board of directors of McCann-Erickson, Inc.

Ken Marthey, former agency producer of television commercials for McCann-Erickson and Benton & Bowles, has been appointed a staff director of filmed commercials by Robert Lawrence Productions, Inc. In addition to his directorial duties, Marthey will serve on the company's creative plans board.

Standard Oil Will Sponsor 'Play of Week'

"Play of the Week," the widely acclaimed dramatic show which started this season over WNTA-TV, will be sponsored by the Standard Oil Company of New Jersey as announced yesterday.

(Continued from page 1)

Skiatricon Case Before S.E.C.

of a registration statement with SEC in August, 1959, for 172,000 common shares, SEC attorney Eugene Rotberg asserted that 125,000 of these had been, or were scheduled to be, issued to Matthew M. Fox, the head of Skiatricon of America. Fox had assigned to Skiatricon of America his license from Skiatricon to exploit the pay-as-you-see television system known as Subscriber-Vision.

Calls It 'Simple Bailout'

In view of the fact that 75,000 of the shares proposed for registration had already been sold, and that 50,000 more were on option to him, Rotberg termed this registration a "simple bailout" for Fox.

Rotberg further alleged that the regulations filed with the SEC did not show that Fox's shares had been pledged to Judson Commercial Corp., New York, and that many had already been sold to the public when Fox defaulted on notes.

The SEC attorney stated, too, that Skiatricon's president, Arthur Levey, had lent Fox 206,000 shares of his Skiatricon stock to pledge for loans. This, said Rotberg, created a contingent liability for the company.

Advance Knowledge Charged

Rotberg also charged that the finances of Levey, who lent funds to Fox with Skiatricon's money, in order to acquire shares of Skiatricon's stock, did not tell that Fox would not be able to make payments on the loans.

Rothberg also asserted that Skiatricon had sought to register 200,000 shares with the SEC in 1956, but that 195,000 of these had been sold before the registration was filed.

Rotberg asserted that the public was not told that Skiatricon had "abandoned" over-the-air pay-TV for "all practical purposes," or that the company held no patents "critical" to the operation of pay-as-you-see television.

Also omitted from the registration, Rotberg said, was a statement that between $40 million and $50 million would be needed this year to get the wired pay-TV in any single area of California, where the firm planned to start operations. The registration did not disclose, either, that Fox had already pledged his executive license back to Skiatricon president Arthur Levey in connection with a loan of 206,000 shares of Levey's stock.

Landis Skiatricon Attorney

The attorney for Skiatricon, former SEC chairman and dean of the Harvard Law School, James M. Landis, said that he was "slightly amazed" at the implication that the company—as usual précised from anyone else—might have engaged in a course of conduct that violated the securities laws. He said Skiatricon had agreed to use its best efforts to register stock when it was asked to do so by Fox. He added that the counsel who had prepared the registration statement—not Landis—were "unaware that any stock had been sold prior to registration. He con-

eced that "there is no disguise" that errors had been made in connection with distribution of Skiatricon stock.

Landis asserted, however, that a soon as SEC issued its first order suspending all trading in the company's stock, it will take steps to put into effect a court’s order for a circuit court order to freeze the Skiatricon stock.

Landis specifically denied that Skiatricon Electronics and Skiatricon of America have any corporate inter-relationship that existed that would give them no place on the registration form supplied by SEC on which to make these disclosures which SEC now say should have been made.

Landis claimed that Skiatricon had deferred, not abandoned, its plans for over-the-air pay-TV. He asserted that the company's powerful interests have forced postponement of plans and that the company will be completed this year on a basis of pay-TV over closed circuit wire.

Negotiated With Film Company

At the time SEC's suspension order was issued, Landis, asserted, a letter was written in the intent to proceed with plans for obtaining collateral of $50 million for wired pay-TV in Skiatricon's hands. At the same time, negotiations were being carried on with a "major motion picture concern," he said. These negotiations contemplated that the film company would supply enough money to "clean the balance sheet" and that the motion picture firm would have taken over the company and gone ahead with Skiatricon's toll-T operations.

In connection with the registration, Landis said that disclosures of commitments or omission were made, as far as the company is concerned, in good faith.

Julian Jawitz, attorney for Arthur Levey, asserted that Skiatricon had exercised the exploitation license which the SEC had issued on the basis of his ability and experience. He asserted that the system is now ready to go if opposition can be overcome, and denied that there had been any violations of the securities law. He noted that the registrative statement had made it clear that the company was not a going concern and that the "public in buying its stock is buying hopes and aspirations."

Jersey Bank Involved

A vice-president of the Colonia Trust Co., North Bergen, N. J., Harold Springer, admitted that the bank had established a committee to determine whether to invest in issuing Skiatricon stock to Fox. He said that the bank has since revised its procedures. He conceded that the bank had developed 25,000 shares of unregistered, original-issue Skiatricon stock to Judson Commercial Corp. on February 1959, in exchange for a check for $75,000, and that this stock had been registered in Fox's name. He added that the hearing will continue tomorrow.
FOR 1960 is now in preparation, again to give its distinctive typographic display to the triumphs of the year before . . . FAME is uniquely devoted to the PEOPLE who create the successes of Motion Pictures and Television. Annually, FAME handsomely mirrors their latest achievements—with the facts of public performance which command this full-dress recognition.

AMONG FEATURES OF FAME

**MOTION PICTURES:**
- THE TOP TEN STARS
- TOP MONEY-MAKING STARS
- CHAMPION PICTURES OF THE YEAR
- TALENT OF CHAMPION PICTURES

**TELEVISION:**
- THE TOP TEN STARS
- WINNERS OF FAME'S ANNUAL POLL
- GALLERY OF THE WINNERS
- THE YEAR IN TELEVISION

A SHOWCASE of top creative talent, FAME is also a record of the persons responsible for the most successful productions, presenting statistics that constitute a veritable Audit of Personalities for these related industries. The 1960 Edition will be the 28th.
Weiss Named  
(Continued from page 1)  
In 1955, he was named trade advertising manager, placing him in charge of 20th Century-Fox advertising in all motion picture trade publications. In 1957 Weiss became assistant advertising manager, a position he will maintain until the new appointment will be effective Jan. 25.

MPI Spurs Sales  
(Continued from page 1)  
post-1948 libraries, Motion Picture Investors, Inc., is launching a stepped-up sales drive of its stock, which was announced here today.  
The goal of the drive is to put MPI stock sales "well over" the $1,000,000 mark by April 30, the end of its fiscal year.  
J. Robert Hof, MPI's national sales manager, kicked off the drive at an exhibitor luncheon in Chicago today under the chairmanship of Jack Kirsch, president of Allied Theatre Owners of Illinois.  
MPI will sponsor a second luncheon on Friday in Milwaukee, which will have Ben Marcus, Wisconsin circuit operator and national Allied's representative on the COMPO triumvirate, as chairman. Numerous prominent industry figures from the Wisconsin, Minnesota and Dakota territories have been invited to attend.  
Within the next seven weeks, similar MPI sales meetings will be held in Indianapolis, Buffalo, Albany, Boston, New Haven, New York, Philadelphia, Cleveland, Pittsburgh and Cincinnati, under Hof's direction, and in Denver, Salt Lake City, Seattle, Portland, San Francisco and Los Angeles under the direction of Beverly Miller, Kansas City exhibitor and vice-president of MPI.

Endorsed by Allied and TOA  
The annual, national conventions of both Allied States and Theatre Owners of America endorsed MPI within the past two months. At the Allied convention, Marcus suggested a plan for exhibitor purchase of the outstanding films in each company's post-1948 libraries by exhibitors for re-release to theatres. The convention endorsed the plan and, at the same time, it was suggested that such a plan be considered as well by organizations such as MPI.  
Although the latter announced at the outset that its primary aim was to invest in film companies' stocks in order to give exhibition a voice at annual stockholders' meetings and thereby have an opportunity to influence company policy in specific directions, an MPI board meeting in Chicago last weekend declared that the purchase of selected films for re-release was a proper function of MPI and authorized Reade to open negotiations with production companies.  
The MPI board also approved coordinating its program with the Marcus plan. Indications are this will be discussed by Marcus and Reade some time next week in New York.

In authorizing the negotiations with film companies, MPI said a primary aim of acquiring the films would be to augment what it regards as an inadequate product supply for exhibitors. However, any films it succeeded in acquiring would, naturally, reduce those available to television in post-'48 libraries.

Twentieth Century-Fox's "The Story on Page One" made its debut last night at a gala invitational premiere at New York's Rivoli Theatre. Thronged crowds at Broadway to watch the festivities. Pictured at the premiere (left to right) are Spyros P. Skouras, president of 20th Century-Fox; Carol Lynley, young Fox star, Mrs. Skouras, and 20th-Fox vice-president Charles Einfeld.

Sunday Films Debate  
High on S.C. Agenda  
Special to THE DAILY  
SPARTANBURG, S.C., Jan. 1  
The South Carolina General Assembly opened its 1960 session yesterday indications that the continuing conflict over Sunday theatre performances, gathering speed during past six months, will be high on agenda.  
Promise of a real battle on the controversy and ancient blue laws when 20 of a group of legislation, polled by a wire service (Assoc. Press) made known their fees about the situation.  
The AP quoted 10 legislators having said some revisions are new six are for letting the "blue laws" stand as written, and two said statutes should either be repealed or simply disregarded.

Two Urgy Delay  
Senator Charles G. Moore of S.  
tamburg, along with Representatives A. T. Smythe, Jr. of Charleston  
and Carroll Atkinson, Jr. of Marion, proposed the opinion that "the S.C. Assembly should wait until the S.  
Carolina Supreme Court rules on constitutional questions involved."

The issue is currently before high tribunal on an appeal filed by theatre owners from a ruling by  
Court Judge T. B. Grecer of E.  
field. In a decision handed down Greenville, the jurist held that restrictions on paid Sunday admittance originally aimed at such co-sports as "bear-baiting," also can applied to ban Sunday movies.  
Commented Representative C. Parrott of Florence: "Action should be taken to clarify these laws or  
write them so as to make the law form to present-day society."

Wants a "Realistic Law"  
"I am not one of those who feel we should attempt to legislate now.  
I am personally convinced that if people won't obey God's com-  
mments, they won't obey any laws, the Legislature may enact. I prefer  
realistic law that is respected and forced to our present law."

"The 'blue laws' are out-dated  
should be modernized just as we modernize our schools, hospitals; our everyday way of life," declared Representative Lloyd B. Bell of Ho.  
County.  
"Churches would benefit," he added, "because many people was  
then feel by being seen in a sit-or at the beach that they still go to church without being criticized by some people in the church."

Shattuck Resigns  
(Continued from page 1)  
effective Feb. 20, but will continue chairman of the retirement income until March 31.  
Shattuck has served Technicolor 24 years in various administrative executive capacities involving relations, law and finance. Prior joining the company in 1936, he associated with the Los Angeles firm of Loeb, Walker & Loeb.
Per Share

Loew's, Inc. Net
$1,852,000 in
First Quarter

Brewster Sees ‘Banner Year’
with ‘Ben-Hur’, Others

consolidated net income of Loew's, (N-G-M) for the first quarter of Nov. 28, 1959, amounted to $2,000, or 71 cents per share on the 2,608,888 shares outstanding at the end of the period. J. R. Vogel, president, reported that the corresponding period of the fiscal year consolidated net income amounted to $1,932,000, or 73 cents per share based on the 2,668,621 shares then outstanding.

Vogel noted that all divisions of the company operated profitably during the first quarter of the current fiscal year and the consolidated results reflect a continuation of the favorable trend which commenced in September, 1958, and has produced five consecutive quarters of profit.

(Continued on page 2)

Phonic Communique

Bankers Here Jan. 24

The tenth annual Communique for the motion picture industry in the New York area will be held Sunday, Jan. 24, in the Grand Ballroom of the Waldorf-Astoria. The bank will follow a special Mass at St. Patrick’s Cathedral. Speakers at the breakfast will be B. A. Smith, publisher of the.

(Continued on page 16)

Frigate Drive-In
Service Charges: Myers

From THE DAILY

ASHINGTON, Jan. 14.—Frigate-in
nitors who do not “segregate” service charges for in-car heaters, play
and facilities and the like from adm
service charges “will be well advised” to do, Abram F. Myers, Allied.

(Continued on page 13)

TVision Today — P. 13-15

Television’s Top
Stars of the Year

Critics Name the Winners

In the Daily-Fame Annual Poll

By PINKY HERMAN

The Amazing Fred Astaire added new honors to his previous achievements by being named the year’s Best Television Performer (Champion of Champions) by the nation’s TV editors, critics and columnists in the annual poll conducted each year by TELEVISION TODAY and MOTION PICTURE DAILY for Fame. Dinah Shore, individual champion of last year’s poll, was runner-up, while Jack Benny, who also was returned to Best Comedian, was third choice. “The Jack Benny Show” beat “The Red Skelton Show” for the Best Comedy Award, and the principals finishing in the same order for top places in Best Comedian division.

In the contest for Best Vocalist, both Dinah Shore and Perry Como captured top honors for the eighth time.

(Continued on page 14)

Univ. to Expand
Pre-Selling Drives

Universal Pictures plans to expand the policy of lengthy pre-selling of its product used in pictures released in 1959.

Dr. Philip Gerard, Eastern advertising and publicity director, told the company sales executive conference here last year that with the company sales executive conference here yesterday. Gerard, representing David Lipton, vice-president, outlined the plan for national advertising and promotion plans for forthcoming Universal product.

Becalling the campaigns for “The Perfect Furlough,” “Imitation of Life,” “This Earth Is Mine,” “Pillow Talk,” and “Operation Petticoat,” Gerard noted that each received big national magazine advertising pre-selling campaigns as well as long range publicity and promotion campaigns. These started with their production and carried through to their

(Continued on page 16)

20th-Fox 3-Day Eastern Meeting Opens Monday

Special to THE DAILY

BOSTON, Jan. 14. — Alex Harrison, general sales manager of 20th Century-Fox, and his executive assistants, Glenn Norris and Martin Moskowitz, will arrive here Monday for a three-day, regional meeting with branch managers from eight exchanges, Boston, Cincinnati, Cleveland, etc.

Zanuck Due Here with
‘Mirror’ Final Print

Darryl Zanuck will arrive here within two weeks to deliver the final print of his new film “Crack in the Mirror” to 20th Century-Fox. He advised Spiros P. Skouras, president.

(Continued on page 2)

Barden Moves to Delay
Pay-Law Liberalization

From THE DAILY

WASHINGTON, Jan. 14. — House Labor Committee Chairman Barden (D., N. C.) today put a road-block in the way of quick liberalization of Federal minimum wage law coverage. In

(Continued on page 4)

At Stockholders’ Meet
Predict ’60
To Be Great
Year for S.W.

Fabian Reports 1st Quarter
Income, Profit at New High

Special to THE DAILY

WILMINGTON, Del., Jan. 14. — Stanley Warner Corp. enjoyed a record year income and net profit reached

(Continued on page 4)

CEA Discounts Charge
Boycott Is ‘Illegal’

By WILLIAM PAY

LONDON, Jan. 14. — Charges by producers John Woolf and Major Daniel Angel that the boycott called against their pictures by the Camera Exhbitors Assn. is “illegal” were discounted today by the CEA. The CEA general council said that its own legal advisers contend the boycott, enacted in retaliation for the

(Continued on page 4)

NT&T Stock Dividend
Plan Is Set by Cantor

From THE DAILY

LOS ANGELES, Jan. 14. — The board of directors of National Theatres and Television, Inc., meeting today, announced a change in the company’s dividend policy from cash to stock dividends. The board declared a two per cent dividend in common

(Continued on page 13)
Fox Meeting

(Continued from page 1)

K.C. Theatres in 'War for Patronage

Special to THE DAILY

KANSAS CITY, Mo., Jan. 14.—The downtown Kansas City theatre scene has been enlivened with the eruption of a spirited struggle for patronage.

The competition is between the Regent and the Regent, with the former proclaiming on a poster "movie war" and advertising a program of four pictures at regular prices. The same theatre has started "family night" for children being admitted without charge.

Until the Esquire, formerly a first-run house operated by Fox-Midwest Theatres, Inc., resumed operation around Christmas, the elegant was the only downtown house playing subsequent run pictures and product passed by first-run theatres.

Harrison, Sullivan

To Boston on Monday

Alex Harrison, 20th Century-Fox general sales manager, and Edward F. Sullivan, publicity director, will fly to Boston on Monday to select the New England opening site for "Can-Can," which is slated to debut there in March.

Harrison and Sullivan will also attend the regional sales meeting in Boston on the 19th, where the publicity director will outline exploitation plans on "Can-Can," as well as all other upcoming releases slated for playdates in New England in the next few months. Harrison will join Fox assistant general sales managers, C. Glenn Norris and Martin Moskovitz, at the Boston meeting, who will also be taking part in the planning of the "Can-Can" gala with charitable organizations and groups in the area.

Gravitz Named M-G-M's

New York Branch Mgr.

Philip Gravitz, New Haven branch manager for M-G-M, has been appointed New York branch manager, effective Jan. 25, it was announced by Jack Byrne, vice-president and general sales manager. Gravitz will succeed in New Haven by Raymond Cairns.

Gravitz has been with M-G-M since 1930, starting as an office boy in the New York exchange. He worked his way up the sales department ladder as booker, salesman and then as New Haven branch manager, in which capacity he served for several years.

Cairns joined the company in 1948. For the past ten years, he has served as a salesman, working closely with Gravitz.

NEW YORK THEATRES

— RADIO CITY MUSIC HALL
— ROCKETSHELL CENTER
— CARY GRANT • TONY CURTIS
— "OPERATION Petticoat" / MAR THOMAS • DONN MICHEL • ARTHUR O'CONNELL
— A UNIVERSAL-INTERNATIONAL RELEASE IN EASTMAN COLOR & GREAT SATELLITE STEREOPHONIC

— MOTION PICTURE DAILY

— MARTIN QUILGE, Editor-In-Chief / PUBLISHING HOUSE / Anthony Kase, Editor; James D. Hera, Managing Editor; Richard Gortney, News Editor; Herbert V. E.


— For Sale at a Reasonable Price

11 HUNDRED THEATRE SEATS

MUST BE SOLD IMMEDIATELY

CALL TWINING 6-7380

Loew's, Inc.

(Continued from page 1)

consecutive profitable periods at the loss years of fiscal 1957 1958.

Voige's letter to stockholders of company calls attention to the criticism over Ben-Hur" and strong hopes for a response at the next number of engagements may progress. He notes that it had made only one week of the first difference than operating results will not be manifest until later period.

"Our prospects for the balance of the year are also encouraging in the event of the impressive group of pictures we have for future release," Voige notes.

Stockholders are informed that second oil well is being drilled on property in Culver City by Continental Oil Co., after drilling a first well produced oil.

Loew's, Voige said, is continuing to acquire its own common stock the open market to meet possible requirements of the company's stock program. As of Jan. 5, 127 shares had been acquired at a cost $4,044,189.

Foreign Revenue Of Slightly

The report for the first quarter showed worldwide film production and foreign theatre revenues were $21,575,000, compared with $17,479,000 for the corresponding period of the preceding year. Television revenues were $7,400,000, compared with $3,327,000, and records and music $4,267,000, compared with $2,729,000. Total revenues for the quarter were $37,833,000, compared with $3,736,000 a year earlier.

Current assets at Nov. 26, were $112,103,000, and current liabilities $30,842,000, leaving working capital of $81,261,000. Working capital a year earlier was $80,965,000.

In releasing the first quarter figures, Voige commented: "This is the beginning of what is shaping as another banner year for M-G-M.

With the report to stockholders went a dividend check of 30 cents per share for holders of record 12, 1959.

$38,595 for 'Beach'

Stanley Kramer's "On the Beach" grosses $38,595 in its fourth week at the Astor Theatre here, it was rep roved yesterday by United Artists. Film has continued into its fifth week.

FOR SALE

AT A REASONABLE PRICE

11 HUNDRED THEATRE SEATS

MUST BE SOLD IMMEDIATELY

CALL TWINING 6-7380

$38,595 for 'Beach'
ee on Facts About 900 Skiatron Shares
By E. H. KAHN

SHINGLE, Jan. 14.—Attorneys for the Securities and Exchange Commission, division of corporate affairs and former executive of Clearview Vision, Inc., its president, Ar- leen, and Matthew Fox, holder's exclusive license to exploit Ski- toll TV system, Subscriber V. have agreed upon the facts lur- ring the disposition of 71,000 of Skiatron stock lent by Leve- 
d_TBLJN to SEC hearing examiner Bob H. N. Hislop, the 71,000 in Leve's name were pledged to Bache & Co., a Wall Street 
AGO, as collateral for a loan of $100. The shares at that time had 
set value in excess of $500,000.

Bache Proposed Registration

stock was not registered, ac- ing to Bache partner Charles D. 
R. but Fox gave the firm assur-
that "he would have this stock 
red in the very near future." 
so agreed to a registration fur-
for Bache by putting up addi-
collateral which he did "even-
replied after repeat requests by 
Lejeune conceded that Bache 
not required to put up a sheet before making the loan. 
Fox had the reputation of be-
very wealthy man.

stipulated by both parties to 
aring is that the loan from 
foor was eventually paid off 
tal cost to Fox of $31,000, 
trading interest and charges.

Bache offered $500,000 from Beldin Trad-
and Bache released 18,000 
of stock to the finance com-
. He put up another 18,000 
Silver Co. against $67,000, 
ratforfors provided $130, 
against 35,000 shares of stock. 
formation was brought out after 
J. Purdy, a vice-president, 
suggested that the parties enter 
ment as to the amounts of 
that were made to Fox and "the 
r of shares foreclosed and sold.

skipped fact did not, how-
deal with foreclosure or sale.

eter to Bache & Co. Entered 

connection with these transac-
Julian Jawitz, attorney for 
entered into the record of the 
letter from Leve to Bache 
in which the brokerage was re-
that Fox expressed to Fox in 
stock directly to Mr. 
upon repayment of your loan.

Halsey said that Bache had 
ed to do this, since it was bound 
upon instructions from Fox, its 
her and not in accordance with 
desires.

A Bow for 'Havana'

Man in Havana,' Kingsmead 
odication in Cinematograph, 
R. release, will have its Ameri-
ere at both the Forum and 
ure 52nd Street theaters here 
eday, Jan. 27.

Kerasotes Senses Scent of Roses
In Soothsaying 'Surging Sixties'

Special to THE DAILY

SPRINGFIELD, Ill., Jan. 14.—As the industry swings into the "Surging Sixties," it reflects the new show hit tune "Everything's Coming up Roses," 
George G. Kerasotes, president of Kerasotes Theatres of this city, and chair-
man of the board of Theatre Owners of America, said today in a state-
ment marking the opening of the new 1960 
"A middly 
the Fifties 
were difficult 
days for the 
motion picture 
business as TV 
grew into na-
tionwide importance and became a 
fierce competitor," Kerasotes said. "The motion industry took up the chal-
however, and at decade's end had turned the tide. August of 1959 saw 
new 10-year attendance peak of 
$2,400,000, week by week of the nation's 
th. They were to meet the challenge, Hol-
lywood changed its pattern of pro-
duction of movies along a formula line, and initiated big 
budget block-buster productions cap-
able of getting extended playing time in the nation's theaters. Several 
new productions currently playing and 
setting new all-time attendance rec-
ords.

Closings Cited

"Some theatre owners, unable to 
adapt themselves to the new condi-
throw in the towel and a number 
of movie houses were closed. Other, 
more enterprising exhibitors 
saw new opportunities—they modern-
ized their theaters—put in Cinema-
Scope projection and stereophonic sound—made movienore 
joyable and perhaps encouraged the 
trade to consider the" "movie-to-home" 
pro motion approach to secure more 
patrons.

The Fifties was also the era of 
the drive-in theatre, a post-war in-
novation that grew into increasing 
popularity during the decade. They 
proved to be especially popular with 
the family group as parents could 
take their youngsters with them for a 
combination of kiddyland, picnics, and 
giant screen movies all in one 
evening's package. Hollywood production 
turned the corner into 1960 with re-
corded confidence as they found 
the public responding to their efforts. 
This confidence is reflected in the 
multi-

million dollar budgets scheduled for 
new productions in the coming year, 
and beyond. All the movies are 
no longer made in Hollywood, however, 
as a major portion of the big pictures 
are being shot on location, around the 
world, bringing a realism and scope 
ever before attained.

Praises 'Personality Front'

"On the personality front, a whole 
new crop of 'new faces' is now being 
groomed for stardom in the next 
deade, with resulting new interest in 
 movienore, particularly by young 
people. The American people are a 
gregarious lot—they like to get out 
and go places. Some said TV would 
kill sports, but the same cameras that 
brought the world series or the foot-
ball games into the homes, also helped on capacity crowds of paying cus-
tomers in the stands. While movies of a 
type are available on TV, it cannot 
much the dramatic sweep—the life-
sized pictures—the Technicolor beauty— 
and the exciting stereophonic sound 
which all combine to create the illu-
slion of patron participation not equal-
by any other process. The young 
people in particular, and all who are 
young in heart in general, have dis-
covered that after all there's nothing 
more entertaining and satisfying than 
'going out to movie.'"

Calls Patrons' Comfort Vital

"The theatre emphasis in the 60s 
will be toward more customer con-
venience, and an increased 
projection techniques of the Cine-
rama type, with an increase in the 'art' theatre type of presentation. 
"Theatres should be developed together with the park-like 
landscapes with decorative shrubbery 
and flowers, free kiddieland; swimming 
pools, children's zoos, etc., as a ver-
table junior-sized Disneyland for 
young Americans on the go—in 
automobiles.

"The paid 'movie-to-home' experi-
mient via direct cable has not proven 
to be popular in areas where it has 
be- come established, and not much is expected to 
develop in that area. However, such 
devices as film on electronic tape may 
make it possible for a particular pic-
ure to be transmitted for simultane-
ous exhibition in every theatre in the 
country, if it was so desired."
Plan to Reorganize FiDO Goes to Film Union Federation Next Week

By WILLIAM PAY

LONDON, Jan. 14—A plan for a reorganized watching organization to strengthen the Film Industry Defense Organization is among the items to be put to a special meeting in London Unions. This is announced by Sir Tom O'Brien, president of the federal and general secretary of the National Association of Theatrical and Kinematograph Employers, after a two-hour meeting of the federation to consider a resolution by Associated-Rediffusion of 55 post-war British feature films from producers John Woolf and Major Angel for showing on television.

"We think that FiDO is quite incapable of handling this problem any further," said Sir Tom. "We believe it must have a completely new central board, rather like that of the Cinematograph Films Council, and bringing in union representatives and one or two nominees to represent the public, as well as the film producers, exhibitors and distributors, he added.

Will Consider Policy Document

At their meeting next week the federation will have before them a policy document agreed by the executives of the six unions, which will summarize all the proposals and deal with the need for a united industry to cope with television problems. "At the moment," said Sir Tom, "the industry is incapable of protecting itself."

The unions, said Sir Tom, "will not only demand action against John Woolf and Major Angel and have not abandoned the idea of doing so. But the industry as a whole was guilty for allowing such things to happen and they are not the sole offenders."

Against Films-to-TV

"We are opposed," he continued, "to the showing of films made for the cinema on television and an increase in this practice would be detrimental to the welfare of those employed in the industry, and disadvantageous for the public. The public are entitled to see new material on television, TV companies have a responsibility to use their enormous financial resources in building a new TV film industry rather than relying for 80 per cent of their filmed product on buying cinema films which were never intended to be shown on television."

Last year, Sir Tom concluded, 300 films that had previously been licensed in cinemas were shown on British Broadcasting Corporation or commercial television.

"Sheba" $2,254,897 in 30 Dates in 3 Weeks

"Solomon and Sheba," Edward Small's production, has grossed a "tremendous" $2,254,897 for 30 domestic premiere engagements in only three weeks, it was announced by William J. Heimann, United Artists president. He said the picture is holding over for a fourth week in all 30 engagements starting today.

To date the UA box office champion has shattered theatre records in 19 key regional playdates throughout the country, the UA vice-president added.

Situations where "Solomon and Sheba" has established new all-time theatre marks include: Loew's State, Atlanta; Capri, Boston; Tech, Buffalo; Wood, Chicago; Loew's St. Lulman, Cleveland; Capri, Dallas; Paramount, Denver; United Artists, Detroit; Rivoli, Houston; Loew's 17th, Miami Beach; Rialto, Park, Minneapolis; Penn, Pittsburgh; Hollywood, Portland, Ore.; and others.

Barden Move

(Continued from page 1)

reply to proposals by Congressman David D. (Pa.) and Roosevelt (Calif.) to the effect that he will hold off a vote in the committee setting a deadline for consideration of a new minimum wage law.

Furman also said that if the legislation is blocked in a subcommittee, they will try to force consideration by full committee before July 1, with Senate adjournment.

Chairman Barden said that thought Dent's proposal "would definitely unwise, inconsiderable, premature."

Sends Census Case to Texas State Courts

Special to THE DAILY

NEW ORLEANS, Jan. 14 — U.S. Circuit Court of Appeals for Fifth circuit has refused to accept the petition for arbitration case, holding the should be acted upon first by courts.

The circuit court vacated a ment of the U.S. District Court and dismissed an appeal brought by Kingsley Internati Pictures and Empire Pictures, tributing Co. against the city of Worth, it's mayor, the city manager, the chief of police, and the board of censorship. The act charged that the city's two cities under which an exhibition permit was granted to the film "And Created Woman" is unconstitutional and violative of the First and Fourteenth Amendments.

Judge Ben Cameron of the Court of Appeals here held that District Court in Texas should let a state court decide the constitutionality of the Fort Worth censors ordinance, and remanded the case.

Judge Cameron was joined by Judge Warren L. Jones, but J. Brown, dissenting in part, reversed District court's remand of the suit but he disagrees the question of sending the suit to state for decision, saying: "While the vehicle may be less than morally attractive, he wrote, "the plaintiff here is asking a right which history and constitution regard as of transcen value. A board of censors stands the way of free expression. What that action accords with the constitution is the question. It is a question which the District court and, if after, this court, should decide cannot run from responsibility or it off into the state courts."

Leon Blender Is Named AIP Vice-President

From THE DAILY

Hollywood, Jan. 14 — P. Blender was elected vice-president of American International Pictures.
"Success In The Sixties' is no mere slogan—it is a prediction based on realistic analysis. And for Paramount this optimistic conviction is substantiated by product already completed or well along in production and planning... product that guarantees **PARAMOUNT'S SUCCESS IN THE DECADE OF THE '60's WILL BEGIN WITH A BANNER YEAR...1960!**

*George Weltner*

Vice-President In Charge of World Wide Sales
Plan to Reorganize FIDO Goes to Film Union Federation Next Week

Fabian Report

(Continued from page 1)

gross income first quarter again net a...

The consolidated first quarter net was $28,195, or 40 cents per share.

The profit for the first quarter was $821,800, or 1.25 cents per share.

Fabian reported that the circuit has strengthened "through the addition of, least...

Stockholders re-elected Harry M. Kalmine, Maurice A. Silver, and David Fogelson.

expected that another dividend of 30 cents per share will be declared payable Feb. 25 to stockholders.

Stockholders re-elected Harry M. Kalmine, Maurice A. Silver, and David Fogelson.

Nathaniel Lapkin, and W. Stewart MacDonald.

The meeting was brief, and there were no questions from the 25 stockholders who attended.
THROUGH
THESE
FAMED
GATES –
THROUGOUT
1960 –
AN IMPOSING
PARADE OF
PRODUCT
WILL
SURGE . . .
GOLDEN GUARANTEE that "SUCCESS IN THE SIXTIES" WILL BE INAUGURATED BY A BANNER YEAR!
THROUGH
THESE
FAMED
GATES —
THROUGHOUT
1960 —
AN IMPOSING
PARADE OF
PRODUCT
WILL
SURGE...

GOLDEN
GUARANTEE
THAT
“SUCCESS
IN THE
SIXTIES”
WILL BE
INAUGURATED
BY A
BANNER
YEAR!
SUCCESS IN THE SIXTIES!

AND PARAMOUNT WILL CONTINUE TO LEAD THE INDUSTRY’S PARA INTO THE SUCCESSFUL SIXTIES WITH TOP PROPERTIES LIKE THE:

- Alfred Hitchcock's production of **NO BAIL FOR THE JUDGE**
  Starring Audrey Hepburn and Laurence Harvey. Technicolor.

- Jurow-Shepherd's production of **BREAKFAST AT TIFFANY'S**
  From Truman Capote's best-seller about the hilarious adventures of a Manhattan playgirl.

- Perlberg-Seaton's production of **NIGHT WITHOUT END**
  Important stars in an unusual story that travels to the ends of the Earth.

- Panama-Frank's production of **A CHILD IS WAITING**
  Ingrid Bergman stars in a heart-warming, human drama.

- Hal Wallis' production of **SUMMER AND SMOKE**
  Tennessee Williams' acclaimed play brought to the screen by the producer of "The Rose Tattoo."

- Henry Blanke's production of **AFFAIR IN ARCADY**
  For his first production for Paramount, the producer of "The Nun's Story" brings to life a novel by James Welland.

- Sy Weintraub's production of **TARZAN THE MAGNIFICENT**
  A brand new Technicolor adventure from the producer whose "Tarzan's Greatest Adventure" was the most successful in the series.

- Henry and Phoebe Ephron's production of **MELODY OF SEX**
  A highly-spiced comedy about a young American in Paris and his experiences with three French girls.

- Jurow-Shepherd's production of **THE FABULOUS SHOWMAN**
  From the best-selling biography of P. T. Barnum by Irving Wallace.
any Bill Would Cut
City Taxing Power

Special to THE DAILY

ANY, N. Y., Jan. 14. — Assem-

bly Michael G. Rice, Democrat


Queens County, has introduced a bill which amends Chap-


7 of the laws of 1947, to strike


provisions authorizing New York to impose a series of taxes, in-

cluding a hotel tax, to pay for entertain-

ment or amusement, and oper-

ated amusement devices.

or levies which New York is

pledged to return to the cus-

tomers in receipts from sales of

food; restaurants; use of util-

itiess, privilege of selling liquor, wine

and retail passenger motor

cars.

Rice will take effect July

60.

regate, Says Myers

(Continued from page 1)

chairman and general counsel,

a recommendation of the Drive-In Theatre case decided

by state superior court there in

January. The court ruled that "service charges" of 10 cents

on 80-cent admission retained by

hibitors are a part of the gross

receipts from admission sales on

the part of the exhibitors are

unlawful and the amount is payable to the distributor. They

levied, says he, are an illegit-

imate and unjustified by the state law.

Voters says, "It is important that

this be left to the courts and the public for decision."

As many exhibitors have not

violated the law.

Follows B.I.R. Plan

generally, they follow the prac-

tice of the Bureau of In-

terstate and Foreign Com-

merce in handling the ad-

missions tax collected from their

patrons. This procedure, he says,

"is a fair one."

A exhibitor has the same right to

a customer as a manufacturer to

keep a shop open for a price, as he has to

pay refreshments and candy for

customers to choose from, without

charging the distributor the suppli-

ies the film," he added.

5 Appoints Hohmann

pointment of William Hohmann

as director of sales promotion and rela-

tions for CBS Television Spot Sales

announced by Bruce Bryant, vice-

president and general manager, CBS

Vision Spot Sales. Appointment

takes effective Jan. 15. Hohmann

served the Thomas Davison, recently
department supervisor and presi-

dent, CBS Radio.

WABC-TV Will Launch

Animalland Cartoons

Animalland Cartoons," a special

film program, will be regularly pre-

sented on WABC-TV starting Sat-

urdays, 11:30-12:00 noon, starting on Jan.

25, it was announced today by A. L.

Hollander, Jr., program director for

Channel 7.

The program will be built around WABC-TV's exclusive "Ani-

malland" features which were pro-

duced by the special effects divi-

dent, the WABC-TV Program Depart-

ment.
TELEVISION'S TOP STARS OF THE YEAR

(Continued from page 1)

consecutive time while "The Perry Como Show" hosted "The Dinah Shore Show" in the Best Musical Show category. A surprise was the strong finish for third place made by the "Bell Telephone Hour" which only recently added popular music to its repertoire. Another perennial favorite, Mel Allen, took first honors as Best Sportscaster for the eighth consecutive time while The Year's Most Promising New Stars of Tomorrow proved to be Edd "Kookie," Byrnes ("77 Sunset Strip") and Tuesday Weld ("The Many Loves of Dobie Gillis").

The production team of Goodson-Todman again took all the marbles in the Best Quiz Show (Panel) contest when "I've Got a Secret" moved up from second spot last year to displace "What's My Line?" the latter finishing in the number two slot with "To Tell the Truth" again in the money. Goodson-Todman's "The Price Is Right" won the Best Quiz (Audience-Participation) Show title giving Goodson-Todman a four out of a possible six citations in the quiz field.

Repeaters include Garry Moore, who not only was named Best Master of Ceremonies but his "I've Got A Secret" and "The Garry Moore Show" were named in first and in third places in their respective races. Best Announcer again turned out to be Hugh Downs and Hugh's own program, "Concentration," was third to "The Price is Right" and "You Bet Your Life" in the audience-participation quizzer. Another off-time winner, "Today," held the Best Daytime Program citation which it also won last year. Mike Nichols and Elaine May, the comedy team that displaced Lucille Ball and Desi Arnaz last year in the Best Comedy Team segment, again wrested top spot from Lucille and Desi.

The networks' scramble for most of the marbles resulted in CBS scoring 14 firsts, NBC winning up with 11 firsts while ABC had to be content with two firsts. The complete list of winners follows:

Best Network Television Program ("Champion of Champions")
1. Playhouse 90 (CBS-TV, Thursdays, 9:30-11:30 P.M., multiple sponsors & agencies).
2. Ford Startime (NBC-TV).
3. Another Evening with Fred Astaire (NBC-TV).

Best Television Performer ("Champion of Champions")
1. Fred Astaire (NBC-TV, "Another Evening With Fred Astaire," Wednesday, November 1, 9:00-10:00 P.M., Chrysler Corp., Leo Burnett Co., Inc.).
2. Dinah Shore (NBC-TV).

Most Promising New Male Star of Tomorrow
1. Edd "Kookie" Byrnes (ABC-TV, Fridays, 9:00-10:00 P.M., multiple sponsors & agencies).
3. Bobby Darin (All Networks).

Most Promising New Female Star of Tomorrow
1. Tuesday Weld (CBS-TV, Tuesdays, 8:30-9:00 P.M., Philip Morris, Inc., Pillsbury Mills, Inc.-Leo Burnett Co., Inc.).
2. Connie Stevens (All Networks).
3. Luciana Paluzzi (NBC-TV).

PLAYHOUSE 90, Best Network Program (Champion of Champions). Shown is "For Whom the Bell Tolls."

MEL ALLEN JAMES ARNESS JACK BENNY

EDD BYRNES LUCILLE BALL RAYMOND BURR

PERRY COMO BILL CULLEN HUGH DOWNS

Best Comedian
1. Jack Benny (CBS-TV, alternate Sundays, 9:00-10:30 P.M., Lever Brothers Co., J. W. Thompson Co.).
2. Red Skelton (CBS-TV).

Best Comedienne
1. Lucille Ball (CBS-TV, Monday, 9:00-10:00 P.M., General Electric Corp., Mertler Thompson Co.).
2. Carol Burnett (CBS-TV).

Best Comedy Team
1. Mike Nichols & Elaine May (Networks).
2. Lucille Ball & Desi Arnaz (CBS-TV).

Best Comedy Show
1. Jack Benny Program (CBS, alternating Sundays, 9:00-10:00 P.M., Lever Brothers Co., J. W. Thompson Co.).
2. Red Skelton Show (CBS-TV).

Best Dramatic Program (1 Hour or More)
1. Playhouse 90 (CBS-TV, Thursdays, 9:30-11:00 P.M., multiple sponsors & agencies).
2. DuPont Show of the Month (CBS-TV).
3. Hallmark Hall of Fame (NBC-TV).

Best Dramatic Program (1/2 Hour)
1. General Electric Theatre (GTW, Sundays, 9:00-9:30 P.M., General Electric Co., Batten, H. R. 
Bartlett & Osborne Inc.).
2. The Loretta Young Show (MTW).
3. Twilight Zone (CBS-TV).

Best Variety Program
1. The Ed Sullivan Show (CBS-TV, Sundays, 8:00-9:00 P.M., gate-Palaiscope Co., Ted Bates Co., Inc-Eastman Kodak Co., Walter Thompson Co.).
2. The Steve Allen Show (MTW).
3. The Garry Moore Show (GTW).

Most Unique New Program
1. Twilight Zone (CBS-TV, Fridays, 10:00-11:30 P.M., General Foods Corp., Young & Rubicam Inc.-Kimberly-Clark Corp., Fox Coe & Belden).
2. The Untouchables (ABTV).
3. Sunday Showcase (NBC-TV).

Best Western Series
1. Gunsmoke (CBS-TV, Saturday, 10:00-10:30 P.M., Liggett Myers Tobacco Co., Danzinger-Pepper-Jewell-Sample Inc., Rending Rand, Inc., Young & Rubicam Inc.).
2. Maverick (ABTV).
3. Wagon Train (NBC-TV).

(Continued on page 15)
INNERS OF THE DAILY-FAME TV POLL

Continued from page 14)

Mystery Program
by Mason (CBS-TV, Saturs.
9:30-10:00 P. M., multiple sponsors & agencies).

Perry Como Presents (CBS-TV).

Sunset Strip (ABC-TV).

Vocalist (Male)
by Como (NBC-TV, Wednes-
8:30-9:00 P. M., Kraft. J. Walter Thompson Co.),

Sinatra (ABC-TV),

Williams (CBS-TV).

Vocalist (Female)
by Shore (NBC-TV, Sun-
9:00-10:00 P. M., Chero-
Motor Dir., General Motors
a Campbell-Ewald Co., Inc.),

Fitzgerald (All Networks),

Lee (All Networks).

Musical Show (Popular)
by Como Show (NBC-
Wednesdays, 9:00-10:00 P. M., Kraft. J. Walter Thomp-
Co.),

Chevy Show (ABC-TV),

Telephone Hour (NBC-TV).

Musical Show
by Huntley (CBS-TV),

Musical Show
by Leonard (NBC-TV),

Quiz Show
by Price (NBC-TV),

Quiz Show (Panel)
by Got A Secret (CBS-TV),

Quiz Show (Science Participation)
by Price is Right (NBC-TV),

Best Children's Program
1. Captain Kangaroo (CBS-TV, Monday-Friday, 8:15-9:00 A. M., multiple sponsors & agencies).
2. Walt Disney Presents (ABC-TV).
3. Huckleberry Hound (Networks & Ind.).

Best Commercial
1. Piel's Beer (Bert & Harry)
2. Ford
3. Falstaff Beer

Best Network Publicity Service
1. NBC
2. CBS
3. ABC

Best Advertising Agency
Publicity Service
1. Young & Rubicam
2. J. Walter Thompson Co.
3. Batten, Barton, Durstine & Osborn

Best Independent Publicity Service
1. Rogers & Cowan
2. Communications Counselors, Inc.
3. David O. Alber

Religious Series Set
HOLLYWOOD, Jan. 11 - Peter Levathes, president of 20th Century-Fox Television, has signed Eugene Vale, novelist and playwright, to create and develop a new dramatic series with a highly religious theme.

The setting of the new series will be contemporary. It will have a continuing lead character and is "designed to meet the increasing demand of audiences for spiritual subjects," according to Levathes.
**Motion Picture Daily**

**Dinner for Pickus Aids Rogers Fund**

*Special to THE DAILY*


An unspecified amount of money was earmarked for one of Pickus’ pet charitable activities, the Will Rogers Memorial Hospital.

The speakers roster, representing as distinguished a delegation of industry executives as has been heard in many years, cited the film as outstanding achievements in both civic and industry affairs.

**Communion Breakfast**

*(Continued from page 1)*

New York Journal American, and the Very Rev. Msgr. Timothy J. Flynn, director of the Bureau of Information of the Archdiocese, will be guests will include motion picture, television and radio stars.

Tickets for the breakfast are available through members of the sponsoring committee, representing each of the major companies and divisions of the industry. Committee members are: John W. Alienace, Joseph F. Arnold, Nar Alasyo, Margaret M. Bourdet, Francis X. Carroll, John Confort, Jr., Thomas Crehan, John Cusack, John Dervin, Jack de Wall, Joseph Dougherty, Albert A. Duryea, Kitty Flynn, John F. Esposito, John M. Geoghan, Agnes Mengel Grew, William J. Heineman, Walter F. Higgins.


**Coast Communion Set**

*For February 7*

**Los Angeles**, Jan. 14. — The motion picture industry’s annual Communion for Catholics in the motion picture industry in Los Angeles area has been announced for 9 A.M. Sunday morning. February 7, at Blessed Sacrament Church on Sunset Boulevard. His

premieres and into their key city first-run and subsequent run engagements. Exhibitors and industry executives have been said to be asked to participate in this program, which will be augmented by an intensification of "depth selling" which Gerard described as following a picture aggressively from point to point. The record grossing experience in the multiple breaks and subsequent play-offs on "Imitation of Life" and "Pillow Talk" affirms that the success and long run in film exhibitions only help to build the potential for this kind of product when aggressively sold through local advertising and promotion with each successive wave of release, Gerard said. This "depth selling" has had the full participation of U-F's exhibitor customers who have contributed importantly to these highly effective campaign which resulted in record results not only in the opening engagements but in the down-the-line play-offs, he added.

**Big Drive for Petticoat**

"Operation Petticoat" will be given the same all-out campaign support on it's multiple breakthroughs and play-offs as it received in the launching of its current record breaking engagements across the country.

Gerard outlined the aggressive underway on "The Snow Queen," U-F's Easter release. Launched with invited Thanksgiving theatre party pre views in New York and Christmas party pre views in 25 key markets around the country for thousands of members of the press, radio, TV and exhibitors and their children, "The Snow Queen" is now being exposed to an extensive product and merchandise tie-up campaign designed to have its full impact at the local theatre level for Eastern and the subsequent breaks in late Spring and Summer.

Highlighted by a $1,000,000,000 promotion, and in collaboration with George Yuld's most popular product for children featured nationally which will provide "The Snow Queen" with a $500,000 TV spot, well as depth in home and supermarket, the point-of-sale product promotion will also feature records, books, coloring books, shoes, dolls, dresses, jewelry and other mass consumables.

**Stresses Local Level Selling**

In commenting on the department's promotion and publicity objectives on this campaign, which will be backed importantly by national advertising, Gerard stated every line-up and every activity is designed to sell tickets at the local level. "Our plans and our efforts must be creatively conceived with both feet on the ground and both eyes on the box office. Will it sell tickets is the major objective of effective publicity and promotion," he noted.

"This type of selling," Gerard said, "will be part of presentation with George Yuld's activities on U-F's forthcoming releases with the Albert Zsigmond production of "The Private Lives of Adam and Eve," which will be released, and widely published as a result of intensive campaign throughout production set to be launched shortly on an ambitious scale sparked by a tour of Satan's Seven Sins." The campaign will continue.

**Other Pictures Considered**

Also reviewed by the company's advertising and publicity executives including Jeff Livingston, Herman Kass, Paul Kamay, Jerry Evans and Charles Schlaifer, head of the Schlaifer Advertising Agency, who participated in all-day promotion sessions, were campaigns on "Othello," "Too Soon to Lose," "The Pope," "The Ten Commandments," "Head of a Tyrant," "The Leech Woman" and "Brides of Dracula."

In a special message to the meetings, Lipson stated, in an opinion of my colleagues, the policy of aggressive nationalized selling followed up with substantial local theatre opening campaigns, proved most effective in the marketing of our product. We propose in 1959 to pursue this proven policy of dynamic selling with the determination to achieve the maximum gross potential of every picture on our schedule.

"Neither before in Universal history have we faced the future with so many outstanding top-star, blockbuster productions in prospect. I am confident that we will meet the challenge and obtain the utmost results from these pictures just as surely as we did in 1958." in 1959."

**"Porgy" in Caracas**

Samuel Goldwyn's "Porgy and Bess" will premiere its Todd-AO road-show engagement in Caracas, Venezuela, on May 18, it has been announced by Columbia Pictures International. At that time, the film will have opened its European engagements in Munich, Berlin and Stuttgart.

Arthur L. Mayer, long prominent in the importation and distribution of fine films in the U.S., has acquired controlling interest in an operating product from abroad, a Motion Picture and Advertising blast that suggested they identified in principle publicity the nature of picture by a label, for admission not for children.

**Presest Award to Frankel**

Mayer's views were expressed in an address during which he presided over Frankel, president of Z International Films, the Joseph Awards for the best foreign film of 1959, honoring that company's 400 Blows.

In urging classification-in-advising, Mayer emphasized the fact that there is an import effort being made at the present time to hold film importers responsible in a measure for the current wave of film censorship bills being long in many parts of the country.

In rebuttal, Mayer said the themes, perversion and homosexual found in American films and a matter of measure.

**Burston Would Be Shocked**

The late Joseph Burston, for the Burston Motion Pictures, Mayer, "would be shocked and amazed" at many of the films produced in the U.S. today. He congeals the face of importers and other producers present for the new product being offered by them a time.

Presentation was made to El at a cocktail party held in the house here last evening.

**TOA and SPG Liaisons**

Units Will Meet At

*From THE DAILY Review*

Hollywood, Jan. 14.—A conference of the Screen Producers Guild and Theatre Owners of America will meet in Hollywood today with Walter M. Winckler, president, who has informed Albert M. Pickus, Trent of TOA, agreeing on that. The agenda will be prepared by hand by the joint groups, SPG's first vice-president, Julian Stein.

**Blaustein's Idea**

Blaustein initiated the idea conference as a means of promoting better understanding between the two and film makers. Problems both producers and exhibitors be aired at the meeting and be discussed for implementation of what action finally will be taken.

The SPG's Blaustein will include Arthur Jerry Wald, Frank P. Rosenbard Jerry Breder, Si Fabian, Stanley president is chairman of the council. Other members include S. Markley, AB-PT vice-president, Ve Leve, Fox West Coast president, George K. Kerastes, president Kerastes Theatres and Pickus.
TOA Optimistic for Strike Settlement; Warns of Product Cut in Case It Comes

A promised increase in the number of pictures to be released from Hollywood in 1960 hinges to great degree on negotiations by the film companies with the guilds and unions on new contracts, members of Theatre Owners of America are told in the organization's current Bulletin, released here at the weekend.

TOA is hopeful that the threatened strike will be avoided by a settlement but if it comes "it could stop all production except what the companies can keep in the pipeline."

(Continued on page 6)

Four-City Premiere Set For Fox’s ‘Bismarck’

Twentieth Century-Fox’s "Sink The Bismarck" will have a simultaneous premiere on Feb. 11 in four cities more than 3,000 miles apart. To be attended by many of the most celebrated figures in international circles, the premiers will take place in London, Washington, D.C., Toronto and New York, at the same time.

The London event will bring Prince Charles of England to America for the first time. (Continued on page 2)

Family Films on Ride; Were Doubled in 1959

Out of 224 pictures released last year some 25, or 11 per cent, were rated as suitable for family audiences by the Motion Picture Association’s Film Estimate Board of National Organizations (Green Sheet). The tally was made by Theatre Owners of America and reported in its current Bulletin, which notes that the number of family films in 1959 was almost double that of 1958, when only 18 out of 200 were so rated.

TOA offers the information as "an interesting answer to the critics who ask about the need for film censorship."

Out of the 25 family films for 1959 TOA observers that only one, "Shaggy Dog," was a "smash success." The Bulletin adds, "You will recognize in the list many fine quality pictures that lagged badly at the box office."
**PERSONAL MENTION**


**JACK KARP**, Paramount vice-president in charge of production; **RUSSELL HOLMAN**, Eastern production manager; and **LUCILE PETERSON**, vice-president, will arrive in Paris today from London.

**MOSES LEDOVITZ**, president of Independent Theatres Inc., Chattanooga, will arrive in New York today from Tennessee.

**EDWARD L. HUMAN**, vice-president of American Broadcasting-Paramount Theatres, and **BARNARD LIVY** and **AL SICIGANO**, his assistants, will leave here today for Detroit.


**LEONARD ANDERSON**, president of Leonard Anderson Associates, producers of theatrical and TV films, has returned to New York from the West Coast.

**DICK WINTERS**, 20th Century-Fox publicity executive, will leave here today for Washington.

**ELLA KAZAN**, producer-director of 20th Century - Fox's forthcoming "Wild River," has arrived in New York from Hollywood, where he filmed the picture.

**MILTON GOLSTEIN**, international sales coordinator of Cecil B. DeMille's "The Ten Commandments" for Paramount, will leave here at the weekend for London and Paris.

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**‘Bismarck’**

(Continued from page 1)

Philips, Royal Consort, under whose auspices the premiere is being held, will call at the Carleton Theatre, along with a host of top British Naval officials, including Lord Mountbatten and Lord Brabourne, producer of “Bismarck.” Speculation in London is that Sir Winston Churchill, who gave the famous order to “Sink the Bismarck,” will attend.

The Washington premiere will be attended by the British ambassador to the U.S., Sir Harold Caccia and his mission, with naval leaders of both countries.

In New York, the gala affair will be held at the Paramount Theatre, with bands and representatives of the British Fleet forming an honor guard for arriving celebrities.

In Toronto, similar festivities will take place simultaneously as detachment of the Royal Mounted Police, and The Queen’s Own Guards from the province march in tribute to the Royal event.

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**Name Five Judges for Goldwyn Writing Contest**

*From THE DAILY Herald*

**LOS ANGELES**, Jan. 17.—Five distinguished men of the theatre and university world will serve as judges in the sixth annual Samuel Goldwyn Creative Writing Contest. Initiation at UCLA, it was announced by Dr. George M. Savage, of the UCLA Theatre Arts Department.

In 1960 include—Charles Brackett, former president of the Motion Picture Academy of Arts & Sciences and motion picture producer-director; Ken Englund, president of the Screen Writers Guild of America, West; Richard Nash, Broadway and Hollywood playwright; Dr. Samuel Selden, chairman of the UCLA Theatres, the UCLA Department of Drama, and Dr. James Phillips, chairman of the UCLA English department.

**McWilliams Renamed on ‘Oscar’ Coordination**

Harry K. McWilliams has been named promotion and publicity coordinator for the 1980 Academy Awards, it was announced by Si Saecker, chair-
man of the MPAA advertising and publicity directors committee. This is the second year McWilliams has been chosen to guide the industry’s annual public relations schedule.

McWilliams has served Metro-Goldwyn-Mayer since the last Academy program, he joined Oscar A. Doob in a capacity as the box office publicity and promotion unit and also organized and directed the “group selling” and “youth performance” campaigns for “Ben-Hur.” McWilliams left M-G-M Friday and joined the MPAA today.

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**What’s a Gazebo? Ask the Pigeon**

(Continued from page 1)

What’s a Gazebo? Ask Walter Pigge, here now on behalf of “More Publicity For Pigeons Week.”

That was a big question Friday when Herman, the pigeon-actor of “The Gazebo” consented to fly from the editor’s office window at Motion Picture Daily to his own “Gazebo” on upper Fifth Ave., writing in his message cap on his leg the editor’s answer to the question.

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**Relatives Winging Eastward**

Waiting in the First Ave. "gazebo" was a man who telephoned the answer back to the sender via the Pigeon Air Transportation Service. Other cousins of Herman winged toward New York over the weekend from such locales Theatres Towns as Canton, Cleveland, Dayton, Columbus, Norfolk, Washington and Richmond.

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**To Launch ‘Hill’ Pre-Sell in Frisco Wednesday**

*Special to THE DAILY*

**SAN FRANCISCO**, Jan. 17.—MGM will launch "On Home from the Hill" here Wednesday with a screening and discussion to be attended by leading ex-
hibitors. The plan, worked out by Sol C. Siegel, MGM studio head, and Jack Byrne, sales manager, will get underway at the Nob Hill Theatre here where the film will be shown, followed by a luncheon to be attended by director Vincenzo Minnelli and three stars of the picture.

Also participating at the kickoff meeting will be Western Division sales manager; Sam Gardner, San Francisco exchange head; Clark Ramsay, Emily Torchio, Jack Atlas of the studio, and Al Cohen of the New York office.

This will be followed by similar previews in other key cities during February, prior to release of the film in selected situations, including Radio City Music Hall, in March.

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**Plans London Shooting**

**HOLLYWOOD**, Jan. 17.—Producer Herman Cohen has announced he will shoot his new film, "Conga," at the Merton Park Studios in London with production starting March 2. "Conga" is an original story and screenplay by Cohen and Aben Kandel, and will be produced in CinemaScope and color.

American-International Pictures will keep a London office during production to keep the film close to the action.
Rackmil Tells '60-'61 Plans

Variety Club News

BUFFALO—George W. Eby, Variety Clubs International chief Barker; George Wilson, executive director; Edward Emanuel, first assistant international chief Barker, and William Koster, international representative, have returned home from the Variety International regional meeting at the Statler Hilton Hotel.

NEW ORLEANS—Irwin Poche, former exhibitor and now promotion director of the New Orleans Athletic Club, has been elected chief Barker of Tent No. 45. Also elected were: Eugene Calonge and Harry Batt, assistants; Carl Mabry, dough guy, and W. A. Hodges, property master. At a special meeting it was decided to conduct a membership drive in February with the object of bringing the roster up to 400.

MINNEAPOLIS—Board members of Tent No. 12 will be presented the Regents Award of the University of Minnesota at a dinner to be held Feb. 19 on the university campus. The club will be honored for its special project, the Heart Hospital, also located on the university campus.

'Swan Lake' Parties

To Be Arranged Here

Arrangements for theatre parties and student groups to attend "Swan Lake," second of the Soviet-American cultural exchange films, starring the Bolshoi Ballet, have been made by the Normandie Theatre where the film will have its premiere next Monday on a companion extensive radio and television campaign. It was announced at the weekend by Columbia Pictures.

Date for theatre parties will be available after Feb. 1.

Valiant Acquires, Dubs Two French Films

Valiant Films has acquired two French Films from Richard Davis. "A Kiss for a Killer" (formerly "What Price Murder") and "Grishi." The pictures have been dubbed into English and will be released in mid-February. A companion extensive radio and television campaign is now being readied to promote them.

Both films had runs in New York City in the French version last year.

UA Signs Tape Deal

United Artists Records is moving into the stereo tape field, it was announced by David V. Picker, executive vice-president of the company, as a result of a new agreement with United Sound Systems, Inc. (a division of Ampex Audio Company). UST will duplicate, package and distribute key material from the UA stereo catalog, including sound track, classical, pop and jazz material. The first release is being planned for mid-February.

Launch 'Fugitive Kind' National Drive Today

New York Bookers Hold Installation Tone

Katherine F. "Kitty" Flynn, veteran booker for Paramount Pictures, will be guest of honor tonight when the Motion Picture Bookers Club of New York holds its annual installation dinner at Tavern-on-the-Green here. It will be the first time in the club's 21-year history one of its own members was invited to be guest of honor.

More than 300 persons are expected to gather to watch the installation of the following officers: Jack Brinbaum, president; Peter Sage and Gerald Frankel, vice-presidents; Ben Friedman, secretary-treasurer; Frank Patterson, financial secretary; Lester Schoenfeld, sergeant-at-arms, and Lee Kaye, Martin Perlberg, Carl Hodges, Sidney Klein, Edward Richter, Jerry Horowitz and Etta Segall, treasurers.

Si Fabian will be toastmaster and other industry leaders present will be Harry Brandt, Sam Rinzler, Hugh Ovden, Walter Reade, Jr., Emanuel Frisch, Jack Byrne and Eugene Piker.

Patrick, Stark Merge

HOLLYWOOD, Jan. 17.—John Patrick, writer, and Ray Stark, producer, have formed a new company here for the production of at least four major films. Each will contribute at least two properties in launching the organization.

Moss Promotes Slater

Nat Slater, manager of the B. S. Moss Forum Theatre here, has been promoted to the post of metropolitan supervisor of the circuit. He will continue to make his headquarters at the Forum Theatre.

(Continued from page 1)

planned, impressively cast and impor-
tantly produced," Rackmil said. "The distribution and merchandising of these productions will be handled on an individual basis so that each pic-
ture's potential is fully realized."

"Universal's success story of the past year, following the drastic re-
alignment of our production and distribution and marketing forces all over the world, is a dramatic confirmation to all sections of our business, that the motion picture has entered a new era in which promises great returns for those who provide the kind of important entertainment that can reach out and attract all sections of the great and growing mass movie-going audience," he declared.

Variety of Properties Planned

Films of today and tomorrow "have to be designed as real attractions," he pointed out, "and have to afford the projection based on the important idea that that motion picture theatre screens can alone provide. Universal has this as its underlying production objective and will place before the cameras a variety of important pro-

Launch 'Fugitive Kind'
National Drive Today

United Artists is launching the first phase of its national exploitation cam-
paign for Tennessee Williams' "The Fugitive Kind" with Jack Goldstein, special field representative, embarking on a coast-to-coast tour start-
ting today in Pittsburgh, it was an-
ounced by Fred Goldberg, UA na-
tional director of advertising, pub-
licity and exploitation.

Goldberg said the major markets of this initial penetration include Pitts-
burgh, Philadelphia, Boston, New York, Minneapolis, St. Paul, Chicago, Cleveland, Dallas, Toronto, Detroit, Lon-
to, Charlotte, Cincinnati, Cleve-
land, Indianapolis, Jacksonville, Mil-
waukee and Pittsburgh participating.

Katz, Morris of Katz Advertising, publicist representative will out-
producational plans.

The fourth and final in the series of meetings, which will conclude at the Executive House in Los Angeles on Jan. 27, will be held in New Orleans with regional sales manager Wilkinson conducting the meet-

Florida Radio Outlets
Carry 'Tyler' Debut

Special to THE DAILY

SARASOTA, Fla., Jan. 17.—More than 40 Florida radio stations will be a statewide broadcast of the pre-
durrence of Walt Disney's "Tyler" here Friday. The broad-
cast will originate from the Jadran Room of the Florida Theatre from 7:30 to 8 EST, and will be taped for use later.

Shed in the ceremony will be the LeRoy Collins, Mayor Frank-
ning of Sarasota and members of the cast of "Toby Tyler." Ray Starr, Florida States Theatre's radio and television department will direct the de-

Correction

Through a typographical error con-
solidated net income of Loew's, Inc.
for the quarter ended Nov. 20, 1958, was incorrectly stated in Mot-
ion Picture Daily on Friday. The correct figure is $1,952,000. This com-
panies with $1,952,000 for the quarter ended Nov. 20, 1959.
Play It While It's At The
Of National A

“One of the 10 Best of the year!”
—Bosley Crowther, The New York Times

“One of the 10 Best of the year!”
—Time Magazine

“One of the 10 Best of the year!”
—Philip Scheuer, Los Angeles Times

“One of the 10 Best of the year!”
—National Association of Radio

Date it now as the Awards and Honors continue to pour in!
GEORGE STEVENS’ PRODUCTION OF THE DIARY OF ANNE FRANK

"One of the 10 Best of the year!"
Paul V. Beckley, - N.Y. Herald-Tribune

Starring with
MILLIE PERKINS · JOSEPH SCHILDKRAUT
SHELLEY WINTERS · RICHARD BEYMER
GUSTI HUBER and ED WYNN

CinemaScope
STEREOPHONIC SOUND

PRODUCED AND DIRECTED BY
GEORGE STEVENS
SCREENPLAY FROM THE PLAY BY
FRANCES ALBERT
GOODRICH & HACKETT
Television Today

Australian TV

Continued from page 1

Theatres, said here Friday in an interview.

O'Halloran, whose nine-theatre circuit is directed by his father, Frank, cited the three following steps most exhibitors will be taking; disregard and indifference to television's threat, widespread idolization by Skiatron stockholders of television stations by financiers in the motion picture industry.

The growth of Australian television in the past three years has been "remarkable," according to O'Halloran, who shortly will conclude two months travel through the United States. For his talks with exhibitors in large and small cities he visited San Francisco, Los Angeles, Albuquerque, Oklahoma City, Chicago, New Orleans, Miami, York and expressed gratitude for the welcome accorded him.

American films which most strongly represent "good family entertainment" are the ones most substantially received in Australia, O'Halloran said. Most American "Blockbuster" pictures are restricted to theatres in large cities, such as Melbourne, Sydney and Perth, he added.

Skiatron Suspension

Continued from page 1

SEC hearing examiner Robert Hislop in the matter of trading Skiatron stock in the period before registration with the commission, participants were able to reach a stipulation agreement. The size, number and dates of loans made by Judson to Muncie and Fox, who used Skiatron stock, Television industries stock and other negotiable securities as collateral, were entered into the record.

Merton Carlin, president, and sole stockholder of Judson, testifies that his 1959 securities balance sheet showed his company to have only $5,000 in cash left in the $57,000 shares it had had as collateral for loans to Matthew Fox.

Says Fox Was Notified

Carlin testified that Fox's office was notified either by phone or mail, or both, when stock was about to be sold or shortly after it had been sold. Skiatron's lawyer, James M. Ludlum, insisted that the receipts of transactions between Judson and Fox, who had been granted an exploitation license for Subscribers, were unknown to his client.

Julian Jawitz, attorney for Arthur Levey, Skiatron's president, also disavowed knowledge of the Judson-Fox notes. Matthew Fox has a Skiatron stock.
Star Salaries, Censorship, 'Blacklist' Aired on TV Show by Industry Heads

BY SIDNEY RECHETNIK

Six prominent industry figures engaged in a round table discussion of several industry problems over local television station WNTA-TV's program "Open End," for two hours and fifteen minutes Sunday night. Late viewers (the program began at 10:00 P.M.) heard the opinions of Max E. Youngstein, vice-president of United Artists; Doris Schary, producer and writer; Otto Preminger, producer-director; Daniel Mann, director; Charlton Heston, ac-

16 Films Banned
By Atlanta in '59

ATLANTA, Ga., Jan. 18.—Twenty-seven pictures ran into censorship trouble in Atlanta during 1959, with sixteen refused permits completely and 11 approved only after cuts were made.

Mrs. Christine Gillham, Atlanta censor, told the Atlanta Library Board in submitting her annual written re-

Services Tomorrow for Ulric Bell, Skouras' Aide

Funeral services for Ulric Bell, executive assistant to Spyros Skouras, 20th Century-Fox president, will be held at 11:30 A.M. tomorrow at the Frank E. Campbell Funeral Church, Madison Avenue and 81st Street.

Bell, who was 68 years old, died of a heart attack on Sunday at his home in Manhattan. He joined 20th Century-Fox in 1947 as director of maga-

Levine Chosen Showman Of Year by N. Y. Variety

Joseph E. Levine, president of Embassy Pictures, has been named "Showman of the Year" by the Variety Club of New York. Levine will be honored at a special invita-

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Report 'Good Meeting' Between SAG, Majors

From THE DAILY Bureau

HOLLYWOOD, Jan. 18.—Major producing company presidents will continue negotiations with the Screen Actors Guild, being subject to call by Charles Boren and John Dales, representing the Association of Motion Picture Producers and the SAG, re-

Le-Sac Planning 2 More Films To Shoot Here

By SAUL OSTROVE

Le-Sac Productions, combining the efforts of director Herbert J. Leeder and producer Monroe Sachon, will shortly launch its low budget, exploitation "plus" series of motion pictures

No Word from Assn.

Little Prospect Of Allied Board Special Meet

N. J. Group Had Urged Internal Problems Study

Officials of Allied Theatre Owners of New Jersey said yesterday that not having had word of the calling of a special meeting of the Allied States board to discuss internal problems confronting it, as requested by the Jersey organization two weeks ago, they are now assuming that their re-

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To Promote Fox Films

In Sunday Supplements

30th Century-Fox has placed an order with 75 leading newspapers, through the Puck and Metro groups, for a special full-color, full-page Sunday supplement in the Department of "Sink the Bismarck," "Dog of Flanders," and "Masters of the Congo Jungle" in "action-reader" form, it was announced by vice-president Charles Einfeld.

Preliminary to the extensive campaigns on the three films, this allocation closely follows the $500,000 recently set aside for the extensive television campaigns on the three productions.

To be read by more than 90 million people in almost every state, the "Bismarck" supplement will break across the country Feb. 14 through Metro, and Feb. 21, through Puck. The New York newspapers will carry the Puck section on the 14th.

The "Dog of Flanders" supplement will be on the newsstands in early March, in advance of closely-following playdates. "Masters of the Congo Jungle" supplement appearance form will be in print in late March, just before April playdates.

RUBE JACKER, Columbia Pictures' vice-president and general sales manager, is in Cleveland from New York.

St. DEANER, MGM's Eastern advertising manager, has returned to New York from Rome.

Meyer M. Hutner, William Goetz Productions vice-president and director of advertising publicity, has returned to New York from Hollywood.

Irving Rubin, vice-president of Highroad Productions, has returned to New York from the Coast.

Sol A. Schwartz, president of RKO Theatres, has become a grandfather again with the birth of a girl to his daughter-in-law, Mrs. Leon A. Schwartz.

J. H. "Tommy" Thompson, president of Theatre Owners of Georgia and head of Martin & Thompson Theatres, Hawkinsville, Ga., has returned there from Atlanta.

Leo Lienhart, of the Buena Vista office in Cleveland, will be married there on Feb. 27 to Irene Clay, also a member of the staff.

A 'Trust' Laws

(Continued from page 1)

recommendations to strengthen the anti-trust laws that he had made earlier. He seeks enactment of a pre-merger notification bill, which would require businesses "of significant size" to notify the Justice Department and Federal Trade Commission of proposed mergers. He would authorize FTC to file suit to enjoin stop mergers in cases where it appears a violation of law is likely if the merger were to be consummated. Also requested is new power for the Attorney General to compel companies to produce data when civil procedures under the anti-trust law are contemplated.

Changes in depreciation rules sought by the Administration have been hailed by the Secretary of the Treasury as the forerunner of "greater flexibility" in computing depreciation for tax purposes. The President's proposal—which has already been bodied in bills introduced by Chairman Mills (D., Ark.) of the Ways and Means Committee and its ranking minority member, Noah Johnson (R., Ill.)—is to tax at ordinary income rates the gain realized upon the sale of depreciable property other than real estate. At present, capital gains are taxed at the capital gains rate.

Anticipating that the Small Business Administration will increase its activities in fiscal 1960, the President asks for an additional $600,000 for SBA's loan fund. During fiscal 1961 the agency is expected to lend a total of $120 million of its funds, up from $102 million in this fiscal year.

AMPA Nominations for 1960 Are Announced

Election of the slate of officers for the Associated Motion Picture Advertisers for 1960 has been announced by Vincent Troche, chairman of the AMPA nominating committee. They are: president, Bob Montgomery; vice-president, Al Fleischer; treasurer, Hans Borrows; secretary, Fred Stur; chairman of directors, Barnstyn, Fleischer, Jr., Ray Gallo, Paul Greenhalgh, Sam Horvat, Blanchingeston, Bob Montgomery, Marca Stupny, Troia; Robert Charles Alcicote, David A. Bader, Gordon White.

Ge Eichman and Adeline "Fay" Puelle will continue to head the public relations committee.

Music Hall Ups Turner

Harold J. Turner, who has been first assistant stage manager at the Radio City Music Hall here, has been named stage manager. He will serve under John Jackson, director of stage operations. Frank Hawkins will take over the post of assistant stage manager.

Approve Plan for New Loew's Theatre, Hotel

A preliminary study for plans for the erection of a combination theatre and hotel on the site of the present Loew's Lexington Theatre here has been presented by the board of directors of Loew's Theatres, Inc., it was announced by Eugene Picker, president. The plot consists of 100 feet of Lexington Avenue, with a depth of 320 feet on Fifty-First Street.

Picker stated that both the theatre and hotel will be ultra-modern in design and that the plans for an off-Broadway stage success. Both productions are planned for spring. One was described as Sachson as a "woman's picture" which will star an actress not seen often in recent years. The second film, rights to which are owned by Continental Distributing, Inc., distributors also of "Pretty Boy Floyd," is "My Boy," which will be an off-Broadway stage success several seasons. Both productions are planned for spring.

Production in New York is much cheaper than it is in California," Leder said. "Industry people here seem to be less independent; they go out of their way to help a producing team. Even the major studios and producers are cooperative by providing facilities for filming here." Leder said that most of his interiors at the Gold Medal Studio in the Bronx.

"Pretty Boy Floyd" will have its first national booking this Thursday in 20 Loew first-run houses, most of them in Ohio and in the Kansas City area, two local weekly titles. Arthur Floyd, America's Public Enemy No. 25 years ago, was most active, according to Sheldon Conings, Continental vice-president. By Feb. 15, Ginsburg added, the film will have been booked into 180 houses. New York bookings are still inadequate.

H. A. Washburn Dies

ST. LOUIS, Jan. 18—Herbert A. Washburn, 67, branch manager for National Screen Service here, died at the weekend. With NSS for over 35 years, he held the position of branch manager here since 1938. He is survived by his wife, the daughter and brother.

Federal Bud

(Continued from page 1)

major study of ultra high free television by the Federal Communications Commission.

The president has proposed doubling the government's pay-TV fund. The fund in the coming fiscal year has asked for $5,300,000 for the gram. Congress has in the past to date rejected such requests.

An increase of $4,200,000 in the U.S. Information Agency sought for fiscal 1961. About 900 of this amount is earmarked specifically for the production of a foreign television transmission picture, and information activities.

The motion picture service get a total of $5,671,000—over $4,300,000 over the current year.

The budget request for the F Communications Commission in 1961 calls for almost $3,000,000 over the $10,600,000 appropriated fiscal 1960. Of the $18,600,000 FCC wants $2,250,000 to pay two-year comprehensive study of high-frequency television transmission.

An additional $2,600,000 is asked the Justice Department's Art Division. Total sought is $4,760,000.

See Telemap Cano

Start in 'Few Week

The Telemap pay TV opera Etobicoke, Ont., is scheduled under way in the next few w The Wall Street Journal's staffer Kenneth F. White reported the Toronto suburb yesterday.

He said programming will e sporting events and church so in addition to the motion picture "grade A" films will be on Tel before they have been shown downtown theatre he said h in Fuzion and possibly Paramount Pictures subsidiary.

Nat Taylor, president of 20th Century Theatres, Canada, is quoted saying, "If the public wants more frequent and frequent (that muchelei), we'll be glad to sell it would be glad to see it a failure." But Joseph Strauss, pr of Theatres Owners of Quebec, a threat to the existence of n says he will "fight this way every can.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • 3-6400
CARY GRANT • TONY CURTIS • LEON RITCHOTTE
NEW YORK CITY • 6-8500
CABRAY, GRETAG • GARY COX • RAYMOND DALDO
EASTERN COLOR & GREAT STAGE SPECKS

MOTION PICTURE DAILY Tuesday, January 16
Over M.P.I. Quotas

chicago, Milwaukee
Special to THE DAILY

AUKE, Jan. 18. — Quotas and in Chicago for stock sub-
s in Motion Picture Investors re-subscribed at meetings
in the last week, it was announced

A doctor is faced with a grave and terrible decision in "The Bramble Bush," a controversial drama based on the novel of the same name by Charles Mergendahl. His best friend, a man dying of an incurable disease, pleads with the physician to give him an overdose of drugs and thereby put an end to his unbearable suffering.

For three-quarters of the length of this picture the problem is both intriguing and persuasive, thanks not a little to the fine acting of Richard Burton and Barbara Rush in pivotal roles. Burton portrays the doctor, a lonely man who has come back to the New England town of his birth to see what he can do to ease the travails of his friend, and when he arrives he still hopes for a last-minute "miraculous" cure. Miss Rush is the wife of his doomed friend who loves her husband but finds herself in time physically attracted to the doctor. Tom Drake is the ex-
piring husband, ending his days in a pain-ridden hospital bed.

In less sensitive hands this situation could have made for a maudlin soap opera, but it has both believability and poignance under the direction of Daniel Petrie. Slowly but inevitably, the horror of the situa-
tion takes hold of the audience as it grows more complicated and difficult to resolve.

In returning to his home town the doctor also encounters painful memories from the past he had rather forget. In a strong dramatic scene he reveals to the wife of his friend some of that past unhappi-
ness, especially his discovery of a boy that his mother was unfaithful to his father. Burton plays this scene brilliantly, and at the end of it he

arooses the audience fully share. Miss Rush, who grows steadily as an actress, makes credible and touching the loneliness and yearning that drove her to seek to comfort the doctor until she is caught up in an adulterous affair.

The whole sad business reaches its climax when the doctor decides to give his friend the fatal injection of morphine, which he does in a most

agonizing scene.

The moment that happens, however, the picture starts downhill. Melodrama and confusion take over in the script Milton Sperling (who also produced) and Philip Yordan have written. A nurse, played by Angie Dickinson, who is in love with the doctor and jealous of his affair with Miss Rush, exposes his crime. He is brought to trial for murder. After a brief courtroom sequence in which the issue of eutha-
nasia, or mercy killing, is not even allowed discussion—the judge bars it as irrelevant—the doctor gets off scot free. But at least he doesn't get the girl. She leaves him although she is about to bear his child.

The end result is that "The Bramble Bush" raises the issue of euthanasia without ever really taking a convincing and clear stand on the subject. It beforms the question with melodramatic irrelevancies.

The only character in the story who speaks out on the matter with any articulate force is a priest who condemns it as against the laws of God.

It should also be noted that the picture appears to violate a provision of the Production Code stating that "mercy killings shall never be made to seem right or permissible." The film, however, has a Production
Code seal.

Other actors in the generally competent supporting cast include Jack Carson as a shyster attorney; James Dunn as the town drunk; and Henry Jones as a lecherous newspaper editor. Photography is in Techni-
color.

Running time, 105 minutes. Adult classification, Release, in February.

RICHARD GERTNER

Patrick Frawley

technicolor Board

From THE DAILY Bureau

LYWOOD, Jan. 18. — The of Patrick J. Frawley, Jr., to

of directors of Technicolor, as announced today by John
A., president and general man-
ger of the company. Frawley is

director and of Eversharp.

Accepting membership on the Frawley stated he is "pleased
the prospect of working closely

work and other members of the

ment toward the future ex-

of the company's activities,

sentially the company's plan

for the potential growth

ings which await future ex-

of the technicolor name and

in the amateur photograph-

as well as in the motion pic-

ture enterprises," Frawley said.

PT Officials Start

ings in Detroit

Special to THE DAILY

BOT, Jan. 18. — Officials of of American Broadcasting-

Theatres' north central office

will start their visits to meet-

theater operators, this week. Charles M. Hauge, vice-
president of United Detroit Theatres, and his aides, Charles

White, advertising director;

Amusement Co., Minneapolis, and

his film buyer, John Brampton; A. Don

Allen, general manager of Tri-State Theatre Corp., Des Moines, and

Doyle, advertising director;

Bernard Levy and Al Sicignano,

assistants to Hauge.

Portland House Opening

PORTLAND, Ore., Jan. 18. The new Portland Music Box, a unit of

Hamrick Theatres, will open on Wed-

esday with an engagement of MGM's "Ben-Hur." MGM held a press pre-

viewing of the picture today and has

scheduled a guest preview for to-

tomorrow.

Dore Schary on Friday will address the North Shore chapter of the Brandeis University National Women's Committee at its winter meeting in the Temple Beth-El, Great Neck, L.I., N.Y. Mrs. Jean Rockwell, Robert S. Benjamin, chairman of the board of United Artists, will preside.

Herbert A. Macdonough has been named by the Wholesale and Retail Division of Technicolor as manager of product marketing for Anso, the photographic manufactur-
ing division of General Aniline and Film Corp. He has been with the company for 22 years, most recently as manager of professional product sales.

Nick Lubich, formerly with Oliver Theatre Supply and National Theatre Supply in Cleveland, is now a full partner with Arnold Weiss in Ohio Theatre Supply Co. There, incidentally, he will be married on May 28 to Nancy Naperta.

George Mitchell, salesman in Dallas for United Artists Associated, will sail from New York on April 4 on the "Caronia" with Mrs. Mitchell for a

cruise to the Caribbean. The voyage is a gift of the company, the first

prize, won by Mitchell, in UA's three-

months sales contest, which ended Dec. 21.

Charles W. Carter, for the past three years ASCAP field representative in the Detroit area, has been ap-

pointed district manager of the So-

ciety's Minneapolis office.

Arvin K. Rothschild, veteran exhibi-

tor who has headed National Theatre Enterprises, Jacksonville, for the past 13 years, has been named head of NTE's parent company, Continental Enterprises, Inc., with headquarters in that city.

"Can-Can" To Open at

Gary Theatre in Boston

Special to THE DAILY

BOSTON, Jan. 18. — Ben Sack's Gary Theatre will show "Can-Can" on March 23, Alex Harrison, general sales manager of 20th-Fox, announced at a press luncheon today at the Boston Club, and president Spyros Skouras will attend the first of five charity preview engagements on that date, it was learned. Skouras is national chairman of the Hellenic University of America to be built on a site of 60 acres in Brookline, with the proceeds from the opening to be given to this cause.

With Harrison at the luncheon hosted by Ben Sack were Glen Norris, Martin Moskowitz, Edward Sullivan, Clarence Hill, Jack Bloom, all from New York and Al Levy and Phil Engel from the Boston exchange.

Tomorrow the top executives will sit down with the local press to tell of the 1960-61 Fox product at an informal luncheon.
JOHN WAYNE FINISHED ALREADY HAILED AROUND WORLD WILLIAM RANDOLPH HEARST

JOHN FORD, after viewing a three-hour rough-cut of “The Alamo”, directed and produced by Wayne, declared in an interview with William W. Pigue of the Los Angeles Evening Herald-Express and other Hearst newspapers:

“THIS IS THE MOST IMPORTANT MOTION PICTURE EVER MADE. IT’S TIMELESS. IT’S THE GREATEST PICTURE I’VE EVER SEEN. IT WILL LAST FOREVER — RUN FOREVER — FOR ALL PEOPLES, ALL FAMILIES — EVERYWHERE!”

* Original Screenplay by James Edward Grant
HOOTING "THE ALAMO"
A PAGE ONE NEWS EVENT!
ROTE TO SIXTY MILLION PEOPLE:

"I HAVE SEEN A LOT OF PICTURES MADE
BUT I HAVE NEVER SEEN ANYTHING TO
EQUAL THE FILMING OF 'THE ALAMO'"
Atlanta Censor

(Continued from page 1)

is the highest number she has re-
jected. The last previous high, she
said, was 294 in 1949. Only one was
turned in 1926, the lowest number.

Mrs. Gilliam told the board she pre-
viewed 201 movies during last year
but declared only 33 were deemed
worth of "calling to your favorable
attention." This was not a very high
percentage, she said.

The so-called 'adult' theme movies
have appeared in ever-increasing
numbers," she said. "Subjects that were
considered absolutely taboo even three
years ago are now allowed. There has been
a steady decline in moral and other
standards since revision of the Produc-
tion Code."

Mrs. Gilliam said it is encouraging
to hear complaints from the public
about movie language and behavior,
that the public is not completely
and that "anything goes" is
an "exaggeration, at least." The Fed-
eral courts are constantly restricting
the power of the censor, she added.

Bell Services

(Continued from page 1)

zine and newspaper publicity, and
soon after became executive assistant
to Skouras.

A native of Louisville, Ky., he was with the
Louisville Courier-Journal from 1910 to 1941, the last 20 years
as Washington correspondent. During
World War II he worked with the
late Robert E. Sherwood, director of the
overseas branch of the Office of
War Information, and in 1943-'44
he headed the O.W.L.'s overseas
film branch in Los Angeles.

Surviving Bell are his widow, the
former Miss Vivian Hall of Billings,
Mont.; his two daughters, Mrs. Eliz-
abeth Feidie of Minneapolis; Miss Ulrica
Bell of Albany, and a son, George
Ulric Bell of Winston-Salem.

Re-elect Officers of
King Bros. Prods.

From THE DAILY BUZ utens
HOLLYWOOD, Jan. 18.—Officers of
King Bros. Productions, Inc., headed
by Frank King, president, were
elected at a meeting of the com-
pany's board of directors here late
last week.

Other officers are Maurice King,
Herman King, Arthur J. Steel, and
Paul Weiden, vice-president; Arthur
Stammer, secretary-treasurer, and
Stefi Sidney, assistant secretary.
The board declared a dividend of
five cents per share, payable March
31 to holders of record Feb. 29.

Seven Thieves

(Continued from page 1)

and execution of a daring and intricate robbery of a plush gambling
casino at Monte Carlo, and the story outline consists of the working out
of the scheme in great detail by the thieves (one woman and six men) and
what happens after they successfully pull the "caper" off.

Within that familiar framework, however, Bocham, who wrote the
script as well as produced, has made a movie that will give no one the
feeling he has seen it before. His story is peopled with intriguing char-
ters, wonderfully well played with style and vigor, by Edward G.
Robinson, Rod Steiger, Joan Collins, Eli Wallach, and others. It is full,
of fascinating twists and unexpected story developments. Best of all,
its dialogue with some of the finest and smartest dialogue to be heard
from the screen in a long time.

A major hazard in this type of picture is the necessity of keeping the
audience interested in the events that occur before the night of the
 robbery finally arrives. No such difficulties here. One is interested immediately
not only in the crime being planned so meticulously but also in the
usual and provocative characters involved.

In the first scene Steiger, playing an ex-convict just out of jail,
arries on the French Riviera in answer to an urgent call from Robinson,
whom he had known in America in the past. The two spar with each other
in a cat-and-mouse game that is engaging and funny; Robinson is
cagy and non-committal and waits for Steiger to wheedle out of him
the real reason he has asked him to come abroad. This scene, slyly
and subtly played by the two actors, gives promise of an entertaining me-
drama to come. That promise is richly fulfilled.

The reason Robinson has sought out Steiger is that he needs someone he
can trust as his assistant in carrying out the bold scheme to rob the
casino. When Steiger reluctantly agrees to take part in what he views
as a risky venture, he becomes tensely involved with the other thieves,
who are an odd and colorful lot. They include Miss Collins as a sexy
night club dancer; Wallach as her mentor and friend; Alexander Scourby,
the nervous secretary to the director of the casino; Michael Dante, a
skillful safecracker; and Berry Kroeger, a German mechanic and driver
of the get-away car. Steiger takes over as leader at the behest of Robinson
and rehearses each of the gang members in the role he will play in the
crime.

The high point of the film is the robbery scene itself. Not too many
details of the scheme have been given away in advance so that the se-
quence is full of suspense for the audience. These are enhanced by a
number of incidents that the thieves had not themselves anticipated, so
that the whole venture threatens momentarily to explode. This long
episode is masterfully directed by Hathaway, who gets the utmost of
suspense and shock out of it. By the time it is over a viewer is thoroughly
lumped.

The ending is typical of the "twists" scattered throughout the film,
the money turns out to be marked. Steiger and Miss Collins, who have fallen
in love, decide the only thing to do is to return it to the casino. Over
the objections of their colleagues they do just that.

Connoisseurs of the detective story may detect one glaring flaw in the
logic of the story, which comes from a novel by Max Catto called "Lions
at the Kill." To make an issue of this single slip would however, be quib-
bling. Most fans won't notice it in their absorption in the film.


'Guzeko' Does $34,000

"The Guzeko" opened at the Roxy
Theatre here to the best business for an
M-G-M release there in the past five
months, the company said, with a
box-office gross of over $34,000 for the
three days, Friday through Sunday.

Ohio T.T.O. Opens Drive

Vs Federal Wage Law

Schrine Theatre Reopens

WOOSTER, O., Jan. 18.—Schrine's
Wooster Theatre, closed since mid-
November because of a fire, has re-
opened with "Operation Petticoat" follow-
ing remodeling and redecora-
tion.

COLUMBUS, O., Jan. 18. The
I.T.O. of Ohio has requested its
members to contact their senators and
representatives and urge them to vote
for the continued exemption of theat-
res from the proposed new Federal
minimum wage legislation.

The bulletin also suggests that since
other small businesses also will be
affected by the new legislation, that
exhibitors call their aid, too, in pre-
sentmg their arguments to the law-
makers.

POLICE ASSIGNMENTS IN THEATRES ARE UPHOLD

HARTFORD, Jan. 18.—Superior Court Judge Thomas I. Con-
non, the state attorney general and arbiter in the dispute in
which the Federal Power Commission has issued a rule
preventing the motor pool of the U.S. Post Office from
remaining open in Hartford, has upheld an ordinance
requiring the motor pool to close at 5:30 p.m. daily.

LAWRENCE, Mass., Jan. 18.—The
flash-film vender's association, which was
at the center of a recent controversy
in the film industry, has filed suit against
the American Federation of Musicians
in New York, charging that the union
violated a contract by negotiating a
new contract for film workers.

MIAMI, Fla., Jan. 18.—The pr
of directors of Wonder Enterprises, Inc.,
has voted a quarterly dividend of 375 per
share on the company's Class A common
stock. A quarterly dividend of 2 per cent per share
was voted for the Class B stock.

This dividend will be paid Feb. 15, 1958, to stockholders of record as
March 3. The March 15 dividend will be the fourth such quarterly divi-
dend since the public issuance of Wonder Enter-
prises, Inc., stock in April 1956.

The first annual stockholders me-
ing of Wonder since it became pub-
licly owned will be held March 26 at the main office of the
company here.

OFFER PRIZE FOR BEST ACADEMY AWARD POSTER

Movie entertainment for a fall y
will be provided the industry at
shows the winning Academy Award
per for 1960. Any artist who works for the motion picture
industry is eligible. This means that
artist may be on the payroll of a
production, distributor, exhibitor or he may be a free l
artist who does work for any com-
pany or organization in the industry.

Members of the advertising and
publicity directors' committee of the
Motion Picture Association will se
judges. All entries must be
mitted to the MPA by Feb. 1.

EDWARD A. MADDEN

NEW BRUNSWICK, N.J., Jan. 18.
Edward A. Madden, 64, busiest
agent for Local 301, IATSE, and
assistant at the Palace Theatre for
32 years, is dead following a br
illness.
N. Y. ‘Herald-Tribune’ Survey Finds 1960 Prospects for Theatres to Be Best in Years

“Better profits seem in store for theatre companies this year,” is the conclusion reached by the New York Herald-Tribune’s staff writer Ben Weiberman following interviews with national circuit operators and a study of theatre prospects. Weiberman’s report was published in the newspaper’s Sunday financial section.

Theatre executives “have been fooled by false starts before in the last decade,” he writes, “but this time they are convinced that the long-term attendance trend is headed upward for some time ahead.

In that case, higher admission prices charged, elimination of many unprofitable locations and increase from diversified activities, an improved profit outlook is easily predictable.”

Interviewed were S. H. Fabian, Stanley Warner president; Eugene Picker, Loew’s Theatres president, and spokesmen for American Broadcasting-Paramount and the box office receipts in successful theatres showed increases in almost every week of the second half of 1959, the first time in years that the gains held for a long time.

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Levine Chosen

(Continued from page 1)

(Continued from page 1)

America, in commenting on the recent decision handed down by the New York superior court in the Somerville Drive-In case.

In honoring Joe Levine, the Heart of Show Business is honoring the Showman of the Year. Besides giving the industry a tremendous shot in the arm of repertory, Levine has helped in the heart of showmanship hunches all over the country. That’s why we in Variety are anxious to return the favor,” Brandt said.

Levine has been responsible for mammoth publicity, advertising and exploitation campaigns coincident with the release of Embassy’s “Hercules,” “Spartan,” “Yashmak” and the company’s current release, of “Jack the Ripper” through Paramount Pictures.

statement in 1947 that no company would knowingly employ a Communist and later added that anyone who took the Fifth Amendment would not be rehired. Youngstein said not so, that while the industry inducing fewer pictures, they are better quality, and the double-feature “garbage” of the days, which he feels is rapidly taken over by television.

Points to Novels’ Popularity

discussing the preponderance of hit themes-trends. A producer-director was quoted as saying that the profits of the hit films were too high, and the profits would not support the industry.

Charles Goodell Named to House Labor Group

From THE DAILY Variety

WASHINGTON, Jan. 18. — Congressmen Charles E. Goodell (R., N.Y.), who represents the Jamestown-Olean district, has been named a member of the House Education and Labor Committee. He told Monroe Picture Daily today that he has not yet taken a position on the extension of minimum wage law coverage, though he “intended to,” will do so in the future.

Dual Role for Taurog

Hollywood, Jan. 18. — Norman Taurog, veteran director, will make his bow as a producer-director with “The Bells of St. Mary’s” at Paramount. It will be the first time he has taken over the producer’s assignment during his many years in Hollywood.

Drive-in Fees

(Continued from page 1)

Strike Talks

(Continued from page 1)

with exception of Universal’s Milton Berman, who was represented by Edward W. and Moore, Writers, who began a strike against the major film studios at midnight Saturday.

WGA Negotiating

Writers Guild of America met with negotiators of the Alliance of Tele-

vision Producers today, with talks scheduled to continue following the WGA meeting with major studio heads.

Striking Writers’ Secretaries

Are Laid Off by Studios

HOLLYWOOD, Jan. 18. — About 100 secretaries were laid off by studios today as a result of the Screen Writers Guild strike which went into effect at the weekend. The secretaries were assigned to replace the picketing at the studios under contract or on spe-

Special Allied Meet

(Continued from page 1)

Abraham Myers, board chairman, to call a special meeting of national Allied’s board for not later than Feb. 6. A Jersey Allied spokesman noted that if a meeting were to be called in ad-

British Writers Guild

Backs American Strike

From THE DAILY Variety

LONDON, Jan. 18. — The executive council of the Television and Screen Writers Guild here has decided unanimously to give 100 per cent sup-

port to the Writers’ Guild of America in their strike action against the major American film companies. The strike action means that no member of the British Guild will work for any of the American companies involved in the dispute, or their British subsidiaries or associates.

The Guild is starting a strike fund to compensate any of its 700 members who may suffer as a result of this action.

Program

(Continued from page 1)

and Arthur L. Mayer, industry who has been a distributor, for-
films in attendance. The discussion covered such sub-
jects as salaries, censorship, stars with starring produc-
ers, the Hollywood S.O.B. and post-1948 to television. David Susskind was rator for the program.

Should ‘Get What They Can’ answer to Susskind’s question that film stars are worth some of the studios salaries paid them today, is generally accepted, that most panelists that stars are entitled what they can. Youngstein, who shunted the discussion made it that he was speaking for him-
and not for his company, claimed the business really depends upon stars and that in the main, com-
panies which have paid big salaries themselves made money on the re-

ers involved, and even should a re with a high-priced star fail box office success, the star would not be worth the salary in a future production.

Youngstein claimed “we have failed ably in creating new stars.” The fear is that with minor exception there are no schools for industry talent could be properly re-

ted. Both Preminger and Mann said that the important producers if studios could be set up.

Lauds Wasserman answer to Susskind’s statement the king of Hollywood today is Music Corporation of America’s head, Lou Wasserman, Scary the industry had failed to see the changes coming in the industry, was the agencies did, and paid its dues to Wasserman and did so did Preminger, who said “it is a sure thing to deal with.”

answer to Mayer’s assertion that star salaries led to lower ticket prices which in turn hurt the-

theatres. Youngstein said not so, that while the industry reducing fewer pictures, they are better quality, and the double-feature “garbage” of the days, which he feels is rapidly taken over by television.

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The Guild is starting a strike fund to compensate any of its 700 members who may suffer as a result of this action.
... Smart Showmen know that trailers cut a fine figure in commanding audience attention... stimulating that necessary 'word of mouth'.

It figures... trailers outperform any other hoopla medium!
Rayburn Predicts New Wage Law Will Pass

WASHINGTON, Jan. 19. - House Speaker Rayburn (D., Tex.) today predicted that Congress this year will both extend coverage of the Federal minimum wage law and raise the pay floor. But he gave no details as to the amount of increase or the greater breadth of coverage that he expects.

Vote Is Unanimous

N.E. Allied Resigns From National Body

Follows W. Pa. As Second Strong Affiliate to Act on Differences

BOSTON, Jan. 19.—Independent Exhibitors of New England, the Allied States affiliate for the Northeastern states, voted to withdraw from the national organization at a board of directors meeting held here today. With the entire board of 23 members voting, 21 in person and two by proxy, the action was unanimous.

N.E. is the second regional Allied affiliate to resign from the national organization since the first of the year, Allied Theatre Owners of Western Pennsylvania having taken the same action two weeks ago. The two are among the half dozen or so of the largest and financially strongest Allied units.

In announcing the New England organization’s withdrawal, Norman C. Glassman, I.E.N.E., board chairman, said: “As our local organization is in direct conflict with the principles and aims of the national organization, we must, in the best interests of our local constituent members, withdraw our support from the national organization.”

Marcus Promotion Plan Tryouts Advanced

Plans for tryouts of the Ben Marcus business promotion programs in widely separated sections of the country, with national distributor and advertising-publicity participation were advanced here yesterday.

Marcus, in from his Milwaukee headquarters, met with Henry H. Martin, representing the Motion Picture Daily. (Continued on page 7)

AB-PT Setting Plans for April-June Campaign

Special to THE DAILY

DETROIT, Jan. 19. — American Broadcasting-Paramount Theatres officials met here today with Edward L. Hyman, vice president, to discuss plans for an April-May-June business drive which will be placed before the (Continued on page 2)

N.A. Acquires 30 Pictures from Lippert for TV; All Were Produced Since 1956; Now in Theatres

National Telefilm Associates yesterday announced the purchase of 30 pictures in RegalScope produced by Robert L. Lippert and currently in theatrical distribution. NTA is a subsidiary of National Theatres & Television, Inc.

Of the 30 pictures, 28 were made in 1957 and 1958 and two in 1956, according to Oliver A. Unger, NTA president. The contract for the films gives NTA full negative rights, including both theatrical and TV distribution. It is expected the features will be made available to TV late this year. They are not being distributed to theatres by 20th Century-Fox.

Unger said the pictures were made with eventual transfer to TV in mind. He pointed out that the average running time is 75 minutes which "facilitates programming them on the air." Included in the package are China Gate," "Kronos," "Storm Rider," "God Is My Partner," "Deerslayer," "Showdown at Boot Hill," and "Ride a Violent Mile."
AB-PT Plans

(Continued from page 1)

annual meeting of AB-PT affiliates to be held at the Conrad Hotel, Klunesh Lake, N. Y., March 24-25.

Hyman has been in contact with all nine distributors in an effort to strengthen the releases for April, May, and June. His plans include an arrangement for the AB-PT affiliates to tie-in with the larger studio departments of each of the nine distributors in mapping custom-built, tailormade campaigns on the quality product which will be available during the drive period.

The ensuing campaign will be included in a kit which will be sent to approximately 3,000 exhibitors who have endorsed "orderly distribution." The kit will also include a new release schedule which will be highlighted by Hyman's "Report from Hollywood."

Will Transmit Studio Views

The latter will contain a review of all the product Hyman views at the various studios which he will visit beginning Feb. 14 for a period of two weeks, and will also include a resume of the exchange of ideas resulting from discussions at the studio.

Hyman has declared, in his opinion, a concerted drive effort along the lines planned, co-ordinated with the quality pictures that will be available for April, May, and June, will make possible in that period the greatest opportunity for improved profits that the industry has had in the last few years.

Begin Billboard, Neon Signs for 'Spartacus'

Taking another step in its long range pre-selling campaign on the Bryna production, "Spartacus," Universal-International already has started erecting billboards and neon signs throughout the country, it was announced yesterday by David A. Lipton, U-I vice-president.

With the release of the Super Technirama-70 production still many months off, it was estimated that 1,750,000 people a day currently are being exposed to billboards already erected on some of the busiest highways. This number will be increased to millions more each day by midsummer as additional boards are placed in many other strategic spots.

"The launching of this outdoor ad campaign is the third phase of our extensive pre-selling effort simply to start the slogan, '1960 is the Year of Spartacus.'" Lipton said. "The first two steps covered the most extensive tradepaper advertising campaign we have ever scheduled, aimed at exhibitors, and the literal 'saturation' of radio airwaves, to reach the public, with 'Spartacus' in their subconscious by the time of March 24, 1960."
Wooll, Angel Take Trade Ads in Reply To Ban on Their Films by Exhibitors

By William Pay

LONDON, Jan. 19.—Producers John Wooll and Daniel Angel issued quick replies to the decision of Cinematograph Exhibitors Assn. to recommend its members to ban their films. The ban was a reprisal against the sale of 53 films by U.K. exhibitors to American Airlines, for rediffusion on the United Kingdom TV networks.

In a series of trade press advertisements the producers asked:

"How do you account for the fact that 300 feature films, not one of which was supplied by either of our companies, were shown on TV during 1959?"

"If it is a fact that the televising of feature films is injurious to cinema how is it that they are regularly televised by A.B.C. Television (wholly owned by Associated British Picture Corporation); Granada Television (wholly owned by Granada Theatres); and Southern Television (in which the Rank Organisation has a major interest)?"

"Need we remind you," said the producers, "that these three immensely powerful groups are not only members of your association, but are also influential members of your general council? Can there be one law for certain big cinema owning groups and another for film producers?"

The replies conclude with the comments:

"Why has the Film Industry Defence Organisation (FIDO) never published a list of films it has acquired since its inception? Could it be that the list would be insignificant?"

A list of all the old cinema feature films which have appeared on ABC, Granada and Southern Television, is also printed.

Another group of newsmen after the announcement of the boycott, John Wooll said there are no bookings at present of his most recent production, "Bombay," which is distributed here by British Lion. He had plans for making one film at present, but as this was being made in Cinerama it would be shown only at the London Casino, which was not a member of the CFA.

"It was our intention," said Wooll, "to release a portion of the title deal for new British films. Our films in the past 10 years have earned £3 million currency."

Major Angel stated: "We have sent a letter to the CFA submitting all the facts, including the legal ones of this case, in order to prevail on them from taking the action they have done. We are now taking steps to safeguard our interests and can make no further comment."

The most recent Angel films likely to be affected by the boycott are "The Sheriff of Fractured Jaw," distributed by 20th Century-Fox; "Reach for the Sky" and "Carve Her Name with Pride," both distributed by the Rank Organisation.

Unaware of SE&T Stock Sales: Fox

By E. H. Kahn

WASHINGTON, Jan. 19.—Counsel for Michael Fox, president of Stock Corpo-
ration of America, tells Securities and Exchange Commission hearing examiner Robert Hilsop that he intends to show that Fox had no knowledge of sales of stock of Skiatron Electronics and Television, Inc. by Judson Commercial Corp., a finance firm. He added that Fox had been assured by Judson as late as September 1959, that not a share of this stock had been sold. Judson President Testifies

Questioning of Morton Carlin, president of Judson, brought out, however, that all but 500 of the 57,500 shares of Skiatron Electronics pledged by Fox as collateral for loans totaling $604,000, had been sold.

Francis J. Purcell, attorney for Fox, told the hearing that the proceedings, which could result in personal fines, are based on trading of Skiatron, is based in part on the fact that stock had been sold before its registration with the SEC, because in a recent affidavit he was attacking Carlin's credibility as a witness, and that if he could show a pattern where Carlin sold collateral without notifying the borrower or in one case, at least, without a default on a loan—then he thinks he can show that the same thing happened to Fox and that Fox "had no knowledge of the sale of the security."

Says Assurance Given Levey

Julian Jawitz, attorney for Skiatron's president, Arthur Levey, said that Levey had been assured by Fox—who based his statement on assurances from Judson—that he still owned his stock.

In a letter from Judson dated Sept. 18, 1959, the company made formal demand on Fox for repayment of $57,500 for shares of Skiatron Electronics sold.

Purcell noted that this gave Fox no credit for the proceeds of collateral sold. Carlin conceded that if Fox had paid the $57,500 before the Sept. 22 deadline set by Judson, the finance company could not have delivered the collateral that Fox had originally posted.

Carlin asserted that he had no recollection of being told by a business associate, Joseph Wolf, of a telephone conversation Fox who was then in California and had had no business with regard to the whereabouts of Skiatron stock pledged by Fox.

Carlin admitted that Judson sold 12,000 shares of Skiatron in June and July, 1959. He also conceded that Judson had sold Skiatron stock in March, 1959, even though it collateralized a note on which interest was not due until April 6. Under its loan agreements, Judson can use collateral as it sees fit. Thus, it would appear that a federal securer a loan not in default to the borrower when a different loan to the same borrower went into default.
Columbia’s
"THE MOUSE THAT
IT SHOULD RUN FOREVER!
(...) AND IT IS DOING JUST THAT IN EVERY SITUATION... IN BIG CITIES AND SUBURBS...

WASHINGTON, D. C., 13th week... NEW YORK CITY, 13th week...
CHICAGO, 9th week... ATLANTA, 4th week... BALTIMORE, 4th week...
4th week... CLEVELAND, 4th week... AKRON, 4th week... CINCINNATI, 4th week...
DAYTON, 4th week... COLUMBUS, 4th week... DETROIT, 4th week...
4th week... PHILADELPHIA, 4th week... PORTLAND, 4th week...
LOS ANGELES, 4th week... NEW HAVEN, 4th week... SAN DIEGO, 4th week...
CITY, 4th week... SAN ANTONIO, 4th week... SAN FRANCISCO, 4th week...
ST. LOUIS, 4th week... MINNEAPOLIS, 4th week...
MILWAUKEE, 4th week... LOUISVILLE, 4th week... MIAMI, 4th week...
4th week... CORAL GABLES, 4th week... DAVENPORT, 3rd week...
3rd week... RICHMOND, 3rd week... PROVIDENCE, 3rd week...
DALLAS, 3rd week... MEMPHIS, 3rd week... SACRAMENTO, 3rd week...

...and many, many more.
“ROARED” IS WONDERFUL...

WORLD ‘MOUSE’ WONDERFUL
---It Should Run Forever

The Lively Arts
By Norman Nadel

Sat., Dec. 26, 1959, Col., O. * Citizen-Journal

1959 will exit laughing and 1960 will come in the same way, for those lucky people who see one year out and the next in at the World Theater. “The Mouse That Roared,” which opened Christmas Night, is a perfect jewel of a comedy — satirical, delightful and hysterical. Plan to see it six or eight times; it’s that funny.

This will not surprise any of you who have read Leonard Wibberley’s little novel of the same title, which also is a fable of our time. “The Mouse That Roared” is as pointed and pertinent as it is hilarious.

WHOLESALE as fresh air, the color-photographed story begins in the world’s smallest nation, Grand Fenwick, somewhere in Europe. Its wine is threatened by a California imitation, the little Duchy decides to recoup its Sobchek by declaring war on the United States — and losing. The citizens know from history that any country defeated by America is immediately reconstructed in better shape than it had been before.

The campaign, waged by 20 archers in chain mail, is a hilarious satire. So much of it comes close to truth that you begin to suspect that such a weird “reality” could happen. Even summer troubles develop when Grand Fenwick accidentally wins the war — how and why, you will learn from the movie.

DIRECTOR Jack Arnold
and his cast have stuck so close to the spirit of the original story that not a snicker, giggle or guffaw has been sacrificed in bringing it to the screen.

In fact, many laughs have been added — by little touches that simply cannot be catalogue or described in print; when you see the movie, you’ll know exactly what we’re referring to.

Not since Alec Guinness hit the screen has England turned up a comedian as versatile as Peter Sellers. In “The Mouse That Roared” he plays:
• Tully Bascombe, gameskeeper and legendary leader of Grand Fenwick forces, who heads the expeditionary force that wages war against the U. S.
• Montjoy, prime minister of Grand Fenwick, and hatchet of the wily plot.
• Gloriana, duches of Grand Fenwick.

EACH IS A PRECISE AND priceless impersonation. Enduring the seasick Tully, enduring theiatric overtures of scientist, daughter, is classic comedy. Gloriana, with a few lines of gestures, spells out the whole 500 years tradition — touching and ridiculous — of Grand Fenwick.

Jean Seberg is bright and charming as the American girl taken prisoner; her best casting to date. She’s the Iowa girl who was chosen to star in the ill-fated recent film version of “Saint Joan.”

David Kossoff plays her father, the scientist. William Hartnell is ideal as Will, the British Army’s Sergeant to Fenwick’s Commander.

IN ALL, “The Mouse That Roared” is wonderful. It should run forever.

CARL FOREMAN presents

The MOUSE
that
ROARED!

STARRING

SELLERS • SEBERG
- Screenplay by Roger MacDougall and Stanley Mann
From the novel by Leonard Wibberley • Produced by Walter Shenson • Directed by Jack Arnold
a Highroad Production • a Columbia Pictures Release

PETER SELLERS • JEAN SEBERG
**Strike Parley**

(Continued from page 1)

points. The atmosphere was friendly. Progress, however, was nil. Guild representatives pressed the reasons for the guild’s demands as illustrated in the contracts already signed with independent producers. They emphasized the guild’s strong convictions that there are no insurmountable problems between the guild and the producers. “Accordingly, the guild remains ready and willing to negotiate on the issues at any time.”

No statement or comment was made by company presidents.

Meet with Directors

As an adjunct to their agenda in meeting with the Hollywood guilds, the major motion picture company presidents held a session this afternoon with Screen Directors Guild representatives to exchange viewpoints.

British Actors’ Equity Association has pleaded with the Screen Actors Guild that in the event of a guild strike against American motion picture producers, British Equity will do everything within its power to prevent “runaway production” by American companies.

Additionally, British Equity has presented the guild’s case to the executive committee of the International Federation of Actors, which has authorized the federation’s secretary-retail to send an urgent recommendation to the actors’ union of any particular country in which any American company might seek to undertake runaway production, that the union concerned should ensure that the services of its members would not be available for that purpose.

NFA Deal Seen Vital

Announcement by Oliver Unger, president of the NFA, that his firm has acquired television distribution of post-1949 theatrical features made by Regal Films during the 20th Century-Fox is of great significance in the current contract negotiations between the Screen Actors Guild and the major motion picture producers, according to a SAG statement.

Under Regal’s contract with the guild, Regal is legally obligated to pay to each actor in the casts of the pictures in question an amount equal to 15 per cent of his earnings in the picture when it is sold to television. Figures supplied to the guild by Regal show that actors earned a total of $63,162 in the 30 pictures.

In the guild’s current negotiations with the producers, the chief stumbling block is the producers’ refusal to agree to any payment hereafter for actors’ television rights in theatrical films.

**AREHUND WITH PINKY HERMAN**

LEE J. COBB’s first starring role in a television series will be brought to the home screens next Fall thru the ABC Channels. The dramatic half-hour anthology series, “For Men Only,” will be produced by Desilu Productions. Nick Vanelli will produce the next Brazil ABC Holiday special show, Feb. 29 for Oldsmobile. Featured with the Groaner will be Perry Como and the Crosby Boys. Kae Carson, talented young songstress, whose current Golden Crest platter of the oldie, “Take Your Girlish To The Movies” is zooming the Edgar Leslie-Pete Wendling ditty into the Hit Parade element for the second time, will guest in next Monday on Joe Franklin’s “Memory Lane” program TV’s WABC. Former Olympic Skating Champion Dick Butten, has been CBSigned to cover the Winter Olympic Games next Squaw Valley. Because of the shift to the coast (he prefers staying here in the East) Lester Krugman has resigned as advertising director of National Telefilm Associates. Handsome Merrill Kaye, a protege of Meyer Davis and one of his most popular young Maestri, has the inside track to baton a new TV musical series named, at Your TV, Arnell. Rodgers has been pacted by ABC to compose original music for a forthcoming telecast based on the life and memoirs of Sir Winston Churchill. MGM-TV has just shot a pilot for a new half-hour action series, “The Paradise Kid,” starring Dick Chamberlain, Created by Paul Monash, the series will be produced by Monash with Arthur Hiler, megging...!

Ernest Hemingway’s “The Snows of Kilimanjaro” will be a 90-minute CBSpecial, March 25 when it will be sponsored on the Buick-Electra Playhouse. Produced by Gordon Duff, the program will co-star Richard Burton and Sally Ann (“My Fair Lady”) Howes. Allied Artists’ initial TV series undoubtedly takes into consideration the popularity of “westerns” and “Whodunits” because it combines both in its “Simon Lash, Detective” program. Created by Frank Gruber, the 90 sets will be produced and directed by Sidney Salkow for syndication by ABC-Fox and will star Jack Klaiman of “MEL” fog will guest in the “Garry Moore CBShow” March 29. The picture gallery that adorns the walls of Paul Taubman’s famous Penthouse Bistro, overlooking Central Park, consists of TV luminaries with whom he’s been associated on the nets. Included are Merv Griffin, Hugh Downs, Kate Smith, Vaughn Monroe, Tony Randall, Jayne Mansfield, Charlton Heston, Gene Rayburn and John Larkin, (what—No Pinky Herman Fiz?) We’ve cuffed 14 consecutive specials of several CBSpecials and who acted in a similar capacity when Jack Paar was on that radio network, will succeed Bill Anderson as producer of the “Jack Paar Show.” Incidentally, that third of the nation (early to bed/early to rise folk) who cannot stay up late to catch Paar’s programs, will be able to see him in “Paar-ton” when he stars Tues., Jan. 26 (9:30-10:30 P.M.) on “Ford Startime” production, “Wonderful World of Jack Paar.”

**MARCUS PLAN**

(Continued from page 1)

Association’s general sales managers’ committee; Robert Ferguson, of the MPAA advertising-publicity directors committee, and Charles McNally, former chairman of the latter committee.

Sitting in at the session were James Velle, chairman of the MPAA sales committee, and Charles McCarty, Compo executive director, and Alec Moss, special assistant.

Marcus explained details of the plan, successfully utilized throughout Washington. It calls for selection of a picture with box office promotion possibilities for extensive regional exploitation, particularly on radio, with widespread exploiter participation, and with distributor cooperation.

Martin, Ferguson and Simonelli comprise a working committee for

**IA.-NEB. ALLIED**

(Continued from page 1)

president of national Allied at Miami Beach last month.

Plans for additional organizational activities and of current problems of independent exhibitors in the two-state area were discussed under the chairmanship of Myrick and of Charles Jones, secretary of Iowa-Nebraska Allied.

sales managers and advertising-publicity directors charged with preparing the Allied program to promote three key areas, possibly Pittsburgh, Minneapolis and Southern center. If the proper results are obtained, the plan might be extended nationally.

Further study of the plan and preparations for its tryouts will be undertaken before a start is made.

**IENE RESIGN**

(Continued from page 1)

tion, and it is only fair to the national organization that this action be taken by the board of I.E.N.E., directing its resignation be presented to the national Allied board, presumably a next meeting in March.

Edward Linder of I.E.N.E., from New Alylated to presid Linder was backed by the so-called Allied moderates.

Compo, ACE Issues

While the election swap was speculation, the independent inclu- ranked the Allied elements’ participation in the organization’s policies involving the organization’s relations with such cooperative industry groups as the American Congress- tion, the National Association of M.P., the National Association of M.P., and other organizations also figures important to the internal division, as does the structure of Abram F. Myers, conspicuously absent in Allied.

With New Jersey’s request to specialize the national meeting to all intents and purposes has been rejected, according to an Allied organization’s report is to be handled as early as possible. However, Jersey A.U. officials on Monday they plan to hold a sectional meeting and expect to wait for the convening of the spring meeting of the national bylaws.

Midwest Situations Recalled

Rumors of strong dissatisfaction with national policies of the part Alle Allied O. of Michigan and North Carolina have been rife.

Glassman told reporters he f New England Allied will continue to be an influential force among independent exhibitors in its area that it would proceed as scheduled with plans to hold an all-day convocation of drive-in theatre owners on Jan. 16 and that there will be no change in its plans to hold its annual convening in September at Chatham, Mass.

Myrick Not Advised Yet

I.E.N.E. Withdrawal

SIOUTH CITY, Ind., Jan. 19.—Al- rich, national Allied president, had not been advised of the result of today’s Allied executive committee meeting of New England from Allied St. Inc. and accordingly could not comment on the action.

Here to attend a meeting of home office directors, Allied O. of Iowa-Nebraska, Myrick first learn of the New England action from Motion Picture Daily reporters. He said the official notice of the action had been sent to his home in Lake Park, Ia., and that he prefers not to comment until he has seen
**Review:**

**The Last Voyage**

Stone—Metro-Goldwyn-Mayer

Andrew Stone has written, produced and directed a smashing story of a sinking ship, a tale grim and excessive as its title implies. “The Last Voyage” of the S.S. Claridon is fired by a chain of physical and emotional horrors, and although ocean-going melodramatics splash about the vessel as inevitably as the sea, these seem relevant and inoffensive because Stone gives the audience no leave for conjecture. The film will appeal to everyone who enjoys an exciting story which is told swiftly and thoroughly.

An omnipotent observer narrates the event in a tone dry with pity and despair. About the luxury liner 1,500 passengers rock gaily for a reel or two, until a fire breaks out below and a boiler blows up, ripping a hole through all decks. The passengers panic but the captain, George Sanders, who at first is presented as a noble and resolute sort, is anxious but comforting. He is determined to keep his charge abale, come hell or high water, the latter of which greets him eventually. It is left for the audience to determine whether or not Sanders should also be rewarded with the former. But because the great majority of the passengers survive, a vote taken among them probably would allow the captain a kinder end; he did the best he could in a situation far beyond one mortal’s solution.

The story also is pegged to the passengers, notably husband and wife Robert Stack and Dorothy Malone and their child, Tammy Marlin.

The force of the blast has ripped apart their cabin deck, trapping Miss Malone beneath a heavy strip of metal and isolating her daughter on an inaccessible ledge on the opposite side of the room. In a frightened sequence Stack rescues the little girl, then rushes off to find means to save his wife.

Confronted on the bridge by his officers, Sanders ponders decisions which could scuttle his career: to abandon or not to abandon? His engineer, Edmond O’Brien, lets fly with the facts: the ship is going down, nothing can save her. Sanders wavers and the audience learns the captain is fighting not only the moment but also his professional contempt for failure and disgrace at a time when his promotion to commodore of the fleet is in order. He decides to abandon.

Meanwhile, Stack puts his daughter into a lifeboat then, aided by Woody Strode, an oiler who is one of the few temperate souls left aboard, ascends with equipment to help free Miss Malone. But they lack what they need most, an acetylene torch.

O’Brien, furious because Sanders has ordered aid to Miss Malone is fired off to the engineer’s two-stemmen drowning below, levels the captain with abuse which whips Sanders into an incapacible adolescent state. Just as a rescue ship arrives, Sanders is killed when a tunnel funnel crushes him. Miss Malone, up to her nose in water, is spared by the arrival of the torch. The lucky ones swim to a lifeboat and watch the ship go down.

Stone sinks his ship expertly. The camera moves about the doomed vessel, from immersed boiler room to desolate dining room, from promenade deck and screaming passengers to the last sanctuary, the captain’s bridge. All this is accomplished in sharp counterpoint which a rage of color further intensifies. Morally, the story is all Sanders’ but Stack is a brave and devoted husband and Miss Malone doesn’t have much to do but suffer, pinned down as she is during most of the film. O’Brien’s performance is haman and sympathetic because his character is developed more or less fully.


SAUL OSTONE

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**Classification Bill**

(Continued from page 1)

should be given the widest latitude, so that it could effectively classify films to which persons under 18 would not be permitted,” in a statement made today by Assemblyman Daniel M. Kelly, Manhattan Demo-

“First,” he said, “I favor the abo-

of arbitration for censorship for adults. I would abolish licensing as to indi-

over 18 and take away the power of the division to control what pictures those over such age should see. I would rely on the good tastes and moral upbringing of persons more than 18 to penalize the industry, by not patronizing objectionable pictures.

Meanwhile, assemblyman Luigi B. Marano, Brooklyn Republican con-

Continuing seeking support for his bill, authorizing the motion picture divi-

sion, or when authorized by the Re-

gents, a local office or bureau, after the examination of a film, to classify it as restricted under standards to be established by the Regents, to be shown to adults only to make it unlawful to permit the admission of persons under 18, with a fine of $25 levied on the exhibitor for any violation.

The assemblyman also spoke this afternoon with Dr. Hugh M. Flick, former director of the motion picture division and present executive as-

ant to Dr. James E. Allen, Jr., state education commissioner. Mar-

amo showed Dr. Flick the Morrone Picture Daily story outlining his reasons for phasing out the proposal.

Flick, who was at the capitol with Dr. Allen for a “conference on edu-

promise meeting next Mon-

day. Commissioner Allen may also discuss classification.
'bye, Ulric
MOTION PICTURE DAILY

NEW YORK, U.S.A., THURSDAY, JANUARY 21, 1960

TEN CENTS

S7, NO. 14

TORI P

success in '60s—

ore Than a Slogan

—By Sherwin Kane

CENT survey of probable pro-

duction for 1960, made by a na-

tional exhibitor organization, in-

dicated that 250 releases for this

year will be accounted for by the

major studios, which are expected
to produce 40 releases. This was
determined by the Motion Picture

Research Board, which has been

studying the industry for several

years. The survey also indicated

that the number of releases will

increase by about 10% over last year.

Many of the studios are expected
to produce films in a variety of

genres, including Westerns, horri-

fic films, and musicals. The survey

also showed that there will be a

significant increase in the number

of releases in the television market,

as studios are beginning to exploit

this medium.

Mich. Allied Pushes Minimum Pay Fight

Special to THE DAILY

DETROIT, Jan. 20.—Members of

the Michigan Allied Theatre Owners

of Michigan have responded "in an excellent way"
to the organization's request that they

support their local theatres. The

organization, which is the Michigan Allied

Theater Owners, is a group of theatre

owners who are working to raise the

minimum wage for their employees.

The group has been actively

lobbying for a higher minimum wage

and has been successful in getting

legislation passed in several states.

'Ben-Hur' Hits Second $1 Million This Week

After the success of "Ben-Hur" in its

first release, the film has continued
to perform well at the box office,

reaching $1 million within the

second week of its release.

Name New Executives For Shor Theatres

Special to THE DAILY

CINCINNATI, Jan. 20. — Carl

P. Ferrazza, executive of the S & S

Amusement Co., formerly headed by

Brother J. W. Shor, will be in charge

of the company's operations.

Ferrazza, who has been with the

company for several years, will

oversee the theatres in various

states, including Ohio, Pennsylvania,

and West Virginia.

N. Y. Bill Would Amend Film-License Charges

Special to THE DAILY

ALBANY, N. Y., Jan. 20. — Sen.

John J. Marchi, Staten Island Re-

publican, to members of the Senate

and Assembly, announced an

amendment to the bill amending the

film business law. The amendment

would increase the fees charged

for the amendment of a film

license.

ABC Vending, with Berlo Support Denies Violating Anti-Trust Laws

From THE DAILY Bureau

WASHINGTON, Jan. 20.—Charges

that ABC Vending Co., which

has a monopoly in the vending

business, is violating anti-trust laws

have been denied by the Federal Trade

Commission. The FTC said that

ABC Vending has been

engaged in price fixing and

collusion in the vending business,

and has refused to disclose

information requested by

the Commission.

This Week

Negotiations on Post-'48 Buy To Commence

Marcus, MPI Executive Join in Seeking Libraries

By SAUL OSTROVE

Ben Marcus, Wisconsin circuit operator,

who will join representatives of Motion Picture Investors, Inc., in

starting negotiations with a major film distributor on

acquiring its entire post-1948 film library, is expected to begin

negotiations with several companies.

Limited Aid to Industry Seen in Boggs Tax Bill

By E. H. KAHN

WASHINGTON, Jan. 20. — The

version of the Boggs (D., La.) bill

slated as things now stand—to be

approved by the Ways and Means

Committee—will appear to be of

very limited value to the motion picture

industry. The bill permits U.S.

companies to set up a special class of

Stocks for purposes of

lending rights to the films with that

of MPI.

Marcus would not give the name of

the first distributor to be contacted

(Continued on page 2)

Skouras Returning to Coast; Johnston Here

By SYROS SKOURAS, Jr.

Skouras, president of 20th

Century-Fox, is scheduled to return

to Hollywood tonight where he will be

available for any subsequent nego-

tiating meetings with the Screen Ac-

tors and Screen Writers guilds which

may be called. Skouras came to New

York (Continued on page 3)
PERSONAL MENTION

MAX E. YOUNGSTEIN, United Artists vice-president, plans to return to the Coast from here tomorrow, and to be back in New York in another month.

Abram F. Myers, Allied States board chairman and general counsel, will return to his Washington, D.C., office at the weekend from Florida.

A. Montague, Columbia Pictures executive vice-president, and Jonas Rosenfield, Jr., in charge of advertising and publicity, will return to New York today from the Coast.

Oscar A. Doon is in Cleveland from New York for conferences in connection with the premiere of "Ben-Hur" there next week.

Joseph M. Sugar, vice-president and general sales manager of Magna Theatre Corp., will return to New York today from Boston.

Emery Austin, of M-G-M's New York publicity and promotion department, left here yesterday for Indianapolis.

Frank E. Schreiber, manager of the Universal branch in Cincinnati, will leave here at the weekend for Chicago.

Steve Krantz, Screen Gene director of programs and development, was in Salt Lake City this week from the Coast.


Warner TV Commercial, Cartoon Divisions One

HOLLYWOOD, Jan. 20—With the resignation of John W. Burton as executive in charge of the Warner Brothers cartoon division, Warner Brothers today announced the merger of its Theatrical and industrial films division with its cartoon division.

David H. De Palie, general manager of the commercial and industrial films division, has been appointed general manager of the combined divisions.

Under the new management, Warner's expects to expand the combined division, has been appointed general manager of the combined divisions.

(Continued from page 1)

Page Set for Post-'48 Buy

(Continued from page 1)

but said that ultimately all companies would be approached. Marcus will be joined by Walter Reade, Jr., president of M-G-M, and J. Robert Hoff, national sales manager for MPI.

Pictures will be sought over an eight-year period—from 1949 to 1956. Initial expenditure will be between $2,000,000 and $5,000,000. Marcus added, and predicted that the distributor would receive a return of 300 per cent if the deal is consummated.

Marcus, in discussing plans to buy all rights to the film libraries except possible residuals, said he was "not necessarily" talking for Allied States exhibitors but implied that Allied would back MPI's drive to raise the money. Marcus first presented his plan to acquire the libraries by the end of 1938.

The convention endorsed it at that time.

The Wisconsin said his plan would be to pool all product bought for re-release and also allocate it for distribution among various selling companies. By doing so, he said, the companies would also achieve a substantial distribution cost.

"We have 18,000 potential customers ready to buy and play the films, and we should have no trouble in securing 15,000 bookings," he predicted.

Marcus said MPI would try to acquire as many entire post-'48 libraries as it could work with National Press, Inc., and to repatriate $25,000,000 is required to purchase films in the first phase of the operation.

Turning to his business-building plans, Marcus spoke of his plan to sell the Rivoli Theatre and other projection equipment to Allied, and to use its financial resources, police the industry, and the syndicate's bookkeeping system.

Marcus' merchandising campaigns call for the "hard" sell directly at point of sale, to the customer, with heavy stress laid on mass media advertising.

Boggs Tax Bill

(Continued from page 1)

Four New Bookings for 'Feeling' in Mid-Feb.

"Once More, With Feeling," Stanley Donen production for Columbia Pictures, release has been set to open in Philadelphia, Miami, Jackson ville, and Washington, D.C., in mid-February, it is announced by Rube Jacker, Columbia vice-president and general sales manager. The new openings are in addition to the previously announced booking at the Radio City Music Hall next month.

The film will open at the Midtown Theatre in Philadelphia and at the Miami, Miracle and Carri Theatres in Miami on Feb. 10 by 600 seats, the Town and Country in Jacksonsville on Feb. 17, and the Ontario in Washington, D.C., on Feb. 18.

Campaign for 'Can-Can'

Being Planned on Coast

HOLLYWOOD, Jan. 20—Advertising policies as well as the promotional activity for 20th Century-Fox's forthcoming "Can-Can," are being handled by Abe Goodman, advertising director, at meetings with Buddy Adler, Jack Cummins producer of pictures, and the stars of the Todd-AO production, which will have its reserved-seat debut here March 10.

Goodman also will meet with National Theatre officials to discuss the slate of 20th-Fox films for the next 12 months.

127 'Solomons' Dates

United Artists' "Solomon and Sheba" will open in 127 key regional engagements throughout the country over the next four weeks.

Winners of 'Northwest' Campaign Announced

Winners of a theatre contest on campaigns for "Northwest," were announced here in M-C-M yesterday. Ten winners received a total of $2,500 in prizes.

The contest, judged by leading theatre managers and 'paper' persons, was broken down into two sections, and large and small situations that play "North by Northwest," with ident cash prizes awarded to the fives each category.

In the "large situation" section, Edward Brunner of Loew's Valen Theatre, New York City, won the prize of $500 for his campaign; second prize of $300 went to W. Hastings of the RKO Orpheum Theatre, Denver, Colo.; Zeva Yovan Loew's Palace Theatre, Montclair, N.J., garnered the third prize of $200; Joseph McCoy of Loew's Ka Theatre, Brooklyn, N.Y., received fourth prize of $100; and the first prize of $50 went to Fred Kuske of the Penn Theatre, Pittsburgh, Pa.

'Small Situation' Division

The "small situation" category prize of $500 was won by Kenneth Hendee of the Gateway Theatre, Janesville, Fla.; Edward Leigh of the Capri Theatre, Moncton, New Brunswick, Canada, earned the $300 cash prize; the third prize of $200 went to Robert Addington of the Dallas Theatre, Dallas, Tex., and the $100 prize went to George McKee of the Uptown Theatre, Falls, S. D.

Judges included Quigley Publications' Richard Gertner, James I. and Sidney Rechhnik, and others.

'Gang' Betters 'Capo'

Allied Artists' "The Purple C" is outgrossing the company's previous high-grossing "Al Capone" in its present engagements, Merve R. Gertstein, vice president and general manager of the company announced.

'Gang' to Victoria

Allied Artists' "The Purple C" will open here tomorrow at the Victoria Theatre.

S. W. Dividend 30c

The board of directors of Stanley Warner Corp. has declared a dividend of 30c per share on the common stock payable March 25 to stockholders of record Feb. 8.
**Michigan Allied**

(Continued from page 1)

The Michigan Allied board has arrived at a "five decision" on its standing the national organization but held up action until the next board meeting. The board approved the application of the Fox Theatre, of the largest in the country. Allied now has a roster of 360.

Caurer William M. Wetsman stated a financial report indicating organization is in a "healthy con-

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**M Pushing Its New Exhibitors Told Special to THE DAILY**

N. FRANCISCO, Jan. 20.—Coldwyn-Mayer is proving its developing new personality casting them in major produc-
ses and is also prepared to engage im-
portant advertising and promotion a-
ims to sell these major attrac-
tor Vincente Minnelli, managing Clark
told 175 exhibitors and press
ers here today at a luncheon
then the campaign for "Home
the America, $14,000,000, and Edal
omine, a nominee of Prudential Fund,
$800,000. Proceeds were used to
lease cash balances and added to
call funds to provide additional
iting capital to be used for finance-
of forthcoming pictures to be di-
nounced by UA.

**J. Film Licensing Act Suit Dismissed**

Federal District Court Judge Ed-
dr Dimecke yesterday dismissed an 
ent suit filed by Max Stahl, 
ctor of the Lincoln Theatre, Ar-
burne, N. Y., which had 
right $300,000 damages of major 
sitors, Allied Artists, Repub-

The action had charged discrimina-
l of the part of distributor defend-
 in the period from 1932 through 
the licensing of films.

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**Review:**

**Pretty Boy Floyd**

Lo-Sac Prod.—Continental

"Pretty Boy Floyd" is a grim, trim, semi-documentary exploitation film of the gangster variety currently in fashion again. This is the first of a projected series of low-budgeted pictures to be filmed in New York by Leone Productions—director Herbert J. Leonard, "Sac" for producer Monroe Sachs—for Continental Distributing, Inc. John Ericson, who plays Charles Arthur "Pretty Boy" Floyd, scoures extraordinary of the Thirties, is the only player in the group with a Hollywood background. The rest of the cast was recruited from television and off-
Bowery theatres.

Floyd's careers as prize fighter, bank robber, killer, then Public Enemy Number One and full-time fugitive, are traced graphically. He is repres-
sented sometimes as a sort of self-styled Robin Hood of America's midlands, a benevolent chap who shared his loot to the depression-ridden "Okies" who hid him successfully until finally in 1934, at the age of 30, he was machine-gunned dead by Federal agents after his offer of surrender in exchange for a sentence of life imprisonment was refused by the governor of Oklahoma, a man Floyd took especial delight in harassing.

The film is inundated by an ugly-looking and stagy speech of seaquesky
goons and murderers. Brassy underworld names and faces—"Big Dutch," "Bugsy" and the like—are poket in and out. The Mafia's "Kiss of Death" ritual also is observed, when a bitter, double-dealing rube-
t—"Machine Gun Mannyc"—gets the back of the Black Hand in the head. Prominent, too, are a nasty-faced brace of Prohibition era molls and, of course, the Hill. It stands out She is Anna Harvey, an off-Broadway actress who plays the most tempting of Floyd's many mistresses. Not as gross as the rest of them, she is usually in transit with her boy friend because he is kept so busy running from the law.

Del Sturio and William Sanford composed the jazz score and in it the acid flavors of the era's fast living, fast killing, fast loving and tedious justice seem to be preserved. "Pretty Boy Floyd" makes no pitch for immorality as a motion picture, but it is vigorous and diverting, certain to recoup its nominal cost many times over.

Running time, 96 minutes, Adult classification. Release, in January.

**SAUL OSTROVE**

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**Allied's EDC**

(Continued from page 1)

...tends in a statement released by its office here.

The reason, the statement asserts, is because public interest in the picture had waned by the time it was generally released to 35mm. The Al-
lied statement contended that, recogn-
izing this, Buena Vista "speeded up the 35mm, relaying of "The Big Fish-
erman," but also reduced its earnings potential by insisting upon full week run for it, which made it unacceptable to "the question of situations."

Truman Reinsch of Franklin, Ind., is chairman of the Allied emerg-
ency defense committee. In a speech at the Allied annual convention in Mi-
ami Beach last month he vigorously criticized the increasing number of films being released as "specials" in 70mm., charging it was a device to delay the general release of such pic-
tures indecently.

A spokesman for Buena Vista, in-
formed of the emergency defense com-
nittee statement yesterday, said the company did not care to comment on it at the moment.

**Carlin Admits Loans to Fox Were 'Uncommon'**

From THE DAILY Bureau

WASHINGTON, Jan. 20.—Morton Carlin, president of Judson Commer-
cial Corp., and here said yesterday that his firm had continued to lend to Matthew Fox, president of Skiatron of America, after some of Fox's loans had gone into default. He conceded that the cross-examination that was it an uncommon occurrence."

Carlin also admitted to Securities and Exchange Commission hearing examiner Robert F. Mason that he had taken no action regarding a letter from a firm of attorneys requesting information concerning the status of stock in Judson Television, Inc., held by Judson as collateral for loans to Fox.

It was also brought out that Carlin did not know whether Fox had ever been informed of the existence of an escrow, or cash, account in his name in Judson's office, even though proceeds of the sale of Fox's collateral by Judson were said to have been credited to this account.

Evidence was put in the record to the effect that in connection with a loan to Alexander Cattera, Carlin had testified in court that he sold collateral on the very day he received additional collateral to secure the same loan.

**Warner Buys Shares**

WASHINGTON, Jan. 20.—Warner 
Bros. Pictures, Inc. has purchased 6,196 shares of its common stock through the New York Stock Exchange for $266,777.27, reducing the amount of outstanding shares to 1,-
499,000 after deducting 983,247
shares held in treasury, according to a report filed with the Securities and Exchange Commission.
FOR THE FIRST TIME...CONT
MASSIVE PENETR
an all-time top drama!

BING
CROSBY
GRACE
KELLY
WILLIAM
HOLDEN
in A PERLBERG-SEATON Production
THE COUNTRY GIRL
Produced by WILLIAM PERLBERG • Written for the Screen and Directed by GEORGE SEATON
From the play by Clifford Odets • A PARAMOUNT RE-RELEASE

Utilizing the famed McLendon time-con
formula that has proved itself with rec
resources of the McLendon organization
market-guaranteeing maximum adver
ti

All the Paramount showmanship that pu
"Shane" over the top! plus SPECIAL NEW M
TRAILERS! EYE-APPEALING NEW NEWSPAPER
ATTENTION-GETTING NEW POSTERS AN
an all-time top action hit!

JAMES A. MICHENER'S
THE BRIDGES
AT TOKO-RI
A Perlberg-Seaton production
TECHNICOLOR
starring
WILLIAM GRACE
HOLDEN • KELLY
FREDRIC MICKEY
MARCH • ROONEY
With ROBERT STRAUSS • CHARLES McGRAW • KEIKO AWAJI
Produced by WILLIAM PERLBERG and GEORGE SEATON • Directed by MARK ROBSON • Screenplay by VALENTINE DAVIES
From the Novel by James A. Michener • A PARAMOUNT RE-RELEASE

World, simultaneous-stimulus Radio-TV
grosses again and again! The full
bill guide every engagement in every
to penetration and top boxoffice results!

GET IN ON A
BRAND-NEW,
PROFIT-BUILDING
MERCHANDISING
CONCEPT!

CALL
PARAMOUNT
TODAY!
ABC Vending Enters Denial

(Continued from page 1)

through Berlo, of Charles Sweets Co., and Charles Sweets Concession Co., both of Philadelphia.

Answering FTC's complaint, ABC admits that substantial competition exists between commercial concessionaires whose primary business is selling confections, soft drinks, and other items through stands and vending machines in indoor and drive-in theatres. ABC denies FTC's allegation that its acquisition of these concerns may result in an illegal substantial lessening of competition or tendency to create a monopoly.

The company also denied that ABC uses unfair methods to frustrate the growth and business potential of its competitors and to eliminate their opportunities for business survival, and that the acquisitions themselves are unfair methods of competition.

According to FTC, Confection Cabinet was the second largest commercial confectionaire in the U.S., and the only one competing with ABC on other than a local basis. The combined Charles Sweets concerns, FTC says, were the largest commercial competitor of ABC and Berlo in the Greater Metropolitan area of Philadelphia, including Southern New Jersey.

FTC's complaint also contended that as a result of these acquisitions ABC has been placed in a monopolistic position in the operation of vending concessions in motion picture theatres in certain sections of the country, and that these acquisitions also had other adverse effects on competition.

New Shor Officials

(Continued from page 1)

completed by Pete Palazzolo, whose family has a sizeable investment in S & S.

Jack Haynes, film buyer for Charlestown Theatres, Springfield, O., for the past 14 years, will become film buyer for S & S. He was given a farewell dinner at Northwood Hills Country Club, Springfield, last night by Phil Chalke and associates. Walter Watson of the Shor office will be booker.

Palazzolo is president of Pal Bros., Inc., holding company which controls most of the family interests in restaurants, food products, theatre and real estate. Since Shor's death he devoted considerable time to the theatre re-vamping until he became ill recently. He has now recovered.

She's been in a state of shock ever since she saw "THE HYPNOTIC EYE"

You too will get the surprise of your life when you see "THE HYPNOTIC EYE!"

with the exciting new HYPNOMAGIC... from ALLIED ARTISTS

WGA, Lacking Regal Pact, Adds Firm to Its Strike

HOLLYWOOD, Jan. 20. - Writers Guild of America today staged a strong protest respect to sale of Regal Films post-1948 tures to National Telefilm Assoc., calling attention to the Guild's views rejection of a formula under which actors and contract, but writers are reported to have reached a share of proceeds beyond sale of eight Regal pictures. It noted that the contract with Regal expired last week and that the deal with NTA, that the guild has taken immed steps to add Regal Films to its list.

Mrs. McGinn, Lobby For NCTA, Is Honore.

SPECIAL TO THE DAILY

SAN FRANCISCO, Jan. 20. -- Honor of her 35 years of service the Northern California Theatres Association and also mark her 75th birthday, Mrs. Hulda McGinn was rendered a testimonial by the NCTA's first Helena Hotel in which 600 people attended. Toastmaster of the affair was R. Corwin, president of the NCTA's first Helena Hotel, also chairman and John Parsons, president of Parson's Theatres, was coordinator.

The guests of honor was presented a NCTA's first Helena award, a presenting statuette to be given for outstanding service. The film exhibition industry in NCTA's first Helena Hotel,

Mrs. McGinn also received an NCTA gift of $5,000 U.S. Bonds.

Mrs. McGinn will continue in NCTA post.

N.Y. Bill Filed

(Continued from page 1)

to decrease the fee for prints from per thousand feet to $6.50 for additional "entire copy." The measure, which would take effect until April, 1961, is similar to one March and Savarese sponsored last year. The only difference aside from the effective date, is if it increases the fee for an entire print from $4 to $6.50.

The 1959 version passed the Assembly by a vote of 50 to 0, on Mar. 27; lost on a roll call in the Assembly's final roll call during the closing days of the session, March 27.

The bill, enjoying motion picture industry and other support, has sometimes been described as one "which would take the profit out of ship." This argument is based on the fact that the amount the motion picture division of the State Eccles Department annually collects in licensing fees is considerably less than the appropriation for operations that bureau.

Supporters have also stressed the measure would yield a greater than the cost of operating motion picture division.
Independent Producers Making Deals with SAG

Lippert Clarifies Deal Between Regal, NTA

From THE DAILY Variety

HOLLYWOOD, Jan. 21.—Commenting on the recent statement issued by the Screen Actors Guild with reference to the sale of Regal pictures to National Telefilm Associates, (Continued on page 6)

Al Blumberg Manager Of WB Exchange Here

Charles Boasberg, Warner Bros. general sales manager, has announced the promotion of Al Blumberg from salesman in the New York exchange to the position of manager of the local (Continued on page 6)

Remind Exhibitors of Free Technical Service

Theatre exhibitors, in correspondence from their film equipment and supply houses, will soon be receiving a reminder of the free technical service available through the Council for the (Continued on page 6)

Fox Makes Changes in Latin America Managers

The following 20th Century-Fox managerial changes have been made in Latin America, it is announced by Emanuel Silverstone, vice-president of (Continued on page 6)

Seek Assurances Top British Circuits Won't Show Pictures Sold to TV Outlet

By WILLIAM PAY

LONDON, Jan. 21.—The Cinematograph Exhibitors Association is trying to seek assurances from the Granada, ABC and Rank groups that they would not show the films involved in the TV deal between producers John Woolf, Major Daniel Angel and Associated-Rediffusion. This was disclosed by J. D. Richards, president of the CEA at the annual meeting of the Association's Welsh branch.

"Producers," said Richards, "are not exactly rational people. They are extremely avaricious in their activities and it is a difficult problem trying to educate them about their long-term interests."

Replying to Woolf's and Angel's allegations that the Film Industry Defence Organisation was ineffective, (Continued on page 8)

Said to Grant 2½% of Television Revenue; May Be Start of Full Switch to Independent Production

From THE DAILY Variety

HOLLYWOOD, Jan. 21.—A number of leading independent producers have begun making deals with the Screen Actors Guild calling for participations post-1948 releases to television, it was learned reliably today.

Several deals are understood to have been agreed upon already. These reportedly would give SAG 2½% of television revenue, or slightly less than that.

It is understood that SAG had been asking for 5 per cent in preliminary conversations.

The producers making the deals are said to be mostly those releasing through United Artists. None could (Continued on page 6)

Strike Talks Stalled; SAG Board Meets Mon.

From THE DAILY Variety

HOLLYWOOD, Jan. 21.—Negotiations between major company presidents and representatives of the Screen Actors Guild appeared to have reached an absolute impasse here today as some of the company heads prepared to return to New York, apparently feeling the hopelessness of (Continued on page 6)

III. Censorship Bill Vetted By Governor

Special to THE DAILY

SPRINGFIELD, III., Jan. 21.—A bill which would have given Cook County (Chicago) power to prohibit "obscene" theatricals and film and live exhibitions was vetoed by Governor Stratton.

"The bill appears to grant to the County board the power of censorship without providing an adequate definition of the term "obscene" to protect the constitutional rights of citizens," Governor Stratton said in vetoing the measure.
U.A. Meeting

(Continued from page 1)

With a total gross of $1,202,251 in its seven-week run at the Radio City Music Hall, "Operation Petticoat" completed its engagement Wednesday with seven all-time records, according to Russell V. Downing, Music Hall president.

The Universal film topped all previous seven-week pictures in the 27-year history of the Music Hall, including "North by Northwest," the previous all-time high grosser for Cary Grant. The film has been in 24 engagements, and "Auntie Mame," the 1958 Christmas film.

"Operation Petticoat," now the Music's all-time high-grossing, turned in the highest single-day receipts: the biggest Saturday, the biggest single weekday: the biggest, first four days of any week, and reached its $1,000,000 gross quicker than any previous Music Hall film, in five weeks and two days plus.

Song Contest Promotion

For Columbia's 'Feeling'

Columbia Pictures and Air France yesterday announced joint sponsorship of a nationwide "favorite song" contest to promote Stanley Donen's "Once More, With Feeling," a Columbia release. Three pairs of round-trip tickets to Paris via Air France are the top national prizes in addition to a complete expenses-paid vacation.

Columbia will promote the contest through press media and theatre lobby displays. The contest revolves around the comedy's musical background and entrants are asked to tell why they would like to hear their favorite song played "Once More, With Feeling."

Tulipan Is Feted

In Tulipan, who resigned as public relations manager of 20th-Century-Fox to become assistant national director of advertising and publicity for Columbia Pictures, was feted by friends in the industry Tuesday at the Knickerbocker Hotel in his honor at Danny's Hide-Away here last night. Among those attending the affair were Jayne Mansfield, Elke Sommer and many others.

Dember Joins 20th-Fox Advertising Department

Lester Dember has joined the advertising department of 20th Century-Fox, effective immediately.

Dember, who was copy chief at Columbia Pictures from 1952 to 1959, had previously headed the motion picture copy department at Buchanan & Co.

Lee to Write 'Rages'

HOLLYWOOD, Jan. 21 — James Lee has been signed by John Forsyth and John Newland to write the screenplay for "Man of Cold Rages," based on the Jordan Baker story. Forsyth and Newland will produce independently this summer. Forsyth will star in the title role and Newland will direct.

NEW YORK THEA

Radio City Music Hall, Rockefeller Center; 3-G-640
Frank Sinatra - Gina Lollobrigida
In a CANTERBURY PRODUCTION
'NEVER SO FEO'

At 3-G-640, 37 E. 40 St., New York. Call 4-8775.

Copyright 1936 by the New York Times Company. Used by permission.
SEYMOUR Harold Graff, center, manager of Loew’s Metropolitan theatre in downtown Brooklyn, New York, receives the plaque signifying his designation as winner of the Grand Award for Showmanship in the HERALD’s Managers’ Round Table competition. Presenting the plaque at Loew’s Theatres home office in New York is Eugene D. Picker, civic president, right, while Martin Quigley, Jr., editor of the HERALD, is at left.

Three Executives Named Bantam Books Officers

Bantam Books, Inc. has promoted three executives to officers of the corporation, it was announced by Oscar Dystel, president. At the last meeting of the board of directors here, editorial director Saul David was appointed vice-president. David handles searching, acquisition and packaging of all Bantam Books titles, including negotiations with publishers, agents and authors, and close contact with the motion picture industry to effect movie tie-ins. His title is vice-president and editorial director.

Sales manager Maurie White was elevated to vice-president and sales director, Arthur F. May, C.P.A. and comptroller, was appointed to the office of treasurer formerly held by Sidney B. Kramer, who will now devote his full attention to his other duties as senior vice-president and secretary of the corporation.

Savarese Cites 5-Point Advantages of His Bill

Special to THE DAILY

ALBANY, N. Y., Jan. 21.—Commenting on his bill to amend the education law by increasing the fee from $3 to $8 for each one thousand feet or fraction thereof charged by the motion picture division, State Education Department, for licensing an original film, and decreasing the rate for prints from $2 a thousand feet to $6.50 for each additional “entire” copy, Assemblyman Anthony P. Savarese, Jr., Kew Gardens Republican, said today: “The legislation has a five-point worthy objective.”

“First,” he explained, “it would keep the marginal theatres in business by making more prints available to them, through encouraging the distributors to expand saturation booking.”

Says Retailers Would Benefit Second,” continued Savarese, “keeping the neighborhood theatres in business would aid preservation of local retail centers clustered around them.”

“Third, the bill would be of assistance to the distributors who pay the fees, almost all of whom have their home offices here in New York State.”

“Fourth,” asserted the Queens Assemblyman, “the bill would restore the principle that a license fee should pay for the cost of the service rendered and should not be used as a subterfuge for a tax.”

“Finally,” he stated, “enactment of the measure would evidence the intent of New York State to help create a better business climate.”

The bill, which has motion picture industry and other business support, and which unanimously passed the Senate last year, only to suffer defeat on a slow roll call in the final hours of the Assembly’s session, would take effect April 1, 1961. This year’s version would increase the fee for “entire” copies from $4 to $6.50.

Sen. John J. Marchi, Staten Island Republican, sponsors a companion act, as he did in 1959.

Harry Brandt, president of Brandt Theatre Circuit and Independent Theatre Owners Association, will serve as dinner chairman of the 1960 annual Democratic State Committee Dinner, to be held Feb. 13 in the grand ballroom of the Waldorf-Astoria Hotel here.

Albert S. Johnstone has been re-elected president of Local 293, IATSE, New Orleans. Other officers named for the 1960 term are: Jim Skelly, business agent; William L. Breitenmoser, vice-president and chairman of the board; Sam Piecineck, treasurer; J. Evan Skelly, financial secretary; Adam Wise, recording secretary, and Louis N. Chateau, sergeant-at-arms.

Roger Wood, former booker for Capital Releasing Corp., Atlanta, has resigned to join the Peachtree Art Theatre circuit, owned by Owen Vaughan, who is leaving to join the staff of Warner Brothers in Detroit.

Zhu Arthur, writer long active in the field of photographic essays for various publications here and abroad, has been named executive assistant to Joshua Logan and Ben Kadin in the operation of Logans independent production company, Mansfield Productions.

Harvey Epstein has been appointed assistant to the president of Ben Adler Advertising Service.

Paul Marcelli, who assumed operation of the Community Theatre, Catskill, N. Y. Formerly a unit of Fabian Theatres and more recently a Brandt house, it now is owned by the W. W. Farley interests of Albany, N. Y.

NT&T Ordered to Pay $100,000 in Court Fees

WASHINGTON, Jan. 21.—National Theatres and Television, Inc. and its subsidiaries, Fox Midwest Theatres, Inc., have lost two substantially identical stockholders’ actions brought in the state courts of New York and Delaware, according to a report filed with the Securities and Exchange Commission.

The courts ordered the defendants to pay fees in total amount of $100,000 to the attorneys of the plaintiff. Each action was entitled Helnd v. Gaubee.

Atlanta WOMPI to Meet

ATLANTA, Jan. 21.—The regular monthly meeting of the Atlanta chapter, Women of the Motion Picture Industry, will be held Jan. 27 at the Variety Club here, with Mrs. Arlene Pohl, of WCST, Atlanta, as guest speaker.
"A COMPLETE DELIGHT FOR ALL!"

COLUMBIA PICTURES presents a UPA FEATURE PRODUCTION - "1001 ARABIAN NIGHTS" - Produced by S
Featuring the Voices of: JIM BACKUS as Uncle Abdul Azziz Magoo - KATHRYN GRANT as Princess Yasminda - D
BIG!
BIG!
BIG!
Promotion Campaign

RADIO SPOTS Minutes, 30 seconds, 20 seconds and 10's. Order through your Columbia Exchange.

TV TRAILERS That Carry the Glitter and Glamor of the Picture!

TV FEATURETTE 5 Minute TV Featurette. The Picture Comes Alive with the Stars—from the Drawing Board to Color Film.

OPEN END GAG INTERVIEWS Magoo (Via Jim Backus) Reveals All... in Just Five Minutes!

COPPIX SOUND TRACK ALBUM Featuring all the Tuneful Numbers.

GENERAL ELECTRIC National Mag Ads, Displays, Streamers—all with Picture Credit! 50,000 Dealers Co-Operate!

U.S. SAVINGS BONDS 40,000 Mail Trucks Display Posters Of Magoo Selling Bonds—with Credit for 1001 NIGHTS! Also in Banks, Post Offices!

COLORING BOOK Published by Whitman. Available in Chain and Department Stores.

MERCURY SLIPPERS Advertised in SEVENTEEN Magazine. And in 17,000 Retail Stores!
Television Today

SAG-TV Deal

(Continued from page 1)

be reached for continuation late today.

The reports indicate that even though major companies fail to reach an agreement with SAG by the contract deadline, Feb. 1, a produc-
tion here nevertheless could continue in considerable, if not near normal, volume.

The situation also suggests the pos-
sibility of a full-scale swing to in-
dependent deals with guilds and unions covering television revenue par-
ticipations. It could, for the im-
mediatetuture, at least, give every major company a status similar to
that of United Artists, which is not a producer itself but solely a dis-
trbutor.

All national producing-distributing
companies have held to their position up to now that they will not make
deals with the guilds and unions which include participation in money
received from sale of their post-48 libraries to TV. As distributors only,
and handling the films of independent producers who have TV revenue par-
ticipation contracts with the guilds and unions, the companies would ap-
pear to be free of direct involvement in the TV revenue issue.

seen As Possible Guide

In any event, retaliation against them by the guilds seemingly could not
be effective.

On the other hand, should the ma-
ajor production-distribution companies change their position and agree
to negotiate with SAG for a share of TV
revenue, the independents’ deals would be a guide to the kind of deal
the companies could expect to make. They might possibly share the Guild’s participation in about two per cent of TV revenue and
might get allowances for distribution costs and in connection with pictures which have not recovered their negative cost.

Incidentally, it was not made clear whether such allowances are included in
the deals being made with SAG by the independents, or whether these deals
call for a straight percentage of the gross.

Earlier Deals Consummated

The independent producers con-
ducted deals earlier with the Screen
Writers Guild, which is on strike
against major studios now for a share
in TV revenues. If contracts have not yet been made with the directors guild nor any of the studio unions such as
musicians or IATSE, all of these will have to be dealt with before the in-
dependent producers achieve clear
salting. However, agreements would not be imperative far in advance of
the expiration of the current guild and union contracts, none of which, apart from SAG and SWG, is immi-
nent.

1959 Biggest Year
In WABC-TV History

WABC-TV has just concluded the
most profitable year in its 12-year his-
tory of serving Metropolitan New
York. Joseph Stanley, ABC-TV
vice-president and general manager,
announced yesterday.

He said net profit for 1959 in-
creased 11 per cent over 1958. In
turn, was 50 per cent more profit-
able than 1957; 1959 station sales
were 14 per cent greater than 1958,
and fourth quarter profits last year
were 27 per cent more than the com-
parable 1958 period. A 12 per cent
rating increase for last month also
was noted over a like period in 1958.

WABC-TV was listed No. 2 in the
Nielsen ratings in 43 prime time
quarter hours last month, as compared
to 25 first or second positions in the
12:30-11:30 P.M. quarter hour reports
in December, 1958. The revision of
weekend television program sched-
ules, which called for the shifting
of nine shows to new time slots, enabled
the station to provide a better balance of Saturday and Sunday programming for
viewers, Stamler said.

"The record shattering report for
WABC-TV in 1959 points up the vast
audience acceptance of both the sta-
tion and the ABC network program ing
by viewers and advertisers," the
vice-president added.

NBC Moves to Dispose
Of Phila., D. C. Stations

From THE DAILY BUREAU
WASHINGTON, Jan. 21. — The
Federal Communications Commission
has been told by RKO Teleradio and
National Broadcasting Co. that they
have tentatively agreed to exchange
their radio and TV stations in Boston
and Philadelphia.

NBC also disclosed a plan to sell
its stations in Washington, D. C.,
WBC-AM, FM, and TV-to BKO for $11,500,000. The Washington sale is
to be contingent upon acquisition by
NBC of outlets "in a replacement market."

NBC's Philadelphia stations are
WBC-TV, AM and FM; BKO's Bos ton
outlets are WNAV-TV, AM and FM.
The exchange proposal stems from a September 15 concordant
judgment entered in Philadelphia Federal
district court requiring NBC to dispo-
se of its Philadelphia stations.

Set Feb. Hearings on
TV Channel Allocations

From THE DAILY BUREAU
WASHINGTON, Jan. 21. — The
House commerce committee plans
hearings on the allocation of television
channel frequencies; hearings will be
held Wednesday and Thursday at the
capitol under the supervision of Ralph Ianuzzi, Metropo
titan division manager.

Lesser, WGA Sign:
Firm Off Strike List

From THE DAILY BUREAU

HOLLYWOOD, Jan. 21. — Sol
Lesser Productions, Inc., has been
listed to as list of independent film com-
panies which have signed agreements
with Writers Guild of America, and
has been removed from the guild's
strike list. Announcement of accept-
ance of the guild contract by Lesser
was made by WGA. Signatories for
Lesser were Seymour Weinhart and
Hal Hinson.

Other top ranking independent
companies who had previously signed
with the guild are the Mirisch Com-
pany, Harold Hecht Pictures, Stanley
Kramer Pictures, Maxie Braun Productions, Seven Arts Productions, and Edward Small Produc-
tions, Inc.

Guild Treats ‘Double- Duty’

Writers Guild of America today
supplemented previous instructions
to producer-writers, director-writers
and others in a similar capacity to
accept their guild's membership, to
cover revenue, and to shun "so-called
writers" who are sued for refusing
to do the program. Supplementary
instructions, deemed applicable to
producer directors, Co-players, edito-
rial writers, "advice members to call the
guild for determination of the nature
of services requested which might nor-
mally be performed by a writer.

The guild stipulated that it would
indemnify against damages assessed
against any member who in his ca-
pacity as a producer or director, or in
any other capacity other than a writer
refuses, by order of guild, to do
work of a writer, and is for such
reason sued by his employer.

Lippert Clarifies

(Continued from page 1)

Robert L. Lippert, production liaison
between 20th Century-Fox and the
now inoperative Regal Films, Inc.,
offered the following clarification on
the issue regarded as important in
the present strike dilemma.

"Regal films were solely financed by
Regal and Bank of America. Un-
der a distribution agreement with
20th-Fox, Regal had the right to sell
films to television if recoupment of
investment was lagging. Mr. Skouras
was of the opinion that the films
belonged to Regal, and Regal preferred
not to unload the films to TV and make
its own settlements.

"It does seem out of proportion
that major films, which cost at least
10 times more than the smaller
budget Regal pictures, should be con-
sidered under same formula of de-
ductions made by guild," Lippert
concluded.

Al Blumberg Named

(Continued from page 1)

exchange, effective immediately.
Blumberg has been suspended from
his job as general manager of the
newscast at the NBC network, and
will function under the supervision of Ralph Ianuzzi, Metropo-
titan division manager.

Strike Impacts

(Continued from page 1)

their efforts to settle the dispute
with the guild, whose contracts will
now expire at the end of this month.

Two of the company heads, ever-
septor R. Vogel, president
Low's, Inc., and A. Schneider,
resident of Columbia Pictures, will
remain at the studios.

Tells between the SAG and regu-
lar representatives of the Associ-
ation Picture Producers continues
afternoon, with no progress rep-
by either side.

While here that a show may be
rued on Monday, the board of directors of the SAG
will convene here. This
could be followed by a board meeting, a strike vote or

Technical Service

(Continued from page 1)

Improvement of Theatres and
A Picture Projection, The
Theatre

consumption of the thea-

r, which was reported a
on the last day of the
ition of the Council

theatre operators.

Pucks Call It Stimulation

Albert M. Ficks, TOA pro-
ounced the Council felt this re-
coder would act to stimu-
the under which more than 5,000
theatre industry, including free service on how to im-
prove their service, and physical comfort.

Ficks said the Council was
ful, in 1960, of making at least
other 5,000 theatre calls.

Operating members of the city
heat, National Caron, Lorrain-
, RCA Service, Alice Service
the IATSE, TESMA, TEDA or

Fox Changes

(Continued from page 1)

20th Century-Fox Inter-American

poration.

Issam Munilla transfer-
Panama to Caracas, Venezuela.
Place John Flinker; Max
from Bogota, Colombia to D.
Carlos Ibarra from Quito
to Bogota, Colombia; and a
branch in Guayaquil, the
branch at the new La

Friday, January 22.
Paramount Ready for 'Success in '60's'

Paramount expects to enter the decade of the '60's with a banner year in 1960 on the basis of an imposing line-up of product starting with the five top films illustrated on this page.


Drama: "The Rat Race," starring Tony Curtis and Debbie Reynolds. Technicolor.

Medley: Jerry Lewis and John Williams visit a Small Planet.

Drama: "Jovanka and the Others," starring Barbara Bel Geddes, Silvana Mangano, Carla Gravina and Vera Miles.
Book ‘Can-Can’

(Continued from page 1)

10 for two full years at the famed Cartlary Circle Theatre in Hollywood.

Signing the agreement were executive production chief Buddy Adler, representing 20th Century-Fox, and M. Spencer Leve, president of Fox West Coast Theatres and president of theatre operations for National Theatres & Television, Inc.

Looking on as Adler affixed his name to the agreement were Shirley MacLaine, who stars in “Can-Can,” and Monty Norman, co-producer and arranger of the score for the film, and Jack Cummings, who produced the picture.

To Re-Draft Tax Bill: Film Benefits Seen Nil

From THE DAILY Eiren

WASHINGTON, Jan. 21. — The Ways and Means Committee today decided to limit the scope of the Bergin, (D., La.), Bill H. R. 5, to its tax deferral provisions. In the course of its actions, the committee appears to have rejected any benefits of the bill from accruing to the motion picture industry.

The committee noted that the bill—which is now to be re-drafted—for further consideration on Feb. 8 — does not grant deferral of tax with respect to the portion of income which is attributed to assets and the proposed method of tax deferral will be considered as a separate measure; the section dealing with non-recognition of gain in the case of certain proceeds of insurance; the section permitting some taxes waived by foreign governments to be treated for U.S. purposes as if they had been paid; and a section dealing with transfers of property to a sub-subsidiary of a corporation.

Film Firms Can’t Qualify

Motion pictures were written out of the bill, in effect, by making it almost impossible for companies in the industry to qualify as foreign business corporations eligible for tax deferral. Royalty income cannot be taken into account by these firms to the extent that it exceeds 25 per cent of gross income.

Ohio Theatre Reopened

LORAIN, O., Jan. 21. — Steve Cherkous has taken over and reopened the shuttered Lorain Theatre here from Michael Koury, former operator.

REVIEW:

The Hypnotic Eye

Allied Artists

HOLLYWOOD, Jan. 21

Big box office returns are bound to register for a novel bit of showmanship which has been integrated into the plot of this shocking, suspenseful and highly entertaining screenplay. This is effected by the unusually fascinating performance of Jacques Bergerac as a hypnotist, portraying The Great Desmond, in which, on cue from his dialogue, the house lights go on, and he engages the theatre audience with instructions from the screen to participate in a number of “parlor” tricks that could be achieved by any hypnotist.

Upon entering the theatre, patrons will be given a balloon which they can use to participate in one of the tricks during this particular sequence.

George Blair’s direction, punctuated by Marlin Skiles’ background music, keeps the film moving with mounting interest in why Allison Hayes, the hypnotist’s shapely, attractive assistant, causes Bergerac to select from the audience attending his nightly demonstrations a beautiful girl, and a post-hypnotic influence will go home and disfigure herself, using either acid, fire, or the blades of an electric fan with horrific results.

Joe Partridge, a detective assigned to check on a series of such cases, has difficulty in determining the real cause, since none of the victims, who are still “spellbound,” have any recollection of being hypnotized.

Partridge, with the aid of Guy Prescott, a doctor familiar with hypnosis, and his girl friend, Maria Hendricks, has been able to lure the victim, trap the hypnotist and his assistant during their act. Miss Hayes threatens to kill Miss Henderson whom she has dragged under hypnotic influence to a catwalk above the theatre stage, but when Bergerac is shot by Partridge she reveals her vindictive motive against beautiful women by pulling a well-fitted mask off her face which hid her own horrible disfigurement. She falls to her death to the stage below.

For added exploitation value, the cast features Ferdinand W. (Fred) Demara, who received international fame as an imposter, having, during his career under many guises, performed several operations while posing as a Royal Canadian Navy surgeon. He plays a doctor in the film. Also featured are Lawrence Lipton, “King of the Beatniks,” and Erie (Big Daddy) Noyd, a bongo drummer.

Charles Bloch makes an impressive debut as a producer with this film, delivered under the supervision of executive producer Ben Schwalm. Running time, 77 minutes. General classification. Release, in February.

SAMUEL D. BEINS

British TV Films

(Continued from page 1)

the CEA president pointed out that it was not true that 300 feature films had been shown on TV. This had been 300 screenings but many of them were of the same film by different TV stations. All these films had been produced before FIDO was set up.

It is realized, he continued, that in some TV networks the companies concerned would find it difficult to opt out. In Southern Television the Rank Organisation had only a minority interest and could not affect policy decisions. ABC had made the Ealing Films deal but had not allowed the films to go to other TV stations. All three companies had bought films since FIDO and they were enthusiastic supporters of FIDO.

FIDO, concluded Richards, had acquired all films it had not named them because it would tell TV companies what films were still available for purchase. Many more films had been kept off TV without spending FIDO money which was good policy.

Iowa-Neb. Allied

(Continued from page 1)

and an institution of public service and necessity to his community.

This was the consensus of opinion developed during a forum at this week’s meeting of Iowa-Nebbraska T.O. in Sioux City, according to Charles Jones, vice-president of the organization.

A proposal of certain adult films was voiced, but on the other hand, there was emphatic criticism of what was termed “much distasteful subject matter and dialogue in too many current releases.” There also was a feeling that the industry has not yet come too far along the road of “daring and distasteful pictures” to correct the harm that has been done by them.

The convention delegates pledged action in opposition to the proposed Federal minimum wage laws, particularly on the inclusion of theatre.

Arrang and workings of Motion Picture Investors, Inc., was explained to the meeting by Lloyd Hirshman of the Capital Drive-In, Des Moines.

‘Scent’ Slated this Year In 12 Cities, Says To

By SAMUEL D. BERNS

LOS ANGELES, Jan. 21. — “Scent of Mystery,” Michael Todd, Jr., theatrical production in the new Scent of Mystery, will be played in over 12 cities and in several for countries by the end of 1960, of the late showman amon at a press conference held at the Blywood Gourmet.

The conference also served to introduce Hans Laube, Swiss inve Theatre, who will supervise all installations, and Los Angeles to supervise all alterations and equipment install at the Ritz Theatre, where it will its West Coast premiere Monday.

Todd stated the system is not paltible with Aromaluna, and Scent of Mystery installation costs, approximately $35,000, are not by the exhibitor.

Following the premier Todd stay here for several additional to confer with Harold Adanson Sig, producer of the two musical edy version of “Around the World 80 Days,” which is now schedule have its world premiere in Los tember next.
Academy Establishes New 'Oscar' For Excellence in Newsreels

According to requests of the newsreel industry, the Academy of Motion Picture Arts & Sciences has established a special annual awards category for newsreels, so far as could be established here.

New Memphis Censors O.K. Film Banned Four Years

MEMPHIS, Jan. 24.—Memphis' new motion picture censor board, which promised to be more liberal, made good on that promise Friday.

The new board saw six films and put an O.K. on all of them. One was a picture, "I Am a Camera" which had been banned for four years (since 1955) by the former censor board. This film was recently withdrawn from television after a protest.

Other films approved Friday were current ones.

1,000 Film Industry Catholics at Breakfast

More than 1,000 Catholics of the motion picture industry in the New York area attended a corporate Mass and Communion breakfast yesterday at St. Patrick's Cathedral and in the Grand Ballroom of the Waldorf Astoria.

Speakers at the breakfast were Kingubby Smith, publisher of the N. Y. Journal American and the Very Rev. Msgr. Timothy J. Flynn, director. (Continued on page 9)

Announce Winners of N.S.S. 40th Anniversary Trailer Contest

Five theatre managers from widely scattered areas of the country were the major prize winners in the "Once-in-A-Lifetime Tribute to Trailers contest, Herman Robbins, president of National Screen Service, announced at the weekend.

The contest was held in conjunction with National Screen's 40th Anniversary celebration and drew an unprecedented response for a contest of its kind. More than 1,000 entries were received from all sections of the country.

Serving as judges in selecting the winners were Al Pickus, president of Theatres Owners of America; Ben Marcus, national Allied's member of the Council of Motion Picture Organization's triumvirate; and SI Seidler, M-G-M's eastern advertising manager, currently serving as chairman of the Motion Picture Association's advertising and publicity directors committee.

First prize winner to receive $1,000 was Carl Rogers, manager of Loew's Theatre in Dayton, Ohio. Second prize of $500 was won by Mrs. Ann De Bagon, manager of the Strand Theatre in Plainfield, N.J. George B. Brown, manager of the North Shore Theatre, (Continued on page 4)

Annual Meet Propose Loew's Change Name To 'M-G-M, Inc.'

Stockholders also to act on stock options Feb. 25

A proposal to change the corporate name of Loew's, Inc., to Metro-Goldwyn-Mayer, Inc., will be voted upon by the stockholders of the company at their annual meeting at Loew's State Theatre here Feb. 25.

Stockholders also will vote on restricted stock options issued to key executives of the company, and will elect 15 directors to the board.

Discussing the proposal to change the company's name, Joseph B. Vogel, president, says in the company's proxy statement that the move has been considered for several years and the name "Metro-Goldwyn-Mayer" already has been included in names of subsidiaries. Noting that the name and (Continued on page 4)

SEC Skitron Hearing Recessed Until Feb. 10

WASHINGTON, Jan. 24.—Prior to recessing until Feb. 10, the proceeding before Securities and Exchange Commission hearing examiner Robert H. Hilsop, heard of additional transactions in which a commercial finance company sold stock in Skitron Elec-

(Continued on page 10)

'Fame' Wins Printing Award for 1959 Here

An award of the 18th Exhibition of Printing in New York has been won by "Fame," Quigley Publications annual devoted to motion picture and television achievements of the previous year.

Submitted by Blanchard Press, printers of "Fame," the 1959 edition was judged "outstanding in its own category" among thousands of entries in the 1959 exhibit conducted at the Hotel Commodore January 18-21. The 1955 Edition won an award at the 1959 Exhibition.
New York Film Critics Present Awards for '59

New York Film Critics' awards for 1959 were presented at the annual dinner and awards ceremony here at Sardi's Restaurant on Saturday night. Joseph E. Vogel, president of Fox's Inc., who returned here Friday after a West Coast visit, accepted the award for "Ben-Hur," which the critics voted best picture for 1959. James Stewart, who was cited for his performance in "Anatomy of a Murder," also attended the dinner. Audrey Hepburn, voted best actress for her role in "The Nun's Story," was unable to attend, and Elizabeth Taylor accepted the award for her.

Fred Zinnemann, whose direction of "The Nun's Story" won him an award, was in London on the weekend. His award was accepted by Miss Italia who wrote the screenplay for the film. The award for best screenplay was accepted by a member of the Screen Writers Guild for the film "Anatomy of a Murder," which was awarded by Wendell Mayes.

Sullivan in Hollywood On 'Can-Can' Activity

Edward E. Sullivan, 20th-Century Fox publicist, arrives in Hollywood from here today to further check with studios, and attend the picture premiers for "Can-Can," in Todd-AO, which will debut in major cities of the world in mid-March. Sullivan is also representing several important foreign film companies, which is to be brought here in a presentation of benefit premiers for "Can-Can." Sullivan had the opportunity to see the film last Saturday night.

Attended Opening in Boston

The publicity director recently returned to Boston, where he established his home with two new productions: "The Golden Touch," and "Ben-Hur," which will be presented at the Granada Theatre. The publicity director will work with producers to promote the opening of the motion pictures in this area.

Royal Crown to Build New Illinois Plant

Royal Crown Co. Company, Columbus, Ga., producer of Royal Crown Cola, Nehi and Furst-Pak beverages, will construct a flavor-ingredient manufacturing center and canning plant at Granite City, Ill., according to W. H. Glenn, president. Granite City is across the Mississippi river from St. Louis, and the new plant, the company's ninth, will serve Midwest and West Coast bottlers and distributors.

Herbert Crooker, 66

Herbert Crooker, 66, a pioneer in film publicity and advertising, died here Thursday at his home. The deceased, who held jobs as Eastern publicity manager for Warner Bros. and for Metro-Goldwyn-Mayer, is survived by his wife, the former Delight Evans, now the director of Marketing and Advertising, started her career in publicity in the 1920s as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Famous. Entered as a class matter Sept. 21, 1918, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the United States and $12 foreign. Single copies 35 cents.
PARAMOUNT’S

"Touch"

HAS THE

BOXOFFICE

TOUCH!

Paramount Pictures presents

JAMES MASON

VERA MILES

GEORGE SANDERS

in

A comedy
about cash
and women-
and a very
special
Touch!

An IVAN FOXWELL Production - Directed by GUY HAMILTON
Screenplay by ROGER MacDOUGALL, GUY HAMILTON and IVAN FOXWELL

SOLID CONTENDER! A TOTAL DELIGHT!

—Film Daily

KEY SHOWMEN COAST-TO-COAST ARE PLAYING "TOUCH"!

NEW YORK
WASHINGTON
BALTIMORE
ATLANTA
CHARLOTTE
GREENSBORO, N. C. 
Normandie
Playhouse
5-West
Peachtree Art
Visualito
Cinema

CHICAGO
MILWAUKEE
MINNEAPOLIS
ST. LOUIS
LOS ANGELES
SALT LAKE CITY

Esquire
Downer
World
Pageant
Fox Beverly
Tower

CALL PARAMOUNT NOW!
M-G-M Name

(Continued from page 1)
its initials, M-G-M, already are well known throughout the U.S. and in many parts of the world, Vogel says "We believe it will have a beneficial effect upon our marketing and advertising programs and that it will enhance our relationships with the public as a whole. This change will definitely identify the corporation by the name with which it is most closely associated."

Has Been Under Consideration
Loew's, Inc., has considered a change in name since separation from Loew's Theatres. The latter will retain that name but intends to change the name of the radio broadcasting subsidiary and station, WMGM, New York, which became its property in the divestiture.

The stock option program consists of the following participants and the number of shares each is entitled to purchase at $30.25 a share: Vogel, 30,000 shares; Sol C. Siegel, 30,000 shares; Robert H. O'Brien, 15,000; Benjamin Than, 15,000; Benjamin Melhuk, 8,000; John P. Byrne, 6,000; Morton A. Spring, 6,000; Raymond A. Klune, 6,000; Howard Strickling, 6,000; Barthes Bishop, Jr., 3,000; Robert Mochrie, 3,000, and Maurice Silverstein, 3,000.

Follows Committee Study
The options were recommended after study by a committee of the company's board of directors, members of which were not employees of the company, and were put into effect last May. The proxy statement notes that the options are being submitted for stockholder approval despite legal advice that they need not be, and, if they are disapproved by the stockholders meeting, they will be cancelled.

The proxy statement relates that the options are designed to help assure the continuity of service of the executives to whom they are issued, and were contrary in the making of their employment contracts, which they can cancel if the options are not approved by stockholders.


Remuneration Listed
The proxy statement lists the annual remuneration of Vogel, Siegel and Than at $150,000; O'Brien, $75,000; and Melhuk, $65,000.


Largest individual stockholder on the board is Cummings, with 659,990 shares and an interest in an additional 10,950 shares. The proxy statement notes that management recommends that stock-are, Duhuth, Minn., took third prize of $600. Fourth prize of $400 went to Murt F. Makins, manager of the Admiral Theatre, Bremerton, Wash., while fifth prize of $200 was taken by a drive-in theatre manager, Ed Farmers of the Ayers Theatre, Corpus Christi, Tex.

Although unannounced in the Trailer Contest details an additional 10 "honorable mention" awards of $100 each were made in recognition of the efforts expended in showmanship campaigns of exhibitors and theatre managers highlighting the importance of the trailer to theatre operation.

Honorable-Mention List
Winners of the "Honorable Mention" Awards include Max Cooper, Cove Theatre, Glen Cove, N. Y.; Bill Tramabukis, Loe's Theatre, Providence, R. I.; Milt Harmon, Palace Theatre, Milwaukee, Wis.; Robert Kesler, Bein Theatre, Philadelphia; and others vote against a proposal to adopt the cumulative voting method for the election of directors of the company, a proposal which two small stockholders have served notice they intend to present at the meeting.


In all, a total of $4,000 was awarded in prize money. The contest, which was restricted to exhibitors and theatre managers, called upon entrants to "virtually do anything" which highlighted the box office value of the trailer.

TRAILER CONTEST JUDGING: Ben Marcus, member of the Compo triumvirate, (above, left) serving as a judge in the "Once-in-a-Lifetime Tribute to Trainers" contest, looks over contest entries with Herman Robbins, president of National Screen Service. Below, Burton Robbins, vice-president and general sales manager of NSS, is flanked by contest judges Si Seidler (left), M-G-M advertising director, and Al Fickus, president of Theatre Owners of America.

NSS Contest Winners Listed

(Continued from page 1)

Detroit Council to Meet

DETROIT, Jan. 24—The Greater Detroit Motion Picture Council will meet Friday, Feb. 5, for luncheon, door prizes, and viewing of special films. They include back-stage shots of Stanley Kramer rehearsing and directing "On the Beach," 32 "main events" from "Ben-Hur" with music from the film, and other sequences of Hollywood off-the-screen activities of personalities, scenes of special sets, and the like.

IENE Completes Plan: For Mid-Winter Meet

Special to THE DAILY

BOSTON, Jan. 24.—Independent Exhibitors, Inc. of New England, completed plans for its annual winter drive-in meeting Feb. in the Hotel Bradford here.

The all-day meet, starting at A.M. and continuing after lunch is to be sponsored with local scope rather than national, as this group for airing drive-in problems at local level. District managers of independent companies and managers exhibitors have been asked to aid the meeting, along with independent circuit managers, covering such subjects as censorship, projection, ticketing, special attractions, beaters, advertising, admission scales, control, free passes, product out theatre advertising, etc. Edward Leder, president of IENE, is chairman.

Annual Meeting Feb. 9

On Feb. 9, the annual meeting IENE will be held at which there will be an election of officers. This meeting will be at IENE headquarters.

The annual regional conv for September 13-14-15 Chatham, Mass., which Chatham, is already being planned with committee working on the pro-

ing, IENE officials revealed that IENE resigned last week national Allied, its headquarters remain at 36 Melrose Street, with members being welcomed by ex-secretary Carl Goldman, and howideship is not over, "Although break with national Allied is cloour, local organization will continue to be a domaim factor in exis

NATKE and CEA to On New Wage Talk

From THE DAILY Bureaus

LONDON, Jan. 24.—The National Association of Theatrical and Employees and the Cinematographic Association have announced that negotiations between the parties on a new wage were in progress, with air of optimism. The proposals, however, CEA in their present form are sli not unacceptable to the union, it reported.

Continental Distributors Joins Importer Group

Continental Distributing, Inc. joined the Independent Film Levers and distributors of America as announced at the meeting by Michael F. Mayer, IFIDA tive director.

Representing Continental board of IFIDA will be Irving ser.
HERE COMES UNIVERAL'S HAPPY PICTURE FOR HAPPY BOX OFFICE RETURNS FOR EASTER

PRESOLD THE SOLID UNIVERSAL WAY WITH DEEP PENETRATION NATIONAL MAGAZINE AD AND LONG-RANGE PROMOTION-PLUS CAMPAIGNS!
Hans Christian Andersen's The Snow

Full-length feature cartoon in Eastman color

Miracle *** magical *** for all age
MUSICAL ENTERTAINMENT
OF THE HEART !!!

Queen

Music to make
Your heart dance !!

"THE SNOW QUEEN"
"DO IT WHILE YOU'RE YOUNG"
"THE JOLLY ROBBERS"

TOMMY KIRK * PATTY McCORRACK

Toons, Animation and Screenplay by SOYUZMULTFILM PRODUCTIONS • English Dialogue Version • Prologue and
option written by ALAN LIPSCOTT and BOB FISHER • Produced by BOB FABER • A Universal-International Release
HAVING IMPRESSIVELY DEMONSTRATED THE POTENTIAL BOX OFFICE ENRICHMENT OF LONG-RANGE PRE-SELLING AND PLANNED DISTRIBUTION WITH 'IMITATION OF LIFE' AND 'THIS EARTH IS MINE' EARLIER, AND NO LESS CURRENTLY WITH 'PILLOW TALK' AND 'OPERATION PETTICOAT', UNIVERSAL-INTERNATIONAL HAS NOW LAUNCHED THE COMPANY'S LONG-RANGE ADVANCE SELLING OF 'THE SNOW QUEEN'...

UNIVERSAL KNOWS HOW TO SELL THEM AND 'SNOW QUEEN' IS IN LINE FOR THAT TREATMENT...

A DELIGHT FOR ALL, A BEAUTIFUL ORCHESTRATION OF SIGHT, SOUND AND COLOR HAS BEEN ACHIEVED IN THIS FEATURE-LENGTH CARTOON...INCLUDES THE VOICES OF SOME TOP-DRAWING NAMES...BY EVERY INDICATION THIS BRIGHT PRESENTATION LOOKS LIKE A THOROUGH WINNER FOR AUDIENCES OF EVERY AGE — THE FILM DAILY
Motion Picture Daily

News ‘Oscar’ (Continued from page 1)

Attitude of British Government to Film Industry Is Criticized by Bernstein

By WILLIAM PAY

LONDON, Jan. 22 (By Air Mail)—The Government’s attitude to the film industry is criticized by Sidney Bernstein, chairman of the Granada Group, in his annual report to stockholders for the year ending September 1959.

"On the one hand," he said, "they are prepared to pay lip service to the national importance of a vigorous British film industry and yet on the other they refuse to face the economic facts that have the Government presented to them. A vigorous film industry in this country depends fundamentally on a strong exhibition side. As I said last year, there are problems enough to be overcome without the quite gratuitous one of an admission tax which no other form of entertainment has to bear."

"What I fail to understand," he continued, "is why the Government should assume there is any automatic reason for taxing the admissions of cinema patrons when every other entertainment goes scot free."

Bernstein also criticized the Government’s decision—under the new Cinematograph Films Bill—to give some of the British Film Fund levy to the newsreels. If the reason is that their material becomes available to the British producers, he said, British film producers ought not to be penalised and lose some of the levy. It is something which should be restricted to the newsreels.

"Nor can I let this occasion pass," he concluded, "without once again stressing the hypocrisy of our Sunday Observance laws; brewers can open their public houses, newspapers can be printed and sold, television can present plays, films, quiz games, what will our cinemas can only be opened by permission of the local authority after a referendum—and even then they have to pay a substantial charity levy. It is about time this ridiculous situation was changed."

As a result of the success of its television subsidiary, the Granada Group reports a net profit of £797,290—way above the £285,000 it was expected to make—of such success that it is anticipated the levy may be cut.

"There are no areas where the film industry can afford to be complacent," Bernstein said. "One of them is the newsreels, where the British Government is less than enthusiastic.

Walters to Distribute

(Continued from page 1)

Warners’ 323 ‘Oscar’ Candidates; Over 33% Color in Film

From THE DAILY BUREAU

HOLLYWOOD, Jan. 24. — More than one-third of 323 feature-length motion pictures submitted for Oscars this year were filmed in color, a survey of pictures released during 1959 has disclosed.

Of these pictures which meet required technical consideration for the Academy of Motion Picture Arts and Sciences awards at 32nd annual presentations, there were 122 produced in color and 201 filmed in black-and-white.

Only those feature-length motion pictures in English or with English subtitles shown commercially for the first time in 1959 in Los Angeles are eligible for academy awards April 4. Separate consideration is given the best foreign language film of the year. Pictures competing in this category need not have been shown in United States.

Academy Names Sarno

HOLLYWOOD, Jan. 24.—Appointment of Art Sarno by the Academy of Motion Picture Arts and Sciences to assist its public relations counsel, Harshe-Rotman, Inc., in publicizing the 32nd annual Academy Awards presentations was announced at the weekend. Sarno was with Paramount Studios’ publicity department for 17 years.

Barden Retiring

WASHINGTON, Jan. 24.—Conservative chairman Graham Barden (D., N.C.) of the House Labor Committee has decided to quit Congress after his present term expires. Since committee chairmanships normally are determined by seniority, this leaves the liberal Adam Clayton Powell, Jr. (D., N.Y.) as heir apparent to the chairmanship.

GermanFilms (Continued from page 1)

the United German Film Enterprises, Inc., and an official representative of the Export Union of the German film industry, said quality and not origin of product still is the key buying factor from an American standpoint.

A discussion for the film community have been purchased for 1960 release by American buyers, he said, and attributed current interest in the German product to the favorable attitude of buyers from the States who, for the first time in large numbers, attended the Berlin Film Festival last year. These same buyers, Podhorzer added, were the ones who usually passed up the Berlin exposition for those in Cannes and Venice.

Last year 16 German films were released in the United States, and many of the pictures were shown at general art houses for the first time. Bookings were made into the World, Newsreel, Plaza and 55th Street Playhouse and the 72nd Street Playhouse, where a policy of showing titled German pictures seems to be paying off in effect. Since late last summer, however, the 72nd Street has changed its policy and German distributors have had to seek other art houses.

Produces 113 a Year

"West Germany produces about 115 films a year and, of these, at least ten could be considered screenworthy in the United States," Podhorzer said.

"But, unfortunately, the best German films haven’t been seen here. That’s why so many German performers who have made films for so many years were first ‘discovered’ in films produced out of Germany."

Podhorzer cited Curt Jurgors, Maria Schell, Dietermann, Aljoscha, Holm, Buchholz as film stars who have helped the German cinema attain stature in recent years.

‘U’ Sales Meet (Continued from page 1)

gional opening meeting at Ambassador Hotel here tomorrow.

Henry H. Martin, vice-president and general sales manager, has come from New York to participate in the sessions, which will be presided over by Barney Rose, regional sales manager.

On Tuesday, David A. Lipton, vice-president, will preside over a special advertising, publicity and promotion session. Also participating in this meeting will be E. W. Millett and vice-president and West Coast head of the Charles Schlesier Company, U-I’s advertising agency; Archie Herzog, publicist; and promotion manager; and Jack Diamond, studio publicity director.

Stan Margulies, advertising and publicity vice-president of Universal and Byna Productions, will address the meeting on advertising-promotion plans of Universal and Byna for “Spartacus.”

Attending the meetings will be Universal branch managers Abe Swofford from Los Angeles and Ted Reisch from San Francisco.
Television Today

The Critics Say... As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspapermen—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in annual MOTION PICTURE DAILY FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Mrs. Helen D. Smith, Turlock Daily Journal, Turlock, Calif.: There have been too much publicity on the quiz shows—hurting both the sponsors and the networks—the firing of Charles Van Doren, who is obviously a brilliant man—or was his Ph.D. rigged and should we investigate the universities—was too bad. Gives the impression the networks hired him because of his publicity and not for his education and knowledge. Why should he bear the brunt of this? Anyone in the public who didn’t think the quiz shows were at least inadequate to some extent must know very little about show business. Imagine sending contestant after contestant out on the stage without prompting. What a show that would be! The public was only fooled because it wanted to be—and it was looking for superhuman people and they aren’t that prevalent.

Isn’t there some way the sponsors, producers and networks can get together and work with stations to “buss down” those commercials. They come on twice as lead-in programs and I’m sure the reason everyone races to the kitchen for cold drinks and food during commercials is because it is too hard to adjust from a normal speaking or singing voice to shouting.

Quit slicing up the movies—they’re not recognizable. I saw “High Noon” the other day and hardly recognized it. Fortunately I had seen it before or I doubt if I would have understood the story.

F. Ganby Rule, Knoxville News-Sentinel, Knoxville, Tenn.: There is some indication that the TV quiz scandals are going to bring out something that has been needed—namely, some control, exercise of restraint, channeling of total effort into something better—all directed from the highest echelon within the networks themselves. The monopoly of TV hours by money-phys-Madison Ave. is called in question now. It is true we are in danger of losing democracy—but the money must not be able to buy everything because there should be some things not for sale. The money should simply be able to buy everything that is for sale.

Dot Louviere, Daily Iberian, New Iberia, La.: Summer viewing could be improved. This summer I saw some of the same repeats three times. In summer why not show some of the programs that were televised later at night—early? This way people who must go to bed early and regard the programs could see them at an earlier hour in summer. I like to laugh, it makes me feel good. Let’s have more good situation comedies. I like the specials where the old timers are honored. It brings back the good old songs and old memories of personalities and eras we have heard about but maybe too young to have seen.

Blossom Klass, Brooklyn Daily, Brooklyn, N. Y.: Less commercials have helped for me to tune in to the Saturday night shows when concentrating on a dramatic program. Regulations of the amount of time allowed to commercials. More programs like Open End.

Texas Senator Will Address Drive-In Meet Special to THE DAILY

DALLAS, Jan. 24.—The Hon. Ralph Yarborough, U.S. Senator from Texas, will be one of the featured speakers at the 8th annual Texas Drive-In Owners Association program here at the Sheraton-Dallas Hotel, Feb. 9 through 11. Harold Brooks, convention chairman, reports that advance registration is running way ahead of former years.

He said at this time it is too early for a complete program listing, but notice of $20,000 has been earmarked for top industry names and that a film that would an appearance. The partial program lists the following: Kroger Halbb, Miller Consolidated Pictures; Jack D. Rons, I.A.M.; Ray D. Bee Amusement Co., Little Rock drive-in circuit; James H. Nicholson, president of American Interna- tional Pictures; and Dr. Ralph Jordan, a member of the Texas legislature.

Quaker Oats, 'Daisies' Tie-In Budget $380,000

An additional advertising allocation of $20,000 has been earmarked by Quaker Oats Company for their tie-in promotion program with M-G-M’s “Please Don’t Eat the Daisies,” starring Davis and Dar- id Niven. Supplementary budget up total outlay for campaign to $380, 000—a record figure for a co-operative deal of this kind, M-G-M said. The new phase of the promotion will be comic-strip advertisements to appear in Sunday comic sections such as Metro, Puck and similar publica- tions. Advertisers will call attention to the fact that packed in each box of Quaker Oats will be a free ticket for a child of 12 or under to a local show- ing of “Please Don’t Eat the Daisies” (when accompanied by paying adult).

M-G-M’s “The Gazebo” completed its first week at the Roxy Theatre here with a seven-day box-office gross of over $40,000.

W. Schwartz Appointed By Columbia in Tokyo

The appointment of William Schwartz as Columbia’s Films Ltd. home office representative in Tokyo, Japan, has been announced by Larry W. Kastner, president of Columbia Pictures International Corp.

An independent motion picture critic and former U.S. Army airman, he served as general manager for 20th Century-Fox in Japan between the World War II and the War. When the Motion Picture Export Association was formed in 1949, Schwartz became general manager of the Central Motion Picture Exchange for the territories he held this post until 1951, when he joined RKO as Japan general manager.

His last position prior to joining Columbia was as general manager of Warner Brothers’ Japan organization. Schwartz has already taken over his new duties, and will serve under the supervision of Michael Berger, Columbia International vice-president.

Arthur L. Mayer has been elected an honorary member of the Independent Film Importers and Distributors Association, for a term to a re-appointment of the by-laws of the organization authorizing such form membership.

Elia Kazan is now operating at Riviera Theatre, Riviera Beach, Fl., formerly handled by Ziggie Vorizos.

Ernest A. Greca has returned the management of the Colonial Theatre, Hartford, a post he relinquished several years ago to enter independent exhibition as operator of the Star Theatre, Torrington, Conn.

James Scovotti, publicist, has signed from Louis de Rochemont & Co. to return to freelance-writes and publicity assignments.

Mrs. Eleanor Brush now is opening the Smalley Theatre, Coopertown, N. Y. She, with her husband, retired jewelry salesman, purchased the house on Jan. 1 from Mrs. Harrington Smalley.

E. C. Kaniaris has taken over operation of the San Marco Drive-In Theatre, St. Augustine, Fla., and has closed his Beach Drive in the same area.

Cinerama Prod. Seeks Real Estate Company

Cinerama Productions Corp., I-ca acquired financial stockholders on Thursday, Feb. 25, to vote on the approval of the acquisition Cinerama Productions Corp. of the outstanding stock of some Florida corporations. The meeting will take place at the Barbizon Plaza Hotel at 11 A.M.

The Florida corporations involve are engaged primarily in the real estate and single-family home construction business on the west coast of Florida, principally in the St. Pete- burg and Ft. Myers area.

Consideration for the acquisition Cinerama Productions Corp. will be the issuance by Cinerama Productions of 12,500 shares of authorized and unissued stock in exchange for the stock of the Florida corporations. Cen- tential upon the consummation of the transaction, the board of directors voted a 10 per cent dividend to the stockholders of Cinerama Productions record on Feb. 24, 1960, and paid on March 15, 1960. This is the 8th dividend voted by Cinerama Productions.

The company retains a non-ex-clusive license to produce and sell Cinerama pictures. Stanley Warner Corp., which bought all rights to three Cinerama pictures, has completed all rights to five completed Cinerama pictures.

MOTION PICTURE DAILY

PEOPLE

Monday, January 25, 1960

Arthur L. Mayer has been elected an honorary member of the Independent Film Importers and Distributors Association, for a term to a re-appointment of the by-laws of the organization authorizing such form membership.
**Motion Picture Daily**

**A. Product**

(Continued from page 1)

A. production at an average of two per month.

According to Albert Hecht, president of the Motion Picture Daily, motion pictures are now in production at a rate of five for every one being finished.

**Cites All-Time Record**

It was said that the blockbust producer for 1960 and beyond reflects a significant number of associates with the industry's leading production companies. An all-time record high of 70 top independent producers cited by the sales chief.

A networks declared that the presence of releases for 1960 is "powered" by the "most concentrated of quality product" from January through December. In this category, properties and box-office potential, the program is equal to anything that the has industry in a 12-month period. The program is "designed to keep the motion picture business running smoothly," not to help any one particular project.

**List Is Impressive**


**Fourteen in Preparation**


**Barison Rites Tuesday**

Funeral services will be held at 11 A.M. tomorrow at Riverside Memorial Chapel, Ocean Parkway and Avenue Avenue, Brooklyn, for Edward E. Barison, 53, independent film distributor, who died in Hollywood last Thursday.

**Two Trust Actions Are Settled and Dismissed**

The settlement and dismissal of two film anti-trust actions which had sought aggregate damages of $2,520,000 was announced on Friday by Harry F. Ann, attorney for the plaintiffs.

The actions, charging distribution companies, Stanley Warner and American Broadcasting, Paramount Theaters with discrimination in the licensing of films, would have been brought by Carruth Theatre Corp., operator of the Rivoli, Rutherford, N. J., and the SMP Corp., former operator of the Cameo, Newark.

Terms of the settlement were not disclosed.

**Confirm W.B. Report**

New York State Supreme Court Justice Vincent A. Lupiano last week signed a motion to confirm a referee's report settling a Warner Bros. stockholders' action against stock options granted Jack L. Warner, president, and four other directors of the company. A settlement with the plaintiffs had been concluded some time ago.

**Breakfast**

(Continued from page 1)


The Breakfast, tenth annual such affair in the New York area, followed a 7:30 a.m. Mass at St. Patrick's Cathedral, celebrated by Bishop Joseph F. Flannery, administrator of the Cathedral.

**Industry Might Benefit From Tax Bill Changes**

By E. H. KAHN

WASHINGTON, Jan. 24.—It was ascertained over the weekend that exclusion of the motion picture industry from the benefits of the tax-deferral bill, H.R. 5, was not a deliberate blow aimed at penalizing the industry. At least two Congressmen called the film problem to the attention of the committee.

It stemmed from a decision by the Ways and Means Committee that royalty income is "passive" income. Receipts of royalties, therefore, were limited under the terms of the bill approved by the committee to deferral on a percentage of gross income. In the case of the motion picture industry, the amount of royalty income is normally in excess of the maximum percentage of income on which deferral may be claimed.

There remain a number of possibilities for changes in the bill before it is finally reported to the House on Feb. 3. For one thing, the committee may change its mind and win an exemption. This does not seem likely.

**Finance Group Could Aid**

It is also possible that a change favorable to the industry might be made in the Senate Finance Committee, which will have to consider the bill after it passes the House. It is understood, in fact, that the Treasury has agreed to consider such a change.

For practical purposes, where motion pictures are written into the bill or not, it will be possible to obtain it by operating abroad through a foreign corporation organized in a so-called "tax-haven country." In view of the many qualifications the Ways and Means Committee put in the way of qualifying for tax deferral as a U.S.-based foreign business corporation, it would seem likely that the above by far the simplest method of deferring payment of U.S. tax on foreign income until it is repatriated.
A Statement Of Importance About
SUDDENLY, LAST SUMMER

'SUDDENLY LAST SUMMER' IS PLAYING TO RECORD-SMASHING HOLD-OVER BUSINESS IN EVERY SINGLE ENGAGEMENT!

Check CRITERION, New York . . . SUTTON, New York
WARNER BEVERLY HILLS, Los Angeles . . . ST. FRANCIS, San Francisco
UNITED ARTISTS, Chicago . . . TRAIL, Coral Gables . . . FLAMINGO, Miami Beach . . . FLORIDA, Miami . . . STANLEY, Philadelphia . . . GARY, Boston . . . WARNER, Ft. Lauderdale . . . TRANS LUX, Washington, D.C.

SAM SPIEGEL PRESENTS
Elizabeth Katharine Montgomery
TAYLOR HEPBURN CLIFT

SUDDENLY IT'S "SUMMER" FROM THAT HOT COMPANY

Columbia!
At Communion Breakfast

Mistaking ‘Adultery’ for ‘Adult’ is Industry’s Problem, Msgr. Flynn Says

By JAMES D. IVERS

Motion pictures, now that TV has taken over the area of mass entertainment, are growing up, to the delight of their friends and critics, but the process is not without its growing pains, Msgr. Timothy Flynn told an audience of 1,000 industry Catholics Sunday at the 10th annual Communion Breakfast of the New York area.

Msgr. Flynn, director of television and radio for the New York archdiocese, and J. Kingsbury-Smith, publisher of the New York Journal-American,

(Continued on page 4)

UA Plans Series of District Sales Meets

United Artists is launching a series of district sales meetings over the next two weeks to develop and implement distribution patterns for the company’s $125,000,000 product program, it was announced yesterday by William J. Heineman, vice-president, following UA’s 1960 sales conference in Chicago.

The meetings will be led by district managers in each of UA’s six domestic districts. Regional releasing programs will be set for the company’s 1960 schedule of 36 to 42 features. Heineman said the follow-up (Continued on page 7)

Big Magazine Drive

To Launch ‘Once More’

Columbia Pictures has scheduled a concentrated national magazine advertising campaign to launch Stanley Donen’s “Once More, With Feeling,” it was announced by Robert S. Ferguson, national director of advertising, publicity and exploitation. The intensive campaign is designed to reach more than 120,000,000 readers of (Continued on page 6)

FTC to Subject Media

To Criminal Charges

WASHINGTON, Jan. 25.—Federal Trade Commission Chairman Earl W. Kintner today asserted that FTC will, when appropriate, file criminal charges against media, including radio and TV stations. He indicated that this would be considered if the station or (Continued on page 6)

Movietonews Wants to Enter Three

In New ‘Oscar’ Newsreel Category

The Academy of M. P. Arts & Sciences is being asked to permit Fox Movietonews to enter three of its 1959 theatrical releases in the new newsreel documentary category for judging for Academy Awards.

The Academy opened the classification to newsreel entries for the first time last month, but through some oversight Movietonews officials were not informed of the Academy’s action. The deadline for entries was Dec. 31, so a waiver must be obtained in order to admit the Movietonews entries at this time.

Movietonews officials first learned of the new documentary newsreel Awards classification last week when a Motion Picture Daily reporter inferred that the newsreel had entered any of its releases in the new “Oscar” competition. In view of the fact that the company never had been officially notified of the new category, observers here feel that it should be permitted to enter its qualified releases now.

If the Academy agrees, Movietonews will enter its “1959 Sports Roundup,” “News Roundup of 1959” (Continued on page 7)

Union Statement

Urges British Industry Meet

On TV Sales

Ask FIDO to Set Up Joint

Conclave Soon as Possible

By WILLIAM PAY

LONDON, Jan. 25.—A joint meeting of all representatives of the motion picture and television industries to seek an agreement on curtailing the number and the frequency of theatrical films on TV was called for today by the Federation of Film Unions. The Federation said it was making an immediate approach to the Film Industry Defense Organization to set up a meeting as soon as possible.

The Federation is composed of the following trade unions engaged in film production: Association of Cinematograph Television and Allied Technicians, British Actors’ Equity Association, Electrical Trades Union, Film Artists Association, Musicians’

(Continued on page 6)

Interfaith Group in

New Columbus Drive

Special to THE DAILY

COLUMBUS, O., Jan. 25.—A postcard campaign, labeled “Committee of One” by its sponsors, the Interfaith Committee for Better Entertainment in Columbus, has begun there, aimed at radio-television sponsors, stations (Continued on page 7)

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‘Marty’ Reported Still

Capacity in Moscow

From THE DAILY

WASHINGTON, Jan. 25.—“Marty,” the only American film now in general release in the Soviet Union, is playing to capacity houses, according to reports reaching Turner Shelton, chief of USIA’s international film branch.

Shelton said that business for the film was “excellent,” with long lines leading to the box office specifically reported from Leningrad, Moscow, and Tashkent.
H. HOWARD MINSKY, assistant to GEORGE WELTNER, Paramount vice-president in charge of world sales, will return to New York today from Toronto.

Eric JOHNSTON, president of the Motion Picture Association, will be in New York today from Washington.

PHILIP GERMAN, Universal Pictures Eastern advertising-publicity director, and JEROME EVANS, Eastern promotion manager, have returned here from Hollywood.

Irvin SMIRFITT, United Artists house publicist, is in Omaha from here.

STOKEY KRAMER, vice-president in charge of sales for National Telefilm Associates, and Mrs. Kramer have announced the engagement of their daughter, MARICA BETH, to DAVID MICHAEL GITELMAN, son of Judge and Mrs. Gitelman, of Rochester, N. Y.

Harry GOLSTINE, Astor Pictures general sales manager, was in Atlanta and New Orleans from New York.

Daniel KAHN, of the Columbia Pictures home office exploitation staff, is in Hartford from New York.

Leonard ANDERSON, president of Leonard Anderson Associates, producers of Theatrical and TV films, has left here for Hollywood.

Mrs. DAVID PICKER gave birth Saturday to a daughter, PAMELA LEE. Father is executive vice-president of Universal Artists Records and executive assistant to MAX E. YOUNGSTIN, U.A. vice-president.

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

Four Theatres Join TOA, Mountain States Ass'n.

Four more theatres have joined both the Theatre Owners of America and its regional unit, the Mountain States Theatres Association, it was announced jointly by ALFRED P. WAGNER, TOA president, and John Krier, president of the Mountain States organization. Virginia O'Dell enrolled three of his Idaho Drive-in Theatres. They are the Terrace of Caldwell, the Nampa-Calldwell of Nampa, and the Emmet of Emmett. J. A. Christiansen joined with his Arcade Theatre of Salt Lake City, Utah.

The Mountain States unit will join with the Montana Theatres Association, another TOA affiliate, for a joint convention at the Hotel Utah Motor Lodge in Salt Lake City on Tuesday, Wednesday and Thursday, March 15, 16, and 17. Krier announced. Exhibitors from Utah, Montana, Idaho, and Wyoming are expected to attend.

Norris to Devel, S.L.C. On 'Can-Can' Bookings

Glenn Norris, 20th Century-Fox assistant general sales manager, leaves here today for Denver, Colo., to be with his wife and manager branch managers Reville Kniffin and Kenneth Lloyd to negotiate terms for the roadshow engagements of "Can-Can," in Todd-AO in both cities. Norris will remain in Salt Lake City until the weekend, when he will fly to Dallas, joining Alex Harrison, general sales manager, and Alan Moskowitz, assistant general sales manager, in the second of the regional showmanship meetings which is scheduled for Feb. 1 and 2. The Fox executives while in Dallas will negotiate for the roadshow engagements of "Can-Can" there, and in Houston.

Robert G. Day Dies, Pioneer Projectionist

Funeral services for Robert G. Day, 60, pioneer projectionist, will be held tomorrow at 10 A.M. in the Day Funeral Park in Dunmott, N. J. Burial will follow at Ocean View Cemetery, Staten Island.

Day died Sunday at his home in Dunmott. He is survived by his wife and two children. He reportedly was the man to project the first commercial sound motion picture on its road exhibition.

Century Ups Greenberg

The election of Leon Greenberg to the office of assistant secretary and his promotion to comptroller of Century Theatres has been announced by Leslie B. Schwartz, president. Greenberg has been associated with Century for over 12 years. He is assistant to Martin H. Newman, secretary and treasurer of the circuit.

Popcorn Institute Maps Big Program for 1960

Special to THE DAILY

CHICAGO, Jan. 25. — Members of the Popcorn Institute have approved plans for a concerted public relations and promotional program. Executive Director William E. England said that 1960 promotion on behalf of popcorn would eclipse even that which was accomplished in 1959, the industry's most active and fruitful year to date.

"Along with stepped-up consumer articles in the nation's newspapers, magazines, radio & television stations, the 1960 Popcorn Institute program will see greatly increased emphasis on the merchandising of the product at the retail levels," Smith said.

Cinema Lodge to Hold Forum on Anti-Semitism

"Is Nazi Anti-Semitism on the March Again?" will be the topic discussed by panelists at a meeting of Cinema Lodge B'nai B'rith at the Hotel Astor next Tuesday, Feb. 2, at 8 P.M.

Panelists will be Edward S. Silver, Brooklyn district attorney; Walter Arm, deputy police commissioner, and Dr. Joseph T. Lichten, director of the foreign affairs department of the Anti-Defamation League. Moderator will be Rabbi Ralph Silverstein, spiritual advisor of the lodge; he is another part of the program. Oscar Goldstein, of the district office of B'nai B'rith, will induct 60 new lodge members. Joseph H. Margulies will be program chairman.

Youngstein Sets Brotherhood Week Meet

Max E. Youngstein, chairman of the amusement division of the National Conference of Christians and Jews for the annual observance of Brotherhood Week, has announced that he will preside at a luncheon meeting of the division at the Hotel Astor here Feb. 4.

Dr. Lewis Webster Jones, NCCJ president, will address the meeting and Brotherhood Week observance plans for theatres and other industry branches will be discussed.

Show Cancer Films

DALLAS, Jan. 25.—Dallas theatres are for the third year cooperating with the Dallas County Medical Society and the American Cancer Society by lending their theatres for the showing of two films on the subject. Theatres participating include the Palace, Casa Linda, Circle, Crest, Donnelly, Forest, Home, Lakewood, Pan-Americano, Texas, Preston Royal, Vogue, Wilshire, and Wynnewood.

Legislation

(Continued from page 1)

courts by Philadelphia exhibitors 20th Century-Fox.

New York legislation calling for a classification of films for adult audiences, instead of adult or juvenile, is a result of several years' work by the last session, has been reintroduced in both houses.

Film censorship legislation has been expected to pass in Maryland and Massachusetts. The Kansas legislature adjourned Jan. 12 for a 30-day session an believed that if new censorship legislation was in readiness there it would have been had by now, with the limited time remaining for the current session is practically no likelihood of passage of legislation with new bills even if it is introduced at once.

Will Meet Feb. 3

In Maryland, the legislation convene Feb. 3 for a 3-day which will be limited largely to listening measures. However, there is possibility that censorship bill might be brought up under the industry's measure with a producing potentialities.

Though the industry's leg battle may be off to a close than anticipated, it is by no means closed. Another of the many legislatures which meet this year yet to convene, and there will ever-present danger on many for months to come, industry experts warn.

Hersey Novel Acqu

HOLLYWOOD, Jan. 25. — Columbia Pictures has purchased picture rights to John Hersey's best-selling novel, "The Lover," it was announced by J. Biskin, vice-president in charge of West Coast activities.

NEW YORK THEATR

RADIO CITY MUSIC HAI

Frank Sinatra, and the CHORUSBUSCH, have been announced to appear in the revival of "A Merry Widow.""LINDA HAYES & THE HAYES BAND"

Our Man in Los Angeles

W. Evidon

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Krae, Editor; James D. Favers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fawcett, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Theatre 1004, Los Angeles 19. New York G, 25, 47, 53, 59, 1000, 1010, 1020, 1040, 1070. Boston, 20. Cable address "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theodore S. Sullivan, Vice-President and Treasurer; Raymond C. Vice-President; Lee J. Brady, Secretary, Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published daily as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as 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 $11 foreign. Single co.
HERE COMES THIS YEAR'S BIG EASTER ATTRACTION in one of the biggest promotions in years… from COLUMBIA!

Dick Clark

"Because They're Young"

Mike Callan  Tuesday Weld and Victoria Shaw

Screenplay by JAMES GUNN
Based on a novel by JOHN FARRIS

James Darren  Duane Eddy and the Rebels

Robert Berlinger

Guest Stars

BEECH-NUT is HIGH on "B.T.Y."!

atch BEECH-NUT'S MAMMOTH NATIONWIDE MOVIE PREMIERE CONTEST ON THE DICK CLARK SHOW, SATURDAY NIGHTS OVER ABC-TV NETWORK!  A 13 WEEK POWERHOUSE PROMOTION REACHING 40 MILLION DUPLICATED VIEWERS A MONTH!  INCLUDING 12,700,000 WOMEN AND 8,300,000 MEN!  FULL COLOR DISPLAYS IN 360,000 RETAIL OUT- TS!  FABULOUS PRIZES (1147 OF 'EM)! BUILDING TO THE BIG WORLD PREMIERE IN APRIL— IN THE WINNER'S HOME TOWN!
Debbie Reynolds will get star billing in the March "Seventeen." Six pages in full-color will appear "up front" in this issue advertising feature fashions especially selected by Debbie for America's "under twentys." "Stand in for a Star" fashions chosen by Debbie will be advertised by the following national advertised brands: "Coro," "Tailored Junior," "Jokee," "Kayser-Roth," "Lady Berke- leigh," and "Gossard" in striking ads appearing in the March issue of "Seventeen." These fashions are sold by specialty shops and department stores throughout the country. Theatre managers can tie-in with their local stores when playing a Reynolds picture. Debbie's records can promote her current films in record stores, as well as at theatres, to be played during intermissions, and in the lobbies. Paramount's "Rat Race," starring Miss Reynolds and Tony Curtis, will be released in March.

Pat Boone, star of Paramount's film "Journey To The Center of the Earth," is breaking box office records. He has written his second article for the January issue of "The Ladies Home Journal.

Pat suggests to teenagers in the "Journal" that they try to improve themselves by growing spiritually and mentally. He said, "we demand of ourselves is growth, not perfection."

Simone Signoret, star of Continental's "Boom at the Top" gave a frank and very readable interview to the editors of "Look" for her pictorial profile which appears in the Jan. 19 issue.

She says, "For me, it is natural to put my husband always first. She is married to Yves Montand, a European singer as popular there as Sinatra is here."

Debbie Reynolds, now appearing in MGM's "Gazelle," at New York's Roxy Theatre, gave a candid interview about her marriage to "Photoplay," for their February issue.

WALTER HAAS

**Rothacker Dies**

(Continued from page 1)

an executive around 1910 in association with Carl Laemmle and R. H. Cohn, specializing in advertising and educational films. He produced four short subjects in 1914 and was an originator of screen cartoons.

As president and chief owner of Rothacker Film Manufacturing Co., he directed early advertising in the blending of sound with pictures. His laboratory company, the largest organization engaged in this work in the industry, was sold to Herbert J. Yates and merged with Consolidated Film Laboratories.

Following the sale of his laboratory interests, Rothacker was vice-president and managing director of First National Productions, and vice-president, Motion Picture Producers Assn. He was in charge of reorganizing General Service Studios, Electric Research Products, Inc. He was vice-president of Paramount Pictures and in charge of production at the Hollywood studios.

During the late war, Rothacker was director of the Board of Review of Motion Pictures for the Office of War Censorship, from which post he resigned at the close of the conflict. He had since been living in retirement here.

Rothacker is survived by his widow and included in Mrs. Eugene O'Neill. Funeral arrangements have not as yet been completed.

**House Unit Studies**

**Film Claims from War**

**FROM THE DAILY Dispatch**

WASHINGTON, Jan. 25 — The House Commerce Committee has dismissed—without coming to a conclusion—the problem of using enemy assets taken over by the government as a consequence of World War II to pay claims of American citizens. Such claims include those of US film companies whose properties abroad were seized by the enemy.

The committee, in a meeting which was not open to the public, talked over the current version of a bill which would provide for paying relatively small amounts to former enemy nationals which would pool funds from the sale of German and Japanese vested property to pay off American claimants. The bill under consideration was proposed last year by the Administration.

It has been substantially modified by a subcommittee under the chairmanship of Peter Mack (D., Ill.).

**Florida Exhibitors Set Dates for Fall Meeting**

Special to THE DAILY

ORLANDO, Fla., Jan. 25. — The Motion Picture Exhibitors of Florida, an affiliate of the Theatre Owners of America, will hold its annual convention at the Robert Meyer Hotel in Jacksonville, Fla., on Sunday, Monday and Tuesday, Oct. 30-Nov. 1.

**FLORIDA EXHIBITORS SET DATES FOR FALL MEETING**

**PEOPLE**

Arthur B. Krin, president of United Artists, and chairman of the motion picture and amusement division of the Federation of Jewish Philanthropies, today will make the first phone call inaugurating the "Dial-a-Thon" to aid the annual fund-raising appeal of the Federation.

Howard Newman, who since last August has served as the New York publictiy manager for Samuel Goldwyn's "Porgy and Bess" at the Warner Theatre here, has rejoined the staff of Joe Wolhander Associates, from which he had taken leave of absence to fill the Goldwyn assignment.

Sid Kowaloff, artist on the advertising staff of Columbia Pictures, was the first to submit an entry in the Academy Awards program poster contest. The winning poster was one he produced in three sizes for use in promotion of the "Oscar" show. Deadline for entries is Feb. 1.

Joseph Hyams, campaign director for Batjac Productions' "The Alamo," has resigned that post. He will announce his future plans on his return to New York following a vacation in the West Indies.

Carl Niesse, who spent 45 years in the exhibition field, and who is a former chief Barker of Tenet No. 10, Variety Club, is presently a patient at Veterans Administration Hospital, Indianapolis.

**Big Magazine Drive**

(Continued from page 1)

eight of the nation's leading magazines.

Kick-off of the blue-chip campaign is slated for Feb. 8, with a half-page ad in Life Magazine. Prime space has also been purchased in the Ladies' Home Journal, Look, McCalls, Newsweek, Time, Redbook and The New Yorker.

**Jack Warner Receives 8th Milestone Award**

**FROM THE DAILY Dispatch**

HOLLYWOOD, Jan. 25. — Over 700 industry notables turned out last night to honor Jack L. Warner at the Screen Producers Guild's eighth annual mill-stone award dinner in the Beverly Hilton Grand Ballroom.

The plaque presented by Gary Cooper to Warner was inscribed as follows: The Screen Producers Guild presents to Mr. Jack L. Warner the award of honor for his historic contribution to the American motion picture.

Also honored was SPG's selection of "Ben-Hur" as the best produced theatrical motion picture. It was produced by the late Sam Zimbalist.

**National Pre-Selling**

Msgr. Flynn

(Continued from page 1)

ican, were the principal spots the breakfast.

The fact that theatrical motuc

or "nancy" in Hollywood seem to that "adult" is a short spellin of "adultery" and this is where it destroy the act be absol," he said, "It is true," he said, "as G. Newman wrote, "There cannot sinless literature about sinful but it is also true that a moturc cannot and should not p sin without the slightest indicat a consciousness that it is sin. He pointed out also that the term is complicated by the fact motion pictures are circulated to audiences of children and undiscriminating adolescents. The handling of adult themes by Hollywood is also wide, Msgr. Flynn in that motion pictures present false and foreign and "for too long now Hollywood been The Ugly American" area.

Urges Truth and Morality

Mary Flavin reminded the Catholics at the breakfast, who called "the image makers," that Catholics represent the United States and that they should be conscious of their action to work toward the preserve of "truth and morality."

Speaking of "The Risk of the Prospect for Peace," Kin Smith from his wealth of knowledge as a former correspondent of the grave problems facing the States this year. The question of peace, he indicated, rests outcome of the summit talk Spring and, to an even greater degree, the Red China play in the near future in the relations between the West and Russia.

Guests of honor at the included Thomas Dillon and Julio of the Metropolitan Opera company, Horace McMahon, F. Knudtson, Eddie Dowling, Fay, Merv Griffin, Fred Kelly, Thomas F. Little, Rev. Patrick liwan, S. J., and Mrs. James L. Edmund Grandier of the by Driscoll & Raftery toastmaster.

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**ASK OUR MAN IN**

ALBANY

... H. Schwartz

ABOUT OUR MAN IN

Havana

from Columbia

---

**ASK OUR MAN IN**

DALLAS

... J. J.

ABOUT OUR MAN IN

Havana

from Columbia
JETS! JETS! JETS! Enjoy American’s magnificent jet-age convenience. From Los Angeles, American’s 707 Jet Flagships offer you 4 nonstop flights to New York; to Chicago; 2 to Washington-Baltimore; 3 to Dallas-Ft. Worth; 1 to Boston. From San Francisco, there are 2 nonstop jets to New York; 3 to Chicago. That’s nonstop jets from the west coast! You can choose de luxe Mercury or economical Royal Coachman service. Call your Travel Agent or American Airlines.”
Review:

The Swan Lake

Columbia

Outstanding in this enthralling presentation of Peter Ilich Tchaikovsky's ballet classic, "The Swan Lake," a Central Documentary Film Studio production for Columbia release as a part of the Russian cultural exchange agreement, are the superb performances of its leading soloists, Maya Plisetskaya and Nikolai Fadeychev. The two ballet stars give exciting interpretations of the choreographic nuances in this filmization in Eastman Color of an actual stage performance of the Bolshoi Theatre Ballet and Orchesters before an audience at Moscow's Bolshoi Theatre in 1957.

The film, which was directed by Z. Tuluyeva, from a screen play by Tuluhveva and A. Messerer, offers an absorbing prologue of the historical background of the Swan Lake ballet and its music man Tchaikovsky, presented with the aid of still photographs and off-screen narration. The voice of narrator also is heard during the performance of the ballet interpreting the action on stage which, while it may be of help to the novitiate in understanding the work, only serves to detract from the enjoyment of the devotee. The cameras and narrator also take us back stage entre act for an informative glimpse there, in addition to focusing on the Bolshoi Theatre audience many times during the performance.

Miss Plisetskaya is charmingly captivating as the Swan Queen who falls in love with Nikolai Fadeychev as the Prince who, bored with the young lads at the court from among whom he is to pick his bride, also falls in love with her at first meeting. The Swan Queen dances her uninhibited joy with enraptured zest at the finding of a true love which would break the spell of the Evil Spirit, who is provocatively portrayed and danced by Vladimir Levashes, Fadeychev performs with manly verve and grace and both he and Miss Plisetskaya are at their exciting best in the dance quartet when the Swan Queen appears as her look-a-like, as part of the Evil Spirit's diabolical scheme to make the Prince forget his vows to the Swan Queen which would prevent her being returned to human form.

The great interest aroused in the United States by the recent cross-country engagements of Russian dance groups should add importantly to the box office appeal of the film, which should most certainly find full approval among lovers of the ballet.

Technically the film is below Hollywood standards in the photography which often lacks clearness, this probably due to photographing the action under normal stage lighting insufficient for the color cameras. Also, the recording of the orchestra is, on the whole, thin and lacking the high quality to which American audiences are accustomed.


Sydney Rchetnik

FDC to Subject Media

(Continued from page 1)

publication had assisted in preparing advertising material believed by the agency to violate the law.

In the past, FDC has cited advertisers and their agencies, but has not acted against media, holding them to be simple channels of communications.

Expect 2,000 Telemeter Hookups for Feb. Start

Special to THE DAILY

TORONTO, Jan. 25—More than 1,700 Telemeter subscribers have been hooked up for the start of the subscription television operation in nearby Etobicoke, and the number is expected to reach 2,000 by the time regular program transmissions begin, perhaps in mid-February.

Hookups of homes are continuing at a steady pace, and the new, finely equipped Telemeter studio established in Etobicoke is in readiness for the start.
**TV Joins M-G-M 'Voyage' Campaign**

Goldwyn-Mayer and ABC—the weekend announced new— on Robert Stack's role in "The Last Voyage," a network's series, "The Un- cases," which also stars Stack, addition to local exhibitors plac- tion "spots" adjacent to "The hables," "in the-air plugs for last Voyage," will be exchanged at lobby and screen credit to local television sta- and theatre will cooperate on of appropriate contests with newspapers, highlighted by importance in the movies and

**Iteonews**

(Continued from page 1)

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**Evidence Censor Dies**

VIDENCE, R. I., Jan. 25—L. P. Blessing, 49, Providence newsman and censor for the past 13 years, died here following a illness. He had been in the force of the city since 1933.

**on Lewis Is Dead**


**UA Sales Meet**

(Continued from page 1)

meetings will also outline new merchandising methods designed to effec- maximum selling impact at the local level and to aid exhibitors and salesmen in the field.

UA home office executives participating in the various district sessions include James R. Veile, vice-president in charge of domestic sales: Milton E. Cohen, Eastern and Cana- Division manager; Sidney Cooper, Central and Southern Division manager, and Al Fitter, Western Divi- sion manager.

The following district managers will lead sales meetings in their respective territories: Gene Tunick, Eastern; James Hendel, Central; William Hames, Southern; F. J. Lee, Midwest; R. Clark, Western, and Charles S. Chaplin, Canadian.

Harry Goldman, Chicago branch manager, and Bud Eckerle, New York branch manager, will hold similar meetings of branch sales personnel.

**AIP Drive for 'Planet'**

HOLLYWOOD, Jan. 25—American International Pictures, which recently acquired "Angry Red Planet," will kick off national distribution of the film on March 10 in Texas, with 30-theatre saturation engagements, it is reported by Leon F. Blender, vice- president in charge of distribution.

**REVIEW:**

The Third Voice

20th-Fox—CinemaScope

HOLLYWOOD, Jan. 25

Directed with "dynamite," this potential blockbuster is designed to keep audiences intrigued from main to end title. The name Hubert Cornfield emerges as a comet for overnight recognition as an important picture maker. Giving strong testimony to his multiple talents are his work as a screenwriter, having transposed Charles Williams' novel, "All The Way," into exciting entertainment; displaying a masterful strokes of suspenseful, well-paced, artful direction; and a good sense of production values, sharing production credit with Maury Dexter.

It is not only a tour de force for Cornfield, which should find rewarding applause in box office terms, but it is in effect a career piece for Edmund O'Brien, who delivers a fascinating performance as a man hired to im- personate the authoritative voice, habits and appearance of a tycoon, victim of a murder plot perpetrated by Luanee Day. Miss Day enacts the role of the murdered millionaire's jilted mistress and former secretary, with cold, calculating revenge.

The film gains in dramatic impact from its opening scenes in which O'Brien responds favorably to Miss Day's "schooling" of information and impersonation, in order to earn his cash for the caper.

Disposing of the millionaire's body, after Miss Day finds her satisfac- tion in killing him, O'Brien couples his masquerade duties with fun in Mexico, where he meets the aluring Julie London in a hotel bar, and takes her on a round of the night spots.

O'Brien attempts to kill Miss Day and keep all the cash for himself, but the entire plot backfires as Miss London barges in with police assistance to expose O'Brien's crime. Miss Day reveals with hysteria the simple, though "grave" error she made by not acquainting O'Brien with a description of the deceased millionaire's new girl friend, Miss London, looked like.

Running time, 80 minutes. General classification. Release, in March.

SAMUEL D. BERNS

**Interfaith Unit**

(Continued from page 1)

and personalities and theatre operators. The committee supplies the cards at one cent each to individuals and organizations. A lemon-colored card is for commendation and an orange card indicates disapproval.

"Write only what you honestly think," says a message on the card. "Then the person reading your words will get a true index of public opinion." Next to the signature is the line, "One who supports in some way the business you serve."

Text of Disapproval Message

The cards of disapproval have this message:

"Gentlemen: As a fellow citizen, I am interested as you are in the moral well-being of future Americans. In keeping with the ideals and principles of the Interfaith Committee for Better Entertainment, I disapprove of the following presentation. . . ." After the added line, "I think this program is harmful because. . . ." there is space for individual comments, signed with name and address.

The laudatory cards lead off with this statement:

"Gentlemen: In keeping with the ideals and principles of the Interfaith Committee for Better Entertainment, and because I firmly believe in the power of good entertainment, I wish to commend you for the presentation of. . . ." There is an added line, to be followed by individual remarks: "Here is why the program pleased me. . . ."

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(Continued from page 1)

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this man* is getting on film three of the greatest performances ever given in a powerful dramatic story of the making of the New South...

prepare for ELIA KAZAN'S *Wild River

MONTGOMERY CLIFT LEE REMICK JO VAN FLEET

from 20th!
Chief Barkers Work on Variety Week, Toronto Meeting and Local Drives

Newly elected chief barkers of Variety Clubs’ 40 tents in this country are hard at work on Variety Week, the upcoming Toronto Convention, membership drives and intensified local charity activities, according to the showman’s International Chief George Eby, who has just completed “enthusiastic meetings” all over the country.

Kramer Sees No Trend To ‘Awareness’ Films

By SAUL OSTROVE

“On the Beach,” in spite of its controversial reception and its pleasing worldwide grosses to date, will not necessarily create new paths for production of other “public awareness” films. Such was the observation of Stanley Kramer, producer-director of the United Artists release, at a trade press conference here yesterday.

Stuart Kramer

“On the Beach” proves nothing (Continued on page 6)

Pa. Senate Confirms New Censorship Board

Special to THE DAILY

HARRISBURG, Jan. 26.—The Pennsylvania Senate today confirmed the appointment by Governor David Lawrence of a new three-member Board (Continued on page 3)

High Catholic Award Goes to ‘Anne Frank’

Twentieth Century-Fox’s “The Diary of Anne Frank” received the highest award of the Catholic Central Orientation of Cinematography of Cuba recently, the award being made by the Papal Annuncio Mons. Cestoz, representing the Pope.

The honor, conferred upon the George Stevens production at a special banquet, was presented to Tom Sibert, president of Fox Film De Cuba, and was inscribed: “To the picture that because of its quality and inspiration, is most able to contribute to the spiritual progress and advancement of the most important human values.”

Governor Levine Finds Sunlight a Cure for Cancer

Gov. Furcolo Heads Levine Fete Guests

Special to THE DAILY

BOSTON, Jan. 26.—Governor Foster Furcolo heads the list of distinguished citizens in the motion picture industry and civic and fraternal figures to attend a testimonial luncheon honoring Joseph E. Levine, president of Embassy Pictures Corp., sponsored (Continued on page 7)

TELEVISION TODAY—page 6

Bullet Being Mailed

Board’s Letter Asks Approval Of SAC Strike

Would Hit Only Theatrical Films; Deadline Extended

From THE DAILY Bureau

HOLLYWOOD, Jan. 26.—The board of directors of the Screen Ac- tors Guild, by unanimous vote, has decided to ask the membership of the guild for authorization to call a strike against any producer of theatrical pictures who refuses the guild’s collective bargaining demands for additional payments to actors when theatrical films made after Aug. 1, 1948, are sold to television.

Another guild demand not yet met (Continued on page 2)

Samuels Heads Sales For New RCIP Co.

Leo F. Samuels, former president and general sales manager of Buena Vista Film Distributing Co., has been named general sales manager of Releasing Corp. of Independent Producers, a recently formed company of which Joseph Saitinsky of Philadelphia is president.

RCIP has a schedule of 14 features for release in 1960 and early 1961 and plans to augment (Continued on page 7)

Prudential Plans New Theatre in Bayshore

Prudential Theatres announced that Maurice Sorin, architect, has been commissioned to draw plans for a 2,500-seat theatre to be erected in Bayshore, Long Island, on Sunrise Highway. The theatre is to have the latest equipment, including Todd AO. The theatre is to be ready in June.
SAG STRI

(Continued from page 1)

Meanwhile negotiations between the guild and AMPP are under way by the producers is for an inflation-proof and pension plan that will finance 5 percent of the total act roll.

The guild’s present contract to expire at midnight would be extended to the end of February or to a two-month moratorium, whichever comes first.

The guild has told the producers that it will allow a two-month moratorium to be asked in a nationwide-wide demand of more than 14,000 members of guild.

Accompanying the ballot each member will be a union “Paper” explaining the issue of the guild and Association of Picture Producers have reached a deadlock.

It will be unanimous recogition of guild board that in vote to authorize a strike in the case of a deadlock continuing guild by-laws require that the vote of those voting most vote of a strike in order for a strike to be effective.

The guild stressed that if it comes, will only affect the picture production and no employment of actors in to film, television commercials or other forms of picture motion.

Including the time necessary to prepare and print the ballot an extension of material, it is estimated that it will be about three weeks before the results of the vote are known.

Rothacker Burial 7

LOS ANGELES, Jan. 20 - S. Rothacker, pioneer executive who died here on Jan. 11, will be buried in a crypt at Forest Lawn. By his will, he bequeathed his estate to the guild, of flowers. Contributions to the guild were requested in flowers.

U.A., Detroit, Moti

DETROIT, Jan. 26 - The Artists exchange here, under Sidney Bowman, has moved quarters to 109 Fox Building.

SPECIAL TRAILERS

by national screen service

MARION QUIGLEY, Editor-in-Chief and Publisher; Sherwin Kress, Editor; James D. Ivens, Managing Editor; Richard Greiner, News Editor; Herbert Advertising Manager; Gus H. Farnell, Production Manager, TELEVISION TODAY, Charles S. Rammel, Editorial Director; Polk Herman, Eastern Editor, Hollywood Voice-Video Building, Samuel B. Brown, Manager, 43rd Street Express, 1-2, London 20, England, B. W. London, 19, London 4; Wm. H. Erne, President; Charles E. Bloom, Vice-President; Leo J. Brady, Secretary, Other Quigley Publications: Motion Picture Herald, Better Theaters and Better Refreshments Merchandising; each published as part of Motion Picture Daily. Motion Picture Almanac, Televising Almanac, Film, Entered as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Herald; Better Theaters and Better Refreshments Merchandising; each published as part of Motion Picture Daily; Motion Picture Almanac; Televising Almanac. Entered as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac; Televising Almanac. Entered as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac; Televising Almanac. Entered as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac; Televising Almanac. Entered as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac; Televising Almanac. Entered as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac; Televising Almanac.
to PCA: Scan It, Not 'Content'

SAMUEL D. BERNs

JWOOOD, Jan. 26 — "How
did good taste should govern us?" Ray Stark, making his
big motion producer with production
World of Suzie Wong," told
press at an interview in the
studi today.

he said, he did not believe
should be restrictions on the
taste, and, while he is not
any punches with the pro-
verty, he expressed the hope
Production Code Authority
consider the finished film on its
rather than content.

producer, youthful veteran in
acting, "packaging" and
of motion pictures, en route
from Hong Kong where
and crew completed its loca-
ting to resume in Lon-
expressed concern over the
ng Screen Actors Guild strike,
light affect the eight or nine
left on the shooting schedule
important point.

Jade Under Early Plan

picture is being made under
Plan in a partnership ar-
tment with Paramount British,
be released in 1960, Stark

further on the content of the
report that prostitution
eter of survival in Hong Kong,
its treatment is not to be
ed as a bid for "cheap sen-

Pack.age Strong

count reports that Peri-berg-
' The Country Girl" and "The
at Toko-Ri," noting the pack-
ng the McLendon radio-TV
ising formula, has grossed in
opening four days at the
ian Theatre, Houston. Both
Actor William Holden and Grace

'Ben-Hur' Run Set

Goldwyn-Mayer's "Ben-Hur," in
March 22 at the Towne
in Baltimore, it was an-
yesterday by Robert Mochrie
and L. M. Rappaport, pres-
Rappaport Theatres in

'coot' Holding Over

Petticoat," which
24 theatres in the Greater
area last Wednesday, is
ver in virtually every situ-
topping all previous U-1
as well as the films of other
rs, U-1 said yesterday.

el Services Held

MORE, Jan. 26 — Funeral
have been held here for Clar-
hard, manager of the Century
who died at St. Agnes Hospi-
he had been a patient for
months. His widow, Mary, sur-

New England

Motors

BOSTON, Jan. 26 — The
American Motors Corp. and
British Motors Corp. are
nounced their merger today.

New England

Reputation

CAROL REED'S initial venture as a producer-director is a potpourri of
enjoyable portrayals, interesting Cuban settings, and a series of incidents
spooled with whimsical "British" humor.

Box office potential derives considerable added weight because of
 cast appeal, having an unusual combination of top English performers,
 Alec Guinness, Maureen O'Hara and Ralph Richardson, joined by an equally
appealing group of American stars, consisting of Burt Ives, Ernie Kovacs,
 the charming Maureen O'Hara, and the talented new beauty, Jo Morrow.

Graham Greene's screenplay, taken from his own quite popular novel
of the same name, is crowded with entertaining situations, tailored to-
ward Sir Carol's flair for camera expression. Kovacs is outstanding as a
hated Cuban police captain, (in the period before Castro), who plays,
with suave contempt for Guinness, the role of gentleman in a fruitless
campaign to win Miss Morrow, Guinness' daughter, Maureen O'Hara's
supplies warmth to the film with her portrayal of a British agent, who
falls in love with Guinness, a simple man intent on bringing his daughter
up properly and taking her away from the atmosphere of his vacuum
cleaner business, located in a frivouls section of Havana.

The farcical premise has Noel Coward, head of a British Caribbean
espionage network, engaging Guinness as an agent for the British Secret
Service. Guinness, under advice from his friend Burt Ives, who poses as
a German doctor, but also involved in espionage, finds a way to fabricate
his information and bilk the service for huge sums with which he plans to
ensure his daughter's future. When Guinness is discovered to have
perpetrated a fraud by supplying the Service with "invented" drawings of
a secret weapon, which are in reality distorted components of a vac-
uum cleaner, he is deported with his daughter and Miss O'Hara to Eng-
land by Kovacs, who also operates as a spy, and who regards the selfish
Guinness as a dangerous alien.

Rather than suffer the certain wrath of the Ministry, Ralph Richardson,
head of the Service, "reclassifies" Guinness information, and assigns him
to an instruction position. One of the highlights of the film is a cheeker
game between Guinness and Kovacs, played with miniature liquor bot-
tles, with each of the players required to drink the contents of every
bottle he jumps.

SAMUEL D. BERNs

'REVIEW:

Our Man in Havana

Kingsmead Prod.—Columbia CinemScope

HOLLYWOOD, Jan. 26

Philadelphia, Jan. 26 — The
Finance committee has acted to
cancel a provision in a House-passed
bill, H. R. 7588, which would have
altered the "rent" status of income from
motion pictures. In a report which
became available today, the
finance committee generally goes
along with the House-approved pro-
cess, but adds a sentence to make it
clear "that this new provision is not to
apply to compensation, such as that
for use of motion picture films, etc.,
which is by the Treasury Depart-
ment classified as rents rather than
royalties.

The committee also made changes
which exclude copyright royalties
from the definition of personal holding
company income if certain conditions
are met. The conditions are devised so
as to exclude from classification as
personal holding companies any op-
erating companies, such as music
publishers, that receive a high propor-
tion of their income in copyright
royalties.

Senate Group Cancels
Film Reference in Bill

WASHINGTON, Jan. 26 — The
Senate today advanced from general
orders to third reading a bill by E.
Oglesby Bush, Republican of Delaware
County, amending the existing law
to change definition of "public accom-
modation resort of amusement" in
provisions prohibiting discrimination
because of race, creed, color or na-
tional origin, to classify specifically
some 30 types of establishments and
operations as coming within the term's
meaning.

Included are: theatres, motion pic-
ture houses, roof gardens, music halls,
race courses, golf courses ... all pub-
lic conveyances operated on land or
water, as well as the stations and ter-
minals thereof; public halls and pub-
elike buildings and structures
occupied by two or more tenants,
or by the owner and one or more
tenant.

The measure, which would take
effect immediately, is due for a final
Senate vote which is scheduled for
next Monday night.

Pennsylvania Censors

(Continued from page 1)

and theatre state censorship board.
The appointments, made by the
governor last fall, had been pending
since then.

The new censor board is not to be
officially activated, however, until law
suits challenging the constitutionality
of the new state law authorizing the
board have been settled in the courts.
Two suits have been filed, one by film
exhibitors and one by distributors.

Named to the censor board are
Peter T. Downie, former Philadelphia
District sales manager; Mrs. Mae Bergin,
former Philadelphia Film Row secre-
tary; and Ira C. Sassman of Hum-
ddelphia, Penn.

Passage Almost Unanimous

Failure of the Senate to act on
their appointments until now was at-
tributed to dissatisfaction with other
gubernatorial appointments rather
than with those proposed as censors
or to the new censor law itself. The
legislation was passed by both Senate
and House with only one dissenting
vote.

Suits against the censor law charge
that it is unconstitutional and void on
a number of grounds, particularly be-
cause it constitutes an unwarranted
interference with freedom of speech,
the definitions are so vague as to
constitute a blanket prohibition of
law to the plaintiff, and because it is
discriminatory and denies the plaintiff
equal protection under the law by
exempting fraternal orders and others
from its provisions.

John Downing, comptroller of Emb-
assy Pictures, Boston, has been trans-
ferred to the New York offices of the
company.

Howard Smidt, who has resigned as
Paramount's representative in the
Albany, N.Y., territory after 19 years
with the company, will be guest of
honor at a testimonial banquet to be
held at the Saratoy Motel on Feb. 1.
He is being succeeded in his Para-
mount post by Francis Lynch, for-
merly booking manager for Para-
mount.

Terry Turner has been engaged by
M-G-M to handle special television
promotion on two of the company's
principal 1960 releases: "The Last
Voyage" and "The Time Machine."

Eliahu Robinson, formerly pro-
motion director of Topics Publishing Co.
and Dell Publishing Co., has been
named sales promotions director of
The American Weekly.

Ray Amuzant, producer, has joined
Charles H. Schneer's Ameron Films
as production supervisor. His first as-
signment will be to prepare Schneer's
next production, "Mysterious Island,
which is based on the Jules Verne novel.
"TOP-NOTCH ADVENTURE SUSPENSE."

—Variety

"Hard-hitting. Will appeal to everyone."
—M. P. Herald

—Boxoffice

"Audience will sit on edge of their seats. Masterful."
—M. P. Exhibitor

"Superb! Realistic! Fine dramatic entertainment."
—Film Daily

"Smashing story, swiftly told."
—M. P. Daily

"One of most spectacular ever filmed."
—Hollywood Reporter

"Will probably not be surpassed as pure excitement for months."
—Variety (Daily)
BIG BOX-OFFICE LAUNCHING!
WATCH SUSPENSEFUL SHOWMANSHIP IN FIRST ENGAGEMENTS! (Feb. 18th) San Francisco, St. Louis, Buffalo, Columbus, Toledo, Fresno, Norfolk, Richmond, Sacramento, Stockton, San Jose. (Feb. 19th) Charlotte.

LAST VOYAGE
IN METROCOLOR

EIN H. SANDERS · EDMOND O'BRIEN · TAMMY MARIHUGH · Written and Directed by ANDREW L. STONE
Kramer Hear

A HIT combo is mighty hard to lick and we refer of course to the fabulous Kate Smith-Ted Collins duo. Monday night TV via CBS (7:30 EST) a slimmer Songbird of the South returned to the scenes of her greatest triumphs and again proved herself "winner and STILL champ." La Smith will bring back to the home screens her legion of old friends and can't miss making new ones. Several times in the recent past she has barked made guest appearances on other programs but we always felt that whenever she is on stage, the others with her are the visiting guests. Welcome Home, Kate... Reports have it that this Friday's Buick Electra Playhouse presentation of Ernest Hemingway's "The Fifth Column," adapted for CBS-TV by A.E. Hotchner directed by John Frankenheimer and co-starring Richard Burton and Sally Ann Howes, is "Emmy Award" caliber. Edward Jos-Diana Green Productions has acquired the TV rights to three 20th Century-Fox flickers for live presentation. "All About Eve," "The Young Mr. Pitt," and "Heaven Can Wait," which will be adapted and televised this year. GAC set the deal and will handle the sales of the properties to agencies and networks... It was a proud evening for the Sylvania Award winners last Thursday at the Hotel Plaza but nothing like the justifiable pride felt by the entire staff at K & W Film Service. Two programs thus honored, namely Roy Meredith's "American Civil War" documentary, produced for Westinghouse Broadcasting Co., and "Meet Mr. Lincoln," of NBC's "Project 20" series, were completely designed, set-up, photographed and edited under the supervision of Ralph Koch and Norm Witten... Joe Cal Cagno and Bessie Little have formed the Bess-Cal Publications and their initial consumer editions of "Teen Parade" and "TV Film Stars" have hit the news stands... Always different--that's Gary Wagner. His New Year Party will be held tomorrow at the Hotel Astor, Yep, we said, "New Year Party"--and inasmuch as tomorrow is Chinese New Year, "the wag" has asked his legion of friends to come in Chinese costume (We know there'll be at least seven "Charlie Chan's."). Another chow mein item, Alan Swift just filmed a new Jello-commercial in which he appears and sounds like a Chinese Announcer... Lawrence Welk has been seeking a new "Champagne Lady" for many months and has been an admirer of Welk's music for the last few years (we printed raves about his music years ago when he suspended his show). Len Lombardo's Orch each summer at the Hotel Roosevelt in New York) we've watched his Saturday ABCConcerts. We feel that his quest ended sometime last September when a beautiful, curvaceous blonde with voice to match named Betty Cox sang on his show. Lawrence should most certainly WELKome Betty as the new "Champagne Lady."... Helen Havens, First Lady of the Theatre, will host the next segment of the popular CBS-TV vehicle, "Woman" which will be shown March 1. Featuring outstanding distaffers including Claudette Colbert, Margaret Truman among others, this Public Affairs Production is produced by Fred Freid with Craig Fisher, ass't... Robert Peil, formerly United Artists and more recently sales mgz, for Precision Film Labs, has been named account exec for Music Makers, Inc... Herb Wolf's "Masquerade Party," which has been a consistent audience pleaser for years, returns to the NBCChannels Friday for a regular coloscent sked. Bert Parks will again host the series which will feature a panel consisting of Faye Emerson, Sam Levenson, Lee Bowman and Audrey Meadows. ABCColor Pat Boone will headline the London Palladium for the third time, starting Feb. 14.

Desilu Dividend Set

HOLLYWOOD, Jan. 26. — The board of directors of Desilu Productions, Inc., today announced it has declared a 15 cent per share cash dividend on its common stock payable Feb. 26, 1960, to holders of record on Feb. 12, 1960. No dividends were declared on its class B common stock, all of which is owned by Desi Arnaz and Lucille Ball Arnaz.

Wednesday, January 27.
Will Seek Industry Views on N. Y. Bill; Commerce Unit Asks Aid to Theatres

Special to THE DAILY

ALBANY, Jan. 26.—Statements supporting the Saraveza bill to increase the license fee charged by the motion picture division, State Education Department, from $3 to $4 per thousand feet on prints from $2 to $3 for each additional "exclusive" copy, will be sought from production and exhibition leaders. Also, the position of State Commerce Department will be considered.

Meanwhile, the Commerce and Industry Association of New York, Inc., has circulated a memorandum citing reasons for the measure's passage. It pointed out the present fee schedule was enacted some 40 years ago, only a couple of prints of a film were brought into the state and these were shown over and over again. Under modern distribution techniques, generally called 'Saturaton booking' as many as 90 prints go into single film runs here. "By making New York simultaneously for a quick run-off of three days a week."" Observing that "today, as before, only the original is reviewed, but all must be paid for at a high rate" the memorandum decries, "the schedule is obsolete and unjust . . . so unjust, that charges to the industry exceed the cost of operation of the motion picture division by 200 to 300 per cent."

The "net effect of the pending measure would "still be to leave the

Samuels Heads Sales

(Continued from page 1)

this with releases from additional independent producers in the coming months. Of the 14 definitely set for release this year, a number are completed and others are scheduled to go into production in the next 60 to 90 days.

Set for early release are, "Virgin Sacrifice" (tentative title), filmed in color in Guatemala; "Gangster Story," produced by Joseph Hy- tan, filmed in Italy; "Violent Patri- ot," filmed in Portugal in color. Scheduled for early shooting are: "Joseph," biblical story to be filmed in the Mid-" East; "The Gordian Knot," to be filmed in Boston; "Tear Down the Vines," to be filmed in Vermont; "The Square Peg," to be filmed in Chicago; "Shadow of a Thie1," to be filmed in Spain; "Six Traps from Panama," to be filmed in Panama; "The Multiple Man," must be paid for in the New York simultaneously for a quick run-off of three days a week."

The "net effect of the pending measure would "still be to leave the

Shor Named

(Continued from page 1)

of six annual regional meetings, which started in Miami and wound up in Seattle, Wash.

Eby said yesterday that all local tents have planned vigorous celebra- tion of Variety Clubs Week scheduled to start Feb. 5, and the reports from chief barker's toward a record enrollment for the organization's an- nual convention slated to get underway in Toronto, Canada, May 30.

The international chief barker also reported that all tents were planning drives to bring more persons from radio and television and other allied fields into the Variety fold, and that all tents were also reappraising their charity efforts which is the motivating force of the organization.

Sees Sentiment Growing

Eby disclosed that there was growing sentiment among tents for establish- ing "Life-Time Member" or similar relations which would seek out Variety's eligi- bles for international office to be voted upon at annual convention. In the past the international officers have been nominated from the floor.

Eby termed the regional meetings "highly satisfying" and productive of many ideas which would contribute to a healthy 33rd year of Variety Club activities.

Gov. Furcolo

(Continued from page 1)

by the Boston Cinema Lodge of B'nai Brith, it will take place on Tuesday, Feb. 16, at the Hotel Brad- ford, following by one day the lun- cheon honoring Levine in New York, sponsored by the Variety Club of New York, at which time he will be named "Showman of the Year."

"Man of Year" in Boston

In Boston he will be named "Man of the Year," marking the second presentation of this award by the Cinea- NASA. Last year it was presented to Jimmy Durante. Song writer Jim- my McHugh, a native of this city, is flying in from Hollywood with Toast- master General of the U.S., George Jessel, who will preside at the lun- cheon. Levine will be honored for his aggressiveness in the merchandising of films which have helped sky-rocket box office returns.

With Governor Furcolo as honor- ary chairman, Norman Knight, presi- dent of the Yankee Network, will be the co-chairman of the affair.

ASK

OUR MAN IN CHICAGO...

...B. Lourie

ABOUT

OUR MAN IN HAVANA

from Columbia
Richard Widmark -
The dedicated, heroic
 cynical who reached a
 new height of stardom
 as James Brolin in
 John Wayne's "The
 Alamo" - already
 acclaimed as a
 coming world event
 in the "Hearst Headlines"
Edison Awards to Two Disney Films
And Columbia's 'Last Angry Man'

(Picture on Page 2)

Columbia Pictures' "The Last Angry Man," and two Walt Disney films, "Eyes in Outer Space" and "Sleeping Beauty," received awards for outstanding merit in 1959 from the Thomas Edison Foundation at a dinner here last night. In addition seven television accolades were announced at the fifth annual Edison affair at the Waldorf-Astoria. Winners are selected by 62 national organizations in written ballot.

"The Last Angry Man" was named the "Film best serving the national interest," and the award was ac-

Theatre Magazine Plan
Will Be Reactivated

Plans to publish Screenbill, a new weekly mass media magazine for distribution through the nation's theatres, have been reactivated, and it is now scheduled to come out shortly, it was learned yesterday. The publication was first proposed for the fall of 1958, but it did not materialize.

I.T.O.O. Asks Hearings
On Film Transit Boosts
Special to THE DAILY
WASHINGTON, Jan. 27, -- Hearings have been asked by Independent Theatre Owners of Ohio on transit rate increases requested of the Ohio Public Utilities Commission by two film carriers.

One, by the Larkin Trucking Co.,

(Continued on page 3)

Senate Report Shows Outlook Good for Expansion of Theatres in Latin America

From THE DAILY Bureau
WASHINGTON, Jan. 27.--A good outlook for expansion of motion picture theatres in Latin America is indicated in a report prepared for the American Republics Affairs Subcommittee of the Senate Foreign Relations Committee. The report, which was prepared by a group of University of Chicago researchers, says that postwar additions to U.S. investment in Latin American motion picture companies "represent no new development but rather additions to an already existing investment base."

The document also points out that Latin America's "usually rapid rate of urbanization of recent years, which is likely to continue in the future, may be expected to generate a corresponding increase in demand for this type of service, motion-picture houses and distribution centers, and similar establishments."

It adds that the proportions in which such investments are shared with local capital "will be partly a function of government policies restricting or encouraging foreign investments of this type."
HUGH OWEN, Paramount vice-president; MYRON SALTER, New York branch manager, and EDWARD CHASELEY, sales manager for Cecil D. B. Miller's "The Ten Commandments" in the U.S. and Canada, are in Philadelphia from New York.

JACK H. LEVINE, president of Certified Reports, has returned to New York following meetings with personnel of his Southern division.

HAROLD RAND, Paramount publicity manager, has returned to New York from Washington.

DICK WINTERS, 20th Century-Fox publicity executive, has returned here from Washington.

JOSE LUIS CELIS, Mexican producer and distributor, has returned to Mexico City from Hollywood.

FRANK LLOYD, producer-director, and Mrs. LLOYD, who have been in Hong Kong, will return to San Francisco on Monday aboard the "President Cleveland." 

R. J. "Hal" BARNES, president of ABC Theatrical Enterprises, Atlanta, has left there for New Orleans.

DONALD HICKS, Paramount branch manager in Cincinnati, and WILLIAM MEYER, sales manager, have returned there from Philadelphia.

MRS. JOHN RECHER has given birth to a son in Women's Hospital, Baltimore. Father is manager and film buyer for Hicks-Balto Theaters.

ROBERT SNABO, manager of the Broadway Theatre, Cleveland, a unit of Associated Circuit, will be married in that city on May 7 to Virginia Marie Gross.

Charles Edison (right), honorary president of the Thomas Alva Edison Foundation, presents Leo Jaffe, Columbia first vice-president and treasurer, with the Edison Foundation's Award to "The Last Angry Man" as the 1950 film "best serving the national interest." The presentation was made at the Foundation's fifth annual National Mass Media Awards Dinner at the Waldorf-Astoria last night.

Columbia, Disney Honored

(Continued from page 1)

cepted by Leo Jaffe, Columbia vice-president, from Charles Edison, chairman of the board of McCraw-Edison Co., and honorary president of the Foundation.

"Sleeping Beauty," called the "best children's film" and "Eyes in Outer Space," won as the "best science film for youth." Accepting these awards was Donn Tatum, vice-president of the Disney organization.

In presenting the awards Edison noted that Disney has won an Edison award every year since they were inaugurated and two in one year for the first time in 1959.

Edison said the Columbia picture was cited for its "powerful dramatization" of the conflict between worthwhile values and shoddy values, an "important theme of permanent as well as timely interest."

Guest speaker of the evening was Dr. George Sturman, president of Hunter College, who told the 500 guests that the "image of man as revealed by the television medium is a tape-recorded demonstration on banality." He urged the producers of television to correct this.

Edison awards presented to TV were as follows:

1. "Our American Heritage" (NBC) as "the television program best portraying America."

2. "New York Philharmonic Young People's Concerts with Leonard Bernstein" (CBS) as "the best children's television program."

3. "Conquest," (CBS) as the "best science television program for youth."

4. "Gateways to the Mind" (NC): special citation.

5. "KQED, San Francisco, as "the most outstanding educational television station."

6. "DKAT-TV, Pittsburgh, as "the television station that best served youth."

Henderson Again Heads Salvation Army Appeal

DONALD A. HENDERSON, treasurer of 20th Century-Fox, has again accepted the chairmanship of the motion picture committee in the commerce and industry division of The Salvation Army 1960 Appeal.

The Appeal, which has a goal of $1,450,000, is seeking support for the 60 institutions and services which The Salvation Army operates in Greater New York.

"Can-Can" Hits $75,000 Before First Ad Here

More than $75,000 in advance ticket orders for "Can-Can" have been received by the Rivoli Theatre here to date despite the fact no announcement has been made of a public ticket sale. The Todd-AO production will premiere at the Broadway house March 9 with a series of benefit performances. The entire first week is already pledged to charity organizations.

Reopen Georgia House

BRUNSWICK, Ga., Jan. 27--The Sunset Drive-In Theatre here has been reopened following repairs to its projection booth and concession stand, which had been damaged by fire.

Company to Furnish Material

In the tie-in, dealers will display material supplied by Hoover while filling orders with full color inserts in their catalogs. Window displays will feature a vacuum cleaner and high quality product in store. Hoover will also furnish TV show for window display advertising the picture, while local dealers will advertise the sale of Hoover vacuum cleaners.

Col. Transfers Busi

ALBANY, N.Y., Jan. 27--Columbia Pictures, which next month moves its quarters here from Broadway to the RTA Building at 71 Broadway, announced today that it is relocating and opening business to Clark St. Leaving Columbia, under the management, will be Adam M. J. president and business agent of B-43, IATSE, and a Columbia employee for 28 years.

New ‘Summer’ Rec

Sam Spiegel's "Suddenly, Last Summer," continues to break house records. Columbia announced a transfer of the Trans Lux Theatre in Washi, D.C., the opening week's gross of $28,812 to the Stanley Theatre in Philadelphia, same period in Philadelphia, the Stanley Theatre grossed a $40,925.00.
Committee Meets Changes Today

ASHINGTON, Jan. 27. — The rising ways and means committee is to consider the Administra-
tion's proposed technical amendment to the tax laws on Thursday. The committee will meet in execu-tion with the view of voting on the items to be considered.

Admiral and Secretary Anderson had already indicated that if this bill is passed, the Administration will take a flexible attitude toward per-
taxpayers to set the period on construction costs which are in business in terms that are not from the user's viewpoint.

Three Calif. Drive-ins Are Near Completion

OLLYWOOD, Jan. 27. — Three drive-in theaters in the eastern portion of the state are being pushed for opening on April 1. They are Canoga Park Drive-In, Canoga Park, and the Wilmor, which will be completed in April.

Another Bow

S. Calif. Drive-ins Are Near Completion

OLLYWOOD, Jan. 27. — Three drive-in theaters in the eastern portion of the state are being pushed for opening on April 1. They are Canoga Park Drive-In, Canoga Park, and the Wilmor, which will be completed in April.

ask

OUR MAN IN OKLAHOMA CITY

C. A. Gibbs

ABOUT

OUR MAN IN HAVANA

From Columbia

Reade's Plans

(Continued from page 1)

1. Circular construction. "There's no reason theaters have to be oblongs or cut-off triangles. A round auditori-um would give more patrons good seats.

2. No balcony. "Whether it's a theatre or store, people don't like the idea of walking up or down stairs when they spend their money.

3. No aisles. "Center aisles are disturbing. There would be enough space between the rows to make them unnecessary.

4. Medium size. "Over 1,500 seats is too big for people to get a real experience from the screen. Under 900 is too small and wide for the investment. The ideal would be in-between.

5. Living room seats. "They should be deep and comfortable and not all of them pointed directly at the screen. They should be small groups of chairs so you don't seem to be part of a mass audience.

Some of Reade's theaters already have party rooms, isolated areas where groups of up to 20 can watch the show in comfort. In addition to party rooms, Reade's ideal theatre would also include restaurants, bars and meeting rooms, as well as the best sound and projection equipment.

"One of the pleasures of attending the theatre in Europe," he said, "is that you can also get drinks there. Why not at movies?"

Interested in Odors

Getting in a plug for his new Aramarka process, he said his ideal theatre also would be equipped for smell, too. "The use of smells is another tool for the director, along with color and wide screen," he commented. "We should use everything that will contribute to a full movie experience."

"Too many theaters are operated as though they had a sign up saying 'Stay Away,'" he said. "They are uncomfortable most of the year, have very bad sound, no parking facilities, rows of chairs, no comfort or convenience, and often are unclean.

Actually, the theatre should be the center of community life. There is virtually no non-movie business left, except on weekends. So we have all this real estate sitting idle most of the time. The theaters should be used in off-hours for women's groups and civic meetings.

'Sheba' Gross to Date Reported $3,156,889

"Solomon and Sheba" has grossed $3,156,889 for 32 domestic premier engagements in only four weeks, it was announced by William J. Heine-man, United Artists vice-president.

Heine-man said the film is holding over for a fifth week in all domestic engagements.

Petticoat Running 42% Ahead of 'Pillow Talk'

"Operation Petticoat," the Granart Production being released by Universal-International, is running a record 412.0 per cent ahead of "Pillow Talk" in its first 154 completed engagements as of the current week, according to information compiled by U-I here.

The picture, which set 20 all-time house records and 80 U-I opening week records in its first 150 key en-
gagements which started with the Christmas-New Year's holidays, is con-
tinuing to roll up the same type of record business in subsequent hold-
over weeks in these engagements, U-I said.

The record increase over "Pillow Talk" varied by "Operation Petticoat" does not reflect the seven record weeks of "Petticoat" at Radio City Music Hall in New York nor does it reflect current record-breaking hold-
overs where "Operation Petticoat" is just completing fifth weeks and start-
ing sixth weeks or completing fourth weeks and starting fifth weeks.

Larry Moore Plans 4

HOLLYWOOD, Jan. 27.—Larry Moore, producer and president of Gal-
letta Pacifico, Inc., has announced he will make four films. The first, mark-
ing the film debut of Christine Jorgensen, will be "H. Rider Raggard's novel, "She." The second film will be "The Christ-
tine Jorgensen Story," which will have a top name actress in the title role, Moore stated.

PEOPLE

Stanley Kramer, producer-director of United Artists' "On the Beach" and the forthcoming "Inherit the Wind," tonight will be granted honorary membership in the stage and screen section of the Foreign Press Association of New York at a reception in the Hotel Plaza. He is the first native American to be so honored.

Jack Fruchtman, head of IF Thea-
tres, Baltimore, was host at a cock-
tail party there in honor of Joseph E. Levine, president of Embassy Pic-
tures. Among those attending the affair at the Sheraton Belvedere were Bill Doll, Embassy vice-president; John Moore, Paramount district manager from Boston; Mike Weiss, Para-
mount Philadelphia and Herb Gillis, Paramount Washington.

Lawrence Black, owner of the Sky View Drive-In Theatre, near East Liverpool, O., has concluded nego-
tiations with Thomas Anas, president of Weir Cove Enterprises, Weirton, West, V., for sale of the operation.

W. Richard Haines, since 1958 credit office supervisor for Eastman Kodak Co., has been named assistant Eastern credit manager for the company's Eastern credit region. He will be succeeded in his present post by A. Harding Margesson.
Television Today

Columbia's Salt Lake City Station Will Emphasize Public Service Shows

SALT LAKE CITY, Jan. 27—Plans for substantial program revamping, with the emphasis on public service shows, are underway at Columbia Pictures KCPCA television station here, Norman Lowman, president and general manager of the CPX radio and television stations, Wednesday, said the amount of time devoted to public service programs will be increased substantially. The move is expected to include more shows, according to the Federal Communications Commission, as part of the public service obligation required of all stations.

"Now that we have video tape machines, we are scouting around the country for good public service tape shows," Lowman said. He explained that in the past stations throughout the country have had award-winning public service shows and they have been brought in to other markets.

"Now," he said, "we can experiment with these programs by the use of tape.

Will Move Teen-Age Program

Lowman said he plans to move KCPCA television's award winning "live" show, Teen Age Press Conference, into prime time and offer it on tape to other stations. Press Conference features nationally known personalities as guests. On it have appeared Liberace, and J. Bracken Lee, former Utah Governor and now Salt Lake City mayor. So, John F. Kennedy of Massachusetts is scheduled to appear next week. Lowman said other celebrities will be engaged for the show as their travels bring them to the city.

He said the station also is looking forward to new NBC program plans to accelerate public service shows in prime time. NBC's World Wide 60 made its debut Saturday in a prime spot. KCPCA is also going into high-

Louis Dorfman has been appointed creative director, sales promotion and advertising, by CBS-TV. Dorfman, 41, has been vice-president in charge of advertising and promotion for the CBS radio network since last October.

Eric Adams, formerly with KROC, Rochester, Minn., has joined KETY, Omaha, as a newscaster.

Keith Petzold, formerly advertising director of the J. J. Parker Theaters, Portland, Ore., has joined Porter Advertising Agency there as an account executive.

Fox Campaign

Fox is also stressing promotion of upcoming films on national TV network shows, having recently allocated a record $500,000 for three films, "Flanders," "Sink the Bismarck" and "Masters of the Congo Jungle." The company attributes much of the success of its "Journal of the Earth" to this type of national TV campaign.

ITOO Asks Hearings

ITOO would become effective Feb. 12. Another, by the Film Transit Co. of Toledo, scheduled to take effect Feb. 19, would increase the rate approximately 82 per program change in addition to the 10 per cent increase that was included in the last rate increase.

Alding and abetting in drain continuity is Manhattan street angle, ably captured by Arthur O'Connell and Raymond Scott was responsible for the forceful score. Bernard Strowger, as associate producer, the aforementioned Sidney Kasten also credited with editing. Running time, 82 minutes. Gen classification, Release, in January.

Allied Unit Lands

way of the many Biblical picture coming into the market.

Remus has been campaigning against the release of increasing number on road of 70mm, films. He has been especially critical of the policy when applied Biblical subjects on the grounds their number, in particular, is in conflict with the resultant dilution of the 70mm. "In Detroit," he said, "where 'Sang and Ship' is playing on a continuous, non-hard ticket basis, is breaking three-year-old house records in the United Artists Theatre. Admission prices are $1.65 top whereas ticket prices have been $2.50 to far greater than the return on the hard ticket set-up," he asserts.

Awards to Music Hall

The pictorial souvenir booklet the Radio City Music Hall has been awarded a Certificate of Special Merit by the American Society of Magazine Photographers, Inc., by the New York Employing Printmen's Assn., Edward Serlin, Music publicity director, announced yesterday.
REVIEW:

**Chance Meeting**

**Sydney Box—Paramount**

Nobody makes a thriller like the British. They know better than anyone else how to imagine an off-heat plot situation, steeped in mystery and suspense; how to draw characters that are odd-ball but real; how to introduce twists that seem to make sense even when they don’t. They also know how to keep the action moving briskly without giving the audience a chance to catch its breath.

These qualities are all evident again in “Chance Meeting,” a Sydney Box Associates presentation, which was known in England as “Blind Date.” To the familiar attributes, moreover, something new has been added here. That is a singularly frank treatment of Sex.

As a matter of fact, everything that happens in the story revolves around a passionate romance between a young Dutch painter in London and the French wife of an English diplomat. They meet by chance in a museum, and she entreats him to give her painting lessons. Before you know it, however, they are spending all their time making love in some scenes that for intensity and heat will stand alongside almost any others available today.

The details of the affair are related in flashback by the artist who is accused at the start of the picture of murdering his mistress. A persistent and aggressive Scotland Yard inspector builds a case of circumstantial evidence against the hero. The audience knows, however, that he is innocent.

Then scriptwriters Ben Barzman and Millard Lampell, working from a novel by Leigh Howard, pull a really intricate “twist” in which the “dead” woman turns up alive. It seems another female has been murdered in her stead. Discovering who this latter is and who did her in makes up the rest of the 96 minutes running time of the film.

The time passes quickly, too, for Joseph Levey, the American director, has set a swift pace in the British style, and actor Hardy Kruger makes a likeable hero that one can sympathize with and wish to see get out of a deplorable jam. Micheline Presle is cool and seductive as only French femme fatales can be. Stanley Baker is as shrewd and conscientious as a Scotland Yard man ought to be, but Robert Flemming plays a high Yard official who is not averse to seeking to suppress evidence for the benefit of the important English diplomat in the case.

This last touch is rather shocking. Can it be corruption has spread to Scotland Yard?


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**National Pre-Selling**

A

RT Kane’s penetrating photos of French actress Jeanne Moreau’s face in brown and dark yellow hues appear on twin spreads in the Feb. issue of “Esquire.”

“Wonderful,” “weird” and “exciting” are the words used by Florence Nightingale for selecting “Journey to the Center of the Earth” the Pat Boone film as the picture of the month in January “RedBook.”

— Lloyd Shearer, writing from Hollywood for the Jan. 24 issue of “Parade” quotes such men as Tennessee Williams, Spencer Tracy and Darryl Zanuck on “What Makes a Woman Beautiful” in an interview. In this article he used photos of Doris Day, Audrey Hepburn, Anna Magnani and May Britt, all movie stars.

According to Bantam Books the paperback edition of “Exodus,” was purchased by 1,617,000 in one month. The publisher estimates that five million people will read their edition of “Exodus.”

Otto Preminger will leave here soon for Israel to start production on this Leon Uris best seller to be re-leased by U.A.

WALTER HAAS

**Italian Color Prints**

(Continued from page 1) 

Tances from that country for the past several months, and to see what can be done to resume their flow. Reasons for the suspension of remittances are not known here.

MPEA authorized its selection committee to proceed to designate two films as the official American entries in the Mar del Plata Film Festival, March 8 through 17. In addition,try Maas, MPEA vice-president for the Far East, was authorized along with American associates in Japan to represent the industry as official observers at the Asia Film Festival in Tokyo next month, and to preside at entertainment affairs on behalf of the American industry.

The board received a report that despite the current widespread anti-U.S. agitation in Cuba, most companies still are receiving remittances from their Havana branches.

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**Wisconsin Allied**

(Continued from page 1) 

Operationally in opposition to the inclusion of theatres in proposed new Federal minimum wage laws.

The bulletin suggests that exhibitors point out in their letters that theatres for the most part operate only a few hours a day, largely with part-time employees who may be students, elderly persons supplementing pensions with their theatre earnings, or other persons whose capabilities are not in demand in the general employment market and who would inevitably be penalized in the present one if some of the proposed Federal legislation were to become law.

Roots’ approach is fundamental and would greatly assist members and non-members of NAC.

Hotel reservations for these meetings can be made to NAC headquarters office, the announcement stated, if mailed at least ten days prior to meeting. Later reservations should be made directly with the hotel or meeting chairman to be announced later.

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**NAC Slates 3**

(Continued from page 1) 

Continental, Kansas City, Mo., March 10, in connection with the “Show-A-Rama” convention of United Theatre Owners of the Heart of America.

Rocky Mountain regional, Hotel Utah Motor Lodge, Salt Lake City, March 16, in conjunction with the conventions of the Mountain States Theatre Association and Montana Theatre Association for exhibitors of Utah, Idaho, Montana, Nevada and Wyoming.

New York Meeting Planned

Similar meetings will be held later in New York, Toronto, Chicago and a location yet to be selected in the Southeast.

“All concessionaires and those business firms supplying the diversified concession industry are urged to attend these important conventions,” said Papas. "Valuable information for more efficient concession operation will be available from speakers and the discussion periods. This "Gass
Yes sir, National Carbon Company has provided free screen lighting technical assistance to the industry since 1917. Today, 12 sales engineers—equipped with compact service kits containing the most modern tools in the trade—are ready to assist on any screen lighting problem you might encounter.

Use “National” projector carbons and call on NATIONAL CARBON for free technical service. It’s a tough combination to beat—the best in product... the best in service. You’ll realize the ultimate in picture quality at the lowest overall cost.

Each salesman’s kit contains the following modern equipment: brightness meter, voltohmimeter, clamp-on ammeter, dummy lens, set of alignment rods and' accessories, pin-hole apertures, split-plate aperture plates, stop watch, micrometer, ruler and slide rule.

"National" and "Union Carbide" are registered trade-marks of Union Carbide Corporation

NATIONAL CARBON COMPANY • Division of Union Carbide Corporation • 30 East 42nd Street, New York 17, N.Y.
OFFICES: Birmingham, Chicago, Houston, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • CANADA: Union Carbide Canada Limited, Toronto
Haines Is Dead; Leaves on Sunday

from THE DAILY Variety

LYWOOD, Jan. 28.—Roy Haines, veteran industry executive of the Rank Organization distributed in Canada by 20th-Fox, Ltd., effective April 1, has been released from hospital service held in New York for two months due to a heart attack to return to his home in Montreal where he will be under the care of his son Pierce. Mr. Haines, who April, 1959, had been the the ‘Rationalization’

Board of Trade Terminates 12-Year Old Agreement

By WILLIAM PAY

LONDON, Jan. 28.—Termination of the Anglo-American Film Agreement, the pact which governed remittance of the earnings of American film companies here, was announced in the House of Commons today by Reginald Mandling, president of the Board of Trade. The action removes all restrictions on the transfer to the U.S.A. of earnings from the showing of American films in the United Kingdom, and on the use to which the so-called “fro-

To Honor Benjamin in 23-Wk. U.A. Sales Drive


Hockey Games Slated As Telemeter ‘Special’

The Telometer pay TV system in Etobicoke, Ont., scheduled to begin operations next month, will carry a series of hockey games to be played by the Toronto Maple Leaf team in American cities, starting with one at Madison Square Garden on Feb. 28. Announcement of this first "special event" to be acquired for the closed circuit system in the Toronto suburb was made jointly yesterday by John

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By SAUL OOSTROVE

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PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave here today for Europe to attend the world premiere of "Sink the Bismarck" in London on Feb. 11.

CHARLES SIMPSON, United Artists vice-president in charge of European productions, has arrived in New York from Paris for a series of home-office conferences.

EMILY AUSTIN and OSCAR DOON have returned to the M-G-M home offices here from Washington and Baltimore, where they set plans for "Ben-Hur" openings.

EDWARD S. FELDMAN, international publicity coordinator for Paramount's "The World of Suzy Wong," returned to New York from Hong Kong.

GENE KRUPA is in Philadelphia today for promotion activity in connection with Columbia's "The Gene Krupa Story.

HAROLD LEWIS, president of A.T.A. Trading Corp., importers and exporters, will leave here over the weekend for Schenectady, N. Y.

Mrs. Alan Steinhorn, wife of the supervisor of traffic for Columbia International, has given birth at Unity Hospital, Brooklyn, to a girl, Karen Denise.

RICHARD WINDMARK will arrive in New York at the weekend from Hollywood.

James "Red" King, publicist for Boston's Cincinatti productions, is hospitalized at Jamaica Plain, Mass.

JOHN TOMLINSON, Warner Brothers branch manager at Jacksonville, has returned there from Atlanta.

Milton Brockett, booker for Crescent Amusement Co., Nashville, has returned to his duties there following an illness.

RICHARD LINZNER, owner of the NEW YORK THEATRES

RADIO CITY MUSIC HALL

FRANK SINATRA - GENE HARRISON

In a CANTERBURY PRODUCTION "NEVER SO FEW"

"CANTERBURY AND METROPOLITAN"

MOTION PICTURE DAILY

FRANK SINATRA - GINA LOLLOBRIGIDA

NOW SHOWING NEW YORK BROADWAY

Friday, January 20

Fox-Rank D

(CONTINUED FROM PAGE 1)

The Rank Organization says the new agreement is in line with its policy of "rationalization." First announced by John Davison manager, director, in the fall, that plan which is the result of an investigation by the company to tighten its operations. The agreement will go into effect on March 1, 1947. As the result of the agreement, a background of more than 700 theaters will be eliminated from the circuit.

Guarantee Students Will See 'Ben-Hur' in S. J.

In order to encourage attendance at M-G-M's "Ben-Hur," which opens in San Juan March 30, the Dean of the University of Puerto Rico decided that his administration would go further than guaranteeing that the special student showings would be sold out. They decided to support this special "Ben-Hur" performances by bearing half the cost of each ticket, the student paying the other half.

The Dean's action came about as the result of a recent visit to New York by the head of the social section of the University of Puerto Rico who attended a performance of the William Wyler presentation at Loew's State Theatre in New York. He was enthusiastic in his report on the film and the Dean immediately set about arranging special showings for the University students, buying out four complete performances to date. The special showings will be held on Saturday and Sunday mornings.

House Group to Hear Younglove, Fitzpatrick

ALBANY, N.Y., Jan. 28 — Assemblyman Joseph B. Younglove, chairman of the New York State Joint Legislative Committee on Offensive and Obscene Material, and James A. Fitzpatrick, counsel and former chairman, will represent that group at the public hearings in Washington, D.C., before the Granholm sub-committee on postal operations, Monday and Tuesday, Feb. 1-2.

While in Washington, they expect to confer with Postmaster General Arthur E. Summerfield and FBI Director J. Edgar Hoover. The Joint Committee's field of study includes motion pictures, televisions and radio. Fitzpatrick was at the Capitol yester- day from Plattsburgh.

Eric Johnston, president of the Motion Picture Association, is scheduled to testify, as reported earlier.

Correction

Jules Weill was identified in a publication, Screendail in a Motion Picture Daily, as an error. He reports no connection with the magazine.
America Business  

\textbf{‘U’ Profit at $4,698,453}  

\textit{(Continued from page 1)}  

In the annual report to stockholders Milton R. Rackmil, president, estimated that the first quarter of the new fiscal year will show a substantial profit as compared with a loss from operations in the first quarter of 1939. He said there is every indication that 1960 will be a profitable and successful year for the company.

Rackmil attributed the successful results of operations in the past fiscal year as currently to the initial effects of the drastic policy changes in both production and distribution which were undertaken during the previous 12 months.

\textbf{Aided by Studio Deal}  

The sale and leaseback of the studio facilities substantially reduced the overhead charge to production, he said. This, together with substantial savings which resulted from changes effected in the domestic sales organization, in foreign distribution, has strengthened the company’s competitive position while maintaining unchanged efficiency in operations, he added.

Rackmil advised the stockholders that in line with new policy in regard to independently produced pictures, a number of commitments have been consummated, and that several pictures made under such arrangements had fulfilled the company’s fondest anticipations as to their box office values.

Stockholders were also told in a press conference yesterday that the annual meeting will be held at company offices here on March 9 at 11 A.M. Major business before the meeting will be the election of eight directors, including N. J. Blumberg, President; Davie, Albert A. Garwiche, John J. O’Connor, Rackmil, Bud Rogers, Harold I. Thorp, and Samuel H. Vallee. All are board members currently.

The proxy statements list the remuneration to officers for the fiscal year as follows: Blumberg, $78,000; Rackmil, $125,000; O’Connor, $57,200; Edward Muhl, $104,000 and directors and officers as a group, $689,971.

\textbf{Stock Owners by Directors}  

Board members own stock in Universal and Decca Records, its parent, as follows: Blumberg, 100 Universal common, 8,000 Decca capital; Davie 1,200 and 200; Garwiche, 4,000 Decca; O’Connor, 100 and 1,000; Rackmil, 1,713 Decca; Rogers, 100 and 1,073; Vallee, 100 Decca.

Rackmil’s immediate family owns beneficially 105,900 shares of Decca capital and two trusts, of which Rackmil is a co-trustee, owned an additional 11,400 shares with respect to 10,000 of which he was the donor.

\textbf{M-G-M, WCBS Detail}  

\textbf{‘Hill’ Radio Promotion}  

Metro-Goldwyn-Mayer and WCBS have announced a promotion agreement which will allow 60 of the radio station’s listeners to attend a showing of “Home From the Hill” in the M-G-M home office projection room. “The Dick Noel Show,” broadcast daily from 4-05-5 P.M., has formed a “Preview Club” for its audience and this month devoted a full week to plugging “Home From the Hill,” a forthcoming release scheduled for the Radio City Music Hall, Noel invited listeners to send in their names for invitations to the screening. He said he intends to give a full report of audience reaction during the week his guests see the film.

\textbf{WGA and the Networks}  

\textbf{Extend Pact to Feb. 6}  

From THE DAILY BUREAU  

HOLLYWOOD, Jan. 28.—In view of the progress made and in order to meet the demands of the Writers Guild of America and the networks have agreed to extend current contracts one additional week, to Feb. 6. The pacts have been scheduled to expire Jan. 30.

Both sides are convening in a negotiation session tomorrow and are prepared for an additional series of meetings next week.

\textbf{Smell-O-Vision! Bow To Benefit Actors Home}  

The New York Theatre Ticket Buyers Assn., Feb. 18 will sponsor an Actors Fund of America benefit premiere at the Warner Theatre for Michael Todd, Jr. “Scent of Mysteriously.” The first film in Smell-O-Vision. Proceeds will be used to build a “Mike Todd Room” in the new Actors Home at Englewood, N. J.

Directing the benefit are Warren Munsel and John Effrat of the Actors Fund, and Arthur Leonmen and at $20, $15 and $10, in orchestra and Harry Bloomfield for the Brokers. Tickets for the premiere are scaled lage.

\textbf{‘Havana’ Scores Here}  

Columbia Pictures reports that Carol Reed’s “Our Man In Havana,” at its dual American premiere engagement at the Forum and Trans-Lux 52nd Street Theatres here, broke the all-time opening day house record at the Trans-Lux 52nd Street with a gross of $15,744. The opening day take at the Forum, Columbia added, was an excellent $3,752.

\textbf{Reopen Georgia House}  

ATLANTA, Jan. 28.—S. O. Jenkins has reopened his Sunset Drive-In at Brunswick, Ga., closed several weeks ago as a result of a fire.

PEOPLE  

Ir A. Stevens, general manager of National Film Service and a director of Cinemara Productions, has been named vice-president and treasurer of the Bonded Services Division of Industrial Enterprises, Inc. He will continue in his present post at Industrial Enterprises.

\begin{itemize}
  \item Frank N. Kelley, long associated with New England Theatre Co., Inc., has been named manager of the Stanley Warner Ritz Theatre, Albany, N. Y. He succeeds Theodore Moidske, who has been given an alternating assignment as assistant to Oscar J. Ferron at the Uptown, and to John J. Brousselle at the Delaware.
  \item Robert Meyers, salesman for 20th Century-Fox in Cleveland, has been appointed to the Indianapolis office of the company.
  \item Mrs. Eleanor Brush and her husband, who recently purchased the Smalley Theatre in Cooperstown, N. Y., from Mrs. Hazel Smalley, have renamed it the Cooperative.
  \item Frank H. Bickerton, Jr., former president of Fox Intermountain Theatres, Denver, has been appointed by that city’s mayor, Richard Batterson, to the post of chairman of the Downtown Denver Master Planning Committee.
\end{itemize}

\textbf{Big Turnout Expected At Brotherhood Lunch}  

A large turnout of motion picture industry leaders is expected for the Brotherhood peak luncheon at the Hotel Astor here Feb. 4. Max E. Youngstein, United Artists vice-president and chairman of the annunciation division of the National Conference of Christians and Jews for the annual observance of Brotherhood Week, will preside at the luncheon meeting.


D. Lewis Webster Jones, president or the organization, will address the meeting to blueprint plans for Brotherhood observance for theatres and other industry branches.

Young is also a member of the National Brotherhood Week committee, of which Cornell Otis Skinner is chairman.
Leve Heads TOA Star, New Faces Committee

The appointment of M. Spencer Leve, vice-president of National Theatre Amusement Corp., of Los Angeles, as chairman of the Theatre Owners of America's nine-man star of the year committee and new faces committee, was announced yesterday by Albert M. Pickos, president of TOA.

Combination Is Something New

The new committee represents a combination this year for the first time of TOA's star of the year committee, which is charged with recommending to TOA the actor or actress to be honored at TOA's annual convention as "Star of the Year," and TOA's new faces committee, which conducts and advises with TOA's president on steps exhibitors can take to assist in the development of new screen personalities.

Pickos said the consolidation was effected because both committees were dealing with actors, actresses, and the film companies, and because most of the committee's activities will originate in Hollywood. Leve heads a nine-man committee. The members, appointed by Pickos, are:

Members of the Committee
Arthur Lockwood, president, of Lockwood & Gordon Theatres of Boston, and a past-president of TOA; John Schuyler, chairman of Delft Theatres of Butler, Wis.; John Stember, president of Georgia Theatre Co. of Atlanta; E. D. Martin, president of Martin Theatres of Columbus, Ga., and a past-president of TOA; George C. Keratos, president of Keratos Theatres of Springfield, Ill., and TOA's board of directors chairman; Sidney Markley, vice-president of AB-FIT circuit of New York; Roy Cooper, general manager of West Side Theatres of San Francisco, and chairman of TOA's executive committee; and John Rowley, president of Bowley United Theatres, Inc., of Dallas.

Film Group Planning

(Continued from page 1)

for a total of 24 in the next year, it was announced by Roger Corman, president.

Corman, currently producing and directing "The Fall of the House of Usher," will return to his Film Group headquarters next week to finalize plans for the company's 1960-61 production schedule.

Beatrice Ross' Husband

Funeral services for Walter J. Klein, New York attorney and husband of Miss Beatrice Ross, former publicity manager of Republic Pictures here, will be held at Riverside Chapel, Park Circle, Brooklyn, at 12:15 Tuesday. Klein died Sunday of a heart attack on Wednesday at his Woodhaven, L. I., home.

Survivors, in addition to the widow, include the father of the deceased, Charles Klein, and a brother, Irving.

Levin Appointed To Foreign Film Chair

The appointment of Irwin Levin, San Francisco theatreman and director of the San Francisco National Film Festival, as chairman of the Foreign Film Committee of the Theatre Owners of America, was announced yesterday by Albert M. Pickos, president of TOA.

The theatreman, a trade association of motion picture owners in the country, to its foreign film committee is devoted to trends and trends in the field of imported films.

The committee has played a creatively important part in TOA fairs in recent years due to great increase in the number of imported films finding their way into nation's theatre screens.

Members of Levin's committee are: Walter Bender, Jr., a past president of TOA, president of Walter I. Levin, Inc., and chairman of the board; Leon Continental Distributors, Inc., president of W. D. C., president of B-K Theatres, Inc., and so forth.

Reade for several years man of the foreign film committee is expected to be Albert Pickos that the chairman's related to Levin in recognition activities with the International Film Committee, and his encouragement for acceptance of foreign films.

One of Levin's first duties will be a report on the foreign film situation made to a TOA board of directors and executive committee meeting at the Mayflower Hotel, Washington D.C., Monday, Feb. 22.

George Stevens Cited

(Continued from page 1)

for the greatest of the pioneer picture directors, the Griffith is bestowed in recognition of standing creative achievement of 35 years.

It will be presented to Stegman's annual awards dinner held Saturday evening, Feb. 18, at the Beverly Hilton Hotel, Los Angeles.

Other awards to be made that will be for best directorial merit during the past year in the actual motion picture and television fields.

This will be the second time has been honored with an award that contribute to the motion picture industry period of years. He received the George G. Thalberg Memorial Award, the Academy of Motion Picture and Sciences in 1955.

traditional Saturday evening Lew Levitan's annual event which has been sponsored by the Impact Company of Canada, Ltd.

This new addition to hockey calendar event Toronto residents to the first time to travel with the team via coxial cables to the of-town games. This represents a rekindling of hockey televisor era.
WHO IS "OUR"

IS IT ALEC?
IS IT BURL?
IS IT MAUREEN?
IS IT ERNIE?
IS IT NOEL?
IS IT RALPH?
IS IT JO?

MAN IN HAVANA?
Alec Guinness as the spy who sold phony secrets!

Burl Ives as the doctor who doctored the facts!

Maureen O'Hara as the winsome, wily Girl Friday!

COLUMBIA PICTURES presents
A CAROL REED PRODUCTION

HAVANA

Starring Alec Guinness, Burl Ives, Maureen O'Hara, Noel Coward, Ralph Richardson

Screenplay by GRAHAM GREENE based on

murderous, fur stor,
magnificer, marvellous, ma

Columbia Pictures presents
A Carol Reed Production

SUSPENsus, best-seller

STARRING Alec Guinness, Burl Ives, Maureen O'Hara, Noel Coward, Ralph Richardson

Screenplay by GRAHAM GREENE based on
Ernie Kovacs as the police chief who loved to play games!

Noel Coward as the foreign agent who got knots in his network!

Ralph Richardson as the Head of Intelligence who could have used some!

Jo Morrow as the delectable doll in the middle of it all!
READ ALL ABOUT IT!

"Our Man In Havana" Makes A Showmanship Killing!

HOOVER VACUUM CLEANER TIE-UP
A giant sweep of promotion across the land! 22,000 Hoover dealers and 65,000 salesmen plugging the picture with special 1-sheets, heralds, window-cards, local ads and contests!

BANTAM BOOKS TIE-UP
Massive paperback edition of the novel, with picture credit on back cover! Will reach millions in stores, super-markets and newsstands, as well as bus, railroad and airline terminals!

CUBANA AIRLINES TIE-UP
Tremendous attention-getting contest tied in with the picture and its locale! Prizes include 6 pairs of first-class tickets to Havana, plus deluxe 1-week vacations in Cuba!

TV FEATUREETTE
Special 5-minute show produced by Globe and narrated by Jo Morrow! Candid shots of the stars, filming of scenes, and authentic Havana backgrounds!

TV TRAILERS and RADIO SPOTS
A power-packed package of over-the-air pitches that sell the stars, the story, the production, the locale—and the laughs!

CASH IN ON COLUMBIA'S YEAR OF THE BIG SEE!
‘Oscar’ Drive Termed Biggest

(Continued from page 1)

...suggesting that the ‘Oscar’ promotion is perhaps the biggest single event that the motion picture industry supports during the year. In addition, he pointed out that exhibitors do not participate in the actual cost of the program and the radio and TV simulcast, their contribution is invaluable in building the national audience that has made this program the most important TV event of the year.

The press book this year will contain many new and novel features including contributions from some 15 leading motion picture theatre advertising chiefs.

Roy Haines Dies

(Continued from page 1)

general sales manager for UPA Pictures, spent most of his life in various distribution executive posts with Warner Bros. He left newspaper work to become the National Pictures as a salesman, his first job in the motion picture industry. He went over to Warner Bros. at the time the latter company took over First National, and held successive posts as branch, district and divisional sales manager. In 1941 he was elected a vice-president of Vitagraph, Inc., the distribution subsidiary of Warners. In 1956 he was elected president of Warner Bros. Distributing Corp. In 1958, he was appointed Western sales manager. He left Warners to join Stephen Bowstow and UPA in April last year.

Haines is survived by his widow, Katherine, and a son, Glenn.

New Permafilm Grant

Permafilm Inc., yesterday announced that it has granted a Permafilm protection franchise to Cretifion Film Laboratories Inc., of New York, for 35mm and 16mm motion picture films. This represents the 28th Permafilm franchise granted in 18 countries.
UNITED ARTISTS is starting 1960 with a record product inventory of $125,000,000 in features currently in release, editing, or preparation. Of the 24 blockbusters set for this year five are illustrated here.

THE FUGITIVE KIND: Jurow-Shepherd-Pennebaker production starring Marlon Brando and Anna Magnani (above) and Joanne Woodward.

THE ALAMO: Batjac's $12,000,000-plus Todd-AO production starring John Wayne (front).


THE GALLANT HOURS: Cagney-Montgomery production starring James Cagney (center) as the late Admiral William F. Halsey.

EXODUS: Otto Preminger (with finger raised at right) scouting locations in Israel for his film to be based on the Leon Uris best-seller. Stars will include Paul Newman and Eva Marie Saint.
Stanton Outlines CBS Informational Plans; Opposes Federal Regulation

WASHINGTON, Jan. 28.—Details of plans for informational and educational programs on the CBS Television Network will be announced tomorrow by Dr. Frank Stanton, president of the Columbia Broadcasting System, in a statement before the Federal Communications Commission, released here today. Citing the agreement of the three networks to accept the Doerfer Plan, proposed recently by FCC Chairman John Doerfer, Dr. Stanton said that the CBS Television Network had chosen Monday and Friday evenings for half-hour informational and educational programs and that “On one out of every three Fridays, we will turn the half hour back to our affiliates for their own local public affairs programming.”

“There is also a sense, as the joint announcement of the networks indicates, that the Plan should involve a floor and not a ceiling to informational, cultural and educational programs,” Dr. Stanton declared. “We are in addition to our Monday and Friday schedule proceeding with our plans for the CBS reports series on an every other week basis in prime time as we had announced last May.”

Points to Serious Themes

In his comprehensive statement to the FCC, Dr. Stanton refuted the “careless stereotype that there are nothing but mysteries, western and gunplay.” He pointed out that during the first quarter of 1960, for example, “when we total the time devoted exclusively to general drama, religion, education, discussion, serious music, documentary and news—without taking into account programs which have elements of such categories—we find that it constitutes 27.1% of our prime time schedule, and 17.8% of our entire schedule.” In contrast, all mysteries, westerns and adventure programs “constitute 32.5% of the prime time schedule on the CBS Television Network and 15.4% of its entire schedule.”

Tightening Policies, He Says

Dr. Stanton also reported that CBS has been “re-examining and tightening our policies and practices” with regard to commercials. “We are, for example, actively at work to formulate new principles relating to acceptance of commercials on personal products and remedies,” he stated.

“We have, further, intensified our efforts to verify claims,” the CBS President continued. “And we are adopting a new policy under which we shall require that unless it is impracticable to do so, our representatives must actually witness demonstrations which are embodied in commercials. Where it is impracticable to witness demonstrations—as, for example, a coast-to-coast road test—we are probing more deeply by asking for a full, certified description of the circumstances and procedures of the demonstration.”

Discussing advertiser participation in programming, Dr. Stanton said, “I think it is also time, in considering this problem, that we recognize the injustice of blaming that advertisers are the bad guys and a force for evil. On the contrary, their objectives and ours, and indeed the public interest in its fullest sense, are normally compatible.”

Cites ‘Distinguished’ Programs

“The list of distinguished and costly programs of merit that have been brought into millions of homes with the full support of advertisers is a very long one,” he declared.

Commenting that “I think it probably true that during the harrying stages of our development we allowed the advertisers too large a role,” Dr. Stanton reaffirmed the principle that “we will be masters of our own house program acceptance and scheduling.”

Dr. Stanton also addressed himself to the proposal that networks be licensed by the Federal Government. He characterized this proposal as “wholly unnecessary.” “There is,” he said, “no technological limitation on the number of networks which can enter the market place.” Nor has there been any need for such regulation to assure financial, engineering or legal qualifications, he said.

Terms Control ‘Intrusion’

“What is left,” Dr. Stanton asked, “is a question whether the licensing of networks to accomplish? The answer is, of course, intrusion by government into network programming.” He described proposals for government regulation as coming down to this: “that the government take over the direction of a medium of communication in order to decide for itself what ideas, what thoughts, what words, the American people shall have.”

POLERI

NBC-TV

Starring as

Turiddu

“CAVALLERIA RUSTICANA”

Sunday, January 31, 1960

SAVAN-LEVINSO

20 East 53rd Street

New York, N. Y.

Plaza 2-1360

5234 Tampa Avenue

Tarzana, Calif.
Another First!

This week's MOTION PICTURE HERALD—out today—provides an attraction promotion service new and unique.

Story and Picture Features free to exhibitors in mats designed for local newspapers.

This service is inaugurated with stories and layouts on a major picture to be released in the Spring. They are arranged in a 12-page Section perforated for a loose-leaf binder, thus to be kept ready for use at intervals in a campaign.

A convenient order form is supplied for procuring mats free through MOTION PICTURE HERALD.

Watch the HERALD for this service!
Texas Exhibitors Get Ready to Battle Federal Minimum Wage Law for Theatres

DALLAS, Jan. 31—Exhibitors in Texas are gearing for battle to curb proposed Federal application of a minimum wage law on theatre employees. In selecting committees Texas COMPO directors felt that reactivation of the 22 Congressional district exhibition groups to carry on this grass roots campaign is as necessary now as it was in the 1956-57 campaign when the industry won a $2.30 an hour base. Texas, Kansas and Oklahoma are areas where the unit will be strongest. As the wage law plan is inserted into the 1960 March terms, the industry predicts.

Kyle Rorex, executive director of Texas COMPO, in a letter to the state exhibitor committeemen, urged that they contact their Congressional lawmakers seeking to exempt theatres from pending minimum wage legislation in the Senate and House. Serving on the central committee are: John O. Adams, executive vice president, Interstate Theatres; John Bowley, president, Rowley Theatres; Louis Higdon, general manager, Frontier Theatres; Al Reynolds, general manager, Ezell Drive-In Theatres; and Harold Noye, Trans-Texas Theatres' president.

Youngstein Dedicates Denver Laboratories

DENVER, Col., Jan. 31—Max E. Youngstein, vice-president of United Artists, today dedicated the Molly and Elias Youngstein Memorial Research Laboratories honoring the memory of his parents, at the Children's Research Institute and Hospital here. Youngstein, a founder of the Institute and general chairman of the 1960 Asthma Appeal Drive, flew from Hollywood for the dedication ceremonies. The event was attended by national leaders.

Lass, Beckham Named In NSS Appointments

The appointment of Ben Lass as St. Louis branch manager for National Screen Service was announced at the weekend by Burton E. Robbins, vice president in charge of sales. Lass succeeds the late H. A. Washburn. Lass has been NSS sales representative in the St. Louis area for the past 15 years. At the same time Robbins made

Stellings Heads TOA Business-Building Unit

Albert M. Fickas, president of Theatre Owners of America, at the weekend completed appointments of TOA committees for his administration, with the selection of Ernest G. Stellings of Charlotte, N.C., and past president of TOA, as chairman of

Md. Allied Protests on 20th-Fox Sales Plan

BALTIMORE, Jan. 31—Allied Musicians of Maryland has protested to Spyros P. Skouras, president of 20th Century-Fox, that company's distribution plan here for "Journey to the Center of the Earth" and "Story on Page One." The exhibitor organization contends

Monty Morton Renamed Head of British Renters

LONDON, Jan. 31—Monty Morton, managing director of United Artists in Great Britain, was unanimously re-elected president of the Kinematograph Renters' Society for the coming year.

New Orleans P-TA Hits Film Ads, CBS TV Show

NEW ORLEANS, Jan. 31—The New Orleans Council of Parent-Teachers Associations adopted a resolution at its meeting here last week reaffirming their stand against "indecent advertising in the French Quarter, around movie houses in the city and in the newspapers." Members were asked to write to CBS and to station WLW-TV here asking both to discontinue the tv series, "Rendezvous," which they charged, promotes juvenile delinquency.

‘Unreasonableness’

House P. O. Hearings Tomorrow, Wednesday

WASHINGTON, Jan. 31—Hearings on what the House Post Office Committee calls "the need for strengthening the self-policing programs of the movie industry and the possible establishment of such a program for the publishing industry" start Tuesday.

The first witness will be Motion Picture Association president Eric Johnston. He is booked to discuss the

Rowe Resigns as Ad Manager of Paramount

Gerald Rowe has resigned as advertising manager of Paramount Pictures, effective in late February. He will re-enter the advertising agency field.

Prior to joining Paramount in October, 1959, Rowe had served as associate supervisor of entertainment accounts in the Buchanan Division of Lerner and Newman advertising agency. Earlier, he was a copywriter at Donahue and Coe for two years.
EDITORIAL
(Continued from page 1)
A growth of retail store sales in the suburbs as compared to the sales in the central business district of the major metropolitan areas. The 1954 Census of Business reveals that in 50 metropolitan areas, 44 had greater gains in retail store sales outside the central city area.

The average increase for the central business districts was 23 per cent, whereas it was 50 per cent for the countywide metropolitan areas outside the central cities, and the national increase was 32 per cent for total retail sales figures, "the study reported.

Figures of this kind are potent arguments in favor of making first run motion pictures as convenient to patronize as department stores and supermarkets. In today's and tomorrow's living scheme, that is no longer a question of depriving the downtown first run of a customer, for those customers still will be out on downtown streets in search of entertainment.

It is a question of gaining customers who otherwise would not leave their homes at all because of the attendant inconveniences and distance from downtown theatres, and for lack of interest in seeing a picture nearer by that "not new."

This is a view that for long has been advocated by San Pinanski of Boston and other exhibitor leaders. They doubtless will derive much encouragement from the support which the Senate Small Business committee's informative study gives to their position.

Kramer Buys Rights
To 'Nuremberg' Story

Stanley Kramer announced here at the weekend that he has purchased the film rights to "Nuremberg" written by Abby Mann, and will begin production and direction of the picture next fall. United Artists will release the film.

The movie story concerns the emotional and moral problems of a small-town Vermont judge selected by the War Department to preside at the trial of the Nazi judges at Nuremberg. Mann will write the screenplay. Kramer said he plans to shoot most of the film in Nuremberg.

Louis Aneser Dies

A requiem mass for Louis Aneser, 89, father of Kenneth Aneser, as sistant advertising manager of Paramount Pictures, will be held today at 10:30 A.M. at St. Joachim and Anne's Catholic Church in Queens Village, N.Y. Aneser, who died of a heart attack Thursday night at his home in Queens Village, is survived by his wife, Anna, and three sons in addition to Kenneth.

Fashion Consultant on Tour for 'Once More'

Miss Julie Marr will begin a 20-city tour today and cover more than 10,000 miles in a month, serving as women's consultant and fashion spokesman in behalf of Stanley Don- ed's "Once More With Feeling," a Columbia release. Miss Marr, because of her diversified background in fashions, was brought in to act as special correspondent, particularly in regard to the film's exposure of the upcoming collection of gowns created by the famed Parisian designer, Givenchy.

During the 20-city tour, Miss Marr will meet with the press and visit prominent women's commentators and broadcasters. Leaving from New York, she will visit Boston, Philadelphia, Washington, D. C., Atlanta, Miami, Cincinnati, Cleveland, Detroit, Chi- cago, Minneapolis, Dallas, Houston, New Orleans, Kansas City, Denver, Salt Lake City, Seattle, Portland and San Francisco.

British Vet Guard Set For 'Sink' Premiere

A color guard of British war vet- erans will participate in the world premiere festivities of 20th-Fox's "Sink the Bismarck" at the Paramount Theatre here on Feb. 11.

That night there will be a parade down Broadway terminating at the theatre and including many British and American military groups. The color guard consists of those veterans living in the metropolitan area who took part in World War II. They are in full-dress uniform, they will be preceded in the march by the Sovereign British Riggers Society who will provide the proper martial music for the occasion.

New NT& T Position For M. A. Lundgren

FROM THE DAILY BORON
LOS ANGELES, Jan. 31—M. A. "Pete" Lundgren, chief film buyer for New York-based NT&T (National Amusement Corp., has been moved into a new executive position by M. Spencer Leve, vice-president in charge of theatres.

Gordon Hewitt, who was Lundgren's assistant, will take over the chief film buying reins.

Gertz Enterprises Folds

CLEVELAND, Jan. 31—The Jack L. Gertz Enterprises, organized more than 15 years ago by the late Jack Gertz to service both indoor and out- door theatres with motion picture pro- duction, has gone out of business. Since the death of Gertz about a year ago the business had been operated by Eugene Haammond. Mrs. Gertz, Sy Skouras' wife, is associated in the com- pany, moved to Chicago.

20th-Fox Pl

(Continued from page 1)
that 20th-Fox has set up a new ated run for "Journey" here by the downtown first run and the tees which herefore have been a few days after the first run. It charges that participation is "newly-created run is restricted very few theaters handpicked by Century-Falkon, adds, "in order to qualify for this preferential treat the favored exhibitors must pay the percentage terms dem run the picture for at least days as well as specified for advertising.

Must Play Seven Days

With respect to "Story on One," the Maryland Allied pre- lease says, "Not only is a speci- being created, but in a letter dressed to all subsequent runs, they are asked for the ben- cest offer. The letter goes on to say that the company will decide which eight theaters shall have the run they must spend an additional for advertising, and play the p for some days until the Maryland Allied terms the "discriminatory" and says it is to initiate competitive by among all subsequent runs, regi of their location or the degree of petition, if any, between them.

Synos SKouras, 20th Century president, is in Europe and could be reached for comment. Home sales executives at 20th Century say they will keep in close Allied communication and could not comment on it.

State Dept. Welcom

U.K. Remittance M

FROM THE DAILY BORON
WASHINGTON, Jan. 31—In ficial announcement, the State D on Saturday noted that "the U.S. States welcomes" the removal strictons on remittances of Ann film earnings by the United Kin Termination of the Anglo-Am Film Agreement, the pact which ended remittance of the sterling immings of American film companies was announced to the House of mons last Thursday by Rep. Mandling, president of the Box Trade.

The action removes all restr on the transfer to the U.S.A. of ions from the showing of Ann films in the United Kingdom, to the uses to which the so-called r sterling balances can be here.

check with....

for the best in
SPECIAL TRAILERS

MOTION PICTURE DAILY, Martin Quigley, Editor-In-Chief and Publisher; Sherwin Kase, Editor; James D. Fiers, Managing Editor; Richard Gerbert, News Editor; Herbert V. Advertising Manager; Geo H. Fasold, Production Manager, TELEVISION TODAY, Charles A. Arrington, Executive Editor; Pinky Herman, Eastern Editor, Hollywood B. Tassie, Vice-President; Samuel D. Boren, Manager, National Post Office, P.O. Box 2024; Washington, D.C. 20013; Washington, London Bureaum, Leicester Square, W. 2. Hope Williams Bureau, Manager; Peter Burrell, Editor Specials; Picture Daily is published daily except Saturday and Sunday, 12 tmes a month, as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Motion Picture Almanac, Almanac. Entered as a clas matter Sept. 21, 1914, at the Post Office at New Y, N. Y., under the act of March 3, 1917. Subscription rates per year, $6 in the Americas and 4.12 Europe. Single copy $
It takes special high-powered showmanship to deliver the message that fires an audience.

Nothing launches your coming attractions like trailers... they create 'want to see' in the people you want to reach!
Demands Seen Self-Defeating

(Continued from page 1)

By SAMPSON BERNs
HOLLYWOOD, Jan. 31—The
mands by members of motion pic-
guils for additional payments
lased for television use are
resentable and unrealistic," con-
ded Samuel S. Boren, exec-
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their statement.

Boren's statement was issued to
the major companies which
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Boren revealed this to be
vital point in question with
the SAG's 46 proposals with
presented originally to the
ers, and called attention to
MP's willingness to discuss a
and welfare fund.

Boren's statement emphasized
that the guild members are
mending to be "paid twice for
job.

If all the demands are met,
other companies would
prohibitive and would pro-
ducers from licensing or selling
afilms to television.

"Of vital importance is the
that Hollywood product
appear from the open world as
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of thousands of employees here are in the bal-

"Gazoo" Big at Roxy

Metro-Goldwyn-Mayer's "The
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Roxy Theatre here with a run
$4,000, but the 
It was repeated at the weekend. The figure was
$4,000 less than the first week's

SEC Approves EMI

WASHINGTON, Jan. 29—The
urities and Exchange Commission
anted unlisted trading privileges
the Philadelphia-Baltimore stock
change to the American shares
Electric & Musical Industries, Ltd.

Heavy Florida Grosse

Reported for 'Tyler'

Record-breaking first week go
on Walt Disney's "Toby Tyler." I
been reported from the six key Fl-
ities playing the Buena Vista rele-
box-office receipts from Jackson-'
Sarasota, Clearwater, St. Petersburg
Florida, the gross was
$47,758. These grosses have ex-
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that territory, it was pointed out.
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three Virginia cities, Norfolk, Va.,
North News and Portsmouth, the
grossed $1,253, which is a little at
the 10% figure for the Florida av-

Stellings Heads

(Continued from page 1)

TOA's business has been
He named, to serve with Stellings, the
following exhibitors, all of whom are
experienced in the theatre advertising,
promotion and exploitation fields: Harry
Green of Welthour Theatres of Mi-
neapolis; David Jones of Kerasotes
Theatres of Springfield, Ill.; Sear
L. Morris of Schine Theatres; Ed-
ward Seguein of Balaban & Katz
Theatres of Chicago; Robert W. Selig,
president of Fox Inter-Mountain The-
aters of Denver; Sonny Shepherd of
Wesnoto Enterprises of Miami,
and M. B. Smith of Commodore The-
aters of Kansas City, Mo.

Stellings' first act as committee
chairman, was to pull his committee
for their suggestions for a program
ted to aid ticket selling and merchandising.
Stellings is president of Stewart
and Everett Theatre circuit.

Sarong, Inc., to S.W.

Stanley Warner Corp., through its
International Latin division, has ac-
quired for cash, Sarong, Inc., manuf-
acter of girdles and bras.

Youngstein Dedicates

(Continued from page 1)

and civic leaders from Colorado,
York, and other parts of the United
States. Among those present from
New York were Maurice Austin,
chairman, and Herbert L. Golden,
treasurer of the East Coast executive
council of the Institute.

The Youngstein Memorial Research
Laboratories will play a vital role in
the fight's continuing fight to find
the causes and cures for asthma
other allergic diseases afflicting the
na's youth.

N. Y. Olympic Group
To Sponsor 'Can-Can'

The New York Olympic Com-
mittee will sponsor the first of a
series of performances for the world Premiere
"Can-Can" in Todd-AO at the
Rivoli Theatre on the evening of
March 9.

The tickets from the sale of tickets
to the performance will help defray the
cost of training and transporting United
States teams to the summer
Olympic games in Rome.

Thousands of Job
In Balance': Bore

By SAMPSON BERNs
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States teams to the summer
Olympic games in Rome.
Levin Welcomes TOA Appointment

Special to THE DAILY

SAN FRANCISCO, Jan. 31—Advised by Theatre Owners of America (TOA) President John Johnston that he had been named chairman of the foreign film committee, Irving M. Levin on Friday told Morris Picture Daily he was “pleased and gratified to be placed in a position of an obviously important group in TOA affairs.”

Levin, founder of the San Francisco International Film Festival, president of the Northern California Theatres Association and regional director of San Francisco Theatres, Inc., said:

This committee has and will continue to emphasize the correct place of foreign films in our exhibitor scheme of things. At one time, a film from Europe, to have 500 playdates in our country was a wild fluke; now more than 3,000 playdates is not uncommon —and they are not necessarily Brigitte Bardot pictures.

Another example of the changing trend is the fact that the number of pictures made abroad by companies in their native lands and subsequently premiered here in the United States through major distributing firms. The language may differ. But language is no longer a barrier because there is always a satisfaction in pictures that move with a quick office appeal whether from London, Paris, Moscow, Tokyo or wherever.

“We expect (the committee) to bring all film into focus.”

Barbara Hines to Tour For Columbia ‘Lady’

Barbara Hines, the “who” of “Who Was That Lady?”, an Anson-George Sidney Production for Columbia release, will leave a printed calling card at all points of her 14-city cross-country personal appearance tour in behalf of the hilarious film. The printed calling card presents Miss Hine’s name, derby and title—“the ‘who’ of ‘Who Was That Lady?’”

In the tour Miss Hines will visit San Francisco, Denver, Minneapolis, Milwaukee, Chicago, Detroit, Cleveland, Cincinnati, Pittsburgh, New York, Atlanta, New Orleans, Houston and Dallas.

‘Havana’ Breaks All-Time Record at 2 Theatres

Carol Reed’s “Our Man in Havana,” a Columbia Pictures release, has smashed the all-time house records at both the Forum and Trans-Lux 52nd St. Theatres in its dual American premiere engagement here.

The film has grossed $7,908.50 at the Forum and $8,080 at the Trans-Lux, for a two-day total of $16,086.50. The Forum registered $4,156 in its second day for a two-day total of $7,908.50.

Three New ‘Eyewitness’ Programs on Eisenhower

Three new “Eyewitness to History” programs reporting President and Mrs. Eisenhower’s visit to South America will be presented on the CBS Television Network, and the continuing series dealing with the Firestone & Rubber Company, it was announced jointly by Raymond C. Firestone, president of the Firestone Tire & Rubber Company and William H. Hylan, CBS Television Network vice-president of sales administration.

The three half-hour “Eyewitness to History” programs will be telecast in color on the CBS Television Network in prime evening time periods on Wednesday, Feb. 24 (7:30-8:00 P.M., EST), Friday, Feb. 26 (10:30-11:00 P.M., EST) and Saturday, March 5 (10:30-11:00 P.M., EST).

Howard Smith Anchor Man

CBS News Washington correspondent Howard K. Smith will be anchor man for the “Eyewitness to History” programs. Accompanying the President on his South American trip, Smith will file reports for CBS News on the President’s journey to Brazil, Argentina, Chile and Uruguay and report the highlights on-the-spot. He will also file news reports for “Face the Nation.”

WNTA-TV Elects Klein Executive Vice-Pres.

Malcolm C. Klein has been elected executive vice-president and general manager of NTA Television Broadcasting Corp., owners and operators of WNTA-TV in the New York City metropolitan area, Elly A. Landau, chairman of the board of National Telefilm Associates, announced at the weekend. Klein joined WNTA-TV in 1958 as vice-president in charge of WNTA-TV.

Prominent in Field 12 Years

Klein has been active in the television field for the last 12 years. He came to the NTA organization following six years’ association with KABC-TV in Los Angeles, where he was assistant general sales manager from 1936 to 1941. Before that, he was an account executive.

To Salute Martin Block On 25th Anniversary

WABC-TV’s early morning show “Joe Franklin’s Memory Lane” will offer a special salute to WABC’s part owner Martin Block of radio station WABC on his 25th anniversary in radio. The special tribute will be rendered on Channel 7 Wednesday, 10-11 A.M.

A “Martin Block Appreciation Gala” will be set up by Block where he will show various souvenirs given to him by stars of the past and present. The souvenir box will be delivered off by Block on WABC radio that day. All proceeds received from the auction, will be donated to the 1960 Heart Fund.
NOTHING BUT MONEY MONEY MONEY

IN WALT DISNEY'S Toby Tyler

or 10 WEEKS WITH A CIRCUS

SMASHING RECORDS ALL OVER FLORIDA!
SARASOTA • TAMPA • ST. PETERSBURG • JACKSONVILLE • CLEARWATER
LAKELAND • BRADENTON • GAINESVILLE • FT. MYERS • PALATKA
ST. AUGUSTINE • OCALA • DAYTONA • ORLANDO

...AND READY TO BUST OUT ALL OVER THE COUNTRY!
FLASH!...COLUMBIA'S
"OUR MAN IN HAVANA"
IN ITS FIRST WEEK AT
THE FORUM THEATRE
AND TRANS-LUX 52nd ST.
THEATRE N. Y. SHATTERED
EVERY BOX OFFICE RECORD
AT BOTH THEATRES BY 27%!

Continental Launches
Four-Month Sales Drive

Continental Distributing, Inc., yester-
day launched a four-month district
manager's sales drive to run through
May 31, with $10,000 in prizes to be
awarded. Carl Peppercom, vice-presi-
dent and general sales manager, said
prizes for the drive will be determined
in three categories: features, short sub-
jects and special incentives for indi-
viduals. (Continued on page 5)

Goldenson Warns on TV
'Straitjacket' Controls

From THE DAILY BEARS
WASHINGTON, Feb. 1. - Urging
upon the Federal Communications
Commission a "course of conduct
which would be both restrained and
wise," Leonard H. Goldenson, presi-
dent of American Broadcasting-Para-
mount Theatres, Inc., today cautioned
(Continued on page 4)

REVIEW:
Sink the Bismarck!

Brabourne - 20th Century-Fox—Cinemascope

In the spring of 1941 the most powerful warship afloat was the Bis-
marck, lioness of Hitler's Navy and as dreaded, destructive and de-
moratizing a vessel over to break water. Her enormous guns terrorized
British craft in the North Atlantic and sank hundreds of thousands of
tons of Allied shipping. She steamed about the sea lanes practically at
(Continued on page 4)

Answers Boren

SAG, AMPP
'Miles Apart,'
Says Dales

Urges No-Films-to-TV
As Solution of Dispute

By SAMUEL D. BURNS
HOLLYWOOD, Feb. 1. - The Screen Actors Guild and the Associa-
tion of Motion Picture Producers are "miles apart" on several vital issues,
in addition to the matter of payment for post-1948 films used on tele-
vision.

Emphasizing this view, John L. Dales, national secretary of the Screen
Actors Guild, replied to Charles S. Boren, executive vice-president of
the AMPP, who on Friday stated that the question of payment for TV films
was the only serious stumbling block pre-
venting the closing of a new contract
between the two organizations.

Dales, in a statement issued today declared:
"If only the producers would nego-
tiate..." (Continued on page 5)

Skouras Lists 12 Films
For Family Audiences

Names of the 12 pictures 20th Cen-
tury-Fox will release at the rate of
one each month during 1960 especially
geared for family audiences were an-
nounced yesterday by Spyros F. Skou-
as, president. Skouras disclosed plans
for the stress on family entertainment
(Continued on page 2)

RKO First to Pledge
'Oscar' Show Support

The first official pledge of theatre
support for the promotion of the 1960
Academy Awards telecast was re-
ceived yesterday by Campo for the
75 theatres of the RKO Circuit. The
(Continued on page 4)
CITED FOR SERVICE to Will Rogers Hospital: A. Montague (center), Hospital president, presents the award to Ralph Kanter at a FPC meeting last week in New York. A. Montague, Hospital president, presents the award to Ralph Kanter at a FPC meeting last week in New York.

Myrick Names 5 Allied Regional V-Presidents

From THE DAILY Bureau

WASHINGTON, Feb. 1—Five regional vice-presidents of Allied States have been appointed by Al Myrick, president. They are: Sigmond Goldberg, former presi- dent of Allied, named V-P of the territory covering Washington, Minnesota, and the Dakotas, Iowa and Eastern Nebraska; Richard Loachy, president of A.T.O. of Indiana, for the territory including Indiana, Kentucky, West Virginia, Mid-South, Gulf States and Texas; Noel Bleezley, president of Rocky M. Allied, for the territory comprising Colorado, Wyoming, Oklahoma and Western Nebraska; Milton London, president of Michigan Allied, for the territory comprising Michigan, Illinois, Ohio and Western Pennsylvania, and Jack Whittle, executive director of Maryland Allied, for the eastern part of the U.S.

Pepsi-Cola Dedicates New Headquarters Here

The Pepsi-Cola Company dedicated its new $7,500,000 world headquarters here yesterday morning. In brief ceremonies at 50 Park Avenue location, Lynda Lee Mead, of Natchez, Miss., "Miss America" of 1960, representing the American public, pushed the button which flooded with light a huge symbol of the company's spectacular 16-year growth.

Deputy Mayor Paul O'Keefe, of New York City, along with Herbert L. Barnet, president, and Emmett R. O'Connell, executive vice-president of Pepsi-Cola, also participated in the opening ceremonies.

Skouras List

(Continued from page 1)

at the company sales meeting last month.

"Well," Skouras said, "we've heard the leadership we have in presen-
ting four kind of entertainment." A Nov. 4 release for January is "Jury of the Center of the Earth" by Samuel Buter, "The" and "Monthly," which will bring "The" to the cinema.

David Polk, a former producer, returns to the coast following his appearance in "Cavaleria Rusticana" on NBC-TV.

Max Fellerman returned to New York from the weekend on the coast.

Dimitri Donkis, composer, who will write the music for Warner Brothers' forthcoming "The Sundowners," will arrive in New York this week.

Lennie Pery, of Bentley Films, Inc., and Dick Peay, of Principal Film Exchange, last Saturday celebrated the birth of their grandson, Stephen H. Peay.

SDG '61 Award Dinners Slated in N. Y. and L. A.

From THE DAILY Bureau

HOLLYWOOD, Feb. 1—The Screen Directors Guild board has set a record budget of $317,541 with $24,420 of the amount earmarked for operation of national headquarters here, as was announced by SDG presi-
dent Frank Capra following the board meeting Saturday night. The directorate decided that concurrent award dinners be held here and in New York in 1961 joined by closed-circuit television.

The Eastern board of DGA was directed to seek a screening room for films nominated for directorial achievement to be shown to Eastern members. Easterners are currently looking for a new location.

GEORGE BOWSER DEAD

Coast Rites Tomorrow

From THE DAILY Bureau

LOS ANGELES, Feb. 1—Funeral services for George Bowser, 67, tired general manager of Fox V. Coast Theatres, who died Saturday night in Santa Barbara at the Coast Alvarado Hotel, will be held at 10 A.M. Wednesday at the Snyder Greek Orthodox Church with interment following in In-

wood Park Cemetery.

Bowser started his career with Skouras brothers as a doorman in Los Angeles. He came to Los Angeles from New York in 1945 when the Skouras brothers took over management of Nat-

al Theatres Amusement Company, moving up to general manager FNC and vice-president of Nati-

Theatres, retiring in 1955.

Bowser was also a past chief bat of Variety Club Tent No. 25.

Services Held for Great Detroit Theatre Ad He

Special to THE DAILY

DETROIT, Feb. 1—Services were held at the Kaufman Funeral Home here today for William H. Green, advertising-publicity director for C. H. Baker. A Detroit showcase, the M. H. Green died at the Henry Ford Hospital on Friday, where he had been since Dec. 24.

Green had held advertising-publicity posts with the Black Bros. Circus, a music firm of the American Tobacco Co. in Europe and the Toledo Sports Area before join-

ing Cinex Corporation here in 1933. He was president of the Michigan Showmen's Association.

NEW YORK THEATRES

MOTION PICTURE DAILY, Martin Quigley, Editor-In-Chief and Publisher; Sherrin Kane, Editor; James D. Seiler, Managing Editor; Richard Gross, Editor; Herbert V. F. Advertising Manager; Gus H. Faust, Production Manager; TELEVISION TODAY, Charles S. Aronson, Editor-Director; Pinky Herman, Eastern Editor. Hollywood Bureau: Yvonne Velez, Editor; Helen Wood, Managing Editor; Head Office, 1000 John F. Kennedy Blvd., N.Y., Y., 1250 Avenue, Rockville Center, L.I., 50 East 42nd Street, N.Y., N.Y., 7, N.Y. Phone: 7-31 56. Cable address: "Outpushers, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Thos. J. Sullivan, Vice-President and Treasurer; Raymond Galli, Vice-President; John F. Murphy, Secretary.Entered as second class matter Sept. 21, 1928, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 25c. RICHARD J. BARNET, President. RICHARD J. BARNET, President.
Following “GOLIATH” American International presents another boxoffice “GIANT”*

* LOS ANGELES ROAD SHOW TEST RUN 300%

SPECTACULAR ADVENTURE BEYOND TIME AND SPACE...

AS THE STARTLING NEW SCREEN PROCESS

CINEMAGIC TAKES YOU ON MAN'S FIRST VISIT TO THE ANGRY RED PLANET IN COLOR

Starring Gerald Mohr • Nora Hayden • Les Tremayne • Jack Kruschen • Directed by Ib Melchior
Produced by Sid Pink and Norman Maurer • Screenplay by Sid Pink and Ib Melchior • A Sino Production AN AMERICAN-INTERNATIONAL PICTURE
'Straitjacket'

Better Home TV Viewing Object of New Device

HOLLYWOOD, Feb. 1, -- The Motion Picture Research Council is developing an instrument which will help to guard photographers in achieving light factors which will improve home viewing of television films, it was announced by Edward P. Ancona, Jr., MPIC engineer, following a press demonstration of quality loss in transmission.

Ancona placed the blame on certain manufacturers for failure to include equipment which would enable receivers to feature "high fidelity" of picture. "Color receiving sets do not have this problem," he pointed out.

Application of these techniques in achieving better reception is purely for films made only for television. Films made for theatrical release will not be concerned with this problem, he added.

'Oscar' TV Show

Pledge was sent by Harry Mandler, vice-president in charge of theatre operations of RKO Theatres, to Charles E. McCarthy, Chicago information director. McCarthy said he expects that total pledges will more than double the 5,000 participating theatres last year.

Mandler's pledge, which included the order for an Academy Awards publicity and promotion kit for each of the current theatre's programmes, is in advance of the distribution of the Academy Awards pressbook which will soon be sent to all exhibitors in the United States and Canada.

It was also announced yesterday that the Canadian Broadcasting Corporation has agreed to cancel its 11.00 P.M. newspaper on April 4 for the first time in history in order to carry the Academy Awards television program without interruptions. The CBC network, which serves all of Canada, carried only a portion of the "Oscar" show last year.

Nominees Chosen for Foreign Press Awards

HOLLYWOOD, Feb. 1. -- Sixty-seven nominees for the Golden Globe Awards, sponsored annually by the Hollywood Foreign Press Association, were made public tonight at a press conference sponsored by the organization in the grand ballroom of the Ambassador Hotel. Formal attendance at winners will be made at the annual Golden Globe Banquet in the Geanatn Grove of the Ambassador on March 10.

In addition, the association yearly sponsors the Cecil B. DeMille Award, World Favorite Actor and Actress Awards, and awards for the best TV performances, direction and shows.

for 41 years the best and fastest special trailers

Saul Ostro

Havana' Tiein Planned By Columbia, Cubana

Cubana Pictures and Cubana Airlines yesterday announced arrangement of a national tie-in centered around the film "Our Man in Havana." Cubana is offering six grand prizes of a full week in Havana for two, with all expenses paid.

Cubana will run "Our Man in Havana" contests cross-plugging the airline and the film, with local winners in key markets making the vacation trip. One-sheet lobby posters will present details of the contests.

'Bush' Here Feb. 24

"The Bramble Bush," Warner Bros. new colossus, is now open at RKO and other theatres throughout the New York metropolitan area on February 24, bowing an engagement at The Theatre in Brooklyn.

The Bismarck is sighted again, and there is time for one last crack at her before she will have air and submarine support. She is struck in rudder by a torpedo which cuts her pace to a crawl, allowing the British to close the ring round her. The Bismarck is blasted again and rolling her, trapping her drowning crew on the decks and burning to death those topside. The Bismarck, a symbol of the enemy at his worst, perishles, a job well done though it cost thousands of British lives.

The cameras are keyed to the bridges of the British ships and of Bismarck. The German fleet commander, last seen on the fringe of action, is more or less a run-of-the-mill cinema Nazi. The British understudies are a wiseful lot, hoping and praying and clinging to their fighting back tears as one after another of their ships go down. Chaced in "Sink the Bismarck!" are fictitious, not that it matters much, because the battle is the thing and the picture deals in terms of lives by the hundreds and the critical tide of the whole battle at sea.

Mild romantic overtones which Edmond H. North has spliced into screenplay are unnecessary, Edward R. Murrow, who was a London correspondent during that halfeafit spring of 1941, is seen in sp to reporting his American listeners news of the Bismarck's conquests. Without once saying so, "Sink the Bismarck!" is a worthy anti-war because, most of the time, the vast, incisive picture it paints is tempered by nothing save fear and regret.

to Allied Waits on National Board Meet
Special to THE DAILY
LEVELAND, Feb. 1. — Future
ity by the Independent Theaters
ers of Ohio as regards its rela-
ship with the National Allied
ably be determined at the next
Allied board meeting.

through the withdrawal of several
units with representation at the
recent ITO board meeting and
is known to favor New England
policies, the Ohio unit will
be forced to take a firm line.

Continental Drive
Continental Drive (Continued from page 1)

Under the point system evolved, the first prize winner has an opportunity to win
excess of $5,000.

Peppercorn noted that in addition
to the five features now in release,
"Room at the Top," "Pretty Boy
Floyd," "Tiger Bay" and the package
of "Blitzkrieg" and "Breakout," Con-
tinental intends to release 10 new
pictures during the drive period; seven
in English and three in French.

The English-language films are:
"Expresso Bongo," starring Laurence
Harvey; "The Siege of Pinchgut,"
starring Aldo Ray; "The Man Who
Wagged His Tail," starring Peter
Ustinov; "The Entertainer," starring
Sir Laurence Olivier; James Thurber's
"The Catbird Seat" starring Peter
Sellers; Friedrich Durrenmatt's "It
Happened in Broad Daylight" and
"The Little Giants.

The French language films are:
"Fernandel in "The Big Chief"," "Mont-
parnasse 1919," starring Gerard Philipe,
and "The Girl and the River," star-
ing Pascale Audret.

"With this line of product, we ex-
pect that the four-month drive period
will be one of the most fruitful in our
history," Peppercorn concluded.

TOA Picks Brounas for House P. O. Hearings
WASHINGTON, Feb. 1. — John
Brounas of Washington and Balti-
more, a member of the executive com-
mittee of Theatre Owners of America,
has been designated by Albert M.
Pickus, president, to represent the or-
ganization at hearings tomorrow be-
fore the House Post Office committee
on objectionable films and published
matter.

As previously announced, other in-
dustry representatives who will
appear at the two-day hearings include
Eric Johnston, Geoffrey Shurlock,
Gordon White and Margaret Twyman,
of the American Film Institute; Abram F.
Myers of Allied States, and
Richard Brandt of the Independent
Film Importers and Distributors of
America.

Several Unresolved Issues, Dales Tells Boren
(Continued from page 1)

late at the bargaining table as much
as they talk between bargaining
sessions, the Screen Actors Guild and
the AMPC already would have reached
an agreement.

"Since August 1, 1949, reining on
the well-known 'stop-gap' clause in
the producer-guild basic agreement,
neither the guild nor its members
have flinched into their theatrical sal-
aries any compensation for com-
mmercially-sponsored showings of their
pictures on television, nor for double-
revenue of the actors in two med-
iums.

"If major producers are really wor-
rying about actors being 'paid twice,'
the guild has and now offers to with-
draw its money proposals for tele-
vision showings of theatrical features if
the producers promise to keep these
pictures off television.

Strangely, these same producers
some years ago readily agreed to
make additional payments to actors
for the theatrical showings of TV pic-
tures and that contract is in full force
and effect today.

The producers say they need the
money, but by putting these pictures on
Television, they are killing the very
theatrical markets, on which they
primarily must rely. If any one
would like to discuss this with any theatre
exhibitor.

"The guild already has collected from
producers for almost $1,500,000 for
post-48 pictures sold to
Television and the guild has firm
legal contracts with more than 400
independent producers providing a set
formula for reasonable payments to
actors for their television rights in
theatrical films sold to television.

"The major producers are being
forced to give $1,500,000 for a
future agreement for another
400 pictures. If they say no, the pro-
ducers receive nothing. They will
have no other offers from the
producers in the industry.

"It is not correct that the producers
and the guild have reached substantial
agreement in all other areas—far from
it. On vital issues, involving studio
abuses of working conditions and
wage minimums, we are miles apart.

Estimate N. Y. Film Tax
At $350,000 for Year

WASHINGTON, March 21.—The
Governor's budget message, presented
to the legislature today, estimated the
"division picture tax" would yield
$345,000 during the fiscal year end-
ing March 31. And the same amount
in 1950-51.

Firms established in New York State
are licensed by the State Education
Department through the motion
picture division—of a "tax" of $3 per
thousand feet for the originals and
$2 per thousand feet for copies, the
message pointed out.

It listed the "revenue" from this
source, in eight previous years, rang-
ing from a high of $462,000 in 1945-2,
to a low of $390,000 in 1938-39.

The budget, introduced today, ap-
propriates $30,365 for the motion
picture division salaries in the next fiscal
year, an increase of $1,500 from the
current year.

Writers Guild Statement
Follows Columbia Lay-off

HOLLYWOOD, Feb. 1. — Spear-
heading what might result in a mas-
severed strike, the writers set a
Friday for 32 of its clerical workers, with
more pink slips in the mailing, accord-
ing to a studio spokesman.

The Screen Writers Guild later in-
issued a statement saying:

"We have again and again
that the guild remains ready and will-
ing to negotiate on any of the issues
involved at any time. There are no
unsurmountable problems between us
and the producers except their blind
unwillingness to talk about the key
issues. We are truly regretful that
others, as well as writers, are being
forced to unemploy our members.

"We trust that many of those
affected will shortly find employment
among the rapidly increasing number
of independent producing companies
who have reached an equitable agree-
ment with the guild and have been
removed from the strike order.

Merchandise Licensees are high on "B.T.Y."

Dozens of manufacturers of hats, jewelry
dolls, toys, hosiery, stationary... all backing up
the big over-all promotion with special
ads and tie-ups!

The Spot This Spring From Columbia!

Promotion #3

Michael CALLAN - Tuesday WELD - Victoria SHAW
WARREN BERLINGER - ROBERTA SHORE
James DARREN - Duane EDDY vs REBELS

Promotion offered by October 15th. 1960 and is subject to annex change. Produced by JERRY SIEGLER
Directed by BILL ANDERSON - A 2DEAL PRODUCTION

The High Spot This Spring From Columbia!
WANTED!
BY LEADING EXHIBITORS THROUGHOUT THE COUNTRY!

Pretty Boy Floyd
WILL PLAY THESE TOP CIRCUITS IN FEBRUARY

* Warner's
  Loew's
  Fabian
Penn Paramount
Paramount Gulf
Wilby-Kincey
Florida States
Video
Interstate

CONTACT YOUR LOCAL REPRESENTATIVE

Stanton Davis • 260 Tremont St.,
Boston 16, Mass. • Liberty 2-2909

James V. Frew • 164 Walton St.,
N.W., Atlanta, Ga. • Jackson 3-3770

Mike Kassel • 1301 South Wabash Ave.,
Chicago 5, Ill. • Webster 9-6090

Albert L. Kolitz • 1656 Cordova St.,
Los Angeles 7, Calif. • Republic 3-0186

Sheldon Tromberg • Room 1034,
Stanley Warner Bldg., 13th & E Sts., N.W.
Washington, D.C. • District 7-6058

WITNESS the KISS of DEATH
and the RUTHLESS KILLINGS
at the KANSAS CITY MASSACRE!

CONTINENTAL DISTRIBUTING INC.
1776 BROADWAY, NEW YORK 19, N. Y. PLaza 7-25

STARRING
JOHN ERICSON
Frankovitch Fears Subsidies May Be Needed to Save Some Companies

By SAUL OSTROVE

Only subsidization by the American government can save the lives of all but three or four major Hollywood companies beyond the present decade, because the tremendous battle for survival the companies are waging around the world is certain to doom all but the strongest of them.

This pronouncement was made yesterday by M. J. Frankovitch, vice-president of Columbia Pictures Corp. and chairman of the board of Columbia Pictures Ltd. of Great Britain and Ire.

Distributors' Ad Men To Work with AB-PT

Arrangements have been completed for distribution company advertising personnel to work with American Broadcasting-Paramount Theatres' affiliates on specialized promotion campaigns for the quality releases which are made available to exhibitors during the annual regional meeting of the Drive-In Theatres Ass'n. at the Hotel Bradford here today.

Each man was asked to scan closely (Continued on page 6)

MARTIN APPOINTED NSS DIRECTOR OF ADV.-PUB.

The appointment of David Martin as director of advertising and publicity for National Screen Service was announced yesterday by Burton E. Robbins, vice-president in charge of

(Continued on page 6)

Visit To A Small Planet

JERRY LEWIS, who often as not in past motion pictures seemed to come from outer space, is exploited legitimately as a solar being in "Visit to a Small Planet." The small, silly planet in question is Earth.

As the visiting spaceman whose hobby and toy is our world, Lewis is a good-natured menace. With an inexhaustible supply of time, motion and mind-reading stunts he terrorizes his hosts; a love affair; traffic cops;
'Digger,' Fox Tie-In
On 'Flanders' Tickets

As part of its campaign for "A Dog of Flanders" in the St. Louis area 20th Century-Fox will place tickets entitling the bearer to see the film at a reduced price in local movie houses. In the March issue of Reader's Digest. The issue also contains a full-page advertisement on the film.

George Wallace, director of merchandising for Digest, is in St. Louis today to meet with Jerry Berger, Fox regional advertising-publicity manager, to set advance plans for the publication tie-in. "Flanders" opens at the St. Louis Fox Theatre on March 11, supported by an intensive local television, radio and newspaper campaign. Readers of the Digest will be able to attend showings of the picture at special prices when turning in their copy at the box office.

Distribution of the family magazine in the greater St. Louis area through subscriptions, newsstands, drug and department stores, etc., will reach a peak in the next two weeks before "Flanders" debuts at the Fox.

3 New Appointments
Announced by Adler

Three new appointments have been announced by Ben Adler, president of Ben Adler Advertising Service. They are: Richard Beltran as art director, Harvey Epstein, assistant to the president, and Eric Glaiser as production and traffic manager.

Beltran joins the Adler organization after serving as art director with two advertising agencies, Deutsch and Shea, Inc., and David Altman Advertising, Inc. Prior to these posts, he was with Warner Bros. for ten years.

Epstein has served in various capacities for the past 12 years with Paramount Pictures and United Artists.

Glaiser has been assistant advertising manager for Republic Pictures and promotion production manager for Candle Nast Publications, both in London, England. In this country and prior to joining Adler, he was associated with advertising agencies in New York.

Enroll 21 Interboro Theatres
with TOA

Solomon M. Strausberg, president of Interboro Circuit, has enrolled 21 of his circuit's theatres in the Greater New York area in Theatre Owners of America, it was announced by Albert M. Pickus, TOA president. Philip F. Harling, TOA assistant to the president, worked with Mr. Strausberg in arranging the membership, Pickus said.

The theatres enrolled in TOA include one in Manhattan, five in the Bronx, eight in Brooklyn and seven in Queens.

American Entries Set
For Argentine Festival

Metro - Goldwyn - Mayer's "The Wreck of the Mary Deere" and Columbia Pictures "Three Anxious Men" will be two of the American films shown at the International Film Festival at Mar del Plata, Argentina, March 18-27, it was announced yesterday by Enzo Ardigo, president of the Permanent Commission for International Film Festivals of the Argentine Republic.

Departing from here for Europe, Ardigo, who had met with industry officials here and in Hollywood, said a number of American film stars would be present at the festival. The Mar del Plata Festival is the only international film festival in the Americas which has been endorsed for 1960 by the International Federation of Film Producers Associations, according to Ar
digo. Prizes will be awarded to the best feature films, best direction, best script, best actor and female performances and to the best short subject.

New 'Havana' Records

Carol Reed's "Our Man in Havana," a Columbia Pictures release, set new records at the Forum and Trans Lux 52nd St. Theatres, according to Trans Lux Syndicate. At the Forum it grossed $9,277 on Saturday and $6,667 on Sunday for a five-day total of $29,540, with all figures representing new house marks. At the Trans Lux 52nd St. film, the $5,948 on Saturday and $5,695 on Sunday for a five-day total of $24,549. Each of the first five days of the engagement established an all-time theatre record.

'Floyd' Opens Strong

"Pretty Boy Floyd" raked up a strong $5,700 for its opening weekend at the Palace Theatre, Milwaukee, it was reported yesterday by Continental Distributing, Inc. The film is being held for an additional week.
*happy easter! happy exhibitor!*

**Joshua Logan's Super Guac Production**

**Tall Story**

Come to Warners' Big Theatre Screenings for the trade February 11

(Invitations coming from your Warner exchange. Bring your wife and teeners along!)

from that big, blushy Broadway stage hit—starring

**Anthony Perkins and Jane Fonda**

Sensational Bobby Darin sings the title song!

**Ray Walston** • **Marc Connelly** • **Murray Hamilton** • **Anne Jackson**

Produced and Directed by **Joshua Logan**

Screenplay by **Julius J. Epstein** • Based on the stage play by **Howard Lindsay** and **Russell Crouse** • Produced on the stage by **Emmett Rogers** and **Robert Weiner**
Frankovitch Sees Subsidies

(Continued from page 1)

land, at a trade press luncheon held at the company’s home office.

Frankovitch, who supervises overseas production and Continental sales policy for Columbia, likened the American predilection to that of the industry in France shortly before the government stepped in and provided resources which were used to produce the currently successful “New Wave” of French films.

“Our industry is certain to grow smaller in the next few years,” Frankovitch stated. “Fewer pictures will be made, but all of them will be important. In Great Britain, the number of houses has steadily declined in the past few years, and in this decade the number probably will drop to around 1,500.” There are presently more than 4,000 theatres in Great Britain.

Frankovitch, using no names, advised “tired companies” to quit the fight now, lest they suffer beyond reasonable limits in the next few years. He said Columbia would survive the fight but added the world market could provide room for two or, at the most, three, other companies.

Noting Columbia’s policy of worldwide “decentralization,” Frankovitch advised other companies to follow suit.

“An audience can’t identify our big pictures by country anymore. Our casting is international, so is our location filming, Americans are ready to accept such films and this fact is borne out by pictures like ‘Our Man in Havana’ and ‘The Guns of Navarone’ (not yet released).”

On the Continent, Frankovitch said, France has done the best job in promoting new, young cinematic talent. That is why fewer American films are being shown in Europe.

“Today there is something of a patriotic trend in European theatre-going. The British prefer British films, the French prefer their home product, and the same is largely true of the Italians.”

Frankovitch pointed out that whereas four years ago 70 per cent of films shown in England were American, today only 50 to 55 per cent of pictures exhibited there were Hollywood produced. Furthermore, this trend is likely to continue, he added.

The problem is England is “very, very serious,” the vice-president said. Number of paid admissions in that country dropped 50 per cent in the last five years, with an 18 per cent drop recorded last year.

Decrees ‘Tax Burden’

Frankovitch said the big pictures still do good business abroad, but blamed the “tax burden” for cutting so heavily into admissions. He said prospects for dropping the entertainment tax in Great Britain this year are fair.

On the brighter side, Frankovitch suggested that because there are now more American pictures in European production than ever before, the tide may be abated for the moment.

Frankovitch stated that the success abroad of “Some Like It Hot” will encourage more overseas exhibition of American comedies, and he tapped Columbia’s “Who Was That Lady?” as a top candidate for European success.

Spiegel Resigns Col. Post

Ted Spiegel has resigned his position as publicity writer and contact with Columbia Pictures International, effective Feb. 11. Spiegel served for 11 years as publicist in the advertising, publicity and exploitation departments of Columbia, joining the International subsidiary at the end of 1965. After a brief vacation, he will announce his future plans.

Chicago Likes ‘Gang’

Allied Artists’ “The Purple Gang” grossed $18,690 in its first three days at the Roosevelt Theatre in Chicago, it was reported here by M. R. Goldstein, A. A. vice-president and general sales manager. This was the biggest three-day non-holiday gross at the theatre since last September, he added.

Capitol Books ‘Voyage’

MGM’s “The Last Voyage” will open at Loew’s New Capitol Theatre here on Feb. 10.

Cinema Lodge Meeting Discusses Neo-Nazism

Characterized by the committee chair as the most impressive affront in the 20-year history of the organization, the Cinema Lodge, Dr. Brith, met at the Hotel Astor evening with many prominent figures from the film industry among more than 300 persons attending the meeting.

Brooklyn District Attorney Edw. Silver and Deputy Commissioner Water Arm were among the panel discussing “Is Nazi Anti-Semitism The March Again?” Also participating was Dr. Joseph T. Lichtlen, director of the foreign affairs department of the Anti-Defamation League.

In another part of the program Oscar Goldstein, of the District Lodge of B’nai Brith, inducted 60 members of the lodge.

‘Stearn Lake’ Big Hit

“Swarm Lake,” distributed by Columbia Pictures as part of the USSR cultural exchange, has opened to top business in its American premiere engagement at the Trans-Normandie Theatre here. The grossed $13,852 in its first six days.

‘Beach’ Tops $150,000

Stanley Kramer’s “On The Beach” rolled up a huge $158,329 for its first four days in 13 new major downtown engagements, it was announced by William J. Heineman, United Art vice-president.

Marjorie Geiss Resigns

Marjorie Geiss resigned yesterday as publicist for the Roxy Theatre here.

After a vacation, she will return film publicity activities.

EVERY “SHOWMAN WITH A HEART”
will be present
at the special invitational “for members only”
“SHOWMAN OF THE YEAR” LUNCHEON
in honor of

JOSEPH E. “HERCULES” LEVINE
Tendered by the
Variety Club of New York
Tent #35
Hotel Astor
February 15th
12:30 P.M.

Call Wisconsin 7-5076 for information

Motion Picture Daily

Wednesday, February 3, 1965
**Motion Picture Daily**

**Disney Meeting**

(Continued from page 1)

**Visit To A Small Planet**

(Continued from page 1)

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**Ask Drive-ins**

(Continued from page 1)

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Younglove

(Continued from page 1)

majority of the entertainment media abides by proper standards—reflects the situation here.

Younglove, in Washington to observe MPAA testimony before the Granahan (D., Pa.) subcommittee, congratulated the chairman on his conduct of the hearing. He said that he hoped her group would be able to do at the Federal level what his group was trying to do on the state level.

Younglove added what he believes that the hearings being conducted by the Congress would have a salutary "deterrent effect," even if no new legislation resulted from them.

While conceding that Hogan's position in regard to control of obscenity and pornography "goes beyond what we do since he has law enforcement responsibility," Younglove asserted that "we in the New York State legislative committee feel that we would be very happy to see those things that he recommends become more effective."

Sees Freedom Threatened

As Younglove sees it, the freedom of the overwhelming majority of mass media is being threatened by a "cancerous growth that has inflitrated," and which is doing its best to destroy freedom of the press and of expression.

The chairman pointed out that he expects to make a speech to a news group in the future in which he will point out to the newsmen that they are "being taken for a ride" by those who would carry freedom to extremes. Younglove observed that responsibility for any loss of freedom which may occur in the future is, to his mind, on the heads of those who abuse freedom. He said he hopes "they will see into the future and take the steps to preserve the freedoms that have been won."

Paramount-Rank

(Continued from page 1)

for a British film sold to the U.S. In addition, Paramount will undertake a large-scale promotion campaign on behalf of the picture.

Lilli Palmer, Sylvia Syms and Yvonne Mitchell are starred in the film which was produced by Betty Box and directed by Ralph Thomas.

Last December, the Rank Organization concluded a deal for U.S. distribution of seven other films by 20th Century-Fox. Together, the deals comprise the best representation for Rank films in the U.S. since Rank's own distribution organization there was terminated a year ago.

Martin Appointed

(Continued from page 1)

sales, Martin joined the company on Monday.

Martin was formerly editor of Harrison's Reports, in which post he has been chief of the Loewenthal, former trade paper reporter and publicist for Warner Bros.
Shurlock Tells Of the Controls Set by the PCA

Johnston Cites Self Regulation by the Industry

(Continued from page 1)

by the Industry

Shurlock, director of the Motion Picture Production Code Administration, has been asked to submit a report on the Industry's Production Code for the purpose of informing the public and Congress on the Code's operation and the industry's efforts to ensure compliance.

Shurlock stated that the Code's operation is based on the industry's commitment to self-regulation and that the Code's enforcement is done through the efforts of the MPAA, which is responsible for the production of movies in the United States.

Shurlock also noted that the Code has been effective in preventing the distribution of objectionable films, and that the industry's efforts to ensure compliance are ongoing.

Shurlock ended his statement by emphasizing the importance of self-regulation in ensuring the quality of motion pictures and the protection of the public's moral wellbeing.
SAPPHIRE IS BIG!

IN SMALL HOUSES OR BIG
IT'S THE SAME SUCCESS
STORY FOR THIS GEM OF A PICTURE!

Now in its 14th solid week in New York

Eight weeks at the Sutton—
Currently in its sixth big week at the Murray Hill...and still going strong

Biggest business in months at the Paramount Theatre in Newark, N. J.
Held for fourth record week and matching unprecedented business of Hollywood's biggest at this key downtown showcase.

Book it now from U-I for big boxoffice results!

SAPPHIRE
in Eastman COLOR

starring NIGEL PATRICK • YVONNE MITCHELL
MICHAEL CRAIG • PAUL MASSIE • also starring
BERNARD MILES • Original Screenplay by JANET GREEN
Directed by BASIL DEARDEN • Produced by MICHAEL RELPH
A RANK ORGANISATION PRESENTATION
A UNIVERSAL-INTERNATIONAL RELEASE
American Legion Sees New Red Infiltration of Industry

The American Legion charged yesterday that the motion picture industry in this country is the victim of a "renewed invasion by Soviet-indoctrinated "artists" and pledged a campaign to alert the general public to the "implications" of the Legion claims.

In a statement issued here Martin B. McKnedly, national commander of the Legion, said it had been receiving many queries from its members and other Americans asking what action the Legion planned to take "with respect to the renewed employment in the U.S. film industry of individuals...

W.B.'s 1st Quarter Net $1,753,000

Special to THE DAILY
WILMINGTON, Del., Feb. 3. - Net profit of $1,753,000, after provision of $1,700,000 for Federal taxes, was reported by Warner Bros. for the quarter, ended Nov. 28, 1959, of the company's current fiscal year.

The statement, released at the annual meeting of Warner Bros. stockholders held here today, compares with net profits of $1,922,000 for the corresponding period last year, after

100 Attend Brotherhood Week Luncheon Today

Approximately 100 motion picture industry leaders will attend the annual Brotherhood Week luncheon at the Hotel Astor here today, Max E. Youngstein, United Artists vice president and chairman of the Amusement Division of the National Conference of Christian and Jews, will preside at the luncheon meeting and deliver the key address.

Other speakers include Dr. Lewis Webster Jones, president of NCCJ, and Dr. Sterling W. Brown, executive

Milwaukee Branch Wins Col. Schneider Drive

Columbia's Milwaukee branch took top honors in the company's recently-concluded "Salute to the President" sales drive honoring A. Schneider. Milwaukee, headed by branch manager Harry Oshian, led throughout most of the six-month long competition and held a slim lead over runner-up Min.

Second Day
Study Plan to Add Public to Code Appeals

Shurlock, White, Brandt
Before House Committee

By E. H. KAIN
WASHINGTON, Feb. 3. - The House Postal Affairs subcommittee, which has turned its attentions from a study of obscene and pornographic materials being sent through the mails to motion picture content and film advertising, was assured today by Geoffrey Shurlock, administrator of the Production Code, that serious consideration will be given to the suggestion that public members be added to the Production Code appeals board.

Second day of hearings before the subcommittee received statements from Richard Brandt, representing the Independent Film Importers and Distributors of America, and from Gordon S. White, director of the Motion Picture Association's Advertising Code Administration. It also was given an informal, post-hearing statement by

John Capstaff Is Dead; A Color-Film Pioneer

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A native of England, Capstaff joined Eastman Kodak Co. in 1913, retiring in 1954. During his long service with

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Circuit Backs Industry Drive

(Continued from page 1)

by promoting tie-ins with other than motion picture advertisers, and to obtain the support of national magazines, New York newspapers, and the newspaper syndicates, in mentioning the Academy Awards telecast in their columns.

Harry McWilliams gave a summary report on the status of the press book, the theatre trailer, the possible use of a 15-foot "Oscar" to be put on the island in Times Square and made a special request for TV and radio statements from a number of stars who could be present for three weeks preceding the telecast.

A report from Roger Lewis, who met last week with the full West Coast committee, was heard by the committee. The West Coast committee indicates full cooperation on all phases of the program requested by the New York promotional unit. Lewis also reported that the Academy has already ordered the middle station breaks so that the program will be a continuous 90 minutes without commercials. The nationwide station break, however, will make a strong pitch for the local motion picture theatre.

The committee judged the Academy Awards poster contest. Some 20 excellent poster layouts were entered. The winning poster was prepared by A. W. Smith of Donahue & Co.

Bob Ferguson, representing the distribution companies on the Marcus radio press committee, gave a complete report on the proposed Pittsburgh meeting which will be held sometime within the next month.

Loew's Circuit Orders "Oscar" Promotion Kits

Academy Award promotion kits have been ordered for all the 101 theatres of the Loew's Circuit by Enzie Emerling, vice-president in charge of advertising.

Emerling has instructed all Loew's managers to use the trailer and the posters and to follow the instructions contained in the Academy Award Pressbook.

Los Angeles also is planning to continue to provide promotion suggestions for the event to the personnel of the Loew's Circuit.
Motion Picture Daily

brotherhood

(Continued from page 1)

Mervyn Leroi (right) receives a copy of the first issue of the new newspaper that merchandising service of Motion Picture Herald from Sam Berns, manager of the Hollywood office of Quigley Publications. The issue is devoted to Leroi’s new comedy for 20th Century-Fox, “Wake Me When It’s Over.”

Munich ‘Porgy’ Bow

Special to The Daily

Bonn, Feb. 5 — In a press conference in the Ministry of Trade and Commerce, Committee Chairman Ambassador Wolfgang Jaceknicke, announced recently the contribution by Samuel Goldwyn of the entire proceeds of the “Porgy and Bess” European premiere to the World Refugee Year sponsored by the United Nations. Proceeds of the premiere, which will be held April 1 at the Royal Palast Theatre, Munich, will be divided, by the German Refugee Committee and the United Nations High Commission on Refugees at Geneva for distribution throughout the world. Mr. and Mrs. Goldwyn have cabled acceptance to attend the premiere and will be guests at a reception in their honor.

RKO General Officials

Given Expanded Status

Expanded responsibilities for two officers of RKO General, Inc., a division of General Tire and Rubber Co., were announced yesterday by T. F. O’Neill, president.

John B. Poor, vice-president of RKO General since 1948, is now vice-president in charge of finance and investment, while Hathaway Watson, a vice-president for the past year, has been named vice-president in charge of broadcast operations.

Both changes become effective at once.

Augusta A. Woolverton

NEW ORLEANS, Feb. 3—Augusta Annie Woolverton, secretary to C. J. Briant, M-G-M branch manager here, died recently. She was considered the senior member of women staffers on film row and was a charter member of the local chapter, Women of the Motion Picture Industry. She is survived by her mother, a sister and seven grandchild-

O Teleradio Sued for

Id’ Distribution

suit charging RKO Teleradio Pic with failure to use its best efforts to distribute “The Bold and Brave” was filed in Federal District Court here yesterday by Film Releasing Organization action, which seeks $1,000,000 damages, alleges that RKO radio assigned the distribution to the picture to others when it had its own film exchange sales organization, thereby breaching contract between itself and Film Releasing Organization. The plaintiff claims it never consented for the distribution of the by others.

In Capstaff Dead

(Continued from page 1)

he was recipient of many honors, including those of the Society of Motion Picture and Television Writers and the Photographic Society of America.

He is survived by his wife, Mary, three daughters, a sister and seven grandchild-

Acquires ‘Soon’

In his division worldwide distribution rights the Dynax Film Corp. to “Too to Love,” it was announced by H. H. Martin, Universal ve-

Lippert Sees

(Continued from page 1)

healthy bank balance may well mark this dire prediction. I see in them a reflection of pot barrel individuals who want to feed at what they think is an inexhaustible trough. This, to me, is an apt description of the troubles visited on the motion picture and television industries, and describes the character of well-paid tailors in the vineyards.”

Joe Vogel is one of the best examples of a major company executive who halted possible liquidation, but if he is forced to accede to the additional demands of the unions, no one can stop liquidation,” said Lippert.

Sounding off on the issue at stake, Lippert had the following observations to add:

Decries ‘Pay twice’

“Men from other industries, who are on boards of directors, and who have to answer to stockholders, have never heard of such a thing as paying twice for services rendered.

“Actors’ minimum salaries have been doubled in the past 10 years despite a rise in revenue and twice the attendance over this period.

“The 16mm home movie market, which accounted for revenue up to $50,000 per picture has disappeared because of television, yet no union has asked for extra money for this medium. Why?”

“Three years ago when the five-day week was inaugurated, the cost to producers totaled more than the entire profit of production. What happened to offset this? The film producers had to sell their old films to TV.

Sees Foreign Films Aided

“In the event of any type of shutdown of production, foreign films will flourish.

“The amounts of money the film companies would have to pay, even if a compromise of only 25 per cent of what the unions are now asking were effected, would run into so many millions that no company could justify this payment to its stockholders in order to stay in a business in which nine out of ten of the products make no profit.

“A committee should be formed now, before bringing on a costly strike, of impartial business men who will analyze the grave situation objectively, if Hollywood is not to become a ghost town. If foreign countries take over the feature productions, television will surely follow the same road. The whole thing is far more serious than many realize.”

John Dales Replies

On learning of Lippert’s statements, John Dales, executive secretary of the Screen Actors Guild made following comments:

“Mr. Lippert’s long and checkered relations with SAG, which resulted in the guild’s cancellation of its contract with him, is well known in the industry and his ill-tempered outburst will be judged accordingly.”
Porgy and Bess, George Gershwin’s magnificent folk opera, is now a magnificent motion picture. Sidney Poitier as Porgy brings the desperate intensity that has become his characteristic as one of the country’s fine young actors. Dorothy Dandridge is lovely, as Bess. And as Sporting Life, Sammy Davis Jr. makes the screen jump for joy whenever he pops up on it.

"Porgy and Bess" is an exciting and moving film. A classic on the screen. Production designed by Oliver Smith has a richness and subtlety of color that are powerful and dynamic . . . N. Richard Nash has adapted and Otto Preminger has directed a script that fairly bursts with continuous melodrama. Under Andre Previn’s direction—the score is magnificently played and sung . . . Poitier’s performance is sensitive and strong . . . Sammy Davis, Jr. is excellent. For this we can thank Samuel Goldwyn, who was finally able to convince the solemn guardians of sacred theatre treasure that he was the man most competent to bring it to the screen.

Wherever PORGY AND BESS IS TOP

The meticulous Samuel Goldwyn has given "Porgy and Bess" such visual splendors as few motion pictures have ever known. In Todd-AO and color, at the Nixon Theater, the Gershwin musical is a 136-minute speedbinder for the eye. Perhaps the screen is the best place for "Porgy and Bess." For there can be no question that the stage has not come close to the film in production magnificence.

TODD-AO AND STEREOPHONIC SOUND were built to measure for "Porgy and Bess." It fits Gershwin’s gripping score to perfection and the lyrics of the beloved melodies seem to take on a fresh charm and meaning in the handsome frame from which they are now sung.

Great credit must accrue to N. Richard Nash, his screenplay, adapted from the original libretto by the late DuBose Heyward. Likewise, Otto Preminger’s direction catches the fire, the violent, the lurid, the sorrow and pathetic facets of life in the setting that is Catfish Row.
Only on the screen have all the real and magnificent dramatic entertainment values been fully realized. You have never seen it till you have seen this production. Perfection just about achieved. Poitier superb... Davis greatest Sportin' Life ever and tops all his own previous efforts. Bailey constant delight... Brock Peters is genic... amazing camera work as... staging... a screen gem. You have heard it. You have heard it.

"If you have never seen this as the greatest American musical show, it is quite a film. This "Porgy and Bess" is the music, conceived and claimed by the composer to be the true American opera. It is truly operatic in form but it is a more American musical show.

"... Only on the screen have all the real and magnificent dramatic entertainment values been fully realized. You have never seen it till you have seen this production. Perfection just about achieved. Poitier superb... Davis greatest Sportin' Life ever and tops all his own previous efforts. Bailey constant delight... Brock Peters is genic... amazing camera work as... staging... a screen gem. You have heard it. You have heard it...."
Study Plan to Add Public to Code Appeals

P.O. Unit Says Pictures, Ads Would Benefit

(Continued from page 1) John Berman, Maryland exhibitor, representing Theatre Owners of America. Tomorrow the subcommittee, of which Rep. Kathryn Cranston (D., Pa.) is chairman, is scheduled to hear Abram F. Myers, chairman and general counsel of Allied States, and Mrs. Margaret Twynam, director of communications, both of MPAA. They are the last scheduled witnesses.

Strengthening of Code Suggested

The consensus of subcommittee opinion was that the industry itself can best handle the Production Code appeals work, but various members of the group suggested that both the Production and Advertising Codes be strengthened and that outside the industry opinion be added to the Production Code appeals board. Rep. Walhauer (R., N.J.) was one of those who felt that such action by the MPAA would be an important step forward, or at least one in the right direction. Other Congressmen concurred.

At present, the Production Code appeals board consists of the members of the MPAA board of directors, three producers and three exhibitors.

Queried by Members

Shurlock and White also were asked by the subcommittees members about the possibilities of having the Production and Advertising Codes legislated into law as they now exist. Both MPAA spokesmen felt this would be uncomfortable—even without passing an opinion on possible unconstitutional of such a law. Codes, so long as they are voluntary, they said, are workable, but if they become law, the codes might very well be so strict that litigation would ensue and result in a complete breakdown of the system.

White was questioned by Rep. Oliver (D., Maine) about possibility of running a code seal on ads. White re- sponded that this would prevent exhibitors from making changes in ads and it would also be complicated in the matter of double features with only one having a code-approved ad. White stressed that while most theatre owners use press book ads, they were free to write their own. Most foreign ads were also beyond the pale of MPAA, he said.

"Happy Anniversary" Cited

Rep. Granahan brought up the subject matter of "Happy Anniversary," which none of the subcommittee had anticipated. Said the MPAA member, "Everyone knows that one sentence—that premartial relations were wrong—be inserted in the dialogue. He outlined the Na- tion Legion of Decency's position on the film. Said that the treatment was humorous, the meaning of the film could be stated as "the sins of the parents will be visited upon the children." He also read into the record Motion Picture Daily's review of the film. He pointed out that "this experience trade paper" did not find its morality objectionable, although it did suggest that it might not do so and did recommend adult viewing.

Specific Ad Mentioned

The appropriateness of ads for "Summer Place," "Tunnel of Love" and "L'Ili Albers" was discussed. White emphasized that the ads were honest and that parents had the responsibility to keep children away from them if they desired.

Brandt told the subcommittee that while imported films may depict moral viewpoints different from Americans', they are viewed by only a small, sophisticated audience. Moreover, he pointed out that they are reviewed and passed by U.S. Customs before being exhibited here and that their advertising is subject to the standards of the media in which it appears. He said it is doubtful whether audiences for foreign films here represent even 4% of the total weekly film attendance, and such patrons in this city are well educated, sophisticated people, who make up the bulk of the so-called "art" theatre and college town audiences.

Sees Foreign Films Grosses Small

Most foreign films, Brandt said, gross under $50,000 in the U.S., and those that gross over $100,000 in any year are rare. "It is obvious, therefore, that the foreign film industry is highly specialized and fairly limited," he said.

The reason IFIDA members sometimes do not attempt to get an MPAA Code seal for their imported films, it is said, is because of different standards of taste and morality in foreign countries. He said that while importers make errors "as easily and often as others" in choosing films, he quickly finds that films of a lower grade are generally not accepted by our specialized public.

He contended that children do not attend "art" theatres to any important extent, so the effect of adult themes of foreign films is insignificant on the young. He said it is a truism that illustrates the absence of children from the audiences that the "art" theatres of this country "do very poor can- dy concession business."

Considering 'Restrictive' Ban

Brandt said IFIDA is presently considering a self-imposed "restrictive" ban against children on certain films that need the mature mind to understand them. In most cases where a few children do see such a film they are thoroughly bored.

He said that it is felt that a film ban invariably has the opposite effect and, since the number of children we presently cater to is almost infinitesimal, we are loath to apply a ban and thus appeal by reaction, the prurient interest.

White outlined to the committee the operation of his office and de- clared, "There is a danger of pornography or pornography in advertising for motion pictures bearing the Motion Picture Association's seal of approval. And there never will be.

He pointed out that during the last years he has been head of the Adver- tising Code Administration, the "Post Office Department has not once chal- lenged a single piece of advertising that we approved." Referring to the Post Office questioning of the distribution last year of a postcard bei- nging a reproduction of Caya's fame made painting. White pointed that in advertising, but further reminded it is that the Department Justice, representing the Postmaster General, had subsequently concurred in Federal court that there was no thing obscene in connection with this postcard.

Sued 106,679 Ads

White told the committee that 1952 his office had examined 106,000 separate pieces of advertising material of which 1,374 had been reject or revised.

He concluded by pointing out that the unanimous letter to Johnston did not make the loose charge that the "nita- tion's billboards and screens had been filled with . . . sexual immorality, . . . crimes, . . . sex exploitation, . . . sex exploitation, . . . . Actualit y less than ten dollars per cent of all advertising is motion picture copy, he said, and specific pictures using these are not filled with "The Ten Commandments," "Ben-Hur," and "The Big Fisherman."

Shows Exhibitors Support Code

Following the open hearings to-day Broumas told members of the subcom- mittee that exhibitors have great fear in the Production Code and concurred with what Mr. Johnston MPAA president, told the Congress men yesterday.

'Photoplay' Awards

(Continued from page 1) awards based on a poll of the motion- going public. A reader poll is con- ducted by the magazine each year. Miss Day, voted the most popular actress, and Hudson, the most popular actor, are the stars of "Pillow Talk." Miss Day was ArvinProductions & Universal-International.

Mickey Perkins, the most popular new actress of 1959, is the star of Century-Fox's "The Diary Anne Frank."

Troy Donahue, the most popular new actor, won as a result of his per- formance in Warner's "The Indian Place."

Presentation by Bob Hope

The formal presentation of the Gold Medals will be made by Bob Hope on his television special, NBC-TV net- work, Feb. 22 (8:30-9:30 P.M., EST). The Medal of Gold Medal of Gold Medals is given the recipients, Bob Hunter and Martin Melcher, and the director, Michael Gordon.

Younglove Takes Issue with Johnston On the Definition of 'Obscenity'

Special to THE DAILY

ALBANY, N. Y., Feb. 3—Returning here today from the public hearings in Washington before the Granahan subcommittee on postal operations, As- semblyman Joseph R. Younglove, chairman of the New York State Joint Legis- lative Committee on Offensive and Obscene Material, commented on several points in the statement made there by Eric Johnston, president of the Motion Picture Association of America.

Of Johnston's declaration, "no motion picture approved under our Production Code is obscene or pornog- raphic," Assemblyman Younglove said, "I would like to persuade the Full Council that the definition of 'obscene' and 'pornographic.'"

To Johnston's statement, "if you want to know how one communication industry successfully practices self- regulation, then perhaps what I shall say may be helpful to you," Younglove responded, "I think the objection is one of the greatest, and certainly the most far-reaching, of the media of commu- nication."

Calls Meetings 'Productive'

Younglove described as "product- ive" the conferences he and commit- tee counsel James A. Fitzpatrick of Plattsburgh N. Y., was held while in Washington, with officials of the Post Office Department and the Bureau of Federal Investigation.

Chairman Cites Objections to Specific Film

Referring to the MPAA president's statement that our "first responsibility is to maintain basic standards of morality in film pictures and motion picture advertising. Younglove inquired, "Is that responsibility being properly met?"

I agree, "stated, Assemblyman Younglove, "with Mr. Johnston's opin- ion that the motion picture is one of the greatest, and certainly the most far-ranging, of the media of commu- nication."

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Jack The Ripper — CONTINUED FROM PAGE 1

pravity beginning in 1888, the year the "Ripper" slow and slit open his first victim.

Levine’s "Ripper" is a Jack who is nimble and quick. But this scourge of unescorted women finally is crushed to death at the bottom of an elevator shaft after he has gotten a little too gamey for his own game. Who is the "Ripper"? This version is adapted from an original story by Peter Hammond and Colin Craig, and screen writer Jimmy Sangster has incorporated "original source material" into his script. The murderer of seven women—40 women—the number depends upon the probabilities of duplicate "Rippers" during the same era—turns out to be a bearded surgeon who kills and disembowels young prostitutes and rather any females not yet middle-aged, because several years before his son was provoked into suicide by a girl who did not return the boy’s love for her.

The film tampers with one of criminology’s sorest boils, for the real "Ripper" was not only not apprehended but neither was he positively identified. Rumors flew throughout the dank, cobbled streets and alleys of London with as a departure from the "Ripper" himself possessed, but, after all, these were rumors. However, everyone in the audience can play detective, until the "Ripper" is nailed. The picture is swamped with enough clues to nominate a fair number of candidates for "Ripper" honors. Any man who carries a small black bag and wears a stovepipe hat and long black coat made to appear suspect.

Most of the performances are submerged beneath the sight of all that spilled blood. Besides the "Ripper," principals who are played by Ewen Solon, principals are a London detective, Eddie Byrne, and an American investigator sent abroad to gather sociological data on the "Ripper's" effects upon the frantic Whitechapel populace. The American is played quite romantically by Lee Patterson, the "Ripper's" admission of guilt, shortly before he is killed, is a bit of crummy posturing.

Two American composers, Pete Bugolo and Jimmy McHugh, have contributed a strong, brassy rail of "Ripper" music whose impact should devastate that part of the audience not already done in by the visual gore. "Jack the Ripper," a Mid-Century Film Production, was produced, directed and photographed by Robert Baker and Monty Berman. Running time, 89 minutes. General classification. Release, in February.

ABC Vending Names Bell

An unfair labor practice charge filed by a 20-year member named Joseph Weiner. The complaint—which was upheld by the board—alleged that the local (1) required membership and clearance as a condition of employment; and (2) required the Warner theatres to contribute to a health and welfare fund whose benefits were restricted to union members and their families.

The local now must cease trying to enforce its labor contract, reimburse Stanley Warner employees for monies illegally exacted from them, stop requiring Stanley Warner to make contributions to a restricted health and welfare fund, put an end to having SWW discriminate against non-members of the union, and give Weiner back pay for loss of work time caused by the union’s activities.

ABC Vending Names Bell

Arthur E. Bell, assistant treasurer of ABC Vending Corp., has been elected controller. Bell was formerly assistant treasurer of KBO Theatres.

Plea for Film Fee Cuts

Given N. Y. Legislators

Strong support of pending legislation that would amend the motion picture license fee schedule in New York State as an aid to an industry “generally recognized as being in financial straits,” was announced yesterday by the Commerce and Industry Association of New York, Inc.

In letters to leaders of both parties in the Legislature urging enactment of the measure (S. Int. 1711; A. Int. 2256) joined by Senator March of Staten Island and Assemblyman Savitz of Queens, Association secretary Arnold Witte cited the fact that the schedule of license fees still being charged today by the Motion Picture Division of the Education Department was enacted some 40 years ago when modern distribution methods were unknown.

An accompanying Association memorandum noted that both the Federal Government and the City of New York have given tax relief to the industry after exhaustive studies confirmed its "ailing status." The March-Savitz proposal would increase the fee for the original film (which is actually reviewed) from $1.00 to $4.00 per thousand feet, but decrease the fee for additional prints from $2.00 per thousand feet to a flat figure of $6.50 per print.

Services Are Held for Laurence Tisch’s Father

General services were held here yesterday at 12:45 P.M. in Riverside Funeral Home for Al Tisch, 63, who died Monday in Houston, Texas. Interment followed in New Montebello Cemetery, Pine Lawn, Long Island.

Tisch was the father of Preston Robert Tisch and Laurence A. Tisch, who is director of Loew’s Theatres, Inc., and chairman of the finance committee.
The problem of the PAINTED GRASS

How to photograph grass in December so that it had June’s tender green. That was the problem. That and—the producer hastily added—how to do it on a limited budget. How this problem was solved is a complete story in itself. Needless to say, it fell within the scope of the Eastman Technical Service for Motion Picture Film, an organization devoted to the service of the industry. Offices at strategic centers. Inquiries invited.

For more information write: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.
Brotherhood

George Greater

Brotherhood

Drive Efforts

Youngstein Says NCCJ

Needs to Give More Tools

(picture on page 2)

A plea for improved communications between headquarters of the regional conference of Christians and Jews and its amusement industry division in order that the latter may be equipped to do a better annual job of fund raising and dissemination of information for NCCJ was made at an amusement division luncheon at the Hotel Astor here yesterday by E. Youngstein, chairman.

William Youngstein, United Artists vice-president, and Spyros S. Skouras, president of Skouras Theatres, served as co-chairmen of the amusement division for the 1956 C&J campaign, were appointed dis-

(Continued on page 2)

Brotherhood

A n g h a s Parent on Strike

The New York branch of Screen Actors Guild has voted unanimously to strike the parent organization in Hollywood in the current mail-in referendum of SAG members on a strike that major production companies fear the issue of guild participation revenue from sales of post-1948 films to television.

SAG has distributed ballots to its 40,000 paid-up members asking authorization to call a strike against any

(Continued on page 2)

Col. Feb. Releases $8,000,000 Cost

Columbia Pictures is releasing three films this month with a total estimated cost of $8,000,000, according to Rube Jacker, Columbia vice-president and general sales manager.

The three films are Carol Reed's "Out of the Past," Stanley Donen's "Once More, With Feeling," and Anskar-Sidney's "Who Was That Lady?"

Strike or No, TOA Sees 150-250 Films for '60

There are about 150 features either completed or far enough along in production to permit their release in the event of a studio strike, Theatre Owners of America estimates in a current membership bulletin.

If a strike is called, TOA predicts the companies will stretch this product to cover all of 1960. If a strike is avoided, the exhibitor organization says an additional 100 releases may be expected this year from national distribution companies. It points out that this would compare with a

(Continued on page 7)

American Legion Drive on 'Invasion' By Reds to Begin in March Magazine

The campaign of the American Legion to alert its membership to what it calls a "renewed invasion of American filmdom by Soviet-indoctrinated artists" will start with an article in the March issue of its monthly magazine, it was learned yesterday.

A spokesman for the Legion said the March issue, which is now on the press, contains a detailed report on screen writer Dalton Trumbo and the number of instances in which he was mentioned in connection with Commie

(Continued on page 7)

Little Industry Benefit In War-Damages Bill

From THE DAILY Bureau

WASHINGTON, Feb. 4 - The House Commerce Committee today approved a bill that seeks to cut the film industry off short from payment

(Continued on page 7)

House Subcommittee Asks More Care in Code Enforcement

Also Proposes Study of Adding Public Members to Appeal Board; Ad Markings

By E. H. KAHN

WASHINGTON, D.C., Feb. 4.-The motion picture industry was called on today to exercise greater care in enforcement of its Production and Advertising Codes as the House Postal Affairs subcommittee, concluded hearing testimony from industry representatives on film content and advertising.

A summary of conclusions reached by the subcommittee, which is headed by Rep. Kathryn Granahan (D., Pa.), was presented following testimony by Abram F. Myers, chairman and general counsel of Allied States, and Mrs. Margaret Twyman, director of community relations for the Motion Picture Assn. The concluding statement of Rep. Granahan was read for her by Rep. Oliver (D., Maine) who presided in her absence due to illness.

Rep. Granahan urged the MPAA to give "serious thought" to two specific recommendations for additional action which members of the subcommittee presented during the hearing.

They were as follows:

"1. Consider the desirability of

(Continued on page 6)


From THE DAILY Bureau

WASHINGTON, Feb. 4. - Four representatives of Michigan Allied visited their Congressmen today to call attention the need for continuing to exempt motion picture theatres in the event the minimum wage law is changed.

Milton H. London, president of

(Continued on page 6)

Skouras Receives Award For Family Pictures

Special to THE DAILY

DALLAS, Tex., Feb. 4. - Spyros P. Skouras was awarded the highest honor of the Texas Women of the Motion Picture Industry at the close of 20th Century-Fox's second regional showmanship meetings here this

(Continued on page 3)
PARADE OF POPULARITY

MARTIN SWEENEY, executive vice-president of the Twilight-Toy Corp., and Fred J. Pferdy, chief engineer, will leave here on Monday for Chicago.

ARThUR SACHSON, vice-president and general sales manager of Valiant Films, has left New York for Chicago and the Coast.

WALTER SILVERMAN, Columbia Pictures manager in New Haven, has returned there from Boston and Hartford.

LON JONES, unit publicist for Charles Sinek's "I Aim at the Stars" for Columbia, will return to New York today from London.

J. S. SILVERSTEIN, general manager of the Grove and Ridge Theatres in Oak Ridge, Tenn., has entered a hospital in Baltimore for treatment.

HOWARD B. KINSEY, branch manager for 20th Century-Fox in Indianapolis, has left there for Dallas.

HAYA HABAREET is in Minneapolis from Hollywood as part of the campaign to publicize "Ben-Hur."

AMPA Lunch Feb. 18 Will Honor Si Sandler

Si Sandler M-G-M's eastern director of advertising will be honored at the Associated Motion Picture Advertisers' luncheon to be held Thursday, Feb. 18, at the Hotel Piccadilly which was announced by Bob Montgomery of AMPA presiding.

Al Fleischman Jr., newly-elected vice-president of AMPA and David A. Bader will act as cochairmen of the luncheon committee. Serving on the committee will be: Clades Altcoate, Paul Greenhalgh, Sun Horwitz, Ray Gallo, Blanche Livingston, Adeline "Fat" Padula and Vincent Trosta.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

FRANK SINATRA - GINA LOLLOBRIGIDA

A CENTURY-OLD PRODUCTION

NEVER SO FELL

At Crotona Park, N.Y.C. and Garlana Hills Special! "LET US GO."}

Friday, February 5, 1937

Brotherhood

(Continued from page 1)

tribution and exhibition chairman, respectively.

Youngstein said that because current NCCJ Artists vice-president will keep him on the West Coast until June, he will be able to delegate much of the work of the year's campaign to others, but promised to accept the chairmanship if it is offered to him again next year and "do the kind of job I believe can be done."

"The 280-year development of what he regarded as disappointing results of some previous years' NC amusements division campaigns, attributed it to failure of NCCJ to integrate its work with that of division.

The ideals and objectives of campaigns "are the highest," Youngstein said, "and some of the industry top people have applied themselves to it. But the results are disappointing. I believe that means we haven't found the right ways to tell the industry what NCCJ is about or what it can do with the money raised. The spectre between our intentions and effectuating NCCJ's work with the industry and getting it the tools, we will continue to shorten our potential."

Several Activities Described

Dr. Lewis Webster Jones, NC president, then described the organization's work in the fields of teacher training, inter-denominational conferences, instruction of youth leaders, a Brotherhood Week, and the development of a Youth Program and operation with Religious News Service. He said the industry could be of particular help in expanding the youth program and extending NCCJ representation to every major church in the U.S.

"Nothing will help abate prejudice more," he said.

Heineman advocated enlisting the help of Al Myrick, Allied States president, and Al Piccus, Theatre Owners of America, in putting up a united industry cooperation of all circuit and independent organization heads was proposed by Sol Schwartz, BKO Theatres president, a former campaign chairman. The annual Brotherhood Week next February is set for Feb. 21-28. Special plans for the industry campaign are to be worked out as rapidly as outposts are completed and in a position to function. About 80 industry leaders attend yesterday's luncheon.

BOOKER WANTED

Film booker wanted for leading New York daily to gain experience and qualifications.

Box 26, MOTION PICTURE DAILY 1270 Sixth Avenue, New York 20, New York

Gotham SAG

(Continued from page 1)

producer of theatrical films who refuses to grant it such participation. The strike authorization must be approved by 75 per cent of the membership to be effective. The SAG board unanimously recommended an affirmative vote by members.

Approximately 400 New York SAG members, largest attendance in the organization's history, attended the meeting at which support was voted the Hollywood parent.

Contract Extended

SAG's contract with major studios expired last Sunday but has been extended on a 10-day cancellation basis pending completion of the strike vote, which is expected by Feb. 22.

EXTRAS SUPPORT SAG;

URGE STRIKE SAG;

FROM THE DAILY BUREAU

Hollywood, Feb. 4. - The board of directors of the Screen Extras Guild has voted unanimously to support the "petition of the Service Actors Guild in asking authorization to call a strike. The SEG board urged all its members who also are members of SAG to be sure to vote "yes" in the SAG strike authorization referendum now under way.

N.Y. Has New Measure Against Discrimination

SPECIAL TO THE DAILY

ALBANY, N.Y., Feb. 4. - The depression of "public accommodation" in that part of Section 40, Civil Rights Law, prohibiting discrimination because of race, creed, color or national origin, would be extended to include "institutions, clubs, organizations or places of accommodation which sponsor, conduct or permit to be conducted on premises over which it has ownership, operation or control, a contest, exhibition or show to which the public is invited for a consideration and for which a license is required by the state or a sub-division thereof," under the terms of a bill introduced by Assemblyman Charles T. Eckstein, Queens Republican.

It would take effect immediately.

NT&T Promotes Sharp

LOS ANGELES, Feb. 4.-In a realignment of the NT&T Amusement Corp. film buying and booking depart-ments, assistant film buyer Everett Sharp has been named head of the Southern California division buying department. Dan Polier, who formerly held the position, will move into film buying.
Balaban Sees Attendance Up

(Continued from page 1)

1938--so far in 1960 to an unusually large number of popular pictures showing at once.

Turning to the Screen Writers Guild strike against the major companies, Balaban said that Paramount has not been adversely affected until now. "We're in pretty good shape so far as scripts are concerned," he said, and noted that the company has stockpiled 15 films, acquired through co-production deals or purchased from outside producers, ready for future release.

Major companies, it has been widely speculated in the industry, may promise the guilds not to release the post-1945 films to TV for at least one or two years. This supposedly would pacify the guilds, lift the strike threat and give both sides sufficient time to reach a compromise settlement.

Paramount's net income from operations last year was about the same as 1955's operating profit of $4,507,000. Balaban said. But per-share profit may top the $2.60 a share earned from operations in 1954 because the number of shares outstanding at the end of last year was less than at the end of 1958. Paramount revenues last year were up "a little bit" from $104,000,000 in the preceding year but higher costs prevented an increase in operating income, he said.

Income from operations in the first quarter of last year was $3,644,000 or $2.14 a share compared with $3,087,000, or $2.11 a share on a greater number of shares, in the like period of 1956. Income for the two periods did not include $2,985,000 in non-recurring income for the 1959 months and $10,662,000 for the 1958 period.

Balaban said Paramount will have received by the end of 1960 $14-$15,000,000 of the $35,000,000--depending on the latter's ability to reach certain rental levels in marketing the pre-1945 films to television outlets. He added that the rentals are moving swiftly, with the result that Paramount is assured to date of receiving at least 40 per cent of the additional $15,000,000.

45 New Members Are Enrolled in Tent 35

New members of New York Variety Club Tent No. 35 will be seated at the tent's "Showman of the Year" luncheon to Joseph Levine at the Hotel Astor on Feb. 15.

Forty-five new members have been enrolled in the tent during the last two weeks and more applications are being received daily.

More than 300 barkers are expected to attend the luncheon which will be marked by a number of entertainment giveways.

Martin Starr, Broadway-Hollywood commentator, and designated Barker-greeter of Variety Club of New York (Tent 35) once again will "glad-hand" the guests as they arrive.

Meanwhile, Harry Brandt, chief Barker, has made a series of appointments to implement the expanded activities of the tent. Ira Meinhardt, former chief Barker, will serve as Barker-greeter. Morton Sunshine has been named public relations director and Al Sten will serve as press guy. Jack Rosenbloom has been appointed chairman of welfare.

To Attend 'Can-Can' Bow

Maurice Chevalier, one of the stars of 20th Century-Fox's "Can-Can," will journey to Melbourne, Australia, to attend the Aussie premiere at the Esquire Theatre there.

35 Dates for 'Sheba'

Edward Small's "Solomon and Sheba" will open in 35 key regional engagements during February, United Artists announced.

'Feeling' Date Here Set

Columbia's "Once More, With Feeling!" will open at Radio City Music Hall on Thursday, Feb. 11.
"OPERATION PETTICOAT
SHATTERS 6 ALL-TIME RECORDS IN 27 YEAR HISTORY OF THE RADIO CITY MUSIC HALL!

1. GROSSED $1,202,294 TO TOP ALL 7-WEEK RUNS!
2. BIGGEST SINGLE DAY... $40,295!
3. BIGGEST SATURDAY... $38,294!
4. BIGGEST WEEK-DAY... $31,710!
5. BIGGEST 1st 4-DAYS! $144,843!
6. $1,000,000 GROSSED ON 37th DAY... FASTEST IN THEATRE'S HISTORY!

A GRANART PRODUCTION • A UNIVERSAL INTERNATIONAL RELEASE
BIGGER THAN “LIFE”*
BIGGER THAN “TALK”*
BIGGEST OF ALL

“OPERATION PETTICOAT”

in its first 154 engagements, is running
98.22% ahead of *“IMITATION OF LIFE”
41.6% ahead of *“PILLOW TALK”

NOW BREAKING ALL-TIME
U-I RECORDS EVERYWHERE!
Minimum Wage Hearings
Of House Start March 1

WASHINGTON, Feb. 4.—A House Commerce subcommittee has scheduled hearings on minimum wage legislation to begin March 1. The subcommittee, which has the chairmanship of Rep. Phil M. Landrum (D., Ga.), will start by hearing Secretary of Labor Mitchell.

Mitchell is expected to renew the Administration's plea for expanding the coverage of the minimum wage law. The administration opposes any increase in the actual pay floor.

Wage Bill Plea

(Continued from page 1)

Michigan Allied, told Motion Picture Daily that the group had visited with Rep. Landrum and McNamara to give them the facts behind the higher and minimum wage legislation. Both were "apparently impressed," and McNamara, a member of the Senate Labor Committee, promised to call to the attention of that group the position of the theatres.

The Michigan group—which also included M. F. Gowerthoe, president of Butterfield Theatres; Woodrow R. Fraught, president, United Detroit Theatres (an AB-PT affiliate), and Allen W. Smith, executive of independent, Cooperative Theatres of Michigan—had scheduled similar meetings with the three Michigan Congressmen on the House labor committee—Griffin, O'Hara, and Hoffman.

AFL-CIO Unions Heard

Concurrent with the visit of the Michigan Allied group, about 100 members of 10 local AFL-CIO unions in four states were visiting their Senators in order to urge the speedy expansion of the minimum wage law. On the unions' schedule were visits with the following members of the Senate labor committee: Senators Jennings Randolph (D., W. Va.), Horrison Williams (D., N. J.), Clifford Case (R., N. J.), Jacob Jacobs (R., N. Y.), and Winston Prody (R., Vt.).

Mills Defends Industry's Thematic Development

Taylor M. Mills director of public relations for the Motion Picture Ass'n. of America Wednesday night defended the "adult" themes and accompanying film costumes and dialogue during a telephone interview held on John Wingate's newscast over radio station WOR.

Mills said the industry was moving in the right direction and that pictures being produced today are far more away from those produced prior to World War II. He added that to-day's films are geared to levels comparable with the public taste and that when screen copies appear to be seantier than they were 15 years ago, this was because American women are wearing less today.

More Care Is Asked in Code Enforcement

Obscenity, Profanity in Films Decreed by Corinne Griffith

(Continued from page 1)

adding members from the public to the final review or appeal board of the Production and Advertising Codes.

"2. Consider marking ads so that parents can have ready knowledge of the contents of certain films are not proper for children to see."

'Not a Question of Censorship' Other excerpts from the Granahan statement follow:

"It seems to me that much of what is involved here is not a question of censorship, but rather a question of truth. The fundamental question, even though motion picture content or advertising may not be outright obscenity, are: First, is it degrading or objectionable when tested against the moral standards of the American public and second, what good purpose is served by the presentation of motion pictures and advertising which are libelous, injurious, and offensive?... I believe we need to be ever alert that we do not allow 'art and realism' to be carried too far so as to allow more and more of what is considered as being placed in the border-line area when it comes to the matter of decency, proper morals, and good taste."

Appreciative to MPAA

Mrs. Granahan told MPAA their testimony had been "most helpful" but "I urge them to re-appraise and re-evaluate the self-regulation programs on a continuing basis."

We ask assurance of the Motion Picture Association of America that their codes, and their administration of the codes, will be subject to vigorous self-appraisal and re-appraisals to make certain that they continue to achieve their full purpose. We feel this is particularly important with regard to advertising. We believe that special attention should be directed to preventing other-sectivity for advertising in small parts of the films in or out of context which overdramatize sex or doubtful moral situations."

Favors Self-Regulation

"With reference to the matter of censorship, I wish to again stress that the members of this subcommittee do not advocate censorship of movies by the Federal Government. However, we do strongly advocate an effective self-regulation of all movies shown on the screens of America, so that they meet an acceptable moral and social standard. This emphasis should include foreign films shown in the United States."

Testimony of Abram F. Myers, chairman of the board of directors of the Allied States Association of Motion Picture Exhibitors, was very enlightening. I hope that there is truth to his observation that the growing opposition to improper matter in certain films will doubtless cause the film makers to be more careful in the future about what goes into such pictures.

"The board of directors of Allied

Theatre Owners of Wisconsin are to be commended for their resolution, passed January 25, 1960 urging on Hollywood a stricter code of production to the production standards of the industry's Motion Picture Production Code.

"Neither this subcommittee nor any member wishes to injure the industry's product and good-will, which has been built up over the years. We wish to be helpful by calling attention to the need for exercise of greater care in presentation of the good scenes, and Advertising codes. Some refer to the situation as a breakdown in the code. I believe the term 'slip down' of the codes would be more apt to refer to the current situation."

'Liberally Construed,' Says Myers

Myers, in his comments referred to Mr. Granahan had stated, "The Production Code may not have been violated, but it has been rather liberally construed in recent years."

"Myers said he believes that public and official reaction to some recent films will not go unnoticed by producers. "Hollywood is attuned to the voice of the people," he said. "That is to say, the growing opposition to improper matter in the films will doubtless cause the film makers to be more careful about what goes into the pictures.""

Myers said, it "seems to me that all who consider this subject should bear in mind that in deciding what is proper to go into a picture and what is not, there is not simple choice between black and white. Romance is an indispensable ingredient of great stories and love-making is not carried on by amorphous dummies. Who is to say exactly how far a scene may go—and no further? The Supreme Court in all its wisdom has not been able to draw an exact line and probably will not attempt to do so."

"Sees Profanity a 'Passing Fad'"

"As regards excessive profanity and other like offenses, he is not overly concerned on it that this is a passing fad. Allied of Indiana is correct in saying that bad language no longer adds emphasis to a dialogue. Profanity and the 10 letter words by overuse have become cliches and a bore. When this is realized they will pass out of use."

He told the subcommittee that the Motion Picture Production Code as an asset to the industry good will... and have at all times given the Code their moral support. It is as an expression of self-regulation by an industry as has come to my attention," he said.

Mr. Myers said he "fully supported statements made by Mr. John M. MPAA president, to the committee on Tuesday.

Mrs. Twyman Outlines Procedure

Mrs. Twyman discussed the MA's method of providing advance notice of motion pictures to the American public. She outlined four major channels through which the industry performs this function. They are advance submission of film to media critics; advance showing to dependent organization; special promotion of outstanding films and providing study guides and special screenings for students. Mrs. Twyman is a college administrator, then proceeded to discuss each step in greater detail.

There is no important newspaper or magazine editor on any publication which may not render its own evaluation of the quality or lack of quality, the good taste or tastelessness, of any motion picture made by our producers," she said.

Cities Reviewing Groups

She mentioned specifically two new national reviewing groups, The Catholic National Legion of Decency, and the Film Estimate Board. National righteous groups and discuss their aims, naming, also, the large organizations which review films in advance of their general release. She said the motion picture is a selective and concentrated effort to bring attention to pictures of excellence. Mrs. Twyman said, added that she forming the concept of the circle of films is a major chore.

Both Reps. Wallhauser and Rea (R., Kans.) again urged public men here for appeal board of Code. Ms. Twyman replied that she felt sure the McCaiffs or The New York Times would not ask for a lay opinion on what material to use. The film industry, she added, does not wish to delegate authority, and she again mentioned difficulties in trying to arrange a panel that would eliminate public subject such as the "strong case."

Says Johnston Has 'Strong Case'

Wallhauser felt that since Johnstes had admitted prior consideration of public memberships, others had felt this way and a strong case for it could be made. It would help to assure added publicity in the appeal boards. He stressed that the subcommittee was "trying to assist the industry" and that it would be a desirable prelude to the "public relations standpoint." Rea Rees told the MPAA spokesman: "You need it more than you realize."
The Legion Drive

(Continued from page 1)

Activity in testimony before House Un-American Activities

Trumbo is one of two writers cited

Legion's activities. Trumbo, together

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BROADWAY'S NEW CAPITOL
Loew's Renovation of Another of the Motion Picture's Celebrated New York Theatre

Completion of the Capitol this month brought to four the number of Broadway's prominent motion picture theatres remodeled since September. Of these—the others are Loew's State, the Astor and the Mayfair, renamed the De Mille—the Capitol is the oldest in the tradition of great theatres built primarily for the screen play.

Erected in 1919 by Messmore Kendall, it was the largest motion picture theatre of that time, and its original capacity of 5300 rarely has been surpassed. The Capitol's 40 years included many under the management of the late Maj. Edward Bowes, whose popular stage presentations prepared him for radio fame. It has been a Loew's theatre since 1930.

The remodeled Capitol presents a modern appearance to the street, with doors almost entirely of glass displaying a marble and mosaic outer lobby (left) illuminated by downlights. A new Artkraft Strauss marquee provides a platform for advertising installations according to bookings.

The remodeling scheme developed by John J. McNamara, New York architect, has restored the grandeur of the original Empire style throughout the interior, introducing modern forms principally at the front and in the outer lobby. The interior has been given even greater spaciousness by the elimination of doors between the foyer and approaches to the auditorium. Main floor of the auditorium, and a large section in front of the mezzanine, have been reseated with American "Bodiform" lounge chairs spaced 40 inches back to-back. In 1936 the original capacity was reduced to 4400. With the new seating plan the Capitol has a capacity of approximately 3662. In the middle banks the chairs are staggered. The

LOEW'S NEW CAPITOL
another great theatre with a modern marquee designed and erected by

ARTKRAFT STRAUSS SIGN CORP.
830 Twelfth Ave., New York

M. SINGER & SONS
MANUFACTURERS OF FINE FURNITURE
Salutes
LOEW'S CAPITOL
and Architect John J. McNamara, A.I.A.

Our furniture has been used in the great Loew's theatres from 51st and Broadway to Bombay, India

NEW YORK  CHICAGO  BOSTON
The remodeling of the Capitol has resulted in a wide variety of changes to improve the interior. The major structural change in the auditorium removed the boxes and ornamental borders of the prosenium arch. This area has been re-covered by Novelty Scenic Studios in gold and ivory fabric, with the screen opening closed by a tour curtain. Another internal structural change, a glazed partition behind a main floor seating was moved to improve rear row sightlines and deepen the foyer.

In the imposing Grand Lobby, an escalator has been installed. This divides the staircase leading to the mezzanine lounge. It can operate at 90 to 120 feet per minute, making more attractive the upper levels of seating, which account for 2100 of the total capacity.

The entire interior has been repainted in Loew's new standard pattern, a Holmes fabric with an abstract figure in a field of red, gold, black and mauve woven of nylon (70%) and wool.

In the remodeling of the foyer and stage area, washrooms were added off the Grand Lobby. Such facilities were formerly available only below this foyer and on the mezzanine.

The outer lobby has been completely redesigned in modern style with black and white marble for the ceiling of Italian mosaic tile, mosaic walls and down-lighting. The box office was moved from an island position to the right side, and an additional box office installed for reserved seat sale. Outer doors are framed in bronze, inner doors in Lucite.

Equipped for 70mm projection and six-channel sound, the Capitol has three Century Model JJ 70/35mm projectors with Ashcraft Super Cinek lamp and rectification systems. Ampex controls provide for switching according to print recordings.

With these provisions, a new screen was installed, a Technikote XR-171 measuring 61x28 feet. This is mounted on an adjustable stand.

The upholstery fabric is a hard-finish, very red nylon.

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frame by Nick Mulone & Son, Cheswick, Pa., and is given a very slight curvature.

New air-conditioning equipment also has been installed, with cooling by twelve 30-ton Westinghouse compressors hooked up for cutting out units according to occupancy of the auditorium.

A modern refreshment stand is supplemented by Apeco “Soda-Shoppe” beverage dispensers, and refurbishing of the mezzanine lounge included a luxurious installation of furniture by M. Singer & Sons. In the balcony an unusual new installation provides curtains on tracks to cut off seating at such times when less capacity is desired.

The Grand Foyer with staircase bisected by an escalator.

**Salute to Loew’s New Capito Theatre**

from

LITEMORE ELECTRIC COMPANY, Inc.
160 NINTH AVE., N.

Electrical contractors for the remodeling of this famous showplace

We are pleased to have been picked to contribute our efforts to

LOEW’S NEW CAPITOL THEATRE

•

CAPOLINO SONS, Incorporated
Metal Furring, Lathing Plastering Contractor
1788 STILLWELL AVE.
BROOKLYN 23, NEW YORK
Coney Island 6-5500

Specialists in Monumental Type Building
Variety Clubs Calling Attention to Achievements on Behalf of Children

Ten thousand members of Variety Clubs International will call public attention this week to their accomplishments in behalf of the helpless, handicapped and hopeless children of the world. For the second year, Variety Clubs Week, February 8-14, will be celebrated in over 40 cities of the United States as well as in four principal cities of the world: Mexico City, Toronto, Dublin and London.

Since their formation 33 years ago, Variety establishments have raised over $8,000,000 to benefit underprivileged (Continued on page 7)

Ray, Indian Director, Dual Selznick Winner

Satyajit Ray, the Indian director, won two major honors in the tenth annual Selznick Golden Laurel Awards, it was announced at the weekend. He was cited first for the Golden Laurel (Continued on page 6)

20th-Fox Sales Meet In New Orleans Today Special to THE DAILY

NEW ORLEANS, Feb. 7. — The third in the series of 20th Century-Fox area showmanship meetings gets underway here tomorrow as general sales (Continued on page 7)

Date Is Set Meet Friday On British Sales to TV Federation of Film Unions Makes Move to Join FIDO

By WILLIAM PAY LONDON, Feb. 7.—An important meeting on the controversial issue of the sale of theatrical films to television will be held here Friday by representatives of the Film Industry Defense Organization and the Federation of Film Unions. The special conference to work out a method of curtailing the number and frequency of showings of theatrical pictures on TV was asked by the Federation late last month.

The Federation, which consists of six trade unions, has proposed that FIDO be extended to embrace its membership and all other interested bodies.

Call for the meeting was spurred by (Continued on page 6)

Myers Modifies Plea for Strict Code Adherence From THE DAILY BUREAU

WASHINGTON, Feb. 7.—A letter embodying Abram F. Myers’ second thoughts on the question of advertising theatres to show only Code-approved films was placed in the record of the Granahan (D., Pa.) subcommittee by Rep. Wallhauser (R., N.J.). In the quick give-and-take of oral testimony, Myers, who testified for Allied States, of which he is chairman and general counsel, had an (Continued on page 2)

Skiatron’s Suspension Extended Until Feb. 15 From THE DAILY BUREAU

WASHINGTON, Feb. 7.—The Securities and Exchange Commission, whose probe into the affairs of Skiatron Electronics and Television Corp. is scheduled to resume on Feb. 10, (Continued on page 6)

Audience of 100,000,000 for ‘Oscar’ Telecast Is Set as Goal; Would Be New Record for TV

A television audience of 100,000,000—which would be the largest ever to view a single TV program—is the goal set for the Academy Awards telecast by the publicity coordinating group of the Academy Awards committee of the Motion Picture Ass’n. The group, which is headed by Philip Gerard, laid further plans at a meeting on Friday.

Gerard reviewed the highlights of this year’s Academy telecast and the work laid out by the three other coordinating groups covering radio and TV, exploitation and advertising. He emphasized that the advertising and publicity directors of all major distributors have pledged their full support.

Harry McWilliams announced a number of promotional highlights that will be coming up in the next few weeks, including the presentation by Mayor Wagner of the proclamation of the City of New York to a well-known film star on Monday, Feb. 15. The Mayor will proclaim Monday, April 4, as Academy Awards Day in New York City, McWilliams also announced that plans are under way for a special film luncheon dedicated to the Academy Awards which will feature several Hollywood personalities.

(Continued on page 2)
MOTION PICTURE DAILY, Monday, February 8, 1943

A.F. Myers Pleads

(Continued from page 1)

swore a question on this by W. hauser by indicating that he saw reason why the demand should not be granted.

After completing his testimony Myers promptly wrote to Wallack that he "began to wonder" how the accused would limit themselves to pictures with the Code. He wrote the Congressman that "quite a few years; some major circuit made a six decision," that the owner of a picture without the seal then sold both circuit and the Hays organization "tangle troubles under the Shen Anti-Trust Act. The case was set out of court, so there is no right of formal legal action.

Calls Boycotts Unlawful

Myers' letter stated, however, "mass boycotts are regarded as lawful per se." In the light of Myers observed, he wondered if "did not speak a little too fast morning."

On the conclusion of this court of hearings before the Granahan committee, a spokesman for the American Federation of Motion Picture Magazines—Advisers of 162 publishers—formally denied that a book publication code was practicable or desirable.

Comp-o Ad Urges Go Oscar' Awards Covera

Increasing reader interest in Academy Awards telecast on Apr. 29 should alert editors to give the "Oscar" coverage it deserves. Comp-o in its "Editor & Publisher" ad in issue dated Feb. 6.

Calling attention to the 80,000 adults who watch the show the NBC-TV program alone last year the ad says, "it is safe to assume this year's audience will break last year's record."

M-G-M Shoots One He

Metro - Goldwyn - Mayer will "Butterfield 8" before the camera here today at the Production Center Studios on 26th Street with a heeded by Edward Taylor, Henry Harvey, Eddie Fisher and D. Merrill. Major sequences of the picture also will be filmed at the TVC Studio, in the Bronx, in eight days of exteriors locations scheduled in and around New York.

'A' Preferred Dividend

The board of directors of Univer Pictures has declared a quarterly dividend of $1.00 per share on its common

44% cumulative preferred stock in the company, payable March 1st, stockholders of record Feb. 18.

EDITORIAL

(Continued from page 1)

mendations and the subcommittee was so informed.

But the House unit's counsel that the relaxation of Code application that has occurred in the last few years, suggesting that the need for its application in the future, is something with which many in the industry agree.

The subcommittee hearing is one month reminder to get down Hollywood that stretching the Code to its ultimate reasonable limit is neither a victory for the producer nor a clever accomplishment.

Rather, it is a form of recklessness, not always well paid, that puts ammunition in the hands of our critics and exacts its own price of the industry's public relations.

Halt One Cinerama Suit; Another Filed

One stockholder suit against Cinerama Productions seeking to halt the sale of its interest in five Cinerama pictures to Stanley Warner Corp. was dismissed today when a New York Federal Judge Archie O. Dawson but he also granted permission to other stockholders to file a similar complaint.

A previous suit filed by J. Edward and Stacik Piktor was dismissed on the grounds that the plaintiffs lacked jurisdiction to sue. Dismissal was made on a motion by Cinerama Prods, and officers of the company who charged the Piktors lost their status as stockholders when they asked for their stock to be appraised.

At the same time Judge Dawson permitted John Jerome and Stella Piktor to intervene as plaintiffs upon the filing of a proper complaint. Previous papers were "defective," the judge said. He gave them 60 days to re-file.

Meanwhile Alvin Kornogol, attorney for the Piktors, said at the week- end they planned to propose the dismissal of Cinerama Productions to acquire real estate in Florida when it comes ups for a vote at a stockholders meeting soon.

Wasser to Charlotte

Norman Wasser of the Pepsi-Cola Company left yesterday for Charlotte, N. C., with Joan Crawford where she will receive the Heart Award from Ernest Stellings, president of Stewart & Stewart Theaters, in Charlotte, on Tuesday evening.

Wasser will continue on to Los Angeles, San Francisco, Reno, and then to Squaw Valley for the 1960 Winter Olympics enduring what is the official winter drink. His tour will include Chicago before he returns to New York.

PROPOSES CANCELLATION

OF MD. THEATRE FEES

Special to THE DAILY

BALTIMORE, Feb. 7. - Cancellation of the $2,500,000 royalty payments of motion picture theatres was proposed last week to the Maryland state legislature by Senator George W. Della Denn of Baltimore, president of the upper house. Allied Motion Picture Theatre Owners of Maryland is pushing efforts to cancel.

Velle, Cohen to Hold Meeting in Montreal

James R. Velle, United Artists vice-president in charge of domestic sales, and Milton E. Cohen, U.A.'s eastern and Canadian division manager, will meet with the company's Canadian district staff in Montreal Thursday and Friday to develop and implement distribution patterns for U.A.'s $125-000,000 product program.

The meeting, which will set regional releasing programs for the company's 1960 schedule of 36 to 42 features, including a minimum of 24 double "A" productions at an average rate of two per month, will be led by Charles S. Chapman, Canadian district manager. Sam Knuyt, Montreal branch manager, will also attend.

To Stress Local Level Selling

New merchandising methods de- signed to increase the impact at the local level and to aid exhibitors and salesmen in the field, will also be detailed at the two-day session, Velle and Cohen will also confer with Canadian exhibitors in the area.

BROtherhood Awards Presentation Feb. 18

The seventh annual Brotherhood Media Awards of the National Conference of Christians and Jews will be presented Thursday, Feb. 18, at 12:15 P.M., at the annual Y.M.C.A. Brotherhood Week luncheon in the grand ballroom of the Hotel Astor, it was announced by Taylor Mills, director of public relations for the Motion Pictu- re Association of America, and chairman of the awards committee.

In special ceremonies, formal presentations to the winners will be made by Nancy Walker, Dody Good- man, Marge Champion, and other stars of the entertainment field. The awards are designed to give proper recognition to all divisions of mass media for contributions made during 1959 in bettering human relations and furthering the program of the National Conference. This will be the feature event marking New York's observance of Brotherhood Week to be celebrated Feb. 21-28.

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, and Assistant Secretary, was quoted yesterday in the motion picture industry, as a foreign general manager, returned to New York on Friday from Rio de Janeiro.

Jesse Chincal, Buena Vista's Western sales manager, left here today for Hollywood.


Kenneth Rive, managing director of Gala Films, left London on Saturday for New York. He is due in New York Feb. 19.

Meri Griffin, TV star, has returned to New York following a series of personal appearances in New England.

James Darren and Evy Norlund were married here Saturday in the Lady Chapel of St. Patrick's Cathedral.

Herman Cohen, producer, left New York at the weekend for London.

D. John Phillips, executive director of the Metropolitan Motion Picture Theatre Association, was in Albany, N. Y., last week from here.

Burt I. Gordon, producer-director, will arrive in New York on Wednesday from the Coast.

MPPPI Gets 51 More

HOLLYWOOD, Feb. 7. - Fifty- one additional qualified industry veter- ans have elected to retire under the Motion Picture Industry Pension plan and have begun receiving the monthly payments, George Flaherty, pension vice-president, reported. The total number of retirees under the plan now stands at 565.
**MGM Reports 'Ben-Hur' Passes $3 Millions**

With new bookings adding to its momentum, Metro-Goldwyn-Mayer's "Ben-Hur" passed the $3,000,000 boxoffice mark over the weekend, the company reported.

The total attendance, not including students, will be more than 1,450,000, with only 17 reserved seat engagements in progress. An additional 225,000 students, attending at special morning performances, have seen the epic film. The figures do not include the Empire Theatre, London, which is playing to capacity.

At Loew's State in New York, the advance sale stands at over $150,000, a record. Engagements opened recently in Seattle and St. Petersburg. Due to open later in February are Detroit, Minneapolis and Indianapolis.

**Jackter Sees $10 Million Gross for 'Suddenly'**

"Suddenly, Last Summer," a Columbia Pictures release, is on its way to becoming the company's biggest boxoffice grosser since "Bridge on the River Kwai," according to Rube Jackter, vice-president and general sales manager. On the basis of the first 20 engagements, Jackter said, the film may gross around $10 million domestically.

**Distributes 'Lincoln'**

Murray M. Kaplan, president of Citation Films, Inc., recently announced his company will distribute "The Face of Lincoln," a featurette produced by the University of Southern California and the winner of two Academy Awards.

**Pennsylvania Bill Would Let States Enter Mutual Tax Pacts**

WASHINGTON, Feb. 7. — A bill to permit states to make mutual agreements concerning the taxation of non-residents has been introduced by Rep. Melvin Price (D., Ill.). The measure would allow two or more states to enter "into compacts designed to provide uniform tax treatment of non-residents through agreements not to discriminate between residents and non-residents" in matters relating to imposition and collection of state taxes.

Before going into effect, such compacts would have to be approved both by the state legislatures and the Congress.

A similar measure was proposed in the Senate last year, but the judiciary committee failed to send it to the floor.

The House judiciary committee last year tabled a bill identical to Price's.

**Set Texas-Size Campaign For 'Voyage' in Texas**

What M-G-M describes as the biggest TV spot campaign in its history has been set for Texas area starting this week for the Feb. 25 saturation openings of "The Last Voyage." Terry Turner has been there for two weeks lining up a TV campaign which will hit more than 250 towns, covering not only the key and chart city openings but towns which will be booking the picture for playoff dates. TV expenditures are in addition to a concentrated newspaper campaign.
"CRACK IN THE MATURE, OFF-BEAT PROVE TO BE A MIRacle FOR BOTH EXHIBITORS"

* Darryl F. Zanuck, trailblazer of hits like "Gentlemen's" "Snake Pit"...revealing to the 20th sales force the ex-
characteristically daring new production, a completely and betrayal.
How many people do you see... SIX?
We say there are only THREE!

How sincerely believe it will be a different, provocative and unique experience for audiences...

How many people do you see... SIX?
We say there are only THREE!

How sincerely believe it will be a different, provocative and unique experience for audiences...
A Bchiemains Leonard Goldenson, Ollie Treyz and Si Siegel have re- turned to New York from the net's O & O stations Coast meet (Jan. 26-29) with great optimism regarding the business outlook for 1960. The successful reports up to now reviewed so far 1959 was the "best year in its history," with TV gross billings totaling $125,000,000, which is 20% over the $103,000,000 billed in 1959. Insiders look for a 1960 figure of about $150,000,000. . . . The Nate Sommers, (he's mgr. of operations at GAC) became parents of a baby girl this week. . . . Effusiasm got the better of us and we printed in last week's pillar that two Sylvania Award Win- ners were "completely designed, set-up, photographed and edited" at K & W Film Service. A very nice letter from Proxy Ralph Koch arrived in the mails to thank us for the rare notice but that K & W Film Service merely supplied the film and optical effects for "Meet Mr. Lincoln" and "American Civil War." Don Hyatt produced for NBC's "Proj- ect 20" series while the latter was co-produced by Roy Beredith and Bill Kaland for Westinghouse. (s00, we made a mistake—s00 kill us.) . . . Irving Paley, former advertising and promotion director for Paramount Gulf Theatres in New Orleans, has succeeded Lee Francis as A&L, and promotion head for ABC-TV Films. . . . Negotiations are taking place to extend Mel Allen's contract with the N. Y. Yankees. Mel, who used to broadcast both the Yankees and Giants games from 1939 thru 1943, came back after a three year hiatus in the Army to do the Yankee games exclusively on both radio and TV. . . . Mister & Missus Music, Les Paul & Mary Ford leave this week for a p.a. tour of the south, returning to Gotham April 14th debut in their first N. Y. Nite Club engagement (Latin Queen) . . .

Bader Heads Durham (Continued from page 1)

as Durham Telefilms, Inc. Simultane- ously, Durham announced the ap- pointment of David A. Bader, a veteran of the television industry, as president and managing director of Durham Telefilms. Bader has also been elected as a member of the board of directors of the parent company in Canada.

Most recent reports to SEC by Fox,which cover the last three months of 1958 and through November, 1959—were dated Jan. 26, 1960. The re- ports show numerous sales of TVI stock by pledgers. In the most recent statement, for November, 1959, Fox reports holdings of 37,350 shares of TVI, all of which were pledged as collateral.

Ray, Indian Director (Continued from page 1)

on his award for his picture "Aparatji." I go "to love foreign film making" greatest contribution to the same p poses.

Ray is the first individual to two major honors in the same year the 1958 year history of the Scenar awards. He will fly to Washington on Sunday to accept them in a ceremony at headquarters of the Motion Picture Assn. of America, MPAA preside will preside.

In addition to the Golden Laurel "Aparatji," the jury also voted Sib Medals to "Cabiria" (Italy), "Fo- rest Fire" (France), "He Who Must Die" (France), "Nine Lives" (N 10am)." "Togu" (Italy) and "T Seven Seas" (Sweden). Medals I received at Cannes this year were voted to "Le Mystere Picasso" (France) and "Power Among Men" (United N ations).
Texas Meet

(Continued from page 1)

exhibit and cocktail party are on the schedule for Tuesday, with business sessions starting Wednesday morning. Tim Ferguson, president of DITOA, will make the keynote address and present his annual report. Other first day speakers include Henry H. Marck, Universal vice-president and general sales manager; Jack D. Braun- nel of Jay D. B. Amusement Co., North Little Rock; who will talk on the exploitation and promotion of Dr. Harry F. Hart, Jr., Dallas attorney, whose subject will be "Censorship-The Exhibitor's Dilemma"; Brandon Dock of Claude Ezell Theatres will speak on the product shortage; Al Reynolds of the same company, on equipment, with an open discussion following.

Nicholson to Speak

James H. Nicholson, president of American International Pictures, will be a speaker following the Wednesday luncheon.

Following an address by Judge Robert W. Calvert, associate justice of the Texas Supreme Court, the Thursday morning session will be devoted to concessions merchandising. Al Myrick, Allied States president, will speak on "Try Inviting Them" at the afternoon session, and will be followed by committee reports and an open forum, at which Edwin Tobolsky, DITOA general counsel, will be moderator. Drive-in panel discussion groups and a board of directors meeting will conclude the afternoon session.

The convention will close with a president's banquet.

Kirk Douglas Here for 'Spartacus' Meetings

Kirk Douglas and his advertising-publicity chief for Bryna Productions, Stan Margulies, arrived here over the weekend to meet with top home-office executives of Universal-International to set premiere engagements of "Spartacus" for this coming fall in the United States and abroad.

The head of Bryna will remain in Manhattan ten days for the planning sessions.

Fraser Joins Gottlieb

George Fraser, veteran public relations executive most recently international coordinator on Cecil B. De-Mille's "The Ten Commandments," has joined the public relations firm of Edward Gottlieb and Associates.

'Goliath' Still Big

American International Pictures' "Goliath and the Barbarians" took in $13,600 in the first three days of its run at the Fox Theatre in St. Louis. The film is continuing its run there.

Donna Anderson Queen

Donna Anderson, a star of United Artists' "On the Beach," has been named "Queen of Speed Week" at the Daytona (Fla.) International Speedway starting Feb. 12.
COAST-TO-COAST

“ON THE BEACH”

IS THE MOST IMPORTANT STORY OF OUR TIME!

GREGORY PECK • AVA GARDNER • FRED ASTAIRE • ANTHONY PERKINS • IN STANLEY KRAMER’S PRODUCTION OF “ON THE BEACH” INTRODUCING DONNA ANDERSON • SCREENPLAY BY JOHN PAXTON FROM THE NOVEL BY NEVL SHUTE • PRODUCED AND DIRECTED BY STANLEY KRAMER
House Unit Asks
Tough TV Curbs

From THE DAILY Bureau
WASHINGTON, Feb. 8.—Rejecting the broadcasting industry's proposals that it be permitted to tackle its problems through self-regulation, the House Commerce subcommittee at the weekend urged Congress to adopt strict new laws involving criminal penalties for offending sponsors, advertising agencies and broadcasters, and license-suspications of entire networks for cause.

The subcommittee's report recom-

(Continued on page 6)

Variety Week Awards
Set by Ind. Tent 10

Special to THE DAILY
INDIANAPOLIS, Feb. 8. — Highlight of the observance of Variety Week here will be Encore Night when the local Variety Club Tent 10 will inaugurate several annual awards to be made to persons making the outstanding contribution of the year to motion pictures.

Michel Prods. Formed
In TV Deal With M-G-M

Plans were announced here yesterday for the activation of Michel Productions, newly-formed production company which will headquarter in Europe producing films for television in an exclusive deal completed with MGM-TV. Alan Jay Lerner, dramatist and lyricist, will head the corporation.

First project to go into production

(Continued on page 4)

FIDO, Federation Meet
Postponed to Feb. 16

From THE DAILY Bureau
LONDON, Feb. 8. — The meeting between representatives of the Film Industry Defense Organization and the Federation of Film Unions, originally set for this Friday, will take place instead on Feb. 16.

The meeting is to consider the Federation's proposal that FIDO be extended to embrace the unions and other interested bodies. It is to be "purely exploratory," according to observers, as FIDO's function is strictly limited to the buying of TV rights of films. Discussions will almost certainly be referred to the Joint Committee of the Five Associations.

Kramer Hits Legion
On Film Writer Stand

Stanley Kramer has declared he will hire any writer he wishes, regardless of the writer's "past affiliations or suspected affiliations," and termed the American Legion "un-American" for trying to dictate employment policy in the industry.

The independent producer-director

(Continued on page 4)

Films Power for Good,
Or Evil, Says Jurist

Special to THE DAILY
SAN FRANCISCO, Feb. 8. — The motion picture can create great good or equally great evil on public opinion, Superior Judge Edward F. O'Day told a gathering of more than 200 members and their families at the

(Continued on page 6)

70mm Installations in Canada to Hit 15
In Near Future; Called Saturation Point

Special to THE DAILY
TORONTO, Feb. 8. — There will be a total of 15 theatres with 70mm equipment in Canada when present projects are added to those recently completed and the ones operating earlier. First to use 70mm were Famous Players and Confederation Theatres, Montreal, followed by Twentieth Century-Fox Theatres and Odeon Theatres.

When completed the projects will bring the total investment for equipment and installation to something like $450,000, and to this must be added the costs of structural changes. Installation and equipment run between $25,000 and $35,000 each.

It is unlikely that installations will go beyond 15 observers feel, since there is a question of product.

$55,846 Was Asked
Deny Claim
Seeking Ohio Censor Fees

Rule Para. Didn't Show
Cause of Action in Suit

Special to THE DAILY
COLUMBUS, O., Feb. 8. — Judge Robert E. Leach of Franklin County Common Pleas Court has denied a suit of Paramount Film Distributing Co. of New York City to recover $55,846 paid the state of Ohio in censorship fees during 1952, 1953 and 1954.

Judge Leach ruled that Paramount had not shown cause of action against state officials from whom recovery of the fees was sought. Defendants in the suit were State Treasurer Joseph T. Ferguson, former Treasurer Roger Tracy, E. E. Holt, state superintendent of public instruction, and M. Meier, Eyman, who preceded Dr. Holt.

Paramount sought recovery from the defendants personally and in their official capacity. Judge Leach said he could "see neither justice or equity

(Continued on page 4)

King Brothers Saluted
For Re-Release Policy

Action of the King Brothers in reserving their other product for theatrical release was hailed yesterday by Albert M. Pickus, president of Theatre Owners of America. In a letter to the independent producers, Maurice, Frank and Herman King, Pickus asked to be furnished with a release schedule of the King product, so he could send it to all TOA members and urge

(Continued on page 4)

MPAA Board to Meet
On Titles Today

The board of directors of the Motion Picture Association of America will meet here this morning for the purpose of reviewing arbitration appeals on titles offered for registration by several companies, over which disputes developed.

Eric Johnston, president, will preside at the meeting.
'Ben-Hur' Honored By Directors Guild

From THE DAILY Bureau

LOS ANGELES, Feb. 8—"Ben-Hur" received top honors for "Most Outstanding Directorial Achievement" chosen by the membership of Directors Guild of America. The Guild's award for outstanding achievement in the television field in 1959 went to "The Untouchables" (Part I and 2) before it became a regular series.

Presentation of the awards was made before a capacity crowd of 1200 at the Beverly Hilton Hotel Saturday night.

Sol C. Siegel, M-G-M production chief, accepted the directors award for William Wyler, director of "Ben-Hur," and his associate director, Gas Agosti and Alberto Cardone, all of whom were out of the country.

Accepted by Mark Robson

Mark Robson accepted the directors' television award for Phil Karlson, director of "The Untouchables," who was away on location.

Milton Levy reported the Critics Award to John E. Fitzgerald, entertainment editor of Our Sunday Visitor, a Sunday supplement distributed by 14 Catholic weeklies.

Todd-AO Established Over World: Sugar

Todd-AO as both a process of exhibition and a medium of entertainment "has firmly and definitely established itself throughout the entire world," Joseph M. Sugar, vice-president and general sales manager of Todd-AO Corp., said Saturday.

He cited the success of "Oklahoma!" now in its fifth week at the Metropole in London in Todd-AO. The picture played previously in CinemaScope as no theatres were equipped for Todd-AO at that time.

Sugar also pointed to the 94th week of "South Pacific" in Todd-AO at the Dominion in London. Todd-AO 93rd week at the Gaumont Theatre, Manchester, among others. Plans are now being made to equip 12 more theatres in the United Kingdom with Todd-AO, he said.

'Havana' Continues

Record Grosses Here

Carol Reed's "Our Man in Havana," a Columbia release, maintained its record-breaking boxoffice pace over the weekend at the Forum and Trans-Lux 52nd Street Theatres here.

The film, which established new all-time house records in its first week at both theatre, grossed $22,100 in five days at the second week at the Forum and $21,000 in five days per house at the Trans-Lux 52nd. Both figures represented all-time highs for a holdover week.

O'Donnell Honored in Wompi Contributions

Special to THE DAILY

DALLAS, Tex., Feb. 8 — Mrs. Mahel Godwin, president of the Association of Women of the Motion Picture Industry, reports that over $1,000 has been contributed by the Association to the Wills Hospital in memorial to the late R. J. O'Donnell. From the inception of the WOMPI organization, which originated in Dallas in 1952, O'Donnell was their greatest benefactor and had been affectionately dubbed their "Godfather."

Last year he established the R. J. O'Donnell public relations award to be presented annually to the WOMPI club performing the best public relations for the industry.

443 'Petticoat' Dates Close to $6,000,000

"Operation Petticoat," the Granat Production for Universal-International, is running a record 58.44 per cent gross of "Pillow Talk," marathon 443 completed engagements as of the week ended last Thursday, Universal said yesterday. "Petticoat" has rolled up a theatre gross of close to $6,000,000 in these engagements.

Apart from 21 Current Dates

This comparison does not include the 21 important current first-run engagements in such cities as Boston, Philadelphia, Buffalo, Pittsburgh, Washington, New Orleans, Chicago, St. Louis, Los Angeles, Seattle, Denver, Portland, Oklahoma City, Salt Lake City and elsewhere, where Operation Petticoat has started record seventh weeks.

Five Ohio Drive-ins Sold to Buffalo Firm

Special to THE DAILY

CLEVELAND, Feb. 8 — The Ohio Drive-in Theatre Management Corp., of this city, has sold the five drive-ins it owned and operated in Ohio to Sports Service Corp. of Buffalo.

Involved in the deal are the Auto Drive-in and Miles Drive-in, Cleveland; the Dayton and Miami drive-ins of Dayton, and Ecorse Drive-in, Detroit.

AB-PT Dividends 25c

The board of directors of American Broadcasting-Paramount Theatres, Inc., has declared a first quarterly dividend of 25 cents per share on the outstanding common stock and 25 cents per share on the outstanding preferred stock of the company, payable March 15 to holders of record on Feb. 19.

M.P. Academ

(Continued from page 1)

newsreel award classification, it r
appeal to the Academy for its

time, it has three productions.

In rejecting the request the Ac

emy held, without apparent expl

ation, that Movietones could not

enter the new newsreel document

tion division because it had entered a

cial production titled "Impression

of Moscow" in the Academy's old

tion and documentaries cate

last fall.

Newsreels originally had asked

Academy to establish a special c

egory in which newsreels of except

unrit would be given an opportu

Additions to the group include: "Secret Service of the


S-W Phila. Theatres Help Plug 'Oscar' Show

All Stanley Warner Theatres in Philadelphia area will actively operate in the forthcoming Academy Awards presentation promo
campaign, according to Frank J. De

Academy Award trailers will

shown on the screens of the thea

but the posters will be displayed

All addition, S-WUGH produc

agers will place stories about

Academy Awards presentation in all their ne

papers and will work closely with all

radio and TV stations in the 5

of the Oscar show on April

Barry Reinhardt, 3/2

Memorial services were held Sun

Barry Reinhardt, three-and-a-hal

son of Barry Reinhardt, Mov

n visiting editor from Hollywood, was ac

n his home.

'Bongoo' to Sutton

"Expresso Bongo," starring Re

Rex Harvey, will have its Ameri

premiere at the Sutton Theatre in

following the current engagement

Suddently, Last Summer." It is a C

ting Distribution releasing.

BOOKER WANTED

Film booker wanted for leading Ne

Jersey theatre circuit. Write stating o

Box 246, MOTION PICTURE DAILY

MOTION PICTURE DAILY, 1270 Sixth Avenue, New York, New York
COLUMBIA'S YEAR OF THE BIG C

COLOSSAL COMEDY CHAMP!

A light-hearted leer at love among the adults!

TONY CURTIS

DEAN MARTIN

JANET LEIGH

Who was that Lady?

BARBARA NICHOLS

Written and Produced by NORMAN KRASNA

Directed by GEORGE SIDNEY - AN ANSARK GEORGE SIDNEY PRODUCTION

"This is the year of 'The Big C'—for Columbia and for Tony Curtis! Could place among the year's highest grossers!"

Independent Film Journal

"A lot of fun! A milestone in Martin's progress from straightman to fascinating actor!"

Hollywood Reporter

"A hilarious romp! Miss Leigh is just what the role calls for!"

Daily Variety

"Comedy romp full of fun and froth! Should prove contagious with mass audiences!"

Film Daily

"A big dose of laughter lifts it to the strata of big money attractions!"

M. P. Daily

"Destined for popular reception everywhere!"

M. P. Exhibitor

"Rib-tickling entertainment! Certain to attract substantial business!"

Boxoffice

"Should thunder off to sensational boxoffice! Columbia is offering exhibitors a most exploitable recipe!"

M. P. Herald

LIGHTS UP...AND LAUGHS UP! Watch the Premiere Engagements in February!
Ohio Censors
(Continued from page 1)
in a principle which would so ignore the basic facts of life as to predicate personal liability upon a public officer who merely and routinely fulfills his statutory obligation under a statute later held to be unconstitutional.”
Ohio’s censorship of movies was nullified five years ago by the Ohio Supreme Court, based on a U.S. Supreme Court decision a year earlier.

King Brothers Saluted
(Continued from page 1)
their support of the King Brothers undertaking.
King Brothers on Feb. 3 announced that it had rejected offers to buy its backlog for television, and had completed arrangements with the Jem Distributing Corporation for theatrical reissue of the pictures on a national basis. The Kings were quoted as saying: “We owe the exhibitors the opportunity to handle the pictures theatrically again. We have done very well through theatrical distribution and we feel we can make more money through releases than television.”
In his letter, Fickers declared he was “pleased” by the company’s decision, and added: “such a stand merits the support of exhibitors.”
“I sincerely feel,” he wrote the King Brothers, “that any help we can give you and your company may serve to encourage other independent producers to follow your lead.”

Fox Promoting ‘Ferry’
In 4 Australian Cities
Four Australian cities—Sydney, Melbourne, Brisbane and Adelaide—have been selected by Twentieth Century-Fox to launch its exploitation campaign for “Ferry to Hong Kong.” Newspapers in those cities are running extensive reader contests in cooperation with Greater Union Theatres, timed to coincide with openings in each location, covering the eastern half of the country.
Cathay Pacific Airways will fly two winners from each city to Hong Kong for an all-expense-paid holiday weekend on behalf of the Rank production which stars Curt Jurgens, Orson Welles and Sylvia Syms. “Ferry to Hong Kong,” directed by Lewis Gilbert, will open in the U.S. shortly.

To Promote Vending
A new type of art decoration creating three-dimensional effects and applicable to theatre refreshment stands has been developed by Nikos Bel-Jon, Greek born artist from San Francisco. Bel-Jon, whose first New York show begins tomorrow, uses a steel wool-on-metal technique and iridescent multicolor effects which would help to attract more customers to theatre vending places.

Gordon at New Address
Richard Gordon, independent producer and importer, has opened new and larger offices here at 120 West 57th Street.

Kramer Hits
(Continued from page 1)
was quoted in yesterday's New York Times as saying that while the Legion's “intent is understandable, its methods are reprehensible, to say the least.” He thus disagreed with the recent statement by Martin B. McNally, Legion national commander, who announced that the Legion was opening a “war of information” to combat “a renewed invasion of American IlIlom by Soviet-indoctrinated artists.”
McNally referred specifically to Kramer for having hired Nedrick Young to write the screenplay for “Inherit the Wind.”
Kramer said the industry has been “maturing mentally” and “inevitably has begun to deal with controversial subjects.” He cited his own pictures, “The Defiant Ones,” which dealt with segregation, and “On the Beach,” which deals with the destruction of humanity by nuclear warfare.
The Legion, he argued, is trying to force the industry into a conformity that would arrest, if not destroy, the adult approach to film-making. “If I refuse employment to an artist for any reason other than his ability, then, morally, I am using a 'blacklist.’”
He scoffed at the idea that Communist writers could smuggle Communist propaganda into movies without his knowledge.
No major studio has commented as yet on McNally’s statement, nor has Otto Preminger, whom the Legion council had mentioned for hiring Dalton Trumbo to do the screenplay for “Exodus.” Trumbo was found guilty of contempt of Congress after his refusal to testify on Communism in the industry.

Correction
A story in Motion Picture Daily, under Albany date line, Feb. 2, stated that the budget had been increased the previous day, appropriately “$20,365” for the State Education Department Motion Picture Division's salaries in the next fiscal year, an increase of $1,500 from the current year. The first figure was a typographical error; it should have read “$120,365.”
The riotous hit-play even more uproarious on the screen! Stanley Donen delivers another boxoffice smash to match his “Indiscreet”!

A super attraction with super selling to back it up! Watch for the detailed promotion plans that will set the whole country reeling with “Once More With Feeling”!

Coast-to-Coast Kick-Off! RADIO CITY MUSIC HALL PREMIERE SET FOR MID FEBRUARY.............!
House Group

(Continued from page 1)

mended that the offering or acceptance of payola and the rigging of audience participation shows be made criminal offenses. It also proposed short term license suspensions against networks as well as stations which the Government regards as failing to properly serve the public interest.

Rep. Bennett (R., Mich.) said he plans to introduce a bill that would levy a fine of up to $5,000 or two years in prison or both for broadcast law offenders.

Although suggesting new laws, the subcommittee found that both the Federal Communications Commission and Federal Trade Commission already have almost all the authority they need to end objectionable broadcast practices. It criticized both agencies, saying: "Where a Federal commission takes a passive role, it is clear that the public interest suffers by default."

The subcommittee's hearings will continue through this week, having turned today to the subject of payola.

In an introductory address, Chairman Otto Harris (D., Ark.) said his Subcommittee on Legislative Oversight is concerned with four major points. They are:

5) "Payola" to stations or their employees in exchange for on-the-air plugs not announced to the audience.

5) Unfair business advantages obtained through broadcast material intended to deceive the viewing and listening public.

5) Misrepresentation to prospective advertisers of the advantages of airing a particular radio or TV station rather than other media.

5) Delegation of control over material to be broadcast by stations to outsiders and others.

30 Years of '10 Best'

A listing of the top ten pictures of the year for the years 1930 through 1959 as chosen by the National Board of Review has been issued on occasion of the board's 50th anniversary. Players and directors chosen for those years were also included in the compilation which has an introduction by Henry Hart. Title of the pamphlet is "30 Years of the '10 Best'."

At a Burmese jungle outpost a British Army sergeant has posted a sign within a sad rank of flowers. Precisely because the sign is so incongruous in a battle zone, it lends a strong feeling of melancholy to the tropically hot, bloody theatre of war, and to the entire film. The sign instructs the soldiers not to pick the flowers, but, because "The Wind Cannot Read" it puckers the earth of its blossoms and blows them into space.

Nature's way similarly is symbolized at the end of the picture, when death robs Dirk Bogarde of his beautiful and loving Japanese wife, Toko Tani, for whom he risks his own life to reach, following his escape from a prison camp in the jungle.

"The Wind Cannot Read" was filmed partially on location in India. Color cameras capitalize on bright bazaars and bakshis, babbling crowds and poigniant native vendors. The young lovers lean heavily upon their surroundings and cram what they have together into a short, hearty round of sight-seeing and adoration. For, later, the picture is impaled with torture and death. Richard Mason, who adopted the story from a newspaper account, allows life's extremes to speak for themselves, to justify their own delicate ends.

Bogarde plays an RAF officer assigned to a Japanese language course at Delhi; he will be used to interrogate prisoners. Miss Tani is one of his instructors. She is a stunning girl, black-eyed and slender, modest and capricious. Following a chance meeting after class, the two see each other steadily, fall in love and marry during a holiday. Their joy together ends abruptly one day when Bogarde is ordered to the front. He and another officer, Ronald Lewis, later are captured, interned, defamed and tortured.

Half-dead and suffering still further from the gruity heat and privation, Bogarde and his comrade seem about to call it quits. But Lewis discloses a well-kept secret: Miss Tani is suffering from a rare, practically incurable disease; that is why her radio broadcasts in Japanese have not been heard lately. The news drives Bogarde to a risky but successful means of escape. He reaches his wife's bedside shortly before she dies. Her death frankly is unexpected but the audience, as well as Bogarde, is resolved, perhaps because Miss Tani's wistful and courageous departure have precluded her death and strengthened her husband.

The film was directed by Ralph Thomas who co-produced with Betty E. Box. Running time, 107 minutes. General classification. Release in February.

SAUL OSTHLOW

Variety Week

(Continued from page 1)

pictures, the stage, television radio on a local basis.

The award will not be restricted to Variety Club membership but, rather, will be a community project with civic and business leaders and organizations participating. Eligible for consideration in earning awards are performances of individuals, production conception, technique, direction and promotion.

Besides these awards, there will be one citation annually to native Hollywood talent making the best contribution in the field of entertainment on a local or international basis.

As part of Variety Week, several all this week internationals Governor Harold Handley of Indi and Mayor Charles Boswell of Indiapolis have issued official proclamations designating the week in city and state.

Films Power for Goo

(Continued from page 1)

seventh annual Communion Break of the Northern California Entertainment Guild.

"This is something for you to talk about" declared the jurist in stressing the terrific impact motion pictures have on the public and then added that, as of now, the industry gene lyl is, in his opinion, living up to its obligation.

A prominent local lay Catholic judge O'Day is known to films here as an advocate of letting major producers, on the basis of their previous product, determine the moral quality of their pictures rather than be ruled by any governmental censorship.

Fox Manager Presides

John J. O'Leary, 20th Century-Fox sales manager here, and president of the guild, presided at the break gathering which was held in the Variety Club following Mass at St. Patrick's Church.

The Rt. Rev. Msgr. Vincent V. McCarthy, pastor of St. Patrick's, was the chaplain of both the Guild and Variety Club Tent No. 32, celebrating the Mass.

'Porgy' 35mm. Dates

CLEVELAND, Feb. 8. — 'Porgy and Bess', presented in 70mm closed circuit for a 12-week engagement recently at the Palace here, will be released in 35mm, starting March 2 in four local situations.

Remodel Ohio Drive-In

CLEVELAND, Feb. 8. — Al Bou- douris has announced that he and his associates are remodeling their Franklin Park Drive-In Theatre (formerly the Toledo) and increasing its capacity from 700 to 1,400 cars.

Seventeen's Picture of the Month

FOR MARCH

An M-G-M Release

"PLEASE DON'T EAT THE DAISIES"

Selected by SEVENTEEN ... entertainment guide for America's top movie goers ... 4,800,000 young women under 20!
American Legion Replies to Kramer

The American Legion said in a statement issued here yesterday in reply to Stanley Kramer that it does "not look upon freedom of information to be un-American" nor does it "see on what basis Mr. Kramer finds it 'unreprehensible' for us to tell the people what appears in Congressional documents concerning Nedrick Young, whom Mr. Kramer has hired and whose product he will offer to the public."

On Monday Kramer had protested (Continued on page 6)

Texas Drive-In Board Takes Up Censorship

Special to THE DAILY
DALLAS, Tex., Feb. 9. — A suggestion that the Texas Drive-In Theatre Owners Assoc. pass a resolution opposing all forms of censorship which "violate the Constitutional rights of citizens" and favor self-regulation by producers and distributors and the use of "good taste" in advertising was discussed.

(Continued on page 7)

New Fire Dept. Plan for N. Y. Theatre Inspection

A new system of inspection for the motion picture theatres of this city—some 400 in all—will be inaugurated, it was announced yesterday by Fire Commissioner Edward W. Cavanaugh, Jr. The new plans calls for intensive inspection by deputy chiefs and battalion chiefs who will be assigned to theatres in their area of activity. House conditions to be noted by these

(Continued on page 7)

REVIEW:

Home from the Hill

Siegel—M-G-M—CinemaScope

Stories about life in a typical small town in America have a strong and continuing fascination for audiences, which should be thoroughly pleased with this new one called "Home from the Hill." It comes like many others of the genre from a best-selling book; William Humphrey is the author, and the novel, his first, was widely praised by literary critics.

Unlike other films examining small town existence, "Home from the Hill"

(Continued on page 7)

Para. Says: No Significance In Deal for British Film

Disclaims Knowledge of Writer's, Director's Past

 Paramount Pictures was "unaware of any alleged political or ideological complications" involving persons who worked on the British production, "Chance Meeting," at the time it acquired American distribution rights to the picture, the company stated yesterday. Paramount added that the picture, "a fictional suspense melodrama... is completely devoid of any political material or implications."

The statement was issued in consequence of a Hollywood-dated story in the N. Y. Times yesterday that Ben Barzman, one of the writers of the film, originally known as "Blind Date," had been listed in 1947 in a report of the Joint Fact-Finding Committee of the California Legislature as an instructor at a communist edu-

(Continued on page 2)

Edward Lider Renamed President of IENE

BOSTON, Feb. 9. — Edward W. Lider was re-elected president of the Independent Exhibitors Inc. of New England at the annual meeting here today.

Others elected were Julian Ribkin, first vice-president, Henry Gaudet, second vice-president, Melvin Safer, treasurer and Malcolm Green, secretary. Carl Goldman was re-appointed

(Continued on page 3)

Hyman Setting Plans for Spring Business Drive

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, accompanied by his assist-

(Continued on page 6)
E DWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, Bernard Levy, are in Salt Lake City from New York. They will leave there tomorrow for San Francisco.

JOSEPH WOHL, president of International Film Distributors, and CHARLES ROSENBLATT, vice-president, will leave here by jet on Monday for Caracas, Venezuela.

HOWARD MINSKY, assistant to GEORGE WILTNER, Paramount vice-president in charge of world sales, is spending this week in Detroit and Quebec City. He will return Monday.

ROBERT RYAN has arrived in Stratford, Conn., from Hollywood.

AL ODEAL, president of Telle Features, Inc., has returned to his duties following a short illness.

OTTO PREMINGER will arrive here today from the Coast.

Voyage' Saturation Set for L. A., Texas

Metro-Goldwyn-Mayer announced here yesterday it will blanket the Los Angeles area with 120 one-minute and 4-second television spots for "The Last Voyage" beginning next Tuesday, eight days in advance of the saturation opening. The station, KNXT-TV, estimates more than 10,000,000 viewer impressions will result from the campaign.

In Texas, where the Andrew and Virginia Stone production is also set for local saturation, M-G-M is blanket- ing the state with more than 600 TV spots, covering 39 opening situations and 250 towns which will book the picture in payroll dates.

George Fraser Dies;
Publicity Executive

Funeral services for George Fraser, 52, veteran industry publicity executive who died at his home here early Tuesday will be held this afternoon at 2:15 P.M. at the Riverside Memorial Chapel. Interment will be at Hungarian Union Fields in Brooklyn.

Fraser had recently joined the public relations firm of Edward Gottlieb & Associates here, following comple- tion of a special assignment on United Artists' "Solomon and Sheba." He had also been a public relations executive with Paramount Pictures for many years. Survivors include his wife, Alice, a member of the Paramount advertising-publicity department, and a daughter, Yeette.

NCC Promotes O'Mara

Fred B. O'Mara, associated with National Carbon Co., since his graduation from Purdue in 1926, and whose recent assignment was marketing manager of electrode products, has been named director of manufacturing for the company.

Reporting directly to William H. Feathers, president, O'Mara will head- quarter at Cleveland, and will direct operations at plants in South Chi- cago, O., Clarksburg, W. Va., Columbus and Lawrenceburg, Tenn., and three plants at Niagara Falls, N. Y.

Adler Staying in Albany

ALBANY, N. Y., Feb. 9—With the closing of Allied Film offices here at the end of this month, Robert Adler will be retained as sales representa- tive. The three other employees will be retired.

Correction

"Ferry to Hong Kong," the Rank Organization film, will be both re- leased and promoted in the U.S. before the Rank and not promoted there by 20th Century-Fox as reported in Motion Picture Daily yesterday.

House Witness Hits
Soviet Cultural Deal

WASHINGTON, Feb. 9.—The cultural exchange program between the U.S. and Russia has been commented upon in the annual report of the House Un-American Activities Committee.

The group's report quoted a witness before it, Ivan F. Bahtrany, as saying that cultural exhibitions here have "many dangerous features which the U.S. does not realize." He asserted, and the committee repeats, that "through these exchanges the Soviet Union succeeds in portraying in the United States things which do not exist in the U.S.S.R. by presenting false pictures of the Communist sys- tem in the Soviet Union, the ex- changes mislead and misinform, rather than promote true knowledge of Communism."

'Bismarck' Screening
For Churchill Today

Sir Winston Churchill at his own request today will see Twentieth Cen- tury-Fox's "Bismarck" in Monte Carlo, which has arrived aboard the yacht of Greek shipowner Aristotle Onassis, Syros P. Stouras, 26th-Fox president, flew aboard a plant of the Jolo Bremner, executive for Churchill to see at a private screening one day before the film is premiered around the world.

Sir Winston, whose command in the spring of 1941 led to the inten- sive campaign by the British Navy to "sink the Bismarck" at any price, will see how Hitler's most powerful vessel was sunk.

IATSE Convention Set
In Chicago Aug. 1

The 35th convention of the Interna- tional Alliance of Theatrical Stage Employees and Motion Picture Ma- chine Operators will be held at the Conrad Hilton Hotel, Chicago, begin- ning on Monday, Aug. 1, it was announced here by the late Robert F. Walsh, international president.

At the same time, announcement was made that the mid-summer meeting of the IATSE general executive board will be held at the Multimot Hotel, Portland, Oren., beginning on Monday, March 21.

Switch Date for AMPA Testimonial Luncheon

The testimonial luncheon to be given by Associated Motion Picture Advertisers, Inc., in honor of St. Sead- ler, M-G-M Eastern advertising man- agement, has been changed from the 18th to 24 at the Hotel Piccadilly here. The switch was made because of a conflict with another industry affair.

British Dea (Continued from page 1)

British Dea (Continued from page 1)

cation center in Los Angeles, and he and Joseph Losey, the piece- director, had been writing and di- viding the script for the 1953 "Encounter," which had been for- matted as a star in the American and, in consequence, was not leased to Italy. It had been made in Italy.

The Times also reported that Lord Lampell, a co-writer of "Cla- rine," Paramount's favorite of a few years ago, had written "The Hero," which was made into film "Saturday's Hero," which pickedet by anti-communist groups when released in 1951. It added that while Lampell was criticized for political leanings, there is no apparent ord that he was active in the communist party.

The Times story suggested that the people concerned did not pretend any work on working "B Date," Paramount may have violated principles of the film companies' "47 Waldorf Declaration." The Paramount statement made clear that it had no intention of doing.

Text of Statement

Following is Paramount's state- ment:

"After its completion in England and its release there late last sum- mer by the J. Arthur Rank Organization under the title 'Blind Date,' this picture is strongly recommended on its outstanding entertainment value and highly favorable press reviews by Paramount sales representatives as a most urgent acquisition for an English film distribution for territories still open. On the strength of these recommendations Paramount in September, 1959, concluded a deal for the picture, Sydney Associated, Ltd., of London, for distribution of the picture in the European territories and changed its title to 'Be My Valentine,' to change 'Cla- Meeting' because this was consid- ered to be a more appropriate title.

"At the time of purchase, Paramount was under the impression that any all political or ideological complications concerning any of the personnel escaped with 'Cla- Meeting,' picture is a fictional suspense melo- drama based on a novel and concerns love affair and a murder and the citing events leading up to the solution of the crime. It is completely dev of any political moral or implic- ations, 'Cla- Meeting' will be leased by Paramount in the United States next month.'

Keystone (Phil.) Mov

PHILADELPHIA, Feb. 9 — K stone Poster Exchange here, loc- 1000 Ninth Street Fosterman for many years, moved to 1000 North Fifth Street.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Berr, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe-

Advertising Manager: Gus M. Fasel, Production Manager, TELEVISION TODAY, Clarence K. Miller, Eastern Editor. Hollywood Bldg., 630 Vine Street; England,借此: Los Angeles, Cin

Scene service.

by national screen service.
A Asks Backing for Marchi-Savarese Bills

New York State members of the Owners of America have been to contact their assemblymen to state senators for passage the Marchi-Savarese bills which I reduce film inspection costs, M. Pickus, TOA president, said yesterday. Pickus said he had written the senators urging that they and theirIkwes write to the legislators ask that the bills pass. The legislation 2.000 thousand feet for each additional foot. The new proposed scale is 4.00 thousand feet for the first print, a fee of $6.50 for each additional print.

Resumes His Attack Marchi-Savarese Bill

BANY, N.Y., Feb. 9.—As addi-
ments supporting the re-Marchi bill, increasing the re-
s cost fees collected by the re-
ion, State Education De-
nt, from $3 to $4 per thousand on original films, but decreasing re-
al prints from $2 per thou-
 to $6.50 for each additional "re" copy. were waited upon Daniel M. Kelly, Manhattan reca, renewed his attack on the ban.

who led the Assembly fight somewhat similar measure last and helped to bring about its in the closing hours of the in- The Senate had given unanimous approval-awarded. "Hind- paid by the people, no in sight, would not permit such ease to producers and distribu-

journey $325,000

rham to the Center of the, which today is completing its red-breaking run at the Paramount Theatre here. It grossed $5,000 in its eight-week stay. Na-
ly, the Twentieth Century-Fox has grossed more than $3,000,000 in its release two months ago.

Aid by Exhibitors in Classification Vital to Success of Plan, Says Flick

Special to THE DAILY

ALBANY, N.Y., Feb. 9.—Dr. Hugh Education Department's Motion Picture retion, said today that enforcementtors, because their responsibility to the industry is "very great" and their knowledge of its operation is now more significant than ever.

Flick, present executive assistant to James E. Allen, Jr., state commis-
ioner of education, reiterated his ear-
er views on classification in an in-
erview here and cited parents and "other interested agencies" as groups which should be responsible for aid-
in classification.

A system of classification, Flick con-
cluded, would "bring more responsi-
bility into the picture, a respon-
sibility that has hitherto been in the selection of films. If the exhib-
itor chooses a film classified 'for adults only,' then he must be willing to face the responsibility of its en-
forcement and he must be willing to accept the built-in risk and the nec-
essary for special handling."

A "reasonable and sensible" system of classification would allow the ex-
hibitor to "exact more discrimination

M. Flick, former director of the State Division and a proponent of film classi-
cification depends largely on exp-
in the selection of films," Flick said, and added that a successful exhibitor or a good theatre manager always em-

hym the classification to some extent.

This, he said, would be done so that every effort be made to eliminate negative influence on our investment in youth and on this work? One of these negative in-
fluences can be the undeniably pernicious effect of undesirable films on young people.

"It is recognized in education cir-
cles," Flick went on, "that audio-
visual materials have a very great im-

that material which has a harm-
ful effect can be just as powerful, on the wrong side, as which a good picture has on the right side.

Flick's establishment of a system of classification for motion pictures is still in the experimental stage in the United States. Most other countries of the world employ some variety of classification, in certain more strict than anything proposed here."

MPA Board Upholds Tit Ruling in AA's Favor

The Motion Picture Association board of directors at a meeting here yesterday upheld an arbitrator's find-
ning of last June that Allied Artists use of the title "Marco Polo" for a projet-
ted production would not conflict harmfully with the 1938 Howard Prods.' film, "Adventures of Marco Polo." Howard Prods. is a Samuel Goldwyn concern. It had appealed the arbitrator's ruling to the whole board.

The arbitrator's ruling was not reached yesterday and will be considered by the board at a later meeting.

Asks Films Be Scanned By Child Psychologists

Special to THE DAILY

ALBANY, N.Y., Feb. 9.—Asserting he opposed "the basic principle of mo-
tion picture censorship by any govern-
mental agency" and favored "self-
censorship," Assemblyman Bentley Condez of Cohoes, Manhattan Denocrat, said today:

"There has, however, been a callous disregard by many producers of the obligations owed to children and at-
tendees under the age of 18, in that the pictures are not adapted to avoid sex, brutality and horror films."

"If, as a practical matter," Kassel continued, "an objective committee of film censors, consisting of child psy-
chologists or psychiatrists could be

ated, a self-regulation committee of various issues presented by such pictures, and to grade them as satisfactory for the children, according to age cate-
gory—I would not be opposed."
EVERYBODY IS HIGH ON Dick Clark and his first picture! "Because..."

COLUMBIA'S BIG TEEN-AGE ALL-AGE ATTRACTION FOR EAST
THE BIG BARRAGE OF TOP PROMOTIONS IS ON ITS WAY!

1. BEECH-NUT is high on "B.T.Y."
2. ABC-TV Network is high on "B.T.Y."
3. Merchandise Licensees are high on "B.T.Y."
4. COLPIX Records are high on "B.T.Y."
5. HIT RECORD is high on "B.T.Y."
6. Youth opinion makers are high on "B.T.Y."
7. High school newspapers are high on "B.T.Y."
8. Magazines are high on "B.T.Y."

They're Young

MICHAEL CALLAN · TUESDAY WELD · VICTORIA SHAW
WARREN BERLINGER · ROBERTA SHORE
with JAMES DARREN · DUANE EDDY AND THE REBELS

Screenplay by JAMES GUNN · Based on a novel by JOHN FARRIS
Produced by JERRY BRESLER · Directed by PAUL WENDKOS
A DREXEL PRODUCTION

TREMENDOUS CAMPAIGN BUILDING TO THE WORLD PREMIERE IN APRIL!
Motion Picture Daily

Wednesday, February 10, 1954

Legion Reprise (Continued from page 1) The Legion’s renewed campaign against the use by Hollywood of the war picture Dale, has been carried by the House Un-American Activities Committee, and whose backdrops with respect to communism are acceptable to the major studios notwithstanding, Waldorf Declara of 1947.

The Legion said it referred in particular to queries directed to it "about the driving of Dale," by Preminger and Kirk Douglas, and hiring of Nedrick Young by Kras Martin B. McKnelly, aide-Commander of the Legion, in year's budget. He said: "In 1953 Young was asked by a Congressi committee if he was a member the communist party. He knew or denied the committee and refused to answer the question. The Are Legion will publish the testimony The public will have the information through a different other medium of public informat

‘War of Information’

The press has stated that the Join is declaring a ‘war of information’ It is a good phrase and describes exactly what we are doing. I hope we do not live to see day when it is American to the public, the time is ‘reprehensible’.

The American Legion will not operate with Mr. Kramer, or any one else in a conspiracy of silence, accept it as good Americanism to keep the public and conceal facts.

The statement reviews the backgrou in particular, asserting doing so that the words ‘blacklist’ or ‘discrimination’ HF used by newspapers, fail to con the public the facts of backgrou

Cites Studios ‘Cleaning House’ Continuing, the Legion's statement "The major studios agreed with the American Legion. We American industry they could not in conscience continue to ask the public to support that nucleus at their box offices. The big studios clean house at great cost to themselves. Now independent producers wish to sell American people at box office the works of artists who the major studios paid money to rid of.

"If, in addition, they wish to keep secret from the public the record we respect for those if those artists they will have to look elsewhere toward the American Legion to partners in silence. We will proceed, with our program of informa"

Legion Reprise (Continued from page 1) The Legion’s renewed campaign against the use by Hollywood of the war picture Dale, has been carried by the House Un-American Activities Committee, and whose backdrops with respect to communism are acceptable to the major studios notwithstanding, Waldorf Declara of 1947.

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‘War of Information’

The press has stated that the Join is declaring a ‘war of information’ It is a good phrase and describes exactly what we are doing. I hope we do not live to see day when it is American to the public, the time is ‘reprehensible’.

The American Legion will not operate with Mr. Kramer, or any one else in a conspiracy of silence, accept it as good Americanism to keep the public and conceal facts.

The statement reviews the backgrou in particular, asserting doing so that the words ‘blacklist’ or ‘discrimination’ HF used by newspapers, fail to con the public the facts of backgrou

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Home from the Hill

CONTINUED FROM PAGE 1

does not attempt to present a cross-section picture of all the in-
habitants but concentrates instead on one family. Also, unlike some others,
it is not for a welcome change emphasize sex and scandal. There are
11 lapses on the part of the protagonists, to be sure, but they are
not depicted for a merely sensational effect.

tale and intelligence, indeed, are the two most apt adjectives to
the film from the production values of Sol C. Siegel to the
ion of Vincente Minnelli and the script of Harriet Frank, Jr. and
ng Ravetch. Stared are Robert Mitchum and Eleanor Parker and

tal newcomers, George Peppard, George Hamilton, and a
Patten.

The family whose fortunes are recounted is that of a wealthy couple in
ath home who have been estranged since shortly after their wed-
ning the wife discovered her husband to be a philanderer,
ham and Miss Parker portray the couple, and Hamilton is their son.
-year-old who has been dominated by his mother all his life.

the story begins Mitchum makes the decision to take over the edu-
ation of his son himself, to draw him out of his introversion. He teaches
boy to hunt with great success and the two are finally on their way
coming friends.

his rapport is deliberately shattered by the mother, however, who
als to Hamilton that Mitchum had fathered an illegitimate son he
refused to recognize publicly as his own. This young man, played by
ard, has made his own way in the town and overcome the stigma
is birth. He appears happy and well-adjusted in contrast to his trou-
and unsure half-brother.

and so disturbed is the legitimate son over the unhappiness in his
household that he breaks off with girl he has fallen in love with,
ed by Miss Patten. Unknown to Hamilton she has become pregnant
but has too much pride to let him know. She confides in Peps-
however, who marries her instead.

hen melodrama breaks loose all over the place. The father of Miss
a, played by Everett Sloane, is led to think that Mitchum is the
er of the child. In a mad rage Sloane kills Mitchum, and then Hamil-
shoots Sloane, disappearing in the forest afterward. Miss Parker
loss collapses, but recovers at the end to make friends with Pep-
and his new family.

his story is told in a leisurely but absorbing fashion over the long
ning time of two hours and a half. Although the general tone is some-
there is occasional alleviation through humor. The acting ranges
xellent in the case of Peppard to good in regard to Hamilton
 Влад Patten and competent in the cases of Miss Parker and Mitchum.
etro is pushing the appearance of three new faces in the film, and
itors would do well to get behind this angle in selling it. Best of
three is Peppard, whose ingratiating manner and down-to-earth per-
ility form a major asset for the picture.

Aund Grainger produced, and photography in CinemaScope and
acolor is excellent, particularly some lovely shots of forest areas
on location in Texas and Mississippi.

ing time, 150 minutes. General classification. Release, in March.

RICHARD GERTEN

Texas Drive-in Board

(Continued from page 1)

cussed by the group’s board of direc-
tors meeting here today.

The annual convention of the drive-
in association begins tomorrow. Reg-
istration today indicated the 8th year-
ly meeting will see fulfillment of the
goal of 500 in attendance. Meetings
are at the Sheraton-Dallas Hotel.

Other resolutions considered by
the board today for presentation to
the general assembly on Thursday con-
cerned the product shortage and over-
use of a road show policy of release.
On the positive side a resolution urg-
ing the theme of the convention as
“Showmanship for 1960” was pre-

Hassanein Named

(Continued from page 1)

Kournas Theatres and United Atists-
Theatre Circuit, Inc., will play a key
role in mobilizing the motion picture
industry in all-out support of 1960
Brotherhood Week, Feb. 21 through
28.

The industry will promote the aims
and principles of Brotherhood Week
through the medium of the motion
picture screen, as well as via radio,
television and the theatre. Wide use
will be made of motion picture trailer,
posers and bulletins and informational
brochures. In addition, a con-
verted membership fund and fund-raising
drive will be undertaken for National
Conference of Christians and Jews.

Jersey Allied

(Continued from page 1)

late next month will be empowered
to vote on any matter that arises solely
as their best judgment dictates at the
time.

Jersey Allied had called for a spe-
cial meeting of the national Allied
board "not later than Feb. 6" to deal
with the internal questions which
resulted in the resignations of Western
Pennsylvania Allied and New England
Allied from the national organization
within the past month. The Jersey
request was not acted upon and offi-
cers said yesterday no word had been
received from national officials on the
disposition of the request.

No discussion of Jersey Allied’s
availability to consider long stand-
ting took place at yesterday’s meeting
due to the illness of Harold Rome,
attorney for the organization.

New Fire Dept. Plan

(Continued from page 1)

officers, as well as their representa-
tives, will include smoking exit facili-
ties, number of standees, sprinkler
and standpipe operations.

The new plan, designed to increase
the safety element in the houses, will
replace the fire inspections now in ef-
effect.

Special Fire Department personnel
will be trained for the work. Unfor-
tunately firemen now assigned to legi-
timate theatres will be withdrawn
March 1.

THE UNCOMPROMISING FRANKNESS
OF "ROOM AT THE TOP"
...AND MORE...

in Chance Meeting

A Paramount Release
TREAT YOURSELF TO UNITED’S EXTRA CARE SERVICE ON THE BEST OF THE JETS

You will find extra care is everywhere aboard United Air Lines great DC-8 Jet Mainliner®. You will enjoy delicious meals on the DC-8, prepared by master chefs, served graciously by attentive stewardesses. You will settle back easily in the biggest, highest, widest seats in the sky. You will enjoy friendly conversation and relaxation in one of the two colorful “living room” lounges—one for First Class and one for Coach passengers. It’s a real treat, flying the DC-8. Why not treat yourself soon? Call your Travel Agent or United Air Lines for de luxe First Class or thrifty Custom Coach accommodations.


The comfortable high, wide DC-8 seat adds privacy to your dining pleasure.
Nominations for Academy Awards
In Short Subject Category Announced

Hollywood, Feb. 10.—Nominations for short subjects awards of the
Academy of Motion Picture Arts and Sciences were announced today by B. B.
Kaluza, president of the organization.

A special short subjects awards
nominating committee, headed by Hal
Elias, screened cartoon and live ac-
tion entries from producing units and
by secret ballot, selected:

Live action subject: "Between the
Tides," British Transport Films, Les-
ter A. Schoenfeld Films, Ian Fergus-
on, producer; "The Golden Fish," Les
Requins Associes, Columbia Pic-
tures, Jacques Cousseau, producer;
"Mysteries of the Deep," Walt Disney
Productions, Buena Vista Film Dis-
tribution Co., Inc., Walt Disney, pro-
ducer; "The Running, Jumping and
Standing-Still Film," Lion Interna-
tional Films, Ltd., Kingsley-Union
Films; "Skyscraper," Joseph Burstyn.

Plan Economic Survey
Of Hollywood Museum

Hollywood, Feb. 10. — The
Los Angeles County Board of Super-
visors brought the Hollywood Film
Museum a step closer to reality yes-
terday by unanimously adopting a
resolution calling for a complete eco-
nomic survey of the museum proj-
ec t.

According to assistant county man
(Continued on page 9)

Ring of Script Writer
Defended by Kramer

By SIDNEY RECHTNIK

persons who become patronizing in
ifer to accord with conformity "make-
stake," Stanley Kramer, producer,
declared last night during
tlevision appearance on the Mike
lace program over WNTA-TV,
marks were in answer to a
ation by Wallace regarding his
ng of Nathan Douglas to write the
(Continued on page 8)

Beat on Plans for
Brotherhood Week Here

Preliminary plans for the motion
industry's participation in the
Brotherhood Week campaign in
York and other areas were made
meeting yesterday.
industry leaders at the planning
on at the Hotel St. Moritz in-
ed William J. Heinen, United
ts vice-president and direction
man of the drive; Speros S. Skou-
(Continued on page 8)

Rights and Risks

By Martin Quigley, Jr.

THERE are some problems that do not stay "solved." One such is the
question of employment in positions of influence or responsibility of
Communists or Communist sympathizers—past or present. This has
been and continues to be a problem for the Government, for defense
industries and for the motion picture business. It is self-evident why the
Government and defense industries must address themselves to this
problem. Some might feel that motion pictures as a form of entertainment
or even as literature should have no concern about the views—political or
otherwise—of picture-makers. Whatever the merits may be of this position
ideally, it is without merit practically speaking for two reasons: 1) the
screen possesses enormous powers of influence for good or evil, a
fact well-recognized by men of such divergent views as Lenin and Pope
Pius XI; and 2) the picture industry lives in a glass house, subject at all
times to the scrutiny of the press and enthusiastic response or apathy
the part of ticket buyers.

Thirteen years ago the industry had a major public relations problem
on its hands resulting from hearings of the House Un-American Ac-
(Continued on page 2)

Censorship Prime Item
At Texas Drive-in Meet

DALLAS, Feb. 10. —Censorship
stroke strongly to the fore today as
one of the chief problems facing ex-
hibition, along with the old standbys:
shortage of product, lack of orderly
release, toll television and sale of post
1948 films to TV at the eighth annual
vention of the Texas Drive-in
Theatre Owners Association at the
Sheraton-Dallas Hotel.

Speaking at the working session at
(Continued on page 8)

Columbia, M-G-M Make
South African Deal

Distribution of Columbia pictures
through the M-G-M organization in
South Africa in a deal involving two
years' product was announced yester-
day by the two companies.

First picture in the arrangement will
be "Pal Joey," to be released in Jo-
(Continued on page 9)
Editorial

CONTINUED FROM PAGE I

ivities Committee and the refusal of ten witnesses to state whether or not they were or had been Communists. Late in November of 1947, the same week in which Congress cited the ten witnesses for contempt, the members of the Association of Motion Picture Producers and the Society of Independent Motion Picture Producers announced a statement of policy. It has come to be known as the Waldorf Declaration, named after the New York hotel where approximately 50 leaders of the industry conferred under the chairmanship of Eric Johnston, president of the Motion Picture Association.

The key statement of the declaration was, "We will not knowingly employ a Communist or a member of any party or group which advocates the overthrow of the U.S. by force or by any illegal or unconstitutional methods." The declaration also said, "We will forthwith discharge or suspend without compensation those (the witnesses cited for contempt of Congress) in our employ, and we will not reemploy any of the ten until such time as he is acquitted or has purged himself of contempt and declared under oath that he is not a Communist."

T WAS recognized at the time that this policy would be difficult to carry out, especially in the absence of "a national policy, established by Congress, with respect to the employment of Communists in private industry."

As citizens Communists and their bedfellows have basic rights under the Constitution that may not be taken away. They enjoy other rights that may not be either denied or abridged by legislation or court action. The motion picture industry has no legislative or judicial authority to decide who is a Communist or an individual company or an individual producer obviously is free to hire anyone he wishes.

The whole problem of loyalty has come recently into sharp focus following statements by two leading independent producers that they would hire anyone, Communists included. The American Legion's Commissioner, Martin H. McNally, meanwhile has changed a new "red inversion of the industry and cited employment of two individuals as writers in apparent disregard of the 'Waldorf Declaration.'

Where does all this leave the motion picture and its public relations today?

First of all it is essential to insist that the responsibility of the producer, distributor and the exhibitor concerns what gets on the screen. The record of the preservation of the integrity of the screen is excellent. It cannot be proved that Communists or sympathizers—no matter how hard they tried—ever made a substantial impact on screen content. This clear record must be maintained.

Next, steps should be taken to establish the fact that the so called Waldorf Declaration was not intended as an unchanging policy to persist to the end of time. It was an outspoken reaction to a serious public relations problem in time to forestall any action which we believe was unwarranted and great good will but even at the time some felt that its language was too embracing.

TIMES have changed in the past 13 years. In this period the "cold war" got very hot over the Berlin blockade and in Korea. Recently the international temperature has moderated but now there are signs of a stiffening attitude on the part of the Soviet Union. All these shifts have had an influence on what American audiences will accept on the screen.

Companies and producers who enter into contractual or employment relationships with individuals of questionable background must assess all the factors involved. Talent and aptitude must be weighed against the climate of public opinion prevailing now or possibly in the future.

An excellent rule of conduct was expressed by Mr. Johnston in his statement on this subject made in September, 1947, prior to the Congressional hearings on alleged Communist penetration of Hollywood: "We have no responsibility for the political or economic views of any individual. But we are responsible for what goes on the screen."

It is important always to remember that the individual has rights and so does a company, an industry, the public and the nation. 

Year of Big C' Hailed in Brochure

To announce that 1960 is "The of the Big C," Columbia Picture distributing more than 15,000 Columbia, Selznick International and important makers throughout the world. Put of the informational brochure it demonstrate that Columbia is del the bigger and better producer has promised in mid-1958 when present management team was staked.

The brochure spotlights which will be released by Columbia, 1960, and 26 major films ed to go into production in the next year. It names 40 independents who submitted War through Colum pictures 64 stars appearing the new films, and introduces 10 personalities being developed by studio.

Included in the 24-page brochure a special insert of 40 pages, il lighting forthcoming product scenes.

In addition, the brochure contains a double-truck horizontal gatefold a vertical gatefold for attention getting display pieces.

'Bismarck' Bow Tonic Will Include Parade

The premiere of 20th Century-Fox "Sink the Bismarck" at the Paramount Theatre tonight will highlight a parade down Broadway, the app ens of top British and German pcal and military dignitaries and audience of dozens of Britians from on Army currently in the metropolitan area, including men, WRENs and WAFS.

The parade, which will culminate in Times Square at the theatre, includes members of the British Veterans of America, Inc., and Pipe and Drum Corps as well as Color Guard. At the theatre, Members and various representatives of broadcasting groups, including Brocasting Company, C and the Voice of America will record the premiere activities to be seen and heard around world.

Epstein's Son Dies

Lance Epstein, aged 3, son of H ey Epstein, assistant to the presid of Ben Adler Advertising, died Mon day in St. Francis Hospital, Bow L. L.

Holiday Notice

MOTION PICTURE DAILY will not be published tomorrow, Feb. Lionel's Birthday.
COLUMBIA'S
YEAR
OF
THE
BIG
SEE!

COAST-TO-COAST
PROMOTIONAL
PUSH
FOR

COLUMBIA PICTURES
presents
STANLEY DONEN
production

YUL KAY
BRYNNER KENDALL

"ONCE MORE.
WITH FEELING!"

1 National Magazine Campaign in February and March, reaching better than 125,000,000 readers! LIFE, LOOK, LADIES HOME JOURNAL, McCall's, NEWSWEEK, TIME, REDBOOK and NEW YORKER!

2 National magazine and weekend newspaper supplement coverage!

3 Deluxe scene theatre trailer, hilariously narrated by Gregory Ratoff!

4 Theatre teaser trailers: one runs 1 minute, one runs 10 seconds!

5 TV trailers: 1 minute, 20 seconds, 10 seconds!

6 TV Featurette: 5 minute show on the fabulous Givenchy wardrobe for Kay Kendall, narrated by famed Capucine of France!

7 Radio Spots: Yul and Kay in sequences from the sound track!

8 Pyramid Book Tie-up: Novelized version of screenplay with picture-cover, and nationwide promotion!

9 Air France Tie-up: National "Once More, With Feeling" Contest, with vacations in Paris as prizes!

10 Coast-to-coast tour of Brynner paintings and sculptures from picture!

11 Full line of ad mats, posters, lobbies, stills, telops and special displays for showmanship-plus handling!

AND THE BIG KICK-OFF!
Showcase Premiere at Radio City Music Hall Today!
Mayer Scores

(Continued from page 1)
cation today, Mayer refers to a recent statement by a prominent production-distribution company executive that major television film companies "will be whittled down from seven to three in a bitter battle for survival" in the next few years.

Mayer says such a statement "can be dismissed as a form of the same doomsday mentality that prompted a leading exhibitor a few years ago to announce that all foreign films except one were doomed and would be closed in six months."

Frankovich Talk Recalled

While the former Times Square, N.Y., theatre operator, advertising-publicity and production-distribution executive and importer of foreign films mentions no names in his address, it is recalled that M. J. Frankovich, Columbia Pictures European executive, was quoted recently as predicting that the four American film companies will survive the next few years, and Edwin Silverman, Chicago theatre operator, predicted that he, Columbia and Hollywood wood studios two years ago.

Addressing himself to the latest "prophet of doom," Mayer will say, "Actually, in the past decade, in spite of the advent of TV and the U.S. Supreme Court decision in the Paramount case, the industry has substantially enhanced its economic health and efficiency through independent production, wide screen processes, diversification and the production of costly but fabulously successful blockbusters.

Sacs Success Assured

"The current threat to producers of a Hollywood strike," Mayer will say, "and to exhibitors of a sale of post-1948 film libraries to television may serve as a temporary setback. Nevertheles, the outlook for a sustained progrress, improved production and audience standards, and the inadequacies of TV, guarantee a resumption of the financial health previously enjoyed by all branches of the motion picture business in recent years."

Video I.T. Cancels TV Permit for N. M.

Special to THE DAILY

OKLAHOMA CITY, Feb. 10—Video Independent Theatres with headquarters here has cancelled its permit for a proposed television station at Santa Fe, N. M., which it had been granted three years ago. It proposed transferring the transmitting site to a location just outside Albuquerque, obtaining $110 protests from stations there.

Video asked for the cancellation because the area has proven too costly and revenue generating to continue.

Postpone SEC Order

WASHINGTON, Feb. 10.—Illness of a witness has caused postponement until Feb. 15 of the SEC "stop order proceedings pending against Skatikon Electronics and Television Corp."

**FEATURE REVIEWS**

Bobbikins

Rank—20th-Fox—CinemaScope

Oscar Brodsky has written and produced a clever fantasy, "Bobbikins" is a 14-month-old English hulbde hable to speak with the wisdom, charm and resolve of a middle-aged man of the world who, after a fashion, needs every advantage his inimical resources to set his bedeviled father straight. The bright boy's put him in the Piccadilly stew.

This far-out tale stars Max Bygraves and Shirly Jones as the charming little blonde-haired sage who parlays a park bench friendship with the chancellor of the exchequer into hot stock market tips whose ends are rich his father and establish him as a gentleman. Poor Bygraves is stumped one day when his son's formidable speech, accosts him from the playpen. But, naturally, when Miss Jones and the rest of the rational world refuse to believe that such a tiny lad has masterminded such a tremendous plot, Bygraves lands on an analyst's couch. So rich does he eventually become, though that Scotland Yard, the FBI and the United Nations are activated to restore balance to world economy. But his wealth has spoiled Bygraves so his son calls for a reverse play. Bobbikins gives his father a phony stock tip and watches the wallets empty after the turn to acetate. This serves to reunite Bygraves with Miss Jones (the couple had become estranged) at home and in a new husband-and-wife nightshirt.

All in all a most amusing story. Bygraves, an English vaudeville star whose vocal style is similar to Danny Kaye's, and Miss Jones, singing several songs and hoof about a bit. But Bobbikins—in this inert adult world his precocity is to be blessed and enshrined—is the story and the story behind the story.


Saul Ostrome

Oklahoma Territory

Premium—United Artists

From the Premium Pictures team of director Edward L. Cahn and producer Robert E. Kent, comes "Oklahoma Territory" featuring the legal and gun-slinging efforts of Bill Williams who, as Sam Houston's fearless son-in-law, joins the conflict between white settlers and Cherokee Indians, and win the fair hand of Gloria Talbott, daughter of Chief Buffalo Horn. The younger Houston, like his father, is the Indian of his reputation as a thorough man.

The Chief's hanging would provoke a profitable war between settlers and Indians. But Houston, in the face of conscience and, with some extraordinary legal stunts—he haunts into the court room wielding a pair of six-shooters and defends Buffalo Horn before the captive judge and jury—win acquittal and rides off with Miss Talbott. The real murderer is gunned dead and the illegal plot is plotted along in the decrease of the Indian. There will be no war and Buffalo Horn is free to return to his people and prolong the peace.

The story is well told and it is well acted. Talbott is the picture's star and is both the police and the sole surviving bandit. The temptation to keep it strong and in fact he makes plans to do that effect, although Miss Stevenson, as his conscience, is dubious. However the knowledge that it is there changes his life, he settles down to study, reforms his father, and gets a job. Finally he returns the money, in an heroic climax during which he is nearly killed by the remaining bandit. The story is well developed with suspense and interest maintained even though the story line is obvious. Farin is good as the villain trother, and Stevenson is almost menacing as the bank robber.

Vern Alves produced and Sidney Salkow directed from an original story by Alan Scott. Cleve Hall, shooting was entirely on location on the California coast. Running time, 74 minutes. General classification. February release.

JAMES D. IVerson

Skouras Theatres Will Sell "Can-Can" Tickets

Skouras Theatres in the metro New York area will start Saturday to sell reserved seats for the Rivoli Theatre engagement of "Can-Can," in Todd-AO. To insure maximum facilities for the undertaking, 60 managers of Skouras chain will gather today in the office house of 20th Century-Fox to be addressed by George Biddle, vice-president of Charles Einfeld, and United Artists Theatres vice-president Sah S. Helneman.

The Skouras Theatres simultaneously will run cross-plug trailers for Todd-AO film while providing sale facilities and "hard-ticket" orders at the New York premiere run which begins March 9.

Sues for Construction

Damage to Theatre

DENVER, Feb. 10—Fox Independent Theatres has brought suit against Webb and Knapp, Inc., asking $17,000 damages it claims were suffered by Centre Theatre here.

Webb and Knapp is erecting a 2-story Hilton Hotel immediately across the street. An excava.

Six Fox Shorts Here

Today marks the first time in 20's Century-Fox history that six of the company's CinemaScope short subjects are released on first-run Broadway in the two-week period. Among the shorts are: Abe Dickstein, New York branch manager. Now at the Roxy Theatre, "Romance of American Shipping"; "the Light of the Pause"; "Assignment Argentina"; at the Radio City Music Hall, "Dew-Line (Dirty Early Warning)" and "Front State" at the Paramount, "The Secret of San Paulo."
AND THAT MEANS BIG CAMPAIGN FOR

1 Special ad in 12 top fan and youth magazines reaching over 20 million readers!
2 "Radio Spectacular", a movie promotion first! Week-long round-the-clock spot saturations keyed to local playdates in 32 top markets!
3 Dean Martin's Capitol disc of "Who Was That Lady?", special mailing to disc jockeys with taped greetings from Dino!
4 Jimmy Darren's hot platter from Colpix "Your Smile!"
5 Sheet music on both songs—both hits!
6 "Who Was That Lady?" Telephone Answering Stunt, using voices of Tony Curtis, Dean Martin and Janet Leigh!
7 Lux Soap Tie-up, with ads in 3 national magazines and picture credit!
8 Special Teaser Trailers: a package of 3 of them for big effect and big fun, together with special mailing piece!
9 Deluxe Theatre Trailer: with the stars in a surprise opening!
10 TV Trailers: an impact package of 3 1-minute and 3 20-second spots!
11 Radio Spots: highlighting the stars and a catchy jingle!

AND THE BIG FIRST DATES TO START THE FUN ROLLING!
TWA announces comp
Available at no cost to Movie & TV Producers

TWA is the first airline to offer you a giant Jetliner mock-up...a full-scale interior of the mighty TWA Boeing 707, both First Class and Coach sections.

Designed by Motion Picture people, constructed by Motion Picture crews...members of IATSE Local 44...it is a practical set, complete in every detail.

Easy to transport, easy to set up and easy to strike...shoot in Los Angeles at any Motion Picture or TV studio...or on TWA’s convenient standing location.

TWA supplies regulation airline props, such as pilot and hostess uniforms...in-cabin equipment and passenger items.

Exterior Stock Shots: New Jet exterior footage of the TWA Jets in flight is now available in color and black-and-white.

For more detailed information call TWA
OX 5-4525 in New York City
Ask for Robert Robinson

MA 4-9441 in Los Angeles
Ask for Al Douglas or Byron Schmidt
People

Albert M. Pickus, president of Theatre Owners of America and owner of the Stratford Theatre, Stratford, Conn., has been appointed civilian defense chairman of the Stratford Chamber of Commerce. He has served for a number of years as the town's civilian defense director.

Harrison "Red" Reader, associated in the motion picture community with several production firms and who recently joined the business development department of the New York Stock Exchange, has joined the investment banking firm of Federman, Stonehill & Co., in charge of that organization's new business development department.

Phil Gravitz, who is leaving the Hartford branch manager for M-G-M to take on a similar task for the company here, was guest of honor recently at a testimonial luncheon in the Colonial House, Hamden, Conn.

Mrs. Norman E. Kerth has been re-elected president of the New Orleans Better Filsus Club. Other officers elected at the recent meeting are: Mrs. George Broas, first vice-president; Mrs. Edwin P. Muller, second vice-president; Mrs. Francis Waguespack, third vice-president; Miss Helen Schillin, recording secretary; Mrs. Roy L. Richardson, corresponding secretary; Mrs. May R. Oppenheimer, treasurer, and Mrs. Jennie McEwen, registrar.

Room Record Here

"Room at the Top" has established record grosses for Continental Distributing, Inc., in the six major metropolitan theatres joining the city break for the New York area, it was announced yesterday. The combined first week's gross for New York was $83,354, and the picture is being held over in all situations for second week runs.

Fitter Leaves for UA

DENVER, S.C.L. Meets

Al Fitter, United Artists Western division manager, leaves here today to join branch managers of UA men in Denver and Salt Lake City next week to blueprint regional sales and distribution plans for UA's production program for 1961.

In the first of two sessions, Denver branch manager Bud Austin and his staff, and Los Angeles district manager Ralph Clark, will confer in Denver on Monday. Clark will then accompany Fitter to Utah for meetings with UA representatives headed by W.I. McKendrick, Salt Lake City branch manager, in that city on Thursday, Feb. 18.

Warn D.C. Theatres on School-Hour Attendance

WASHINGTON, Feb. 10—Managers of a number of schools here have been warned to stop admitting school-agers during school hours. Michael Ritz, assistant corporation counsel for the city, warned that if the theatres do not cooperate with his request the managers will be charged with contributing to delinquency of juveniles.

The theatres, all on Seventh St. N.W., are the Alamo, Broadway and Cen, all subsequent-run houses.

Brotherhood Week

CATSKILL, N.Y., Feb. 10.—Samuel E. Rosenblatt, president of the recently formed Acme Theatres, Inc., will reopen the Catskill Theatre here in May or June. The 10-year-old theatre, operated on lease from the Farley interests of Albany, has been dark for four years.

P. O. Film Offered

WASHINGTON, Feb. 10.—Civil, school, and veterans organizations may obtain free use of a 14-minute color film produced by the Post Office with U.S. Navy cooperation that tells the story of the delivery of mail and American Armed Forces abroad.

Censorship Item in Dallas

(Continued from page 1)

motion Grover Hartt, Jr., urged the drive-in owners to guard their constitutional rights zealously to protect themselves from the dangerous controls pressure groups could bring about. He said the advent of the adult movie after World War II brought these problems, where an exhibitor who has the responsibility of appealing to family taste but still must hook what is available, and who has to cope up with the trends of the time and the taste of the day—the adult movie.

Hartt urged that producers and distributors use self-censorship and that the exhibitor be on guard against the lurid trailer and billboard which is often attacked when the movie itself is quite harmless.

Lauds Drive-in Operators

In speaking on "Censorship—the Exhibitor's Dilemma," he recognized the drive-in exhibitors' community status in the industry and warned that "censorship in any form violates your constitutional rights and should be resisted."

At the American International Pictures luncheon, Herman Beiersdorf traced the growth of A.I.P., from 1954 to the present day with a record of 75 features. Beiersdorf, divisional sales manager in Dallas, subbed for Leon Blender, whose plane was grounded because of a West Texas dust storm. Beiersdorf landed the humble beginning of A.I.P. and its entry into the big time with "Goliath and the Barbarians," and promised pictures of equal stature with "The Angry Red Planet," "Fall of the House of Usher," and "Aladdin and the Giant."

On "the lighter side of the morning agenda, Jack D. Braungel of Jay D. Bee Amusement Co., North Little Rock, Ark., said "our only problem is to take off our coats and go to work," "We're not like the other merchants in town who have to wait for money. We have cash on the barrel head every night." He suggested in periods in the year, all hanging on much imagination with very little outlay of cash on the part of the exhibitor.

Spiro Papas Heard

Spiro Papas, president of the National Association of Concessionaires, an Frank E. Cahill, United Artists' executive in charge of sales for Century Projector Corp., urged the installation of 70mm equipment for drive-ins as a better approach to the boxoffice.

In closed afternoon sessions Al Reynolds, speaking for president Claude Ezell, of Bordertown Theatres, proposed a solution to the theft-of-screen problem. Dan Goldwyn, city manager in Houston, has designed a speaker which can be used only for the purpose of which it has designed and cannot be converted for other uses.

Brandon Doak, Bordertown booker, led the discussion on shortage of product, aggravated by the road-show policy, and the re-release of films as first runs after they have been withdrawn from release.

Reopen Catskill House

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WARN D.C. THEATRES ON

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Post' Defends Krame Preminger vs. Legion

Stanley Kramer and Otto Preminger were praised in an editorial in the New York Post on Tuesday for their "prominent" role in the blacklist controversy. The editorial defends the producers against the American Legion's "manifesto" charging a "nefarious" plot by Soviet-influenced artists.

"The Post states: 'In defending the Legion, both Kramer and Preminger have done a valiant job in the blacklist's true light. Should American culture conform to standards imposed by an appointed ideological guardian? Should it represent the free functors of creative talents?'"

"In a free society," the Post adds, "there can only be one answer."

Kramer on Television

(Continued from page 1)

script for Kramer's "The Defiant One" and his forthcoming "Inherit the Wind," (Nathan Douglas is report that the Fifth Amendment avoid answering questions of a Cgressional committee.)

Kramer during the TV interval emphasized his right to hire who ever he pleases to write his scripts or play roles. Regarding the "blacklisting" he writers, he professed ignorance of procedure followed in this opera and pointed to current rumors in the writers so proscribed worked; studio under assumed names. He mitted that the "blacklist" situation a major studio concern.

Disregard Regarding 'Fifth'

Regarding Douglas' taking of Fifth Amendment, Kramer said disregard with the writer, but add "the law is in the Constitution as right for people with whom I am disregard." "Any" 'blacklist' situation said Kramer, "but as there is no on the books to justify it, I don't tend to abide by it."

On the Beach" which Kramer said is a "snash" ever, he pointed out that United Artists financed the film as a part that cost it $2,763,000 and is due pay gross $15,000,000. He declared that it has provoked an uncommon am of discussion on the subject of a clear warfare.

Tells of 'Disasters'

Concluding in a lighter vein, Kramer told his audience that although he had made a picture he has the "longest list of disasters in Hollywood."

Gets Hub License Post

BOSTON, Feb. 10.—Mayor Jol Collins of this city has named Richard Stinton as new head of the city Licensing Department, replacing Wa ter Milliken, who had served in that post for several years. Stinton is a former assistant manager for M&P Theatres, is at present with Associated Press.

He will assume his new post late this month.
Motion Picture Daily

Minimum Pay

(Continued from page 1)

administration would reverse its
decision stand against a minimum
pay boost. Up to now, there has
been no hint of such a policy reversal.
Mitchell is reported to believe a
higher minimum is economically jus-
tified and politically necessary, in the
context of a Democratic drive to raise
the minimum to $1.25 an hour. Mitchell
deprecated $1.25 is too high, and
the Congress were to pass such a
measure, the President should and would
oppose it.

The Senate labor committee is
glated to meet in Washington on
Thursday to discuss proposed changes
in the minimum wage law. Up for dis-
sion will be a bill introduced by
John Kennedy (D., Mass.). As it
stands, the bill, if enacted, would sub-
stitute union wages for those of 18
states at $750,000 a year to payment
minimum wage of $1 an hour 18
states now have, and (possibly) they
will be exempted from overtime pre-
scriptions. The bill's sales accord with
the bill's proponents, who maintain
they will pay $1.25 an hour for the
first year. They would also have to do
a 40-hour week.

Hearing May Be Postponed

There is some possibility that the
late labor committee meeting will not be
to hold its hearings as scheduled.

Theonic whip Mike Mandlefield (D.,
La.) has called a meeting of all
those senators at about the
time that the labor group is slated
to convene. This may force a

unit action; the committee will not work
bill, the actual rise in the mini-
imum wage rate itself will be hotly
nated within the committee.

Some senators are taking a wait-and-
see position, believing that the
members may eventually come to
the conclusion that the labor group is

local Break Campaign

employed for Petticoat

Universal-International has develop-
ad an extensive promotional cam-
aign to launch "Operation Petticoat"
its first sub-run New York break-

ing Wednesday at 350 theatres, including the BKO cir-

Kodak Highlights of the campaign will be
newspaper advertising by Assi-

stant Food Stores here: Associat-
as participating for the film on the
screen of the "Lines" television show,

three-week short subject contest on Bill Cull
and WNBC's show, and Universal's
advertising in local

open Wyoming House

USK, Wyo., Feb. 10—The Wyom-

ing Theatre here, operated by M. E.

riot, will reopen on Feb. 19, at a
time remodeling, redecorating
the installation of a new sound
system have been completed.

Short Subjects

(Continued from page 1)

Film Enterprises, Inc., Shirley Clarke, Willard Van Dyke, Irving Jacoby, pro-

ducers.

Cartoon subject: "Mexicali Show,"
Warner Bros., John W. Burton, pro-
ducer; "Moonbird," Storyboard, Inc.,
Edward Harrison, John Hays, pro-
ducer; "Noah's Ark," Walt Disney
Productions, Buena Vista Film Dis-
tribution Co., Inc., Walt Disney, pro-
ducer; "The Violinist," Piñol Produc-
tions, Inc., Kingsley International Pic-
ture Corp.

The short subjects awards nominat-
ing committee is composed of all
active members of the Academy. The
short subjects branch, plus three
members chosen by lot from each of nine
other Academy branches—act-
dors, art directors, cinematographers, directors,
filmmakers, music, producers, sound
and writers.

Final screening of the nominated
short subjects will be held Sunday,
Feb. 21, at the Academy Award The-
tre. At that time, active Academy
members present will view the films
and select their single choice for the
winning short subject achievement in
each classification.

Announcement April 4

Winners will be announced April
4 at the 32nd annual Academy Awards
presentations which will be carried
over the combined radio and televis-
ion facilities of the National Broad-
casting Company and the Canadian
Broadcasting Company.

The short subjects awards were
instituted in 1932. The first winner was
Walt Disney, who received the lead with
18 "Oscars." This for cartoons and
seven for live action. Other
multiple winners include the late Gordon
Hollingshead with 10, Jack Chertok with
eight and Fred Quimby with seven.

Columbia and MGM

(Continued from page 1)

hannesburg on Feb. 24. Such top
product as "Anatomy of a Murder," 
"Middle of the Night" and "The Key,"
among others, will follow in short
order.

These and the other pictures cov-
ered by the deal will play the Metro
Theatres in Johannesburg, Durban,
Cape Town, and Salisbury, Southern
Rhodesia.

The territory involved in the
contract includes all of Africa south of
the Equator, comprising the Union of
South Africa, Kenya, Uganda, Tan-
ganyika, Southern and Northern Rho-
desia, and Portuguese East Africa.

Hollywood Museum

(Continued from page 1)

ager Orville Caldwell, the study will
include various methods of financing
the museum, construction costs, esti-
mates of sources of potential revenue,
and preliminary architectural plans.

The museum, as already reported,
will be located east of Highland Ave.,
opposite the Hollywood Bowl on prop-
erty now owned by the county, and
additional adjacent acreage which
the county has agreed to acquire.

N. Y. Designates April 4

‘Oscar Aid’

‘Academy Awards Day’

Maureen O’Hara has been delegat-
ed by the motion picture industry
to receive a second Academy Award
proclamation designating Monday, April
4, as Academy Awards Motion Picture
Theatre Day in New York.

The proclamation, citing the em-
ployment of 45,000 industry workers
here, is being issued in connection
with the nationwide telecast of Acad-
emy Awards in Hollywood under
sponsorship of the industry.

Coyne, Frick Settle

Compensation Dispute

FROM THE DAILY BUREAU
WASHINGTON, Feb. 16—Base-
ball Commissioner Ford Frick and
Robert Coyne, Washington attorney,
are said to have reached an amicable settlement
of the dispute between them regarding
the amount of compensation Coyne
was to receive in connection with
baseball legislative problems in Con-
gress during 1958, it was learned
today. The settlement was for a "sub-
stantial" amount, it was reported.

Coyne is former general counsel
for the Council of Motion Picture Organ-
izations.

Attorneys for the plaintiff were
Michael Mayer and Samuel Spring
of New York City and for the defendants
Wilkie, Farr and Gallagher, also
of New York.

THE ECSTATIC MYSTERY

of "LAURA"

...AND MORE...

IN

Chance Meeting

a motion picture as creative
as love
... brilliantly, mysteriously different
as man is from woman.

PARAMOUNT

release

Carthy, COMPO executive secretary,
was advised yesterday by B. B. Ka-
han, president of the Academy.

"The time spot announcements (sta-
bles) of last year were un-
satisfactory and disappointing in some
areas. Therefore, we will provide tapes
for the announcement this year in
order to achieve uniformity. The theatres
and exhibitors will be included in the word-
ing along with the other groups who
have so generously assisted us again
this year as in the past," Kahane said.
PAT HERNON

"WEATHER 6"
WRCA-TV for
N.Y. Telephone Co.

COMMERCIALS:
• Spokesman for N.Y. Telephone Co.
• Spokesman for "Yellow Pages"
• Beechnut Gum

SPORTS—PLAY BY PLAY

BILL MALONE

COMMERCIAL SPOKESMAN FOR:
• The Texaco Company
• Falstaff Beer
• Bell Telephone

BUD PALMER

"SUNDAY SPORTS SPECTACULAR"
CBS-TV for
Schlitz Beer

COMMERCIALS:
• Spokesman for Schick Injector Razor
• Schlitz Beer

PERSONAL REPRESENTATIVE—LESTER LEWIS ASSOC.
Study Ideas for O'Donnell Memorial; Hospital Unit Hopes for Decision Soon

Ideas for a suitable memorial to the late Robert J. "Bob" O'Donnell are now under study by the O'Donnell Memorial Committee of the Will Rogers Hospital Fund, and it is anticipated that a decision will be made within a month, it was reported at the weekend.

The committee has been cooperating with suggestions of many individuals in the entertainment industry who were close to O'Donnell as well as highly placed medical men and reporters.

(Continued on page 7)

Four Pictures Removed

From CEA Banned List

By WILLIAM PAY

LONDON, Feb. 14.—Four pictures have been removed from the list of 65 films members of the Cinematograph Exhibitors Assn. are asked not to play in their theatres, it was announced at the weekend.

The "white-washed" films are "The Sheriff of Fractured Jaw," a 20th-Fox release; "The Story of Esther Costello" and "The Whole Truth." (Continued on page 8)

Four-City Premiere Is Held for 'Bismarck'

"Sink The Bismarck," 20th Century-Fox's new film was launched ceremoniously Thursday night at four simultaneous international premiers, in four of the largest English-speaking cities of the world.

The around-the-globe debuts attracted royalty, diplomacy, officialdom and entertainment personalities in... (Continued on page 3)

Warn of Exaggerating Effects on Foreign Policy of U. S.-Russian Cultural Agreements

By E. H. KAHN

WASHINGTON, Feb. 14.—The continued activity of Allied States Association seeking an investigation into the administration of the Paramount Consent Decree may possibly lead to a congressional inquiry into its operations, it is believed here. Though there are political factors which favor an investigation this year, the weight of probabilities seems to oppose any early probe.

If there are no hearings this year, however, it should not be taken to mean that Congress has spurned the Allied viewpoint, which is being presented here frequently by the Paramount Consent Decree. But the schedules of the House Judiciary Anti-trust Subcommittee and the House Government Operations Committee are crowded with important matters. (Continued on page 6)

Texas Drive-in Assn. Reelects Tim Ferguson

Special to THE DAILY

DALLAS, Feb. 14.—Tim Ferguson, Grand Prairie, Texas, has been re-elected president of the Texas Drive-In Theatre Owners Association, elevated from director to vice-president is Harold Novy, Dallas. Others reelected are: vice-presidents, Skeet Noree, Lamesa, and Bob Davis, Sherman; treasurer, J. J. Valentine, Lockhart, and secretary, M. K. 

Ask New Approach to Saving Small Theatres

WASHINGTON, Feb. 14.—A new approach by the whole industry to the problem of the small town theatres "not merely its survival but its continued growth and prosperity" is called for by the Emergency Defense Committee of Allied States Theatres. (Continued on page 7)
PERSONAL MENTION

A BE MONTAGUE, Columbia Pictures executive vice-president, is on a South American cruise.

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and his assistant, Bernard Levy, have arrived in Hollywood from San Francisco.


David Lipton, Universal Pictures vice-president, returned to Hollywood at the weekend from New York.

Joseph M. Scudder, Magna Theatre Corp. vice-president and general sales manager, will return to New York today from the coast.

Chester F. Cavaney, executive vice-president of Fred Astaire Dance Studios, left New York on Friday for London.

Jan McKay, television actress-singer, has returned to New York from the Coast.

8 Weeks for Petticoat

"Operation Petticoat," the Grammont Production released by Universal-International, started eighth weeks of its first-run engagements in 18 key situations on Friday, setting holdover records in each situation. The picture originally opened first-run in these cities and theatres on Christmas Day and started eighth weeks on Lincoln's Birthday. In 15 of the situations, "Operation Petticoat" is playing in the original first-run theatre in which it opened.

LONDON: Spyros P. Skouras is congratulated by His Royal Highness Prince Philip at the brilliant premiere of "Sink the Bismarck" at the Odeon Theatre, as Miss Skouras and Lord Brabourne, producer, look on. "Bismarck" was made possible by the determination of the Fox president to present this tribute to the Royal Navy.

Columbia 'Lady' to Bow

At Keith in Washington

Anwar-George Sidney's "Who Was That Lady?", a Columbia release, will have its world premiere at the Keith Theatre in Washington, D. C., on Wednesday, Feb. 17.

The following day the picture will open at the State Lake Theatre in Chicago.

Dell Book for UA Film

A nationwide comic book promotion for Bert Gordon's "The Boy and the Pirates" is planned by United Artists and Dell Publications. The 36-page book, to be mailed to 10,000 department stores, retail outlets and newspapers throughout the country, will feature full color and credits for the UA release as well as action scenes in comic drawing.

Brief-Filing in 60 Days

Asked in Goldwyn Case

Special to THE DAILY

SAN FRANCISCO, Feb. 14.—Federal Judge George B. Harris has instructed opposing counsel in the Samuel Goldwyn, two-million-dollar antitrust suit against National Theatres, Fox West Coast Theatres and other subsidiaries, to file briefs within 60 days before he can hand down a decision in the almost 11-year-old litigation. The suit originated in 1930.

The court's instructions to Joseph L. Alioto, attorney for Goldwyn, and Arthur B. Dunne, representing National Theatres et al., climax the past three days of closing oral arguments in the case which was heard in 1938 before the late Judge Edward P. Murphy, who died before reaching a decision.

Upon receipt of the briefs, Judge Harris will return a verdict after reading the voluminous transcript of the more than three months of testimony heard by Judge Murphy.

PTA Group Studying

Unfit Films in N.C.

Special to THE DAILY

SALISBURY, N. C., Feb. 14.—Following a meeting of the citywide PTA Council, members were charged against "unfit motion picture situation." They are Boyden High School Principal J. H. Nettles and Knox Junior School Principal Harold Isenberg.

Informed sources here explained that the development followed recent complaints against "unfit motion pictures" lodged with the Salisbury City Council by Father Francis J. McCourt, pastor of Our Lady of Victory Mission. The City Council declined to take any action in the matter, however, and advised Father McCourt to seek the cooperation of the Parent Teacher Council here.

Columbia Has Full Page 'Times' Ad

Columbia Pictures took a full page ad in yesterday's New York Times to promote live of its releases currently shown in theatres in the metropolitan area. The page had a panel of the upper left portion which headed "New York's First Big Hit of the New Year Are All From Columbia."

This panel carried listings for Bob Denen's "Once More, With Feeling."" Scrooge,"" and ""Music Has Come Again,"" starring Carol Reed's "Our Man in Havana."" The ad was continued in its third week at the Trans-Lux 52nd St. and the Forum; Sam Spiegel's "Snaffles Last Summer" in its eighth week, and ""The Wham!"" at the Sutton High Road's ""The Mouse That Roared."" In its seventh week at the Guild; and ""Swan Lake,"" in its third week at the Trans-Lux Normandie.

Detroit Variety Tent Sponsors New Clinic

Special to THE DAILY

DETROIT, Feb. 14. — As the high light of Variety Week in this city William M. Wetsman, chief barker of the local Tent, presented a check for $1,000 to Dr. John J. Pola, chief of staff for the Children's Hospital of Michigan.

It was the first of what will be a continuing payments for the establishment and operation of the ""Variety Club Growth and Development Foundation,"" which will be housed in the Children's Hospital.

The presentation was made at a civic luncheon at the Sheraton Cadillac Hotel here attended by Mayor Louis C. Miriani of Detroit and other city officials. Earlier, the Mayor has proclaimed last week as Variety Week.

Dr. Woolley Supervising

supervising the work at the new foundation's new center, Dr. Paul E. Woolley, pediatrician in charge of Children's Hospital, and professor of pediatrics at Wayne State University.

The Foundation will establish an endowment of the clinic, and services which residents of the state now must travel long distances to obtain. It will also set up a laboraitory to engage in research which could affect one of every 10 children taken sick here.

Ida. Drive-In Joins TOA

Miles and Bert Schneider have en rolled their Sunset Drive-In of Sal mon, Idaho, in Theatre Owners of America. It was announced jointly by Albert M. Pickus, president of TOA and John Krier, president of Mountain States Theatres Association, Salt Lake City.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwood Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feekes, Advertising Manager; Geo. H. Faust, Production Manager; TELEVISION TODAY, Charles S. Armstrong, Editor; Aug. Haas, Editor; Ashley C. Reynolds, Managing Editor; William Pay, News Editor; Correspondents in New York, Chicago, Los Angeles, Detroit, Buffalo, and San Francisco.

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**Trailers for Each Other Run by 2 Coast Houses**

*From THE DAILY BUREAU*

HOLLYWOOD, Feb. 14. — Good fellowship among rival exhibitors may prove a likely boon to the motion picture industry. Management of the Stanley Warner Beverly Hills Theatre and the Pantages Theatre, where Columbia’s “Swissy, Last Summer” and “Our Man in Havana,” are currently shown, have agreed to run trailers on each other’s attractions.

Matchmaker for the cross-plugs was Bob Goodfriel, Columbia’s studio publicist.

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**Saunders Retiring after 40 Years in Industry**

*Special to THE DAILY*

BRIDGEPORT, Conn., Feb. 4.—Matt Saunders, veteran manager of Loew’s Poli Theatre here is retiring after serving the industry for more than 40 years. He will not be.completely out of the picture. However, as he will act as relief manager for Loew’s Bridgeport theatres, Al Donlan, his assistant, has been promoted to succeed Saunders as manager of Loew’s Poli.

Saunders began his show business career with the late William F. Cody (Buffalo Bill) and his Wild West Show, touring the U.S. and Europe. Star attraction of the show was “Annie Oakley,” the famous markswoman. An editorial in the Bridgeport Post reported Saunders landed his work and interest in civic enterprises.

**Fisherman’ Promotion By RKO Begins Here**

A local exploitation campaign to promote Rowland V. Lee’s “The Big Fisherman” has been instituted by RKO Theatres where the film opens Wednesday, March 2, Charles Levy, advertising and publicity director of Buena Vista Film Distribution Co., which is releasing the film, announced. Promotion in television, radio, newspapers and religious publications will be used, along with exploitation interview records featuring co-stars Howard Keel, Susan Kohner, John Saxon, Marsha Hyer and Herbert Lom, which will be played in RKO Theatre lobbies and local record stores.

Arrangements have been made with Pocketbooks, Inc., publishers of the paperback edition of “The Big Fisherman,” to use its trucks in promoting the film, the theatres and the book.

**ASCAP’s 1959 Gross**

*From THE DAILY BUREAU*

HOLLYWOOD, Feb. 14. — Total gross receipts for the American Society of Composers, Authors and Publishers, in 1959 were $30,030,967.14, a jump of five per cent over the previous year, it was announced by Chairman Arthur Schwartz at the Society’s annual dinner here.

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**Malaya House Reopens After Major Remodeling**

*SPECIAL TO THE DAILY*

SINGAPORE, Feb. 14.—The new Cathay Cinema in Sungai Patani, Kedah State, Malaya, has officially been reopened with 706 seats, following a modernization campaign.

The theatre stands on the site of the former Queen’s Cinema which recently was bought by the Cathay Organization and almost totally razed to make way for the new house. Upstairs seats have been reupholstered and new downstairs seats are Delaron. The theatre’s exterior and interior have been completely redesigned, and the old-fashioned Chinese opera hall effect has given way to a modern cinema building.

Lim Keng Hoo, of the Cathay Organization, who flew up from here to attend the opening ceremonies, reported that his company now operates a chain of 60 theatres, of which 15 have been opened in Malaya in the last three years. The houses are spread as far as Bangkok, 1,000 miles north of here, and Sandakan, 1,500 miles south of Kuala Lumpur.

In 1947 the Cathay Organization had only two theatres and a monthly average attendance of 100,000. Today, more than 1,500,000 patrons attend the Cathay cinemas each month.

**Magoo Cancer Cartoon Available to Exhibitors**

“Inside Magoo,” a special Techni-color animated cartoon starring the popular Misters Magoo and Jim Buckus as his voice, has been completed by Stephen Boushout, head of UPA, and is now available for the theatrical bookings by exhibitors throughout the United States, the American Cancer Society announced.

The six-minute cartoon’s purpose is to motivate the public through the films to visit doctors and get a cancer checkup. Magoo is presented in a series of misadventures before he inadvertently gets his checkup. “Inside Magoo” is a special, UPA, distributing the cartoon, Bhasha Pictures, and exhibitors may order free prints of the film through their local units of the American Cancer Society.

**15 Standard Theatres Become TOA Members**

Fifteen theatres of the Standard Theatres, Inc., circuit of Wisconsin, have joined the Theatre Owners of America, it was announced by Albert M. Pickos, TOA president. The circuit membership was obtained by George F. Rose, TOA director of exhibitor relations, from Eugene F. Ling, Standard Theatres general manager.

Included among the Standard theatres: the Riverside and 41-Twin in Milwaukee; the Park and Pix in Waukesha; the Majestic and Ellis in Beloit; the Fox in Appleton; the Lake; Civic Center in Kenosha, Mid-City and Kenosha; the Bay and West in Green Bay; the Stardust in Sheboygan; the Mid-City in Janesville; and the Westgate in Racine.

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**Memphis Censors at Odds On What Has Been Banned**

*MEMPHIS, Feb. 14.—* The new board of censors of this city has a first-class problem on its hands. One member, Eugene Bearman, said two films, “Jack the Ripper” and “The Hypnotic Eye” have been banned. “They are grim, grotesque. Not fit to see,” he said.

Mrs. Judson McKellar, chairman, said they were passed by the board, “although the two producers themselves said the films be cut. Distributors refused.” One film Mrs. McKellar mentioned was “Who Was That Lady?” Other members were not reached or would not comment.

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**Triton Pictures Moves Offices in Hollywood**

*From THE DAILY BUREAU*

HOLLYWOOD, Feb. 14.—Triton Pictures, in corporation, has moved its Hollywood office from the Goldwyn Studios to 8891 Sunset Boulevard. Making their headquarters at the local office are Pato and Charles Skouras, while Spyros, Jr., president of the corporation will continue to make New York his base.

The company is preparing two productions for early filming, one based on the life of St. Francis of Assisi, for which Eugene Vele has done the screenplay, and the other the film version of the Niven-Parkheat novel, “California Street,” for United Artists release. Screenplay is being written by George Zuckerman, the Triton company not being effected by the writer’s strike.

**‘Miller’ Is Anticipated**

The re-release of “The Glenn Miller Story” by Universal-International starting in March with an all out promotional campaign, has been given added impetus by the recent survey recently concluded by Sindlinger and Company, who found that there are 21,500,000 patrons who can be expected to see the picture. Universal reports.
EXPLOSIVELY COMBINING

LAURA’S ECSTATIC MYSTERY . . .

ROOM AT THE TOP’S UNCOMPROMISING FRANKNESS . . .

BRIEF ENCOUNTER’S BITTERSWEET ROMANCE . . .

DIABOLIQUE’S SHEER SHOCK!

“A DRAMATIC CREATION CONSIDERABLY BETTER THAN ‘ROOM AT THE TOP’!”
—Hollywood Reporter

A motion picture as creative as love... brilliantly, mysteriously different... as man is from woman.

A PARAMOUNT RELEASE starring

HARDY KRUGER • STANLEY BAKER • MICHELINE PRES
**Television Today**

**Fellows to Keynote Broadcasting Meet**

From THE DAILY BUREAU

WASHINGTON, Feb. 14.—The National Association of Broadcasters announced that President Harold E. Fellows will make the keynote address at the 5th annual Conference of Presidents of the Broadcasting Associations. Also announced was the complete program for the two-day conference, Feb. 24-25, at the Shoreham Hotel in Washington.

Fellows will speak at the first morning session. Howard H. Bell, assistant to the president for joint affairs, is conference chairman and will preside at all of the sessions.

Following Fellows' keynote address, four NAB staff executives will report on "Broadcasting in the Sixties." The report is planned as a thorough exposition of the Alabama Broadcasting Association; the present problems facing the broadcasting industry and the outlook for the 60's.

Meagher, Brown to Speak

John F. Meagher, NAB vice-president for radio, and Thad H. Brown, Jr., NAB vice-president for television, will discuss the current problems of radio and television, respectively, and the industry's self-regulatory activities. Douglas A. Anello, NAB chief counsel, will review the NAB testimony and position taken recently at the Federal Communications Commission, hearing on programming. Vincent T. Wasilewski, NAB manager of government relations, will discuss legislative developments growing out of recent inquiries into broadcasting.

At noon on Wednesday, the state presidents will go by bus to the national awards luncheon of the Voice of Democracy broadcast program, costing $15 at the Statler Hilton Hotel.

The contest is sponsored by the NAB and the Electronic Industries Association in cooperation with the Veterans of Foreign Wars. Many state broadcasting associations have sponsored the contest on the local and state levels.

**Reports Due on Wednesday**

On Wednesday afternoon, the program will feature state association reports. These will include "Projects and Activities" by John C. Cooper, Jr., president of the Wisconsin Broadcasters Association; "The Right to Advertise" by Carlson Dargusch, Jr., secretary-treasurer, Ohio Association of Broadcasters; "The Right to Know" by Elly Stevens, president, Maine Association of Broadcasters; "State Promotion" by Charles B. Bradefield, president, Tennessee Association of Broadcasters; and "The Personnel Placement Bureau" by Jack Gilbert, president, Nebraska Broadcasters Association.

**Giving, Taking 'Payola' Should Be Crime: FCC**

From THE DAILY BUREAU

WASHINGTON, Feb. 14.—Legislation to make "payola" a crime will be suggested to Congress by the Federal Communications Commission. The agency will urge Congress to make giving or taking "payola" punishable by a year in jail and/or fine up to $5,000. The same penalty would apply to deceptive broadcasting practices.

In making this recommendation, FCC apparently disagreed with the recommendation by Rep. Joseph E. Barr, D-N.Y., whose legislation was rejected by General Rogers which asserted that FCC had "adequate authority under existing law" to deal with such abuses. FCC says, however, that it needs a new law to extend its authority from individual stations to networks, station personnel, advertisers, and producers, as well as to enable it to cope effectively with the hitherto unauthorized and unannounced commercial plugs.

**Calm Continues**

(Continued from page 1)

lature ended a brief session at the weekend without considering, or even receiving any measures regarded as inimical to the industry. Earlier, there had been some concern lest censorship proponents introduce new and more stringent measures there.

Much the same situation prevails in Maryland, where adjournment is scheduled in a few weeks and no new censorship legislation, which have been feared might be in preparation, has made its appearance there yet.

While numerous legislatures have to meet, the last of the legislative year, at least, has been far more auspicious than the industry legislative watchdogs had anticipated a few months ago.

To date, New York is the only state in which an unpopular industry measure has been introduced this year. A film classification bill remains in committee in Albany. Pennsylvania has a new censor law but it was enacted by the last session of the legislature, not the current one. Suits challenging its constitutionality have been set for hearings in Harrisburg on March 9.

**Para. Decree**

(Continued from page 1)

tions Committee—where most of activity has been concentrated, very heavy, and, 1960, an election year, campaign demands on Congressmen.

No comment on the proposed investigation of the Paramount film administration was available from John W. Garrity, chief of its legal counsel, who said the department also did not comment on pending complaints that were learned elsewhere, however.

Anites, particularly, is concerned with the anti-trust division. The belief is that it has not yet seen the light of day.

It is understood that Renschel, the executive副总裁 at the National Board of Review, has been in frequent correspondence with two Indiana Democrats, Earl Holton and Joseph E. Barr. Hogan has talked with the Justice Department and with the House Antitrust subcommittee.

**Presented to Operations Committee**

In addition, the question of minimum screening of the decree was sent to the Government Operations Committee before it recessed it back into the anti-trust subcommittee.

Barr may be a more fruitful source of assistance in obtaining hearings for one thing, he is familiar with the film business, having formerly owned two drive-ins. His wife's family one point had a circuit of about 40 theatres, and he has been serving unofficially as a sort of "whip" for Rep. Emmanuel Celler (D-N.Y.), chairman of the Judiciary Committee in connection with getting civil rights bills through the House.

After the civil rights bills had been disposed of, it would seem reason to assume that he would be in a good position, if put the question of film industry hearings before Celler. The subcommittee, however, has a jammed schedule, and it may be that some hearings on anti-trust matters might be impossible.

Hearings were held some years ago by the Senate Broadcast Committee of the Senate Antitrust Committee. If it should be found, on examination, that the complaints that would be aired in a new set of hearings are not comparable to those brought in earlier ones, this would also tend to cool the Congressional attitude toward a new series.

**Nancy Kwan**

(Continued from page 1)

her motion picture debut in the film the star of William Holden.

The announcement was made by Ray Stark, who is producing the picture for Paramount release. A selection of Miss Kwan made it possible for production to resume today, following a two-week shut-down of the film. Miss Kwan will rejoin the present British production company to Hong Kong in May, following two months of filming in London, to re-shoot the portions shot last month with Miss Nuyen.

**TORONTO:** The premiere of "Sink the Bismarck" at the Imperial Theatre drew the top brass of the British Naval Command. Seen above are (left to right) Commodore R. I. Hendy, Vice-Admiral E. R. Mainguy, Lt. Commodr. O. B. Maybe, Mayor of Toronto Nathan Phillips and Mrs. Phillips; Wrens Pat Shaw and Pat Rainey.
Motion Picture Daily

yajit Ray Receives
O Selznick Awards

From THE DAILY Bureau

WASHINGTON, Feb. 14.—Satyajit Ray, Indian director of "Father Goose," and "Aparajito," received the Selznick Golden Laurel Award: Golden Laurel Trophy in ceremonies held this afternoon in the private theatre of the Motion Picture Association of America in Washington, D.C. A. Johnston, president of Academy of Motions Picture Arts and Sciences, made the presentation. The award has been given in this country over the ten-year history of the Golden Laurels. It was noted that the top two awards were single presentations.

Here from Calcutta

new here from Calcutta to receive this trophy, one of which was presented to him with his name and that of the other, the name of the winner of another film, "Aparajito." The film was screened by a reception given by S. M. Banerjee, Under-Secretary of the Indian Embassy, the day of the award. The film is in the making of a new edition of "Aparajito."

Theatre

Santiniketan

Texas Drive-in Assn.

(Continued from page 1)

Texas Drive-in Assn.

(Continued from page 1)

in a bulletin issued at the weekend from Allied headquarters here.

The EDC says the approach must be started now, particularly since televiewing is on the increase and people are beginning to stir out of their homes. Mention is made of the Ben Nevis National business-building plan." For looking and timely.

"But," the bulletin adds, "for it (the plan) to achieve its full potential it must be supplemented by a fresh point of view in regard to pricing pictures and delivering them on prompt availability."

EDC criticizes the "brutal practice" of demanding from smaller theatres 60 per cent, with a review of 50 per cent, for certain pictures and cites an example in this respect "the handling by United Artists of 'Solomon and Sheba."

Al Myrick, president of Allied States Association, criticized distribution for its policy of "the big build up followed by the hard-to-buy policy."

He said, "When the public wants to buy that's the time to sell," and stated that withholding of films after national advertising has reached its peak is a real deterrent to the boxoffice.

He landed the American Congress of Exhibitors and reported, "Allied States has endorsed ACE. ACE will lead the industry out of the wilderness."

'Murder' Starting Here

May Britt and Stuart Whitman will have the leading roles in Burt Balaban's "Murder, Inc.," which will go into production today at the Filmways Studio here.

Way. But the end is far beyond any horizon we can comprehend.

"But the opportunities for using this great medium greatly are still unlimited.

"The fact that the motion picture can be used greatly is shown by the film being honored this afternoon by the man being honored this afternoon by the coveted Golden Laurel Awards."
National Pre-Selling

JULES VERNE, the 19th century author, loved to write science fiction stories with long titles, such as "Journey to the Center of the Earth." Contemporary audiences are familiar with the title, "Around the World in 80 Days," and "Twenty Thousand Leagues Under the Sea." These titles are problems to theatre managers, when they must find room for them on their marquees. However, they are happy theatre managers during the time these films are playing their theatres, because these Jules Verne films are hits.

"Journey to the Center of the Earth," is the current Jules Verne authored film now in general release. This 20th-Fox picture starring Pat Boone, James Mason and Arlene Dahl is recommended to the readers of the Feb. issue of "Seventeen."

A striking ad on "Once More, With Feeling" appears in "Life's" Feb. 8 issue. This Columbia film is now at Radio City Music Hall.

A powerful advertising presentation, color ad for Joe Levine's "Jack the Ripper," will be seen in "Life's" Feb. 15 issue.

Pictorial and text stories in the 34 Sunday newspapers published to key cities do their part in pre-selling motion pictures.

In the Jan. 31 issue of three Sunday magazines the following stars and films were published:

The actress who plays opposite Kirk Douglas, in "The Last Train From Gun Hill," was profiled in the Chicago Tribune. Filmed in Ziva Rodann, who put her period of military service in Israel's women's army when in her teens. She has played in a number of Hollywood films.

Leslie Parrish and Peter Palmer, who played Daisy Mae and Lil Abner, in the Paramount film "Lil Abner," were the attractive full color cover of "The Boston Globe" magazine. A bio of the author Al Capp appeared in the same issue.

Under the caption "Spring Flower," a full color photo of Jo Morrow, who plays Alec Guinness' daughter in "Our Man In Havana," appears in the Denver Sunday EXPIRE Magazine. Names of all the stars in this Columbia picture; Noel Coward, Maureen O'Hara, Ernie Kovacs and Burl Ives are part of the caption for Jo Morrow's photo.

A interesting compelling color ad on Joe Levine's "Jack the Ripper," appears in the Feb. 16 issue of "Look."

When nine chariots, in "Ben-Hur," each driven by a team of four magnificent horses, race around a huge stadium filled with 15,000 extras as spectators, the movie audience were one of the most thrilling scenes the screen has ever produced, reports the film "Porgy" booked in 17 N. Y. Area Theatres

Following completion of its 35 week engagement at the Warner Theatre on Broadway, Samuel Goldwyn's "Porgy and Bess" will open day-and-date in 17 New York area theatres starting Feb. 24. It was announced by Columbia Pictures.

This will include engagements in both 70mm and 35mm, according to George Josephs, Columbia's sales director for the Goldwyn production, in New Jersey, Connecticut, Long Islad, Brooklyn and other localities.

At the same time, it was announced the film will be playing in 62 other new engagements throughout the nation and Canada by March 15, following similar long-run presentations in key cities.

As in the New York territory, the attractive will play areas adjacent to its 32 week run in Los Angeles. 28 weeks in Chicago; 26 in Boston and San Francisco, as well as theatres throughout Texas where it premiered in Dallas and Houston. Also, it will be shown in Cincinnati; Cleveland and Indianapolis with territory bookings. In addition, there will be new engagements in Minneapolis, Kansas City, St. Louis, Montreal, Memphis, Portland, Tucson, Miami, Seattle and Denver.

Florence Sommers in February's "Redbook," "Ben-Hur" was selected as the picture of this month by "Redbook."

-Solomon and Sheba," the U.A. film produced in Spain in the Super Technirama process is the recipient of considerable attention in the February issue of "Ebury." The article is built around 13 interest compelling production photos, many of which are closeups of Yul Brynner and Gina Lolobrigida.

A Kapalka caricature of the cast of "Home From The Hill," will appear on the full color cover of "Pictorial Review's" Feb. 21 issue. Robert Mitchum and Eleanor Parker are starred in this new MGM film.

WALTER HASS

Knoxville Suit

(Continued from page 1)

Pike and Tower theatres in Knoxville have indicated that Zina Morris, Willy-Kimey owns the Tennessee, Bijou and Park theatres located here.

U. S. District Judge Robert L. Taylor of Knoxville will hear the case. Three weeks docket time has been provided for this trial, a count aite said. He indicated that any effort to delay the hearing would probably be denied by Judge Taylor.

At a pre-trial conference on Jan. 7 both sides in the lawsuit agreed on exhibits, methods of presentation and did not seek delay beyond the April 1 trial date. Judge Taylor ordered several additional exhibits and other evidence along with general data from the independent and majors.

The other anti-trust suit, involving Taylor Bros., Theatres of Kingsport, Tenn., and Gate City, Va. versus the majors, will not be heard by Judge Taylor for at least six months or longer. This case will also be conducted before the Knoxville District Court.

Four Films Removed

(Continued from page 1)

both Columbia; and "The Third Man," British-Lion.

The films were removed from the barred list following assurances from the three distributors to the CEA that producers John Woolf, Major Daniel Angell, and David O. Selznick no longer have any financial interest or participation in the properties. In addition distributors will delete all references to the producers from the titles on the prints and also on publicity materials.

"Esther Costello" and "The Whole Truth" were made by Romulus films, headed by Woolf; "Sheriff" was made by Angell; and "The Third Man" by Schruck.

Meanwhile the CEA is continuing its boycott action against the producers in regard to the 61 other pictures on the list. So far there is no indication of any legal action as threatened previously.

New York: Broadway was ablaze with lights and glamour for the premiere of "Sink the Bismark!" at the Paramount Theatre. A host of celebrities and British and American dignitaries gathered to watch the stirring parade and trooping of the colors in Times Square. Seen above are the Sovereign British Bagpipers.

MILWAUKEE — Harry Mintz, been named chief Barker of V. Chaskin & Son's Tent Shows. Other officers are: Dean D. Fitz, and Lew Breyer, assistants; H. Pearson, dough boy; Gerry Fra propriety master, and Glen Kall canvassman. Harold Rose has named manager of the special committee and is currently at an all-industry Valentine Party.

ATLANTA — Mrs. John Fulton, been named chairman of the US Committee of the Variety Club. Mrs. Sam Raymond; Richard Walsh is recording sec. and Mrs. Sam Goodman treasurer.

Albany Bill Suggests New Placement Fees

Special to THE DAILY

ALBANY, N. Y., Feb. 14 — A amend the general business lic make a new fee placing for and theatrical employment for a single two, at 10 per cent of the reasonable payable to the applicant and 20 per cent for employment engagements for orchestras and orchestra and concert fields, instead of five per cent of the weekly salary through the first two weeks that engagement, has been introduced by Sen. Jacob H. Gilbert, B Democrat.

Film Advertising Stu Based on "Photoplay"

Motion picture advertising in May issue of "Photoplay" magazine be the subject of a special study for the publication by the Advertising Organization, Charles G. Giger, "Photoplay" motion picture advertising manager, announced at weekend.

The study is the first extensive review of fan reading motion picture advertising since 1934. It will report extent to which fan magazine readers, notice film advertising and to extent they associate each ad with picture it depicts. Twerlliger said study will be made available all "Photoplay" advertisers.

The measure also changes the terms of "theatrical employ agency" and "engagement."

"Tall Story" Tour Sta

A 13-city promotion tour in honor of "Tall Story" will be launched day by Arthur Zinn, executive in charge of the tour, to Joshua Logan, producer-director of the Warner Brothers December Anthony Perkins and Feoda Anderson, who will screen the tour in Washington and will tour up with visits to Philadelphia, Buffalo, Boston, Detroit, Chicago, and Los Angeles, in seven days, returning home on March 3.
N.Y. Variety Club Hails Levine for 'Herculean' Feats of Showmanship

By SAUL OSTROVE

(Picture on Page 4)

Joseph E. Levine yesterday was honored as "Showman of the Year" by the New York Variety Club, Tent No. 35, at a special invitational luncheon held for members only at the Astor Hotel here.

Levine's "Herculean showmanship achievements" were cited by Chief Barker Harry Brandt, who presented the award, before more than 400 industry leaders and several members of Levine's family.

Sharing the dais with Levine, be-

Solon Would Exempt Some from Wage Law

Special to THE DAILY

DALLAS, Feb. 15—Sen. Ralph Yarborough (D., Tex.) told banquet guests at the closing of the Texas Drive-In Theatre Owners Ass'n. convention here last week that he favored an exemption from the proposed new federal minimum wage law for thea-

Memphis Censor Board Bans Film As Authority Is Challenged by Lawyers

Special to THE DAILY

MEMPHIS, Feb. 15—Mrs. Judson McKellar, chairman of the Memphis board of censors, announced today the board has decided to ban "Hideout in the Sun," a film on nudism, despite city attorneys who have said the board has little or no authority.

Mrs. McKellar said the board "still has under consideration" the film "Island in the Sun," which was banned by previous censor boards. The current board has refused to pass it so far.

Mrs. McKellar said the board had reconsidered and had decided to pass two films, "Jack the Ripper" and

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Map Brotherhood Drive

At Meet Here Friday

The New York campaign for the Motion Picture Division's 1960 Brotherhood Week drive will feature a luncheon at the Hotel Astor, it was announced by Salah M. Hussain, vice-president of Skouras Theatres and United Artists Theatre Circuit Inc., who will chair the Metropolitan New York area campaign.

William J. Heineman, United Artists vice-president and national distribution chairman for Brotherhood, will blueprint plans and programs for this year's coordinated Brotherhood campaign. Syros S. Skouras, president of Skouras Theatres and Brotherhood national exhibition chairman, will develop the program of activities for exhibitor's participation in the all-out drive.

NCCJ President Slated

Dr. Lewis Webster Jones, president of the National Council of Christians and Jews, will participate in the luncheon conference to be held in the East Ballroom at 12:30 P.M.

Plan N.E. Previews

in Brotherhood Drive

Special to THE DAILY

Boston, Feb. 15—Plans to hold a series of "snack previews" of new pictures at theaters throughout New England to raise funds for the National Council of Christians and Jews, will be discussed at a meeting of directors here today. Exhibitors will be asked to cooperate.

Harry Segal, of United Artists, co-chairman of the New England unit of NCCJ, presided at the meeting. The Brotherhood Week drive begins March 12.

E. Myer Feldman of Universal suggested the idea of holding previews at large theaters on the last day of a current engagement. Distributors will supply the new print and profits and profits will go to NCCJ after the exhibitor deducts a nominal sum. Kits will be furnished by National Screen and sent to each theatre.

Sieg to Rome, London

To See 3 New Films

Sol C. Siegel, MGM studio head, left here by plane over the week-end bound for Rome and London. In the Italian capital, Siegel will look at the recently completed "Tempation." In London, he will see "The Village of the Damned" and "The Day the Robbed the Bank of England," two films recently produced at MGM's British Studios.

The studio chief will stop in New York upon his return for conferences with Joseph R. Vogel, president of Loew's Inc. He is expected to return to the studio in about two weeks.

'Bismarck' Reported Big

In First Four Dates

"Sink the Bismarck!" in its first four days in London's drive is England-Fox's recent hit, "Journey to the Center of the Earth." In New York, "Bismarck" took in a total of $42,000 dollars for the four days in spite of snow and ice storms in the metropolitan area. In Washington, D. C., the same poor weather conditions prevailed. Birthday cake was stacked to the Palace to roll up record ticket sales. The Palace reported $10,000 for the four days.

In London, "Bismarck" is surpassing 30th highest grossing production ever to play the Odeon, "Lim of the Sixth Happines." Prince Philip was the guest of honor at the London premiere of the film.

In Canada, "Bismarck" has been playing to standing room only in Victoria, Toronto and Ottawa.

Velde, Cohen Hold UA

Meet in Detroit Today

Special to THE DAILY

DETROIT, Feb. 15—James R. Velde, United Artists vice-president in charge of domestic sales, and Milton E. Cohen, Eastern and Canadian Division manager, will hold a three-day series of sales meetings here starting tomorrow. David V. Picker, executive assistant to Max Youngstein, UA vice-president, and executive vice-president of UA Records, will also participate in the meetings.

The conferences will develop distribution patterns for the company's forthcoming product and map regional plans for the current sales drive honoring board chairman Robert S. Benjamin. Velde and Picker are expected to discuss the 25th annual WWWF, collections and playdate drive.

Participating in the sales session will be James Hendel, Central District representative; Syd Elowman, UA branch manager in Detroit.

Selig Fishman Is Dead;

Conn. Circuit Founder

Special to THE DAILY

NEW HAVEN, Feb. 15—Selig Fishman, 72, co-founder of Fishman Theatres, Inc., died here following a short illness. The circuit operates houses here as well as in West Haven and Fairfield.

Matthew Schroeder Dies

Funeral services for Matthew Schroeder, special sales assistant to George Weltrn, Paramount Pictures' vice-president in charge of world wide sales, will be held tomorrow at St. Mary's Church in Greenwich Village. Richard Long associated with Paramount, Schroeder died Saturday at his home there. His wife survives.

MEMORIAL

D ARLY F. ZANUCK will return to New York on Saturday from Paris.

MORTON A. NATHANSON, United Artists director of international advertising and publicity, has returned to New York from Mexico.

EDWARD E. SULLIVAN, 20th Century-Fox publicity director, will arrive in Dallas today from New York.

F RANCINE ORNSTEIN, daughter of William Orinstei, industry publicist, was married here Sunday to Sidney W All.

H. VIGGO ANDERSON, film editor of the Hartford Courant, has entered Hartford Hospital for surgery.

CHARLES H. SCHNEER, producer, will return here from London today, enroute to Washington.

Mrs. George Bristol has given birth to a daughter, Elizabeth, at Norwalk (Conn.) Hospital. Father is operations director in the advertisingpromotion department of CBS-TV.

H. F. VINSON, owner of the Sundown Drive-in Theatre, Columbia, Tenn., has returned there from St. Louis.

Barnett Rites Thursday

HOLLYWOOD, Feb. 15—Funeral services will be held Thursday at Forest Lawn, Hollywood Hills, for Beverly (Bev) Barnett, 45, independent producer publicist who died yesterday of a heart attack. Prior to opening his own agency 25 years ago he was publicity director for Republic Studios. Among his long-time clients were Gene Autry, John Wayne and Dick Powell.

FILM SALESMAN WANTED

by independent distributor. Must be prepared to travel extensively and have knowledge of national circuits.

Salary average above, plus travelling allowance.

Box 216, Motion Picture Daily
1270 Sixth Ave., N. Y. 20

Memphis Ban

(Continued from page 1)

"Hypnotic Eye," which the board had decided to ban "Jack Riper" and "Hypnotic Eye," Co-

Memorandum told the members that they would have no action in court.

Mr. said the city's censorship or- nance really wasn't worth anything, C Attorney Frank Gianotti told the board they "didn't have a legal to stand on.

Mayor Leob defended the ban and Goodman accused Leob of having picking it. Leob replied he nominated the members and the city couldn't elect them. The commission are the people elected by the people.

Goodman said the censor board would make Memphis "a hick town."

said movie censorship had been given up all over the country, except cities such as Birmingham and.

Would Abolish Board

Goodman recommended the board be dissolved and censorship abolished.

Fred Morton, union leader a member of the commission said: "If we cannot censor movies we are wasting a lot of time, we might as well d band.

Both were made by the cens board to have two scenes trimmed f the film, "Who Was That Lady and Columbia Pictures refused.

With the attorney expressing himself as not thinking the city could win, it seemed unlikely court test will follow.
The Bramble Bush is the money tree!

A BLOCKBUSTER ALL OVER FLORIDA AND NEW ENGLAND! WAY AHEAD OF 'SUMMER PLACE' AND HOLDING INDEFINITELY!!

FLASH! DITTO IN INDIANAPOLIS, BUFFALO, SALT LAKE CITY, MEMPHIS, SAN ANTONIO, HOUSTON, FT. WORTH, EL PASO, AUSTIN, COLUMBUS, GA., COLUMBIA, S.C., & LAFAYETTE, IND.

Another money flash!

"THE RISE AND FALL OF LEGS DIAMOND"

106 houses simultaneously in the New York area and a roaring smash in every one!

WARNERS have 'em now! WARNERS have 'em coming!
L.I. 'Censors'

(Continued from page 1)

vertisements for foreign films playing in his theatre without notifying him. Such action, the exhibitor charged, is steadily cutting into his receipts.


'Ugly Manifestation'

Herman said that the "new censorship" by certain lay dailies is an "ugly manifestation perpetrated on the advertiser," and added that it "goes unnoticed by the greater public as a whole and is as a result much more deadly and corrosive in the long run in its effect."

It is a "phantom" form of censorship, Herman said later in an interview, because the person or persons responsible for making the last-minute changes in film ad copy are not identified. "They back me up until the last minute, then they change my copy and pass the buck around the office," Herman stated.

Can't Withdraw Ads

"They give us (Herman and other independent exhibitors for whom he presided to speak) no frame of reference in which to work. The circuit houses have their product pre-sold for them, but we have to do our own selling job. We can yell 'foul' when our copy is suddenly changed, but we can't withdraw our advertising because Long Island is a two- or three-paper market, so we're captives in it."

Hellenman Enterprises

Plans New Theatres

Hellenman Enterprises, Inc., made plans at a meeting here to expand its theatres. With both new indoor and drive-ins scheduled for construction, it is announced by Neil Hellenman, president.

He also reported the following executive promotions and appointments: Alan V. Iselin, executive vice-president; Sanford Bookstein, first vice-president and treasurer; Edward Potash, ex-.vice-president and treasurer; William F. Ullman, general manager of the Philadelphia Theatres; Eli Schwartz, in charge of the Lincoln and Andalusia Drive-In Theatres; John Daley, manager, Andalusia Drive-In Theatre.

SHOWMAN OF THE YEAR award of the New York Variety Club, Tent 35, was presented yesterday to Joseph E. Levine, president of Embassy Pictures (left), by Harry Brandt, chief barker of the club.

Variety Club Hails Levine

(Continued from page 1)

sides Brandt, were George Jessel, an honorary life member of Variety since its inception, and 70 new barkers who were inducted yesterday along with Levine's young son, Richard, now an honorary "junior" Barker. Gypsy Rose Lee also made an appearance, restricted to friendly busses for Levine and "jury" members and a few words of congratulations for the New England showman.

Will 'Never Forget' Tribute

Levine said, after accepting his plaque:

"Anyone in my position would be deeply touched by this demonstration. The plaque represents an expression of sentiment which I will never forget, but I must confess that I am more deeply touched by the surge of new members who have taken this opportunity to join this wonderful organization which does so much for underprivileged children."

The New York Journal-American also paid tribute to Levine by running a special "Variety Club edition," devoting its front page to articles on the "Showman of the Year" and to numerous Variety activities. This edition, with news of Levine's award announced in a banner headline, was distributed to all guests during the luncheon. Press run for the special edition was 600.

Martin Starr Inductor

Martin Starr, in full barker costume, administered the ritual of admission to the following new inductees:


Twelve on Committee

Luncheon arrangements were made by Charles Allecote, Jerry Pickman, Al Stenn, Walt Frame, Jack Rosenfeld, Ira Meinhard, Irvin Dollinger, Jack Levin, Charles Smakowitz, Bill Doll, Ed Solomon, Morton Sunshine and Bued Boggs.

'Can-Can' Tickets Hot

Due to the large demand for ticket orders to "Can-Can" at the Rivoli Theatre, an extra ticket window will be utilized to handle in-person sales, according to William Zeller, managing director of the Broadway house. In addition, several people have been added to the mail order staff to accommodate the hundreds of letters which arrive daily, not only from the metropolitan area but also from neighboring states.

Sennett Hospitalized

LOS ANGELES, Feb. 15. — Mack Sennett, 79, film pioneer of the Keystone Comedy days, is reported in satisfactory condition at the Motion Picture Country Hospital, where he is being treated for an undisclosed ailment.

$1.25 Hour Minimum

New Albany Wage Bill

Special to THE DAILY

ALBANY, N. Y., Feb. 15. — With half a dozen Democratic-sponsored solutions memorializing the President and Congress to establish "with convenient speed a nation-wide minimum wage rate of at least $1.25 an hour" are pending in the Senate Assembly Republicans-controlled committee, Assemblyman Felipe T. Torres, Bronx Democrat, has introduced bill providing that the minimum paid to "employees" in New York State.

Somewhat similar to a mean sponsored last year by Sen. Irv Mosberg, Queens Democrat, the Torres bill would repeal section of the Labor Law which presently a twice the industrial commissioner. Investigate the wages paid "women and minors" in various feld to determine whether they are "acceptable."

To appoint wage boards to rep on the establishment of minimum wages for such groups.

To set minimum based upon the responsibility of the boards, after pub hearings.

One provision of the present bill which the bill would repeal would make applicable to "workers 21 and over." The Torres legislation would ext a minimum wage standard of $1.80. Employees, with a requirement for time-and-a-half an eight hours a day and a 40-hour week.

Wage Law Exemption

(Continued from page 1)

grosses less than $1,000 per annum.

He said he favored such an exemption because of the employment that the proposed law would create for the older persons and other part-time workers not dependent on the age for a living.

"Why not you thrive," he asked. Sen. Yarborough's words were of appointing to many of his exhibitors, who had hoped to hear him pledge support for complete exemption for all theatres from the provisions of the new minimum wage measure.

Allied Artists Profit

(Continued from page 1)

Directors here today. The figure can be pared down to $12,000 or so, the corresponding period in the previous year.

No provision was made in either year for budget income taxes because previous years losses could be carried forward to offset current year profit.

The gross income for the last 21 weeks has amounted to $9,035,885 as compared with $7,431,772 for the same period in the previous year.

Berger stated he believes that $12,000 or so, the last six months of which the present year ending July 2, 1960, the compa nay will continue to show a pro-
EC Charges

(Continued from page 1)

Rackmil Expenses

(Continued from page 1)

Film Media P.R. Prize
Given Medical Picture

(Continued from page 1)

Motion Picture Daily

Rackmil, president of the company, has resigned. He is succeeded by Frederick G. Fox.

Decca Records, Universal and 12 distribution companies have issued a joint accounting statement as an accounting change in the action is Bertha Tonev, a holder of common stock of Universal, represented by Irving Mosses, attorney for the city.

The defendants, in addition to the corporation, the following individuals: N. J. Blumberg, Alfred E. Duff, Preston Davies, A. A. Gerhardt, Harold Soloway, R. A. Lea, John J. O'Connor, Milton R. Ramsey, Budd Rogers, Daniel M. Shaefer, Harold I. Thorp and Samuel H. Vallance.

The complaint further charges that Rackmil arranged for a loan of $10,000 to Decca from Universal and also took sound tracks from Universal films for use in Decca record albums at a profit from Universal.

Academy Names 5

(Continued from page 1)

No proprietary interest in such films but would expect to receive an over-ride on gross sales, to provide the statement consists of rental basis and do the film processing in its laboratories.

Republic's net for the fiscal year ended last Oct, 31 was estimated by Carter to be between 22 cents and 25 cents per share on the $2,004,190 shares outstanding, or about $440,000, after taxes. That compares with 34 cents a share earned in the preceding year. Both results are after preferred dividends.

Gross revenues were down about $10,000,000,000 yearly from the year before, largely due to the tapering off of film sales and the discontinuance of production in 1957.

The decline in earnings was attributed to write-offs during the past year of $1,300,000 for unused story properties, $3,000,000 for unused property, and $5,000,000 for operating losses and other obligations.

Carter predicted a net of about 75 cents per share this year as a result of the write-offs, reduction of man-ual costs of machine-based and do the film processing in its laboratories.

The government lawyers are trying to show that before the company made amendments to its filing, warrants had been exercised so that the company amendments were wrong at the time of filing.

In the case of a 1955 S.E.C. filing by Silverthorn, the court held in showing that Fox exercised warrants "about 13 days" before filing of the statement and yet the statement merely said that Fox had warrants and had signed a letter of investment-interested.

In the confused tangle of warrants issued, warrants exercised, and stock issued and/or given to brokers, hear- ing examiner Hislop noted that Fox had exercised warrants and had signed a letter of investment-interest.

Meanwhile, the S.E.C. has continued since Feb. 26 its ban on trading in the common stock of Skiatron Electronics and Television, Inc.

The hearing will continue tomorrow.

Film Media Public Relations Award for 1959 was won by "The Treasure of 23 Years." The award was made at a party held at the Hotel Del Monte late last week.

The film, produced by the National Fund for Medical Education, and filmed and coordinated by Animatic Productions, Ltd., depicts the research conducted to involve in extending the average life span from 43 years in 1900 to 66 years today, an extension of 23 years. Hence, the title. The film has been of flashbacks to newreel shots showing prominent personalities of 1936, 23 years ago, as well as animated graphs, and lab footage showing the research which went into the fight against pneumonia.

The music score and effects were supplied by Musfex Company and the voiceover was directed and edited by Joe Filipovic of J F Film Service. The film has already been shown as a public service by local television stations across the nation.

Republic to Finance

(Continued from page 1)

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Film Media P.R. Prize

(Continued from page 1)

Given Medical Picture

(Continued from page 1)

producer Stanley Kramer over the CBS television network Sunday. Kramer said he would continue to uphold an individual's right to employment regardless of previous political affiliations.

The debate was aired over CBS's "P.B.S. ("For Your Information") program, aired here as the NBC-wide broadcast. Bill Stout of the network's news staff as moderator. Kramer and Stour were video taped in Hollywood, with McKenna and Coburn.

In presenting the Legion's stand in the current controversy of the hiring of screen writers either proven or alleged to be subversive, McKenna said he wished to clear up some misunderstandings as to what had been described by the press as a "war of nerves." He said that people wrote in to the Legion about what they understood to be a violation of the Waldoft Declaration, a voluntary agreement which was still operating. We said no materials or certain information available to the people making these inquiries.

Consulted Conscience, He Says

Kramer said that as an "individual entrepreneur" he struggled a great deal with his conscience before hiring people to work on his pictures. He said he agreed with "protection against invasions by ideology," but quibbled with how it should be done. He also said that he had "a great respect for the industry" and that the Waldoft Agreement had certain "redundant provi-sions." He then directly asked Mc-

Keanly, "How do you feel about the Waldoft Agreement itself?"

McKeanly answered that the Agreement was intended as the law for the industry "until it is breached. And if so, it should be brought to the attention of the people that it is no longer an operating agreement."

As far as he was concerned, said Kramer, many people are "wishing to set up a situation where a man's beliefs in 1947 or even in 1952 should prevent him from working today. He said, "there is no law in the books against hiring such a person." If it was against the law, he said, then legal agencies such as the FBI should "root out" such people.

Kramer, who said he was "not a signatory to the Waldoft Agreement," further stated that a writer's work "can be completely divorced from his political views, I control every foot of film, and I am fully aware of where I stand."

Italy Boys Town Benefits From 'Ben-Hur' Premiere

Special to THE DAILY

DETROIT, Feb. 15. - "Ben-Hur" opens at the United Artists Theatre tonight as a benefit for Boys Town of Italy, sponsored by Mrs. George Kouras, Michigan's Gov-

ernor G. Mennen Williams will head the list of civic, business, and entertain- ment personalities who will at-tend the black-tie premiere.
In selling it's the **CLIMATE** that counts

Just as a sunny sky is the right climate in which to sell a refrigerator... so is the movie theatre the proper climate to **SELL** your customers—be it next week's program or this week's concession items.

Trailers reach your customers in the proper climate and for this reason they have been, and will continue to be, your most important sales tool.
M-G-M Presents Preview of Product for 1960-61; List of 27 Films Reveals Wide Range of Subjects

An impressive array of top product for the 1960-61 season is announced by Metro-Goldwyn-Mayer in a unique and imaginative ad display published in this issue of Motion Picture Daily. Data on 27 films, many of which are already completed, are included in the imposing roster of upcoming pictures.

The exhibitor is provided a "preview" of each of the films which range in subject matter from such mighty spectacles as "Ben-Hur," "Cimarron," and "Charlemagne" to dramas like "Home from the Hill," "Temptation," and "Sweet Bird of Youth," to comedies like "Please Don't Eat the Daisies" and "Bachelor in Paradise" and musicals like "Bells Are Ringing."

For names of the potent talent involved in creating the films and the other titles and their sources, see inside.

Carter, on Coast, Tells New Production Plans

By SAMUEL D. BERNS

HOLLYWOOD, Feb. 16 - Victor M. Carter, president and chairman of the board of Republic Pictures, together with Richard W. Altschuler, senior vice-president of the company, (Continued on page 29)

400 Hail Levine at Luncheon in Boston

Special to THE DAILY

BOSTON, Feb. 16 - Nearly 400 persons turned out to welcome Boston's own Joseph "Hércules" Levine, who, with Mrs. Rosalie Levine, received tributes from the Cinema Lodge of (Continued on page 29)

Toll-TV Was Attraction In SE&T-Fox Dealings

By E. H. KAHN

WASHINGTON, Feb. 16 - Skatron Electronics and Television, Inc., did not wish to break with Matthew M. Fox, president of Skatron of America (Continued on page 25)

Find Market Can Use Quantity and Quality Films at Same Time: Jackter

In releasing a larger number of top pictures simultaneously Columbia Pictures has proved three important factors about the current market, Rube Jackter, vice-president and general sales manager, said yesterday.

The list included the following:

1. Exhibitor can absorb a quantity of quality films at one time.
2. One company can successfully merchandise a number of major releases simultaneously.
3. Orderly release is a workable system, particularly (Continued on page 25)

Following Vogel Talks MGM Heading For Best Year, Says Siegel

Production Head Outlines Impressive List of Films

Metro-Goldwyn-Mayer, with its 1960-61 production program and release schedule well under way, is headed for one of the most successful years in its long history, according to Sol C. Siegel, studio head. He announced a list of new pictures now in the planning stage and expected to go before the cameras within the coming months, among which are properties based on a number of the most popular novels (Continued on page 29)

N.Y. License Fee Bill Gets MMPTA Support

Special to THE DAILY

ALBANY, N. Y., Feb. 16 - The Metropolitan Motion Picture Theatres Association, Inc., representing 300 films houses in 14 counties of New York State, has filed with Sen. John J. March, Staten Island Republican, a memorandum supporting his bill to reduce the license fees charged by (Continued on page 28)

ATONJ Hears Report on Film Availability

New Jersey Allied yesterday received and considered a preliminary report on film availabilities in New Jersey areas prepared by its attorney, Harold Rome, after lengthy study of the situation.

Additional information still is re- (Continued on page 30)

TELEVISION TODAY — p. 28
MOTION PICTURE DAILY

Editorial

(Continued from page 1)

H. HOWARD MINSKY, assistant to GEORGE WELTNER, Paramount vice-president in charge of world sales, is in Toronto today from New York.

MICHAEL BERGER, vice-president of Columbia Pictures International, has arrived in Hollywood from Tokyo. He is enroute to New York, where he will make his headquarters after having been in the Orient since 1934.

SIEgfriD BLUMENSTOCK, vice-president of Charles Schlafie & Co. Los Angeles office, has arrived in New York from the Coast.

ROBERT INGRAM, Columbia district manager in Atlanta, has returned there from Jacksonville.

ROBERT WISE, producer of the Mirisch Company's forthcoming "West Side Story," has arrived in New York from the Coast.

RICHARD J. WINTERS, 20th Century-Fox publicity executive, has returned to New York from Washington.

S. J. BACKER, owner of the Harlan Theatre, Harlan, la., has returned there from Omaha.

RAY ESSICK, of the Modern Theatre Circuit, Cleveland, has left there for a tour to Israel.

ANNETTE BURD, of the advertising-publicity department, Stanley Warner Theatre, has returned to New York from Florida.

SAL ARONSO, Sr., general manager of McD-Theatres, Middletown, Conn., has become a great-grandfather for the first time with the birth of a boy, RICHARD SALVATORE, to his granddaughter, Mrs. Richard Carter of Middletown.

Self-Regulation Urged On Theatres by Corman

From THE DAILY Bureau

HOLLYWOOD, Feb. 16.—Addressing a local exhibitors group here yesterday, Roger Corman, president of Film Group, Inc., urged them to campaign among fellow showmen for the kind of self-regulation maintained by most producers.

Corman declared the increasing tendency among theatres to exhibit films which a Code such as Legion of Decency approval. He attacked what he considered a large part of the rising clamor for censorship, certification, and other inhibiting devices to the many engagements given "hot" pictures.

"Thoughtless bookings in the interest of today's dollar can have lasting repercussions on all segments of our industry," he warned, adding:

"Sees All Houses Hurt"

A "single exhibitor playing the wrong kind of picture will damage all theatres and business in the area inhabited by that film. All exhibitors are as far as I am concerned, headed up by a writer of no political affiliation at the same time criticized vilify calls the 'mob pressure' tactics of the American Legion," he declared.

MICKEY LEVINE, AVC national chairman, was quoted in the New York Times yesterday as describing the tactics of the Legion's national manager, Martin B. McKenna, as "neo- McCarthyism," and revealed that he had urged liberal organizations to join in the defense of any only industry who will withstand established and to support the American Legion.

Threatens Court Action

Levine stated that the AVC could use court action if the Legion "illegal" picketing or boycotts permit them to act against radio managers with impunity to terrorize American citizens who happen to dispose of its current boycotts.

Levine's attack on the Legion was contained in a letter to Stanley S. L. HAN, independent producer-director was excused by the Legion for writing Nedrick Young to write the version of "Inherit the Wind," who Broadway success. Young had to answer questions before the House Committee on Un-American Activities.

"Calls Kramer 'Patriotic'

The letter from the AVC chairman expressed "admiration and support to Kramer for the patriotic American position you have taken resisting the mob pressure of the American Legion and refusing to align your group to the mob's direction to your constituents and the rights of others.

Bad Weather Doesn't Hurt 'Marty' in Siberia

WASHINGTON, Feb. 16. — port that "Marty" has been extremely well received in Izokuts, Siberia, reaching 1934, chief of URAS's international films branch, announced to have stood that choice of the new film between "Lil" and "The Old and the Sea."
Inside this envelope there's a Metro-Goldwyn-Mayer preview
Flanders’ Is Top Fox Film in Louisiana

Twentieth-Century-Fox’s “Dog of Flanders” although it opened during the first recorded snowstorm in Louisi ana last weekend has jammed box offices throughout the state, according to theatre reports. It was said to sur- pass in three and/or four days every 8th picture that has played to picture audiences, including “Peyton Place,” “A Farewell to Arms,” “South Pacific,” “Inn of the Sixth Happiness,” and “Diary of Anne Frank.”

In its first four days in Alexandria, at the Essance, “Flanders” recorded $1,026 against “South Pacific’s” $2,233, “Inn’s” $1,917, and “Diary’s” $1,830. In New Iberia, at the Essance, “Flanders” playing three days hit $1,080 against “Inn’s” $339, and “Farewell’s” $478.

Strong in Abbeville

In Abbeville, at the Franks Theatre, “Dog” racked up $902 to “Inn’s” $588, and “Rally Round the Flag’s” $571. In Plaquemine at the Oasey, “Flanders” hit $742 against “Inn’s” $447. In Lafayette, “Flanders” at the Jefferson was $2,132 against “Inn’s” $1,677 and “Rally’s” $2,053.

In Crowley, “Flanders” reached $902 to “Inn’s” $583. In Jennings, at the Strand, “Flanders” was $537 to “Inn’s” $282. In Natchitoches, at the Cane, “Flanders” topped “The Young Lions” with $916 to $645. In Leesville, “Flanders” topped “Say One for Me” with $350 to $185. In McComb, Mississippi, at the State, “Flanders” outranked “Blue Denim” with $580 to $557.

Belafonte Leaving Palace

Harry Belafonte will complete a four-week run at the IKO Palace Theatre here on Sunday, March 20. No decision has been reached as yet as to whether the house will resume a motion picture policy or book another stage attraction.

SE&T Strong for Toll-TV

(Continued from page 1)

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January,
600, the Commerce Department re-
ports. This compares with $1,785,000
the same month of 1959.

The department says that the year-

September, 1959 would
be.

Also, the dividend rate was increased to 25
dividends per share.

Company stock also
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GIVES SUB-RUNS NATIONAL AD SUPPORT IN FULL-COLOR FOR THE FIRST TIME IN SUNDAY COMIC
merchandising for "THE SNOW QUEEN"

FIRST RUN COVERAGE

IN 63 MAJOR MARKETS AND DOZENS MORE VIA REGION-BLANKETING THROUGH THE WIDE SUNDAY CIRCULATION!

FOLLOWED BY SUB-RUN COVERAGE IN 20 MAJOR MARKETS WITH PLAYDATE LISTINGS!

2 BIG WAVES OF ADVERTISING IN 84 SUNDAY NEWSPAPERS REACHING 130,000,000 READERS!

Plus! ADS IN LOOK and PARENTS* REACHING 32,000,000 READERS!

*Awarded Parents' Family Medal

Plus! The biggest barrage of local Advertising...Publicity...Promotion...Music and Merchandising Tie-ups for any Motion Picture in years!

Cash in on this king-size campaign! Book "The SNOW QUEEN" NOW!
**WGA and 4**

(Continued from page 1)

pended companies which have signed with the guild, out of a total of 56 against whom the strike was originally called.

The guild's strike against the so-called "major" group of film companies continues in full force.

A 'special combined membership meeting of the Writers Guild of America, West, will be held Feb. 24 in the grand ballroom of the Beverly Hilton Hotel, WGA announced today. In joint attendance will be the screen writers branch of the WGAW and the WGAW television - radio writers' branch. Reports will be presented on status of the strike and of screen and television negotiations.

Curtis Kessen, president of the WGAW, will chair the meeting.

'Spartacus' Release in Super Technirama-70

Universal will release "Spartacus," the Bryna production, in Super Technirama-70. It was jointly announced yesterday by the distributor and Technicolor, Inc., which developed and produced the new process. First picture to be shown in the process was United Artists' "Solomon and Sheba.

To date more than 100 theatres in the U.S. have been equipped for the 70mm technique, it was stated. "Spartacus" will be released late this fall in special road show engagements.

**MAGIC—PUPPETS**

For Children All Ages

**MR. KRACKERJACKET**

New half hour TV film series

Starring

DOUG ANDERSON

For availability, write or call

FREDRIC STOESSEL, INC.

119 West 57th Street
New York 19, N. Y.

Judson 2-6978

**N.Y. Film Bills**

(Continued from page 1)

the motion picture division, State Education Department.

An accompanying letter from executive director D. John Phillips said: "I hope after due consideration the enclosed and other material statements which you are furnished by other representatives of the motion picture industry, you will exert your utmost efforts to bring about the enactment of the legislation.

The wording may indicate plea has been sent to other legislators.

Urging the bill's passage the MMTA memorandum declared:

"It would serve in some measure to alleviate the hardship endured during the last few years, and still further, by motion picture theatre exhibitors.

**Amendment Provided**

As you know, this bill seeks amendment Section 126 of the educati

law in relation to the license charged by the motion picture division of the State Education Department.

This section presently provides for a fee at the rate of $3 per thousand feet of film physically

this refers to original prints for additional prints distributed New York State.

"When this schedule was enacted about 40 years ago, the practice was to bring into the theatre two or three prints, which, under the then methods of distribution, were rotated among theatres throughout the state.

"With the coming of new methods of distribution, introduced recently, the common practice is to employ it. In the 'saturation booking' tech-

then the usual cost of reproducing a new print.

Inroads of TV Cited

Since the advent of television this country, the memorandum continued, the motion picture industry particularly the motion picture exhibitors, have suffered tremendous declines at the boxoffice, bringing about in many instances the closing of thes
trells throughout the nation.

In New York City alone, "over 200 theatres have closed between 1949 and 1959," the memorandum added, declaring "official cognizance of the fact has been taken by the Federal government and the City of New York by way of, among other things, the elimination of restrictions on exhibition of motion picture theatre admission taxes.
P E O P L E

Republic Plan  
(Continued from page 1)

today held his first trade press conference in his studio offices, retelling and enlarging upon the previously announced plans of Republic to finance theatrical film production as well as television film production by independents.

Carter pointed out that Republic is not interested in taking advantage, or profit-sharing in any of the films if finances. In exchange for financial assistance, the company will ask for a nominal percentage of the gross income plus interest rates comparable to present bank rates, except that interest charges will be made from time money is used instead of the time the deal is made.

The company will also require a guarantor for repayment of loans within 18 to 24 months on theatrical films and television series, and seven months on television pilots. No interest charge will be made for use of money on pilots," Carter pointed out.

Predicts Economies

"Producers will find charges more reasonable and economical in dealing for studio facilities, there will be no interference with any producers for their selection of scripts or casts," he added.

"Two deals are nearly concluded, one for theatrical and one TV, which we will announce shortly, and none of these deals are contingent upon distribution through our franchise operators or Hollywood television service," Carter concluded.

'Beach' Hits $176,283

United Artists 'On the Beach' produced and directed by Stanley Kramer, has rolled up a huge $176,283 in 15 first run engagements in the New York and New Jersey area in just one week.

First run situations in the two-state area include Jersey City, Newark, Atlantic City, Binghamton, Glen Cove, Haverstraw, Huntington, Jamestown, New Brunswick, Nyack, Rochester, Southport, Syracuse, Bayshore and Patchogue.

Roxy Theatre Sold  
(Continued from page 1)

the house will be torn down to provide space for a 900-room addition to the Taft Hotel and a 600-car garage. The Taft Hotel is also a property of Webb & Knopp. Purchase price of the theatre is reported as $5,900,000.

Columbia Pictures disclosed yesterday that its re-release package consisting of "On The Waterfront" and "The Caine Mutiny" have been booked to open at the big Seventh Avenue house starting Feb. 24. Stage shows will be disengaged at the theatre the day before. New low popular prices will be in effect.

400 Hail Levine  
(Continued from page 1)

Final Birth at the Hotel Bradford today.

Cheena Lodge president Carl Goldman and chairman George Roberts kept the affair running briskly, as did George Jessel, who was in rare form as toastmaster.

Head table guests included the Commonwealth's First Lady, Mrs. Foster Furcolo, Judge David A. Rose, Joseph Levine of the Yankee Network, Jimmy McHugh, Gypsy Rose Lee, Hugh Owen and Jerry Pickman of Paramount, Saul Gottlieb of MGM, Jules Lifshis of Warners, Nat Fellman of Stanley Warner, Joseph Wolf of Embassy Pictures, Robert Sternburg, president of New England Theatres, and Edward W. Linder, president of IENE.

Cited as the “man of the year," tributes paid to Levine included "has done more to spark enthusiasm in this industry than any one man" and has traveled far and wide to find pictures to show in this country that other companies have not discovered, and "dynamite, vital and imaginative," etc.

In his address, Levine spoke briefly that you have chosen this day to honor my dear wife and myself is a responsibility and is being paid to us, Rosalie and I thank you from the bottom of our hearts for this great, great day.

M-G-M Year  
(Continued from page 1)

and plays produced in recent years.

With "Ben-Hur" playing to capacity audiences in the 15 key cities where it has opened, "Never So Few" and "The Gazzebo" currently achieving impressive grosses everywhere, other recently completed films are set within the next few months. Among them are: "The Last Voyage," "Please Don't Eat the Daisies," "Bells Are Ringing" and "The Adventures of Huckleberry Finn."

The studio presently has in production "Cinnamon," "Butterfield 8" and "Go Naked In The World," three films that will reach the screen later in the year.

Points to Past Year

Following recent discussions with Joseph B. Vogel president of Loew's, Inc. on M-G-M's over-all production plan, the studio's president, Siegel emphasized that the past year has been notable for the addition to the studio organization of leading producers, directors and writers to implement the company's long-range program of major productions.

"Creative manpower at the studio," said Siegel, "stands at a record high today, with the films completed or in the next few months, he said. Among the contributors of 14 producers, 16 directors and 24 writers.

Among the films now in active preparation is the first "story film" to be produced in Cinexama. The process will be used for "Charlambane," a spectacular romantic drama about that great medieval figure. With Ted Richmond producing, the film rights written by Noel Langley, will be filmed amid foreign locales.

Other Films Listed


To round out this list of major productions will be three other important projects: "Sweet Bird of Youth," "Bachelor in Paradise," and "They Will Be Done."

Motion Picture Daily

Cite Decline of U.K. Tax Yield to Gov't.

By WILLIAM PAY
LONDON, Feb. 15 (By Air M. The yield of the entertainment tax on cinemas has now declined to an extent that its final abolition—not seriously affect the national finance. There is, however, a memorial submitted by the All-Industry Committee and urging abolition of tax in the coming budget.

A delegation that included Directors of the Industry Organisation, and Sir Philip W. chairman of Associated British nemes, headed the submission to Economic Secretary this week it went to the Treasury to put case for abolition.

Industry's Struggle Cited

The memorandum says that change on cinemas alone, enter meme into "uncommercial and criminatory," and it is levied on industry which is struggling for viable in the face of severe competition.

During the last four years, 900 cinemas have closed, repese about 20 per cent of the cinema existing in March, 1955. Of closures some 350 occurred during 1959—a rapidly worsening situation.

Attendances are also continuing fall. It is estimated that in the to May 1, 1960, attendances would amount to 600 million against 500 million in the previous year. The yield has been going down, too, in the past year, 1959, it yield about £15,810,000. In the runup, ending next May 1, it is stated that it will yield only £10,000.

Figures Presented

Giving figures to show the data financial state of the industry, the memorandum says that out of mated gross takings of £6.9 million in the current year, the open profit will be only £2,000,000, allowing for depreciation.

Taking after account of gross revenue (from the sale of such it as ice cream, confectionaries and cetera) of £6.9 million and allow for depreciation of £6.550 million act return to the exhibitors of 3,000 cinemas will amount to an amened £1.3 million.

The overall operating surplus of exhibition side of the industry, far from sufficient to cover depreciation of fixed assets and terest on capital, says the memo rum.

More Than Abolition Needed

It is recognised that complete ection of entertainments tax will guarantee the survival and operation of all cinemas still open at present it had not been for the tax, however, many of the cinemas which have closed would have been still today, while those which vived could have afforded a proved standard of amenity and e would be able to compete against rival forms of enter.
Sensational First Openings*

“Dog of Flanders” Beats 20TH’S BIGGEST**

*Check these Louisiana theatres:
Paramount, Baton Rouge; Lafayette, Jefferson; Don, Alexandria; Rice, Crowley; Opera House, Morgan City; King, New Roads; Strand, Jennings; Cone, Natchitoches; Princess, Windfield; Essanee, New Iberia; Franks, Abbeyville; Osage, Plaquemine; Delta, Opelousas; Queen, Eunice; Vernon, Leesville!

**Despite First Snowstorm in 50 Years!

**Peyton Place, Inn of the Sixth Happiness, Journey to the Center of the Earth!

(Advt.)

Preminger Defends Right to Hire Trumbo; Hits American Legion Action

By E. H. KAHN

WASHINGTON, Feb. 17.—A spirited defense of his right openly to hire Dalton Trumbo as a scriptwriter for his next picture, “Exodus,” was made here today by producer Otto Preminger at a luncheon attended by six leading senators.

“An American citizen,” Preminger said, “I should not deprive another American citizen of the opportunity to work in his chosen profession unless told to do so by duly constituted legal authority.” He added that the

(Continued on page 7)

Bar ‘Outsiders’ from Film Festival Unit

Rejecting occasional past suggestions that “outsiders” be added to the industry committee for selection of U. S. film entries in foreign festivals, the Motion Picture Export Ass-

(Continued on page 6)

Argentine Film To Be Shown Here

By SAUL OSTROVE

Argentina for the first time will attempt to crack the American general exhibition market in the next eight to ten weeks with “Thunder In the Leaves,” reportedly the most profitable film produced in the South American country in the last five years.

Fred Schwartz, president of Valiant Films Corp., distributor of the film

(Continued on page 6)

Crucial Allied Board Meeting Is Called

Future Policies, Internal Dissension, Myers Status Up

From THE DAILY Bureau

WASHINGTON, Feb. 17.—What could be one of the most important meetings of Allied States’ board of directors in many years has been scheduled for March 28-29, at the Blackstone Hotel, Chicago. Calls for the meeting were sent out today by Al Myrick, president, and Abram F. Myers, board chairman.

The meeting will be the first since the stormy session at Miami Beach last December, which went into extra days and was marked by the upset election of Myrick of Lake Park, Fla., by the so-called Allied militant group. The split which developed over Allied future policies and the role in the organization of Myers resulted in the resign-

(Continued on page 6)

Industry-Wide Tribute For Freedman of De Luxe

An industry-wide tribute to Alan E. Freedman, president of De Luxe Laboratories, on the occasion of the anniversary of his 45th year of service to the industry, will be given by more than 500 friends and associates at a dinner-dance, Saturday evening, Feb.

(Continued on page 2)

New Religious Series Planned by Fox-TV

Twentieth Century-Fox yesterday announced its production plans for a 39-week series of religious films to be shown on network television, beginning this fall. The commercially-

(Continued on page 7)
For Freedman

(Continued from page 1)

27 in the Grand Ballroom of the Park Sheraton Hotel here.

The honorary committee for the testimonial is headed by J. P. Skouras, president of 20th Century Fox; Herman Robbins, president of National Screen Service; Robert S. de Niro and in many branches design of United Artists; Steve Brodsky, president of United Artists; Richard Walsh, president of LATSE; William J. German, president of W. J. German, Inc. and others.

De Luxe Laboratories, under the direction of Freedman, has grown from a small, understaffed operation in Fort Lee, N. J., 44 years ago, to a large modernly equipped film processing plant.

Freedman joined what was then called the Fox Laboratories in 1914, becoming head of the division two years later. When the organization moved to New York in 1919, the laboratory had progressed from a primitive "rack and tank" design to become the first in the country to have installed automatic film processing machinery.

The Fox Labs were spun off in 1922, becoming a separate corporation through a subsidiary of 20th Century Fox.

Engaged by Government

Freedman was elected president, and the first revolutionary development under his aegis was the creation of the "32-16mm system." A new method in the production of 2-strand, single-system 16mm films, this innovation was immediately adopted by the U.S. government and De Luxe was designed, during the second world war to process all training films for the Armed Forces.

De Luxe Laboratories was a major contributor to the development of a new color process in 1950.

The pioneering of stereophonic sound was accomplished in the De Luxe lab and De Luxe was responsible for the first installation of a separate department to handle magnetic film and sound recording.

Sochin on 'Great Wall'

Irving Sochin, distribution executive, has been engaged by Continental Distributing, Inc. for the rights to release "Behind the Great Wall" in the Aromabiana scout process.

Two Important TOA Meetings Set to Start

Theatre Owners of America has two important meetings coming up, one next week after the other. Representatives are reminded of the TOA bulletin held in the city yesterday.

On Monday the board of directors and executive committee met in its mid-winter combined meeting in Washington, D. C., at the Mayflower Hotel. Albert M. Pickus, president of the TOA, was present. The meeting is to be held on Monday, and session will continue through Tuesday and also Wednesday, if necessary. On March 2 the TOA exhibitors-producer liaison committee will meet for Hollywood to meet with a similar committee from the Screen Producers Guild. TOA hopes the meeting will provide a key to the product shortage problem.

TOA will be represented by S. H. Fabian, president of Stanley Warner; Sidney Markley, vice-president of American Broadcasting-Paramount Theatres; M. Spencer Leve, president of Fox West Coast Theatres; George G. Keraratie, president of Keraratie Theatres; Roy Cooper, president of West Side - Valley Theatres; and Pickus.

8 H.O. Representatives On Brotherhood Drive

Eight house office representatives have been appointed to coordinate the New York drive for the 1960 Brotherhood Week campaign for the various major film companies, it was announced by Salah M. Hassanein, vice-president of Skouras Theaters and United Artists Circuit, Inc., who is chairman of the metropolitan New York area Brotherhood. These special representatives are Frank Carroll, 20th Century-Fox; Nat Furst, Allied Artists; Bernard Goodman, Warners; John Hughes, United Artists; Arthur Israel, Paramount; Hank Kaufman, Columbia, and Frank McCarthy and John O'Connor, Universal.

Campaign promotions and materials for the New York Brotherhood drive will be blueprinted at a luncheon tomorrow at 12:30 P.M. in the East Ballroom of the Hotel Astor.

‘Wake Me for Easter’

"Wake Me When Its Over," produced and directed by Freedman for 20th Century-Fox, will be released for Easter, it was announced by Harrison, general sales manager.

Documentari

(Continued from page 1)


public Earnings for
59 Total $484,882
Special to THE DAILY

UDIO CITY, Calif., Feb. 18—picture Pictures Corp. earned $484,882, or $1.04 per share on all de-
visions totaled 24 cents on 2,004,781 common shares outstanding. In 1918, because of a $1,299,700 advance
interest on notes and dividends on preference stock, net earnings were $1,422,454, or 45 cents a share.

Points to Reduced Costs

Carter said that controls initiated in
the company on Feb. 19, 1938, reduced management costs from $75 million in 1937 to about
$13 million a year at present. He esti-
ated that these savings, added to the
improvements of Republic's 10 affiliated and subsidiary film companies, in-
surance, distribution, studio rentals, plastics manufacturing, should en-
able the company to show net income
approximately $1 a share in fiscal
1959.

The 1959 write offs represented all
recoveries advanced to other pro-
ers, guaranteed bank loans made to
producers and unsold stories. These
actions enabled the company to in-
sure the current fiscal year with a
slate, Carter said. Gross rev-
ues for 1959 declined to $28,290,273
in 33,468,482 in 1958 because of pub-
lic's withdrawal from theatrical film
production.

1960 Program Is

SPECIAL TO THE DAILY

DETROIT, Feb. 17—Launched by outstanding success of Stanley
Irwin's "On the Beach" and Edward
Allan's "Solomon and Sheba," United
pictures is marketing a 1960 product
valued at $125,000,000 with biggest slate of blockbuster at-
tions in company history, it was
outed here today at a sales con-
ference led by James R. Velda, VP-
sident in charge of domestic sales and Milton E. Cohen, Eastern
Canadian division manager.

Under the new program, 10 epics is put
into distribution in 1960 a mini-
um of 36 to 42 features, including
double "A" attractions to be re-
ed at an average rate of two per
month. Similar sales meetings
are held in Los Angeles, Boston and
annual over the past two weeks.

The Detroit office, which has also
pepped regional plans for UA's cur-
sale drive honoring board chair-
man Robert S. Benjamin, Velde and
vice-president Max E. Young
and executive vice-president of
Records, are co-captains of the 23-
day "Bob Benjamin Drive."

"Motion Picture Herald" Praised by TOA for
its Newspaper Merchandising Service

"Motion Picture Herald" is to be congratulated on its new service of pro-
viding advance promotional material suitable for newspapers in mat form, Theatre
Owners of America states in its current bulletin.

Calling it "another exhibitor aid," TOA says: "Starting in its late January
issue the 'Herald' provided 10 pages of advance material on Mervyn LeRoy's
new comedy, 'Wake Me When It's Over,' which is slated for May release. The
material—pictures and stories—is available in mat form, for local newspaper
planting.

"Usually exhibitors have difficulty securing material suitable for newspapers
so far in advance on even major attractions. While the 'Herald' service is neces-
sarily limited, it gives the exhibitor—at no cost other than the postage on
the letter or card to ask for the mats—a set of unusual mats for pre-selling.
The 'Herald' is to be congratulated on the new service, and it is hoped ex-
hibitors will take advantage of it."

Clarify Provisions of
Agency Placement Bill

SPECIAL TO THE DAILY

ALBANY, N.Y., Feb. 17—A bill by Sen. Jacob H. Gilbert, Bronx Demo-
ocrat, fixing new fees ceiling for
placement of local employment
agency and changing the definitions of
such an agency and of "placement
agency," as the former to mean "an
agency that for a fee of five dollars or
more procures employment or
engagement for persons and in the
field of employment of employment
services;" and of "agency," as the
latter to mean "a person or
organization that for a fee of five
dollars or more procures employ-
ment or engagement for persons and
in the field of employment of
employment services;" was passed in
the Senate today and is now before the
Assembly.

Management Not Included

This "does not include the business
of managing such entertainments,
exhibitions or performances, or the
artists or attractions constituting the
same, where such business only in-
volve seeking of employment there-
fore."

The measure, briefer than that Gil-
bert introduced last year, and designed to make more feasible organiza-
tions, which cannot be a govern-
ors' veto, sets the gross fee, for a
single engagement "at 10 per cent of
the compensation payable to appli-
cant, except that for employment or
engagements for orchestras and in the
opera and concert fields." Fees for the
latter three "shall not exceed 20 per
cent of the compensation."

The present fee is five per cent of
wages or salary received each week,
through the first 10 weeks of that en-
gagement only, payable at the end of
the week.

Would Take Effect July 1

The legislation, amend the Gen-
ral Business Law, would take effect
July 1.

Disapproving the 1959 version,
Governor Rockefeller said it "creates
gross inequities" because the ceiling
of an allowable fee was eliminated.

The Governor held the "concept of
statutory ceilings" should be pre-
served, although the fee presently
allowed had not reflected for many
years" actual amounts being paid to
teatrical employment agencies "pur-
\pus to open agreements with the
unions of performing artists."

"4'00 Blows" Opens in Chicago without Cuts

SPECIAL TO THE DAILY

CHICAGO, Feb. 17—The 4'00
Blows," French film which won a
Cannes Festival award, opened at the
Capri Theatre here today, a week later
than originally scheduled, following a
broadside against the local censor who
demanded three cuts in the picture.

The film is being shown here without
due objections. Objections of the
censor board, headed by Police
Sgt. Vincent Nolan, were over-ruled by
John C. Melamphy, corporation
counsel for Mayor Daley.

Questioned on the objections of the
censors to the film, Stg. Nolan ad-
mitted that only two members of the
six-man board had seen it in its entire-
ness. He himself only viewed the
three scenes deemed objectionable—
one showing the young hero's backside
as he slips into bed after being bashed;
line of dialogue in which a psychi-
atrist asks the boy if he ever had any
sexual relations; and an embrace be-
 tween a man and woman who are mar-
ned.

Daniel Frankel president of Zenith
International, distributors of "4'00
Blows," had threatened to bring an
injunction against the city had the
censorship ruling been allowed to
stand.

Louisiana Exhibitors

To Organize on Mar. 3

SPECIAL TO THE DAILY

NEW ORLEANS, Feb. 17.—Ex-
hibitors throughout the state are being
invited to attend a meeting here on
March 3 to organize the Louisiana
Theatre Owners. Letters inviting at-
tendance at the Blue Room of the
Hotel Roosevelt on that date are
signed by 16 exhibitors who met on
Feb. 9 to make the first plans for the
organization.

Board of officers will be elected at the
March 3 meet, which will be
hosted by 20th Century-Fox. By-Laws
are to be adopted and nominal dues
will be established. Every ticket will be
elected with two members from each
Congressional district.

The new group may affiliate with
TOA, it is understood.

George J. Schaefer, industry execu-
tive, has been named by Francis
Cardinal Spellman, Archbishop of
New York, as treasurer of the Special
Gifts Division of the Cardinal's Com-
nittee of the Laity for the 1960 fund
appeal of New York Catholic Charities.

John Branton, vice-president of
Minnesota Amusement Co., Minnea-
 polis, is serving on the Hennepin
County grand jury there.

Aby Rand, account executive at
Joel Wollhandler Public Relations, has
been named vice-president of the
organization.

James J. Finn, former editor of
International Projectors Journal, has
established a public relations and publish-
ers' consulting service here at 230
East 51st St. He is also technical edi-
tor of Julian Messner, Inc., book pub-
lisher.

Harry Perlman has given up his lease
on the Ambassador Theatre, Philadelphia, which he had operated as an art film house.

Vernon Hickson, of Norfolk, Tenn., is the new owner of the Ritz Theatre, Collierville, having ac-
quired it from Nobel Carver.

Myron Talman, manager of the Iris
Theatre, Hollywood, has been shifted
by National Theatres to the Fox Wil-
shire Theatre in Beverly Hills. He
will be succeeded at the Iris by Hannel
Fields, formerly of the El Rey, Los
Angeles, where Dave Hartz will take over as manager.

Roland Waller, whose family origi-
nally operated the Waller Theatre in
Laurel, Del., has acquired the house,
which was formerly operated by the
Schine Circuit, but which has been closed for some time.

Robert Quinn has taken over man-
agement of Stanley Warner's Clemens
Theatre, Clementon, N. J.

Henry Cohen, formerly manager of
the Diwrell Playhouse, Handen, Conn., a unit of Fishman Theatres, has been engaged by Perakos
Theatre Associates as manager of the
first-run Beverly Theatre, Bridgeport,
Conn., succeeding Robert Quick, who has resigned.

Bernard Brooks has returned to
the Stanley Warner Theatres manage-
tment in Philadelphia, this time as
film buyer for the first-run center-
city houses.

Is Segal, head of Theatrical Man-
agement Association, Philadelphia, has
added to his roster the Hatboro Theatre, Hatboro, Pa., and the Grand, East Stroudsburg.
Survey proves it’s Heading to

* 22 hit songs like these

MOONLIGHT SERENADE
LITTLE BROWN JUG
BASIN STREET BLUES
TUXEDO JUNCTION
PENNSYLVANIA 6-5000
STRING OF PEARLS
CHATTANOOGA CHOO
IN THE MOOD

* Our market analysis
Universal-International’s THE GLENN MILLER STORY proves that the re-release can prove profitable for those concerned.

To the advantage of those U.S. exhibitors who will show this motion picture is the indication that currently one out of every hundred persons, twelve years of age...
The story
Behind the Man
Behind the Music
That Will Live
Forever!

JAMES STEWART
JUNE ALLYSON
"THE GLENN MILLER STORY"
COLOR BY TECHNICOLOR
with CHARLES DRAKE • GEORGE TOBIAS • HENRY MORGAN
AND THESE MUSICAL GREATS AS GUEST STARS!
FRANCES LANGFORD • LOUIS ARMSTRONG • GENE KRUPA
BEN POLLACK • THE MODERNAIRES
Directed by ANTHONY MANN • Written by VALENTINE DAVIES and OSCAR BRODNEY
Produced by AARON ROSENBERG

NEW CAMPAIGN!
NEW ACCESSORIES!
Motion Picture Daily

Thursday, February 18

Argentine Fil

(Continued from page 1)
here, told the trade press yester-
that his company is looking bey-
the picture’s first art house runs
cause of the nature of the story
the prominence which he said we-
be won by the feminine star, Le-
Sari. In her own country she
been physically and emotionally
ed. His critics to Brigette Bard-
Sophia Loren and Gina Lollobrig-
Hector Pricolo, general manager,
Aranca Films, which produced
picture, through an inter-
that the Argentine will pro-
ough support in this coun-
“Thunder in the Leaves.” Miss S
a recent Miss Argentina, will try-
the United States to help sup-
the film.

Pricolo described the picture, w-
about 100 minutes, as an "of-
story.” Filmed in the in-
Peruvians, it depicts the-
chary lot of migratory pl-
workers from Brazil who are ex-
the harsh climate of the 

Awaits N.Y. Approval

“Thunder in the Leaves” was ad-
throughout this country intact, Sch-
said. The film has not yet been
mitted for New York State appro-
Pricolo nominally represented.
tory about one-third of the ex-
Argentine film industry, be-
company produces seven or eight
the 35 to 40 films produced in Ar-
the year.

The establishment of a sin-
tration channel for Argentin-
ures is the most pressing con-
the industry in his country, Pric-
said. The Argentine government
added, is putting up $1,000,000
this purpose.

The government presently con-
times up to about 80 per cent
film’s production costs, and the
ducer as little as 20 per cent. Aver-
cost of a black-and-white film in
Light of the Argentine operates
may rise or fall sharply along with the 
exchange of the country’s peso.

Country Has 2,000 Theatres

To make a picture, independent
producers may rent space in one
of the three privately owned stud-
Although there are seven or ei-
equal basis of the Argentine
according to Pricolo, and 2,000 the-
the government awards
prizes each year for the top 15 arti-
films.

Pricolo said Argentina would
have co-productions with Ameri-
films which, because of a lack
should be inves-
ted in such deals.

Hoff to Be ACE Speak

BUFFALO, Feb. 17—Robert H
president of Ballantine Equipm-
Operators’ Representative of the Motion Picture Investors, Inc.,
address a Buffalo-area meeting of
American Congress of Exhibitors
he held Feb. 29 at the Buffalo

American Film

(Continued from page 1)

Winter Carnival Set

As ‘Snow’ Promotion

With four television shows and
three radio shows covering the
event, Crossinger’s will hold a “Snow
Contest” on the Feb. 28 weekend tix-
with the launching of the national
promotional campaign on Universal-
International’s “The Snow Queen.”
The film is a full-length animated fea-
ture in color based on the Hans Chris-
Andersen classic.

In addition to the TV and radio
national coverage of the series of

events planned for the weekend, col-
umnists, syndicate writers, magazine
representatives and press representa-
tives are expected to participate to
provide an extensive promotional un-
rella for “The Snow Queen,” which
is scheduled for Easter release. Newsreel
will also cover the events which will
start with a fashion show on Friday.

Kreisler Returns Here

B. B. Kreisler, president of Inter-
national Film Associates Corp.,
returned here from London after con-
ferencing with the executive film head-
quarters of the British Broadcasting
Corporation, Granada TV Network Ltd.,
and Associated British Corporation
Television Ltd. Kreisler negotiated a

Bar ‘Outsiders’

(Continued from page 1)
sociation board this week voted unani-
ously to authorize the World Doc-
umentary Association of American selec-
tion committee to continue to review
all the nominations and from them to
select the official U. S. entries for all
future international film festivals.

MPEA also approved industry par-
ticipation in the Cannes Film Festival,
May 4-20, and invited companies to
submit their nominations to the selec-
tion committee for screening as soon
as possible.

The board appointed a committee
to establish a formula for the divi-
sion among the $100,000 of International Monetary
Guaranty funds for Turkey among par-
ticipating companies. On the commit-
tee are Max Greenburg, Warners;
Ron Carroll, M-G-M, and Andy Al-
beck, United Artists.

The board also agreed that the
tested 10 per cent admissions tax
imposed by the Brazilian government
is an exhibition tax and, therefore, not
the compensation from film rentals.

The contract with the BBC for the tel-
vision showing of five independently
produced Hollywood westerns to be
selected from the 15 offered.

Quick, in the Daily
**Preminger Defends Policy**

(Continued from page 1)

American Legion does not represent all veterans or the public, and the organization certainly does not have the right to decide to say who shall be hired. He said no picture he made would ever be tainted by Communist propaganda. 

Prewitt also told the senators about his plans to film "Advice and Consent," based on the best-selling book by Allen Drury, in Washington next year. He estimated the cost of the film at $3,000,000 but said this could vary with casting.

To ask for comment on Geoffrey Shurlock’s statement to the Granahan (D., Pa.) subcommittee that some of the touchier aspects of Drury’s book “will come out” before it reaches the screen, Prewitt asserted that “as an independent producer” he has the right “to behave according to the laws and not according to the Code Administration.”

**Praises Shurlock**

Asserting that he is a good friend of Shurlock and that he has great respect for him, Prewitt commented that Shurlock has learned that he “is not going to accede to every demand.” He said, however, that he certainly expects to stay within the bounds of good taste, but that he was not going to abandon for his films the exercise of free speech. He carefully pointed out, though, that he did not equate freedom of speech and press with “license.”

Prewitt also noted that he thinks many movie advertisements are “real-ly in very bad taste.” He asserted that he puts far greater restrictions on advertising his pictures than the Code demands, and states that he believes that all movies should be honestly advertised.

He noted, too, that though self-censorship “doesn’t work out too well” and should be better, it is preferable to government intervention. He suggested that movie advertising, for example, might well indicate that certain pictures are not for children, and said that he has done this for certain of his pictures.

**Admits 'A Sex Problem'**

Prewitt conceded that “there is a sex problem” in "Advice and Consent." He said, however, that he thinks he could handle it in “good taste” in a film just as Drury handled it without offense in the book. He said that he has in the past distributed two “tre-mendously successful” films without the code seal ("Man with the Golden Arm" and "The Moon is Blue") and indicated that this was not beyond the realms of possibility for "Advice and Consent." He noted, too, that his contract with Drury requires that he be faithful to the spirit of the novel.

Senators present at the luncheon were: Majority Leader Lyndon John son (D., Tex.), Minority Leader Everrett Dirksen (R., Ill.), Majority Whip Mike Mansfield (D., Mont.), Minority Whip Hubert Humphrey (D., Minn.), Chairman Richard Russell (D., Ga.) of the Armed Services Committee, and Sen. George Aiken (R., Vt.).

New Religious Series

(Continued from page 1)

sponsored series will be created, developed and written in part by Eugene Vale, screen and television writer of the famed "Thirteenth" theatrical series, and "Power," has been a best-seller for the last six months.

Vale said at a trade press luncheon that "Power" will be started im mediately after the screen writers strike ends in Hollywood. He added that the programs will be telecast on prime evening time. Neither a sponsor nor a network has been chosen yet.

The series will be non-denominational and therefore should appeal to viewers of all faiths, according to Vale. The stories will be modeled on dress and concept, and continually will revolve around the family of a man of about 40, in a big city. Each week spiritual questions confronting the family will be answered, the writer said.

Tamarin on 'Othello'

Alfred H. Tamarin Associates has been retained by Universal Pictures to handle the publicity campaign on "Othello," the Soviet-made English-language production of Shakespearean drama. The film is being distributed by Universal here as part of the USA-USSR cultural exchange.

Iowa Theatre Receives

$34,000 SBA Loan

WASHINGTON, February 18 — The Iowa Theatre, operated by the St. Paul Theatre, Inc., received a $34,000 Small Business Administration loan last week. Only one theatre shared in the 250 loans worth $11,866,000 made by the Small Business Administration in January.

Triangle Drive-In, Rockwell City, Iowa, had a loan of $34,000 approved. The theatre employs five people. A commercial bank participated in the loan.

SE&T Hearing

(Continued from page 1)

by S.E.C. attorneys and counsel for SE&T, Skiatron of America, its president, Matthew Fox, and Arthur Levy, At the close of the afternoon session, the lawyers were huddling over two stipulations: (1) on the disposition of Fox’s 195,000 shares of Skiatron stock, to meet the needs, present position and prospects of both companies.

Francis J. Purcell, attorney for Fox, felt that he was not too concerned about the first stipulation, which is already virtually worked out.

The second stipulation, however, will be extremely difficult since it will have to have information on the assets of the companies’ position, and the future. It is commonly felt that several years ago when the company was planning to go public, he said, he was aware that West Coast producers were generally friendly toward pay-TV, but that the sales offices and exhibitors centered mostly in New York were opposed. Levy hoped that Fox could reconcile differences.

Into the record of the hearings went the amount of money Levey lent to two stockholders who he said, and what he had not. At the present time, Fox owes Levey $132,950 in cash. Repaid loans amounted to another $7,500. In addition, between June, 1957, and September, 1958, Levey turned over to Fox 200,000 Skiatron shares.

The hearing will continue tomorrow.
"Who Was That Lady"
Top Comedy on Way
Tony Curtis, Dean Martin to Star in New Keith Film

By JAMES O'NEILL JR.

Seems like only yesterday, which it was, I was saying how great the movie business is looking, and now I got to hit this one just a little harder.

Saw a picture last night which may make people forget just how funny "Some Like It Hot" was. I haven't laughed so hard since Truman whumped Dewey and made the prognosticators eat crow for his entire term.

The stars are Tony Curtis, Dean Martin and Janet Leigh, and some of the most hard-somely constructed maidens in Hollywood.

It is slated to open at Keith's Feb. 17. The line ought to start forming now.
Report Part of Problem Solved for Film Stars in Withholding Taxes

From THE DAILY Bureau
WASHINGTON, Feb. 18.—Internal Revenue Commissioner Dana Latham has outlined for the House Appropriations Committee its plans for dealing with highly paid performers who sometimes do not wind up with enough money left over to meet their taxes.

Latham indicated that some of the problem in regard to motion picture people has been solved. He said that "they now have withholding, but it is often inadequate." He conceded that this "takes care of part of it," Latham stated that "these people just spend money with reckless abandon.

(Continued on page 4)

$45,000,000 Is Seen for 'Can-Can'

By SAUL OSTROVE

A worldwide gross of $45,000,000 for 20th Century-Fox's "Can-Can" was predicted here yesterday by George P. Skouras, president of United Artists Theatre Circuit, Inc., and Magna Theatre Corp.

If attained, Skouras' prediction for the "Can-Can" gross would be more than twice the gross recorded to date by "South Pacific," which globally has reached $18,400,000 and is now in worldwide playoff dates.

Skouras has booked "Can-Can" into the Rivoli Theatre here for its premiere March 9. Pre-opening ticket was $5.

(Continued on page 3)

87th SMPTE Meet Will Study New Techniques

The 87th convention of the Society of Motion Picture and Television Engineers, scheduled to take place May 1-7 at the Ambassador Hotel in Los Angeles, will survey the extraordinary new principles presently being intro-

(Continued on page 3)

Levy Says He'll Put Pay-TV in Operation

From THE DAILY Bureau
WASHINGTON, Feb. 18.—Skirton President Arthur Levy today told the Department of Commerce and Industry that his company has "enrolled 11 years of bating to get a new industry started.

Against opposition of the three networks and especially the objections of theatre owners, he said that he is determin-

(Continued on page 13)

President Names Unit To Study USIA Field

From THE DAILY Bureau
WASHINGTON, Feb. 18.—President Eisenhower has announced the appointment of a committee to survey and evaluate U.S. Information Agency programs and related policies overseas. It will not concern itself with organizational activities. A similar study was made in 1953. Members of the group, to be called the President's Committee on Information Activities abroad, are: Mansfield D. Sprague, chairman; C. D. Jackson, Philip D.

(Continued on page 3)
SA Ba Okays Local-Unit Loans for Theatres

From THE DAILY BUREAU

WASHINGTON, Feb. 18. - The Small Business Administration has changed its rules to permit state and local development companies organized under the Small Business Investment Act of 1958 to make loans for "construction, conversion or expansion of physical recreational or amusement facilities such as bowling alleys and theatres." Facilities must be of a permanent nature and "contribute to the general well-being of the public," it is stipulated.

Petticoat' Gross Is $72,000 in 1 Day Here

"Operation Petticoat" opened on Wednesday in the 28 RKO circuit theatres in the Greater New York area and 41 other theatres, running up a total of close to $72,000 to top all previous U-I releases to open in the manner on a Wednesday. U-I said yesterday.

"Petticoat" was almost $32,000 ahead of the company's "Pillow Talk," which opened on Warner lot Jackson, 23rd in 72 theatres or almost double the business of the latter picture. In rolling up $33,704 in the 28 RKO theatres, "Operation Petticoat" topped "Pillow Talk" by $16,506 to register the same ratio of almost twice as much.

The weekend for Charlotte, where he will spend all of next week.

Mrs. Marvin Ward, of the Modern Theatre Circuit, Cleveland, has left here for California.

C. Floyd, owner of Floyd Theatres of central Florida, has returned to his headquarters at Haines City following a long absence due to illness.

Rayford King, son of Charles King, of Florida Film Exchange, Jacksonville, Florida, has been married there to Dani Stiers, formerly of the Universal office.

B. M. Kennedy, owner of theatres in Alabama and Tennessee, has returned to his offices in Birmingham following a visit to Atlanta.

Mrs. Joel Lewis has given birth in Baltimore to a son, Jay Allen Lewis. Father is manager of Schwabera Theatres' Five West and Playhouse there.

Phil Williams, syndicate sales manager for UA Television, has left here on a swing around the company sales offices in Dallas, Los Angeles, San Francisco, Toronto, and other cities.

'Herald' Offers Newspaper Service on Columbia Lease

The second in its new series of advance newspaper service to promote a forthcoming film is published in the current "Motion Picture Herald... today. It is a series of feature stories designed for use in newspapers built around promotional aspects of "Babette Goes to War," starring Brigitte Bardot in a Royal Levy production for Columbia release.

Mats of the exploitation material on "Babette" were being sent to exhibitors free of charge for use in newspapers, shopping papers or other local publications.

Exhibitor response to the new "Herald" service, which was instituted late in January with "Wake Me When It's Over," has been extremely enthusiastic. Typical letters from showmen is printed in this issue on pages 14 and 15.

Group Files with SEC
For Production of Play

From THE DAILY BUREAU

WASHINGTON, Feb. 18. - Tendler Co., a New York limited partnership formed "for the purpose of producing the dramatico-musical play entitled "Tendler,'" has filed a registration statement with the Securities and Exchange Commission seeking to raise $350,000 to defray costs of production and participation in the sale of the play by $7,000 units. General partners are Robert Brill and Harold S. Prince. They have made contracts with Stage Abbott, Jerome Weidman, Sheldon Harnick and Jerry Bock, who have undertaken to write the book, music and lyrics.

Author of the book from which the play will be taken, the late Samuel Hopkins Adams, will get one per cent of the boxoffice receipts. Writers will get, in the aggregate, 4½ per cent and the Abbott directors, if they are elected, he will get 2 per cent and 20 per cent of the net profits.

Lavatory Heads Coast Unit
For Catholic Breakfast

From THE DAILY BUREAU

LOS ANGELES, Feb. 18. - At a committee meeting yesterday, John E. Lavery, executive of National Theatres and Television, Inc., was elected president of the Hollywood Motion Picture and Television Commission Breakfast Committee.

Other officers elected for the 10th Annual Commission Breakfast to be held in February, 1961, include Fred Lefue, Paramount studio, vice-president; Isabel Keenan, Columbia Pictures, secretary, and Rita Denham, Desilu, treasurer.

Hassanein in the Chair

The meeting will be conducted by Salah M. Hassanein, vice-president of Skouras Theatres and United Exhibitors, who is chairman of the metropolitan New York Brotherhood campaign.

Principal speakers will be: William J. Heineman, U Artists vice-president and national distribution chairman for Broth- erhood; Spyros S. Skouras, president of Skouras Theatres and Brother- hood; and Lewis Webster Jones, president of the National Conference of Christians and Jews.

Holiday Notice

MOTION PICTURE DAILY
not be published Monday, Feb. 22, Washington's Birthday.

New York Meet Tod
On Brotherhood Drive

Plans for implementing the York drive of the motion picture division's 1960 Brotherhood campaign will be blueprinted at a luncheon conference attended by more than 150 picture leaders representing branches of the industry at the Hotel Commodore.

Major areas of discussions will include the use and distribution of official Brotherhood kits and mutli-theatre trailers and radio and TV promotions; fund-raising conducted in theatres and at industry offices, and arrangements for special previews with lines going to the Brotherhood paige.

Hassanein in the Chai

The meeting will be conducted by Salah M. Hassanein, vice-president of Skouras Theatres and United Exhibitors, who is chair-

MANAGEMENT

James R. Velde, United Artists vice-president in charge of domestic sales; Milton E. Cohen, Eastern and Canadian division manager; David V. Peck, executive assistant to UA vice-president Max E. Young- stein and executive vice-president of UA Retailing; Jules Clayman, supervisor of branch operations, have returned to New York from Detroit.

Edward E. Sullivan, 20th Century Fox publicity director, has returned to New York from Dallas.

Jeff Livingston, Universal Pictures coordinator of sales and advertising, was in Providence yesterday from New York.

Joseph M. Sugar, vice-president and general sales manager of Magna Theatre Corp., will leave here today for a Caribbea cruise.

Jules Lafond, Warner Brothers Eastern division manager, and Ralph Imnuszek, metropolitan division manager, were in Clovisvile from New York.

William Goetz will arrive in New York over the weekend from Hollywood.

Arthur Pincus, director of advertising-publicity for M-G-M International, has returned to New York from the Orient and Australia.

Mrs. Alan V. Iselin, wife of the president of Televi City Theatres, is recuperating at her home in Al- bany, N. Y., following an injury.

Gregory Beck will arrive in New York on Sunday from the Coast. He is to return to Greece.

Robert Moscov, general manager of the Rialto Theatre Co., Atlanta, has returned there from New York.

Ben Siegel, of Schmeck Releasing Organization, will leave New York at NEW YORK THEATRES

Radio City Music Hall
Carnegie Hall Center • 6-6402
Yul Brynner - Kay Kendall

in STANLEY DONEN Production

"ONCE MORE, WITH FEELING!
A CLASSIC COMEDY'n
AND ON THE GREAT STAGE "LAST OF THE RED HOT TAPPERS"
Industry Problems Assued by Sokolsky
of the most important
is filmed by the industry in
years have become the "smash-
various codes of decency," the
restoration of "the right of
ists to work" in motion pic-
George F. Sokolsky, Hearst
uppers columnist, wrote yester-
the New York Journal-American
with the heading, "Movie In-
Its Problems," Sokolsky
of "The Waldorf De-
1947," and said he be-
former Communists were given
chance to denounce their past
ties and thus be reemployed
industry.
Preminger's productions of
Mom Is Blue" and "The Man
the Golden Arm" "practically
ed the established codes of de-
Sokolsky charged, after not-
Preminger, producer of "The
announced he had hired
writers to prepare for
forthcoming films.
Scores Legion
(Continued from page 1)
in a statement issued here. The
was adopted by the Guild mem-
it at its February meeting.
statement said, in part: "In
response to the threat of un-
ified pressure against motion
producers who wish to employ
or other personnel solely on
purpose of competing without re-
to political beliefs or affilia-
ion is invading the legally
ed rights of both employers
employees.
2. Screen Publicists Guild sup-
producers Stanley Kramer and
Preminger in their refusal to
their Constitutional rights and
ed theGuild's action to ex-
ace of an unjustified attack by
pointed censors.”

"Mascot" Contest
See more than 100,000 entries have
submitted to the Motion Picture
in the country in the "Name the
Contest that Columbia Pictures
Nuth Gum have arranged to
Dick Clark's first motion pic-
Because They're Young," which
will release for Easter.

Treaties in Senate
Live TV, Radio, Films
(Continued from page 1)
ASHINGTON, Feb. 18. — The
plans to debate three treaties
23.
concerns the relationships of
S. and Mexico in standard
broadcasting. The second is the
American Regional Broadcast-
third is the so-called Florence
ment, which provides, among
things, for favorable treatment
ertain types of imports of films
dignatory countries.

Malco Theatres Begins Voluntary System Of Labeling Films by Age-Group Appeal
Special to THE DAILY
MEMPHIS, Tenn., Feb. 18.—Malco Theatres this week began a voluntary
system of labeling movies by age-group appeal. "All five of our four-wall
houses and five drive-in operations will follow the system," said Richard
Lightman, Malco vice-president.
The development is an outgrowth of the Memphis censor board's complaint
that recent Supreme Court rulings have virtually killed the effectiveness of
any local censorship.
Lightman said in an interview that, starting Wednesday, February 17,
newspaper advertisements will contain a symbol that will enable parents to
tell at a glance whether they wish their children to see a certain film. "Sy-
mbols," he explained, "will be: A (adult); M (mature young people); Y (young
people); F (family), and C (children). These are symbols used by the Film
Estimate Board of National Organizations.

 Actors Guild
(Continued from page 1)
L. Dales, the guild's national execu-
tive secretary.
It was largest vote ever polled by
SAG with a total of 7,245 ballots re-
ceived.
"The guild board is highly grat-
fied with this expression of con-
sideration on the part of the members,
"said Dales, and added, "the refer-
cendum result demonstrates the
solid support the guild board will
have with it the final stages of the
egotiations."

Story of Outer Space
Put on Triton Slate
From THE DAILY Bureau
HOLLYWOOD, Feb. 18. — Triton
Pictures Corp. and RayBuck Produc-
tions will join forces to produce "The
Journey of the Jules Verne," a film
about travel in outer space.

Partners in Triton are Plato,
Charles and Spyros Skouras, Jr.,
while RayBuck is the production
firm of Jack Rabin and Irving Block,
both special effects experts.

Idea of Plato Skouras
Based on an idea by Plato Skouras,
the script of the science-fiction film
has been written by Jack Thomas.
Triton's production schedule in-
cludes also "California Street" for
United Artists release, and a
film based on the life of "Saint Francis
of Assisi."

President Names Unit
(Continued from page 1)
Reed, Livingston T. Merchant, under-
secretary of state for Political Affairs;
George V. Allen, director, United
States Information Agency; Allen W.
Bell, special assistant to the Central
Intelligence Agency; Gordon Gray, special
assistant to the president for national
security affairs; Karl G. Harr, Jr., spe-
cial assistant to the president for se-
curity operations coordination, and
John N. Irwin, assistant Secretary of
Defense for International Security Al-
fairs.

Waldemar A. Niehen will be exec-
utive director of the Chief Executive's
committee.

TOA Heads Gather
(Continued from page 1)
uled for Monday afternoon, Tuesday
morning and afternoon, and, if neces-
sary, on Wednesday. Luncheon ses-
tions will be held Monday and Tues-
day; George G. Keroues, of Spring-
field, Ill., board chairman, will pre-
side. Albert M. Pickus, TOA president,
will deliver his formal report to the
meeting Monday afternoon.

Lightman was again chosen, as
it was last year, for the mid-winter
meeting, in order that TOA officers,
directors and committees could
visit their Senators and Congressmen.
More than 150 of the legislators will
be the guests of TOA at a reception
Tuesday at 6:30 P.M. in the Chinese
Rivoli Theatre. Lightman presides.

The agenda is expected to cover the
efforts of the theatrenmen to secure
more product from Hollywood; the
forthcoming precedent-setting meeting
of liaison committees of TOA and the
Screen Producers Guild in Hollywood
on March 2; a review of the Army-Air
Forces film release agreement now in
effect; and the efforts of theatre mem-
ers to secure exemption from the mini-
mum wage bills now before Congress,
and their support of bills before the
House Commerce Committee to place
Cable Toll-TV tests under the FCC.

Many Subjects on Agenda
President Pickus' report is expected
to take note of the current upswing
in theatre attendance and grosses,
and suggestions on means of sustain-
ing the improvement.

E. LaMar Sarra, TOA's representa-
tive on industry wage and hour cam-
paign committee, will report on the
status of pending legislation. Discus-
sion on the effect of the SAG report
for the SPG meeting which will毛泽
need and hope for more pictures, will
also command the meeting's attention.
Affordability will be one of the larg-
est in recent years, with all of TOA's
26 state and regional units being rep-
resented.

Jowitt in Gov't Post
WASHINGTON, Feb. 18.—Anthony
T. Jowitt, described as a long-time
Hollywood motion picture writer and
director, has been named to supervise
the use of visual aids, including mo-
tion pictures, for the Federal Aviation
agency.

’S Can-Can’ Take
(Continued from page 1)
sales are expected to reach $150,000
in the next three weeks. Patrons al-
readly have bought $70,000 worth of
tickets here.
The circuit head said he is con-
tinuing negotiations with Fox to show
the $7,000,000 film at other of his
theatres in the Todd-AO process. He
added that "Can-Can" passed its
preview test at one of the
toughest houses in the country, the
Fox Theatre in San Francisco,
described yesterday by Alex
Harrison, Fox sales manager, as a "leather
tuxedo" theatre.

Two-thirds of the tickets pur-
chased at the Rivoli have been
given to groups of from 500 persons to a
full house. Individuals or small groups
bought the rest of the tickets.
The ticket-buying trend is expected to
continue this week.
Harrison said that Fox is now capa-
ble of producing a film in Todd-
AO every nine to 12 months, and
that several prospects are now being
considered by the company. Sixty of the
190 world-wide theatres equipped with
Todd-AO apparatus are in the United
States. Six of them are on
Broadway.
E. H. Bowley, executive vice-
president of United Artists Circuit, ac-
accompanied Skouras to the press con-
ference yesterday.

SMPTe Meeting
(Continued from page 1)
duced in the motion picture and tele-
vision industries, convention vice-
president Reid H. Ray told a meeting
of the Society's board of governors
here.
Theme of the convention is to be
"New Techniques for Films, Tele-
vision, and Video Tapes."
An equipment exhibit, at which the
latest motion picture and television
equipment will be shown, will be an
integral part of the week-long meeting.
An outstanding portion of the exhibit
is expected to be centered around
video tape equipment.
Herbert Farmer of the University of
Southern California is chairman of
the papers program of the convention.

Outdoor ‘Hill’ Campaign
Mc-Gill has set its first outdoor ad-
vertising campaign in three years with
Foster and Kleiser for a 24-sheet
showing on a Home From the Hill’T
Posting, starting Feb. 25, is the stu-
dio's first since "Les Girls" in 1957.
Mitchell Asks

(Continued from page 1)

both. Motion picture consideration in the Senate is being given to the Kenny bill, which is much more far-reaching. No action as yet has been taken in the House, though it is anticipated this week.

Mitchell also urged Congress, in considering proposals to hike the minimum wage, to "carefully assess this important proposal increases upon the various segments of the economy."

Secretary Mitchell asserted that "in considering any change in the minimum wage it is, of course, mandatory that cognizance be taken of the fact that the determining limit in setting a new minimum is the risk of 'substantially curtailing employment or earning power' in the low-wage industries, which the act states is to be avoided."

He added that data compiled by the department "indicates that, with respect to a very large majority of the employees now protected by the act, a modest increase in the minimum wage would not have this undesirable effect.

Film on Subject Available

Concurrently with Mitchell's recommendation to Congress, the U.S. Chamber of Commerce pointed out the availability of a film, "Crossroads Main Street and the Minimum Wage," that presents the objections of six typical "main street" businessmen to Federal minimum wage legislation.

The chamber also reported that under the terms of the pay floor bills introduced by Rep. Roosevelt (D., Calif.) and Sen. Kennedy (D., Mass.) "all firms averaging as little as $1,000 weekly in gross sales would be covered if they have even one employee regularly using the mails, phone, telegraph, transportation across state lines, or who orders, receives, or keeps records on goods received by the firm from outside the state.

'Noting that many small establishments thus be brought under the law, the chamber commented that "considering their already narrow profit margins, it's a certainty that these small firms could not absorb the added costs imposed by the legislation. They would have to compensate by increasing prices, laying off the employees, or both. Such action would surely jeopardize the competitive position of countless small establishments and there would be no escape even for the small establishments not covered directly. They would suffer an indirect effect from having to compete for qualified employees with firms that are covered directly."

Mass for Mabel Miles

RENSSELAER, N. Y., Feb. 18.—Bequest Mass was celebrated at St. John's Catholic Church here yesterday for Mabel E. Miles, an inspector for the local post office for 37 years, who died at her home here following a short illness.

Babette Goes to War

CONTINUED FROM PAGE 1

The spv melodrama school in which the French always outwitted the Nazis during Occupation.

The fun begins when "B.B." arrives in England in the company of a group of "ladies of the evening" with whom she has fled Paris by boat as the Germans approached. The heroine is such a naive young lady she is blissfully unaware of the occupation of her companions in flight. She is really not terribly bright about anything, as the heads of the Free French forces in London discover when they put her to work as a maid at their headquarters there. She flirts with a handsome soldier when she ought to be scrubbing floors; she forgets to turn out the lights in her room during blackouts; and as for learning to run the switchboard as a relief operator, she is at a total loss.

In short Miss B. is quickly characterized as beautiful but dumb. So everyone is astounded when an English intelligence officer selects her for a dangerous mission to kidnap a top-ranking German in Paris and whisk him away to London. Her companion in the escapade is to be the handsome young French officer to whom she took an immediate fancy.

As a Mata Hari, "B.B." looks hopeless. She can hardly hold a gun, much less shoot it, and she is petrified at the very thought of landing in Paris by parachute from a plane. In this part of the film screenplay writers Jean Ferry, Jacques Emmanuel and Michel Audiard (working from an original story by Raoul J. Levy and Gerard Oury) gaily spoof the whole business of getting an agent so solely treated in innumerable war films of the past. They really get going with the satire, however, when "B.B." arrives in Paris and is hired by a Nazi agent as a counterspy!

The laughs get thicker by the minute as she starts sending messages by radio transmitter to London right from headquarters of the Gestapo in Paris. She finds the German general she is after (he is also under supervision by the Gestapo chief) and the complications really pile up. They reach a climax when she is forced to play a femme fatale for the general and try to keep her virtue alive (which she does). The mission is accomplished at the end, and the general finds her so appealing he doesn't mind being captured half as much.

Audiences will be captivated, too, for Miss B. has a gamin-like way about her that is hard to resist. In addition, as she hinted in "La Parisienne," she has a decided flair for comedy that gets full range here. Playing the Frenchman she falls for is Jacques Charrier (her husband in real life,) and he gives out with plenty of masculine charm that the ladies that will go for it.

The supporting cast is first-rate with the stand-out being Francis Blanche, in a fantastically funny caricature of a Gestapo agent who calls himself "Peter Schutz." Howard O'Brien is just such the German general, Bardot vanishes, and Ronald Howard is very British as the officer who enlists her services for the mission.

Photographed in CinemaScope and Eastman Color, the film is available in two versions--subtitles for art theatres and dubbed into English for general runs. Levy also produced this picture, which was directed by Christian Jacob.

Running time, 103 minutes. General classification, Release, in March.

RICHARD GERTNER

On Compo 'Oscar' Units

Some 191 leading exhibitors over the nation have already accepted appointments as chairman, co-chairmen or members on Compo's Academy Awards promotion committee, it was revealed yesterday by Charles E. McCarthy, executive secretary.

Affirmative and, hence, "Evidently, the Fox branch managers covering those cities have lost their vaunted local autonomy," it says.

The EDC bulletin contends that the policy will cost the company exhibitor good will; that it creates artificial information for its sales and results in loss of potential earnings to theatres and, therefore, the company

First 3 Stars Set

For 'Oscar' Program

FROM THE DAILY Bulletin

HOLLYWOOD, Feb. 18.—The first stars to be set for appearances on the 32nd annual "O" show, April 4, were announced by Arthur Freed, producer of the academy of Motion Pictur Arts and Sciences.

Cyd Charisse, Ella Fitzgerald and Gina Lollobrigida will be among the stars to be invited to the industry-sponsored show which will get its way at 7:30 (PST) at the Hollywood Pantages Theatre.

The 90-minute pre-show program will be carried over the NBC radio and television networks of National Broadcasting Company and Canadian Broadcasting Company.
THE

GREATEST

SPECTACLE

OF

ALL TIME...
Mitchell Asks

(Continued from page 1)

both houses. More active consideration in the Senate is being given to the Kennedy bill, which is much more far-reaching than any equally named measure has been. Mitchell considers it is anti-Mitchel.

Mitchell, considering the minimum wage the impact on the economy. "Secretaries are being paid 50 per cent below the minimum wage in New York," he says, "and the employees are working harder for less."

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for Universal Pictures for 37 years, who died at her home here following a short illness.

Radio and television facilities of the National Broadcasting Company and the Canadian Broadcasting Com
In theatre after theatre...

SOLOMON and SHEBA

NOT JUST BIG — BUT THE BIGGEST!

Shattering Boxoffice Records All Over The World!
MOTION PICTURE DAILY

Television Today

Who's Where

The promotion of Edward R. Hitz, vice-president in charge of television network sales, Central Division, to vice-president, general sales executives, represents a promotion for Thomas B. McFadden, vice-president, national sales manager, NBC Television Network. At the same time, the appointments of Angus Robinson to director, network television sales, Central Division, and of Cyril C. Wagner to manager, network television sales, Central Division, were announced.

Vinton Freedley, Jr. has joined Ziv Television Programs, Inc. as an executive of the syndication sales division. During the past year, Freedley has been a vice-president of TV Department, Inc., and in 1958 was director of sales of Trident Films, Inc.

Two more promotions in NBC Television Network Sales were announced by Don Durgin, vice-president, NBC Television Network Sales. Stephanie McFarland, a former director, station sales, station clearance and sales services, has been appointed director, sales administration.

Patrick J. Winkler has been appointed vice-president in charge of standards and practices for RKO General, Inc., a new post, it was announced by T. F. O'Neill, president.

FCC and FFC Joining In Study of 'Payola'

From THE DAILY REPORTER

WASHINGTON, Feb. 18. — The Federal Trade Commission and the Federal Communications Commission have agreed to exchange information concerning suspected "payola" practices in radio and TV, as well as unannounced sponsorship of material that is broadcast.

Hance Names Melillo

Philip A. Melillo has been appointed sales director of Paul Hance Productions, Inc., producers of closed circuit TV shows, television films and non-theatrical motion pictures, effective immediately, Roy Moriarty, president, announced.

Award for Stanton

Frank Stanton, president of the Columbia Broadcasting System, was presented with the Gold Medal Award for 1959 by Peat's Ink.

Australian Award Goes To '77 Sunset Strip'

The "Logic" for Program of the Year in Australia was awarded by Warner Bros.' '77 Sunset Strip," it was announced by George E. McKenna, vice-president of TV Week, Melbourne television program magazine which conducts as annual poll of TV viewers.

The "Logic," a polished silver statuette, is named for John Logie Baird, the Englishman credited with invention of television. Baird transmitted the world's first television service in 1935 for the British Broadcasting Commission in London.

Resume Sponsorship Of 'Twilight' TV Series

Sponsorship of "The Twilight Zone" on CBS-TV has been renewed by General Foods Corp., and Kimberly-Clark Corp., William S. Paley, CBS-TV vice-president of sales administration, announced.

The weekly dramatic series, created by Rod Serling, has been critically well-received. Serling also is executive producer and narrator and writes the majority of the show's scripts.

TelePrompTer Sets Up Three New Departments

TelePrompTer Corporation has announced establishment of three new departments in a program designed to increase emphasis upon research and development and to expand services, including government relations and educational assistance. Irving B. Kahn, president and chairman of the board of directors, said H. J. Schelly, Jr., a founder of the electronic communications company and its vice-president in charge of engineering, will direct a new research and development department. Edward Reaveux, formerly creative director, and Nat C. Myers, Jr., who has been director of industrial services, were named vice-presidents.

Heads New Division

Reaveux heads the newly-created programs and production division, augmenting the company's services in closed-circuit television and live staging. Myers will assume charge of the communications system division, established to design, install and operate military and educational audio-visual systems.

Schelly is a former director of television research for 20th Century-Fox and a Fellow in the Society of Motion Picture and Television Engineers. He developed the original TelePrompTer prompting device and has been chief engineering officer of the corporation since its inception.

Eveley Says (Continued from page 1)

to accomplish pay-TV, which inevitably involves direct personal supervision of the activities surrounding the sale and installation of the devices, has deemed this vital activity unmanageable in a company with so many employees. He has made the decision, therefore, to bring the entire organization under one roof in order to assure the company that every possible contact with the public is its own, and that the customers are handled with the same care and attention that has characterized the company's service. The new headquarters are expected to be ready for occupancy by March 15.

Eveley said that the new building would have approximately 12,000 square feet of office space, and that it would be located on 10 acres of land which the company had recently purchased. He also announced that the company would be installing a new plant for the manufacture of its electronic devices, and that this plant would be ready for operation by the end of the year.

Eveley added that the company was planning to expand its operations into several new areas, including the development of new products and the establishment of new sales and service centers. He said that the company was also considering the acquisition of several smaller companies, in order to increase its market share and to gain access to new technologies.

Eveley concluded by saying that he was confident that the company would be able to meet the challenges of the future, and that it would continue to be a leader in the field of pay-TV.

The new headquarters will be located at 123 Main Street, and will feature modern design and cutting-edge technology. It will include a state-of-the-art conference center, which will be used for training and development purposes, as well as a new sales and service center, which will be open to the public.

Eveley said that the company was pleased to be able to announce the move to its new headquarters, and that it was looking forward to the future with great optimism.

Eveley concluded by saying that he was confident that the company would be able to meet the challenges of the future, and that it would continue to be a leader in the field of pay-TV.
MOTION PICTURE HERALD'S NEW

Merchandising Service

WINS A HEARTY "WELL DONE!"

W ith such remarks as those beginning below, exhibitors throughout the nation immediately responded to the attraction promotion mat service which Motion Picture Herald initiated in the January 30th issue with feature material on "Wake Me When It's Over," Mervyn LeRoy's production for 20th Century-Fox. Presented here is only a sampling of the spontaneous reaction expressed in letters and copies of circuit memoranda received by the Editor of the Herald:

• This new merchandising service is wonderful—exactly what we need to move ahead with advance newspaper promotion. As for myself, it will be of particular help to me in Bridgeport. My compliments to you again.—SPERIE PERAKOS, Perakos Theatres Associates, Bridgeport, Conn.

• I have just looked over the advance copy of your new Motion Picture Herald Merchandising Service on "Wake Me When It's Over." This is a splendid job and should prove of great value to the exhibitor.—ERNEST EMERLING, Loew's Theatres, New York, N. Y.

• I am sure that I will be able to get increased participation in our local paper. In fact, I am confident that I will also be able to plant material in other outside papers in which I advertise. I consider MOTION PICTURE HERALD a very valuable tool in the operation of our theatres and this new series will make your paper just that much more valuable. Congratulations for instituting same.—HERMAN KOPE, Zone Manager, Schine Theatres, Milford, Delaware.

• All of us at Randforce were extremely pleased and delighted to receive the announcement of the new Motion Picture Herald Merchandising Service. I have discussed this with Erwin Gold and both of us are positive that our managers will make frequent and valuable use of the various ad mats which they will be able to obtain from you.—EMANUEL FRISCH, Randforce Amusement Corporation, Brooklyn, N. Y.

• As soon as we get the material on "Wake Me When It's Over" we shall use it to the best of our ability.—HARRY BRANDT, Brandt Theatres, New York, N. Y.

• I am certain that this service will be of great help to us not only with newspaper advertising but also with some additional publicity through the critics throughout our various localities.—MORTON THALHIMER, JR., The Neighborhood Group of Motion Picture Theatres, Richmond, Va.

• I wish to congratulate you and your staff on the inauguration of the special Merchandising Service which began in the January 30 issue with the subject "Wake Me When It's Over." This should fill the gap for a much needed flow of information regarding attractions we will play in the future. Therefore, we are looking forward to this service with eagerness and full appreciation for the value it will serve. Congratulations and thanks.—NORRIS HADAWAY, Wilby-Kincey Service Corporation, Atlanta, Ga.

• I think your new mat service is a wonderful thing for theatre owners throughout the country. I am giving various executives in charge of theatres specific instruction that they use this mat service as frequently as is practical.—JULIUS M. GORDON, Jefferson Amusement Co., Inc., Beaumont, Texas.

• Your new merchandising section is a welcomed innovation. This section will allow managers to give the proper pre-sell on the local level to forthcoming attractions. We are advising all Loew's managers to take full advantage of this new service.—JAMES L. SHAHANAN, Loew's Theatres, New York, N. Y.

• Your magazine has always been one of our favorites, and we constantly refer to it for promotion and booking ideas. I know that this new service will aid us in promoting and advertising upcoming pictures.—SAM BENDHEIM, III, The Neighborhood Group of Motion Picture Theatres, Richmond, Va.

• This is a tremendous service. Thank you! — WARD B. KREAG, City Manager, Fabian Theatres, Allentown, Pa.

• A wonderful innovation.—F. H. FISHER, The Odeon Theatres (Canada) Limited, Toronto, Canada.
These pages present a small portion of letters and circuit bulletins welcoming the unique service inaugurated by Motion Picture Herald in the January 30th issue. It supplies mats of features for use in newspapers and other media long before pressbooks appear

- We have reviewed in a variety of meetings your new Merchandising Service and find it a highly acceptable and useful addition to Motion Picture Herald. ... Your continuing services to exhibitors in evolving fresh ideas that motivate the public make Motion Picture Herald far more than just a source of news and events.—ROBERT W. SELIG, Fox Inter-Mountain Theatres, Denver, Colo.

- Your new merchandising service fills a void that has been prevalent for much too long a time, and I want to congratulate you for your far-sightedness in making this excellent service available to exhibitors. This will be of much value to us, for there are many times when we lack the necessary tools with which to do a good selling job in advance of the availability of a pressbook.

The attached letter (see below), which we have sent to the field, will indicate our high opinion of this new service.

As always, The HERALD comes to the aid of exhibitors in a most tangible way, and we are indebted to you.—RAYMOND WILLIE, Interstate Circuit, Inc., Dallas, Texas.

To City Managers & Publicists—Interstate Circuit, Inc.

Gentlemen:

MOTION PICTURE HERALD is inaugurating in the January 30 issue a new merchandising service which should be of value to you on many occasions.

This service consists of a number of pages made up in a format suitable for use as features in newspapers, shopping guides and other local publications.

The first issue is devoted to Merwyn LeRoy's "Wake Me When It's Over," an early Spring release from 20th Century-Fox. This service includes ten separate pages of mats which may be ordered on an individual page basis or the whole set. There is no charge for this mat service. Since we have experienced great difficulty in getting material well in advance of our playdates, this new service could be a real assist to you.

We suggest that you keep a complete file of this service as it comes out for handy reference and advance information.

When you see something that will be useful to you, order the free mats from Motion Picture Herald, 1270 Sixth Avenue, New York 20, N. Y.—RAYMOND WILLIE.

- This is a terrific service ... and will prove invaluable in our Sunday Supplements. Thanks.—JAMES C. CARTLEDGE, Miller Theatre, Augusta, Ga.

- This is a tremendous service. Thank you!—WARD B. KRESG, Fabian Theatres, Allentown, Pa.

- I have now had an opportunity to look over your new merchandising service on "Wake Me When It's Over" and think it is excellent. There certainly is enough material here for any paper, which could be used for Pre-Opening, Opening or After Opening.

I am going to bring this to the attention of both critics today and as soon as I find out what they can use I will order same.

Many thanks for making so fine a service available.—H. H. UNTERFORT, Schine Theatres, Syracuse, New York.

- In the January 30 issue of Motion Picture Herald a new free mat service was inaugurated.

This issue featured a spread on the forthcoming "Wake Me When It's Over," which featured a number of fine illustrated articles.

We are most interested that "Loewmen" avail themselves of this service. We suggest that you order mats now and tuck them away until you receive a booking of the film.—Loew's Theatres Headquarters, New York.

- Your new service to motion picture exhibitors is one of the finest contributions I have ever seen. You are to be congratulated for making this service and the fine material contained therein available to us.—JACK JORDAN, Wilby-Kinney Service Corporation, Charlotte, North Carolina.
Three Murderesses  
Graetz—20th-Fox  
HARFORD, Feb. 18  
Our Gallic film-making cousins' predilection for the unusual in murder studies is superlatively manifested via this Paul Graetz color production, which, by way of exploitative assist, is touting the male lead, Alain Delon, as "a sensational screen discovery." For a change there is no murder, only thrilling conversation.  
The screenplay and dialogue are credited to Annette Wademant and Michel Bisson, adapted from a Sophia Calhada novel, and have to do primarily with the far from gentle-manly conduct of a triple-timing engineering student (M. Delon). He has wooed, to varying degrees of amorous success, no less than three fetching mademoiselles, Mylene Demongeot, Pascale Petit and Jacqueline Sassard. There's a fourth woman in the proceedings, the delinquent a purposeful individual who shoots wildly in an attempt to get revenge on M. Delon.  
Eventually, the satirist gets the man to the altar, bringing his sometimes hilarious, sometimes pensive, sometimes flamboyant adventures to a bit-sweet ending.  

If there is a premise to this delirately satirical approach to Gallic romanticism, "Three Murderesses" is the necessary to laugh in the face of coming adversity, to challenge the fates to deal yet another card.  
French dialogue has been dubbed into English.  
Running time, 98 minutes. Adult classification. Release, in February, A. M. W.

Too Soon To Love  
Dynasty—Universal  
Two young players in their first motion picture, Westlake makes a nice try at a difficult subject—teenage promiscuity—fostered largely by parental neglect—in "Too Soon to Love." It is an adult film, but shes're provided, not thought among parents as well as their children who mislead themselves about sex because older and more responsible persons are too blind or too stupid to lead them.  
Jennifer West, a winsome young blonde, and Richard Evans, who plays a fellow way and sincere 17-year-old, proceed quickly from kissing and heavy petting to the young lady's pregnancy. The girl hides the truth from her parents; her father is vicious and unforgiving; her mother a nonentity. The young couple arranges a makeshift abortion but after Miss West is repulsed by the sight of another girl upon whom the operation is performed, the pair go off in search of an illegal physician to do it skillfully.  
They find a doctor who wants $500 for the job. Westlake can't raise the fee so he steals the money from his employer. That sets the police on to his trail. When his girl learns that he has stolen in order to pay for her operation, she drives off to the Pacific—only a short ride from her home—intending to drown herself. West reaches her in time to reassure her life is still worth living.  
Until its last few feet "Too Soon to Love" does well. But the film ends on an unsatisfactory note. Screen writers Lazslo Groog and Richard Nash ask all of the right questions but they fail to give even one answer. The girl still is pregnant; she is unmarried; the father of her child presumably will be jailed; her own father is a complete loss; her mother is ineffectual, and the poor girl probably will be sick for two weeks following her flight into the sea.  
Ronald Stein's music is bright and resourceful. It seems also to sympathize with, and lend kindness to, the boy and the girl. Bush produced and directed "Too Soon to Love." Mark Lipsky is executive producer.  
Running time, 85 minutes. Adult classification. Release, in March, A. M. W.

The Associated Motion Picture Advertisers, Inc.
cordially invites you to attend  
AMPA'S SALUTE  
to  
SI SEADLER  
Wednesday, February 24th, 12:30 P.M.  
Georgian Room, Hotel Piccadilly  
Tickets $4.25 including luncheon and gratuities  
For reservations—phone Hans Barnstyn Plaza 3-2434  

New Columbia Address  
ALBANY, N. Y., Feb. 18. — The Columbia Pictures exchange here has moved from Film Row into its new quarters at 991 Broadway.

Friday, February 19, 1960
Brotherhood Week Is Launched Here

By SAUL OSTROVE

The 1960 Brotherhood Week campaign of the motion picture division of the National Conference of Christians and Jews set sail here Friday from a luncheon conference attended by 150 industry leaders at the Hotel Astor.

The campaign will proceed in three areas—membership, collections and previews — and the drive is expected to end March 31 in most divisions, according to Salim M. (Continued on page 2)

Telemeter Develops New Closed Circuit System

The development of high level voltage amplifiers capable of serving thousands of wired homes at maintenance costs that are about 30 per cent less than under existing techniques was announced here by Louis A. Novias, president of International Telemeter Co., a division of Paramount.

He called it a “significant break” (Continued on page 4)

Loew’s Circuit Seeking St. Louis Theatre-Swap

Loew’s Theatres has filed a petition with the U.S. District Court here for approval of acquisition by the circuit of the legitimate American Theatre in St. Louis for motion picture exhibition. According to the Department of Justice, Court hearings (Continued on page 4)

Bill Which Would Compel TV Rating Companies To Disclose Methods Introduced in Albany

ALBANY, N. Y., Feb. 22 — A bill that would compel rating companies to disclose how they estimate the popularity of television and radio programs as well as the size of audiences which individual stations reach, has been introduced by Assemblyman A. Bruce Manley, Chautauqua County Republican. Manley, for two years, has sponsored legislation providing for state licensing of television programs, with certain exceptions.

The new measure, adding a section to the penal law, would prohibit issuing of announcements of rating as to the percentages or number of listening or viewing audiences of radio and television stations or programs, for influencing the sale of advertising, without stating the manner in which they were obtained, a description of methods used and the time, place and persons contacted for such polls.

NOMINATIONS FOR ‘OSCARS’ ON PAGE SIX

Nominations for the 1959 Academy Awards, announced in Hollywood yesterday by the Academy of Motion Picture Arts and Sciences, are published in this issue on page six.

Nominations in three categories were previously announced and carried by MOTION PICTURE DAILY: short subjects (issue of Feb. 11); foreign features (Feb. 16); and documentary (Feb. 18).

Shun Copyright Change, Johnston Urges Senator

From THE DAILY Bureau

WASHINGTON, Feb. 22 — Rejection of a bill which would affect the period of copyright protection enjoyed by film producers and others in the use of distinctive fictional characters has been urged upon Sen. Eastland (D., Miss.), chairman of the Judiciary Committee, by Eric Johnston, president of the Motion Picture Ass’n.

The bill, which was introduced by Sen. O’Malley, would reduce the term of design protection by copyright to five years. No privilege of renewal would be permitted, so that the use (Continued on page 4)

Board Meet

Sell Public First, TOA Head Urges

Full-Time Job, Pickus Says; Product Shortage Decreed

By E. H. KAHN

WASHINGTON, Feb. 22 — Exhibitors have a man-size job getting the public back into theatres and should concentrate on that and let the competition take care of its own problems.

This is the advice given to theatre owners by Albert M. Pickus, president of Theatre Owners of America, in his first report to the TOA board of directors, which convened at the Mayflower (Continued on page 4)

Says Majors Fill Gaps With Foreign Films

From THE DAILY Bureau

WASHINGTON, Feb. 22 — The increasing popularity of the imported motion picture has major distributors “screening like mad now trying to fill up their release schedule gaps with pictures from abroad,” Irving M. Levin of San Francisco, told the Theatre Owners of America board of directors here today.

Things have so changed in the for (Continued on page 4)

Exhibitors Will See ‘Snow’ Campaign Today

More than 50 representatives of major circuits and independent theatres in the greater New York area will be guests of Universal-International at a luncheon at the company’s home office today. It will be followed by a special (Continued on page 2)
**PERSONAL MENTION**

IRVIN SHAPIRO, president of Films Around the World, Inc., has left New York for London.

JAMES BOYLE, M-G-M advance publicity representative, is in Cincinnati from New York.

FRED ZINNEMANN, director, is vacationing in Rome before returning to London.

MORTON SCHLONBERG, son of Irving Schlonsberg, head of Loew's Theatres accounting division, was married on Saturday at the Hotel Shelburne here to HARRETT SELFFING of Hauli Beach. The groom is assistant U.S. attorney in charge of the criminal division here.

MILTON SPERLING, producer, has entered Cedars of Lebanon Hospital, Los Angeles, for minor surgery.

T. H. FREEMAN, of the Lebanon Road Drive-In Theatre, Madison, Tenn., has left there for a vacation in Florida.

**NEW YORK THEATRES**

**ROCKY CUTS PRICES**

A scale of new low prices will be in effect at the Roxy Theatre here with the opening of its twin-building, "On the Waterfront" and "The Caine Mutiny," on Wednesday. The reduced general admission prices will range from 65c to $1.25 on weekdays; 75c to $1.25 on Saturdays; and on Sundays the prices will be 95c and $1.25.

**BROTHOOD**

(Continued from page 1)

Hassanein, vice-president of Skouras Theatres and United Artists Theatre Circuit Inc., who is chairman of the Metropolitan New York Area Brotherhood campaign, National observation of Brotherhood Week began yesterday and will end next Saturday.

Brotherhood kits, which will be distributed locally to theatres and industry offices, contain one-sheet posters, trailer copy, instruction booklets, national Birdhouse for the campaign and collection containers. Exhibitors were urged by Hassanein to devote Friday evening receipts in excess of the average to the NCCI.

The luncheon meeting was conducted by William J. Heinenman, United Artists vice-president and Brotherhood national distribution chairman. Addressing the guests were actor Eli Wallach and Dr. Webster Jones, NCCI president. Max E. Youngstein, UA vice-president, is chairman of the NCCI amusement division.

**'JEOPARDIES' IN STRIKE**

Are Outlined by AMPP

The Screen Actors Guild is coordinating a strike that would "jeopardize the jobs of workers in every branch of the motion picture industry, the very industry itself, and the incomes of thousands of people and companies throughout the U.S. and the world," the Association of Motion Picture Producers states in an ad published in Mornin Picture Daily today.

Headlined "A Statement of Facts," the ad says there are two factors involved in the threat of a strike. One, AMPP says, is the way the actors are striking. "The answer is very simple: They want to be paid twice for doing one job." AMPP says all other demands, aside from that of straight pay to the actors in the event of the sale of post-1948 films to TV, can be negotiated. AMPP includes as negotiable the health welfare and pension plan.

The second factor, according to AMPP, is "the dilemma in which this issue places the industry." It points out that the "economic health of the industry" depends on bringing in every bit of revenue possible—first runs, subsequent runs, drive-in runs, re-reuns, bluafuns and television. "It makes no more sense to limit the television boxoffice than it would to limit the box-office or drive-in boxoffice," AMPP says.

"On the other hand," it concludes, "television revenue from pre-1948 theoretical films already has been reinvested in the production of theatrical pictures, resulting in continuance of employment in Hollywood film making."

**ROCKETEER**

(Continued from page 1)

ROCHESTER, N. Y., Feb. 22—E. F. Jones, Jr., has been appointed manager of the new photographic and industrial optics sales department of Bausch & Lomb, Day, who has previously been president of the optical photograpy and special products division, will now assume the added responsibility of the company's entire line of motion picture products.

These include the BalCOLD reflector, CinemaScope and Cinephor projection lenses, special motion picture camera lenses and specialized lenses and filters. These last include TV Vidicon camera lenses and non-browning for nuclear use.

**JOHNSTON SADDENED BY DEATH OF CARL YORK**

MEXICO CITY, Feb. 22—News of the death of one of the former MFAA representatives for the Scandinavian countries, reached Eric Johnston here. Johnston said: "I am sorry indeed to learn of Carl York's passing. His genuine friendship always will be remembered."

"He served the motion picture industry with loyalty and distinction throughout the greater part of his life. During the past ten years, while associated with MFAA, he was instrumental in handling effectively many important negotiations for the industry."

Since January of 1953, when George Larson was appointed to succeed him, York had served as a consultant to the MFAA for the Scandinavian territory.

Johnston is in Mexico City on a combined vacation and business trip.
February 17, 1960

Mr. Irvin Shapiro
Films Around the World, Inc.
745 Fifth Avenue
New York, N. Y.

Dear Irvin:

When a motion picture breaks records in the first week this is very good news to any exhibitor, but when this picture continues to do record-breaking business the second week and when it tops the second week in the third week, we feel this is something very vital for you to broadcast in our business.

Your motion picture "ROSEMARY" has done all of this.

"ROSEMARY" has played for three record-breaking weeks at our Beekman Theatre.

"ROSEMARY" in the first, second and third week is ahead of any other picture that we have ever played at our theatre. We look forward to a long run, we hope the picture duplicates itself throughout the country.

CONGRATULATIONS ... for continued record-breaking business.

Sincerely,

Donald S. Rugoff
President

DSR: jm

Introducing in the title role Nadja Tiller with Peter Van Eyck, and Carl Raddatz. Directed by Rolf Thiele.

PRODUCED BY LUGGI WALDLEITNER

LMS-AROUND-THE-WORLD
Fifth Avenue, New York 22 • Eldorado 5-7565
Decree Change

(Continued from page 1)

The new distribution equipment, which reduces the number of amplifier positions required in a cable system by a ratio of about 1 to 1 was initially developed by engineers of International Telecaster Corporation. Production models, developed and designed by Jerrold Electronics Corporation, are now being installed in West Toronto, Canada.

The finest carbons ever made...
NATIONAL PROJECTOR CARBONS
A STATEMENT OF FACTS

The Screen Actors Guild has taken a strike vote.

The jobs of employees of the Hollywood studios, and the future of the studios themselves are threatened if the actors strike.

What are the facts in this situation?

Fact No. 1 is the strike issue. Why are the actors contemplating this action?

The answer is very simple: They want to be paid twice for doing one job.

They want to be paid again if theatrical films made since August 1, 1948, and to be made in the future are exhibited on television.

They want this regardless of how well they were paid when they did their work. This is the only vital issue.

Every other demand of the Actors Guild, including the Health and Welfare and Pension Plan, can satisfactorily be resolved by negotiating in good faith.

Fact No. 2 is the dilemma in which this issue places the industry. Every Hollywood film is a major financial investment. Some films are successful. Some lose money. The successes must carry the whole production program. To do this they must bring in every bit of revenue possible—first runs, subsequent runs, drive-in runs, re-runs, 16mm runs and television. All these are boxoffice—and all these are necessary for the economic health of the industry. It makes no more sense to limit the television boxoffice than it would to limit the reissue or drive-in boxoffice.

Yet that is what the Guild’s demands would do.

On the other hand, television revenue from pre-1948 theatrical films already has been reinvested in the production of motion pictures resulting in the continuance of employment in Hollywood film making.

Despite these facts the actors are considering a strike which would jeopardize the jobs of workers in every branch of the motion picture industry, the very industry itself, and the incomes of thousands of other people and companies throughout the United States and the world, whose main source of revenue is derived from motion pictures.

THIS AD IS PLACED AS AN INDUSTRY SERVICE BY THE ASSOCIATION OF MOTION PICTURE PRODUCERS
NO\NATIONS for 1959 'OSCARS

MOTION PICTURE


"The Diary of Anne Frank," 20th Century-Fox, George Stevens, producer.


"Room at the Top," Romulus Films, Ltd., (British), Continental Distributing, Inc, John and James Woolf, producers.

ACTOR

Laurence Harvey in "Room at the Top," Romulus Films, Ltd., Continental Distributing, Inc.


ROBERT WYNN in "The Diary of Anne Frank," 20th Century-Fox.


KATHARINE HEPBURN in "Suddenly, Last Summer," Horizon Prods., Columbia.

SUSAN SAGAR in "Room at the Top," Romulus Films, Ltd., Continental Distributing, Inc.

ELIZABETH TAYLOR in "Suddenly, Last Summer," Horizon Prods., Columbia.

SUPPORTING ACTOR


ARTHUR O'CONNELL in "Anatomy of a Murder," Preminger-Columbia.


ED WYNN in "The Diary of Anne Frank," 20th Century-Fox.

ACTRESS

MARILYN MONROE in "The Seven Year Itch," 20th Century-Fox.


KATHARINE HEPBURN in "Suddenly, Last Summer," Horizon Prods., Columbia.

SUSAN SAGAR in "Room at the Top," Romulus Films, Ltd., Continental Distributing, Inc.

ELIZABETH TAYLOR in "Suddenly, Last Summer," Horizon Prods., Columbia.

SUPPORTING ACTRESS

HERMIONE BADDELEY in "Room at the Top," Romulus Films, Ltd., Continental Distributing, Inc.

SUSAN KOHNER in "Imitation of Life," Universal-International.

JOANITA MOORE in "Imitation of Life," Universal-International.


SHELLEY WINTERS in "The Diary of Anne Frank," 20th Century-Fox.

DIRECTION


"The Diary of Anne Frank," 20th Century-Fox, George Stevens.


"Room at the Top," Romulus Films, Continental Distributing, Jack Clayton.


SCREENPLAY

"Anatomy of a Murder," screenplay by Wendell Mayes.

"Ben-Hur," screenplay by Carl Tumberg.


"Room at the Top," screenplay by Neil Paterson.


STORY AND SCREENPLAY


"North by Northwest," M.G.M, story and screenplay by Ernest Lehman.


"Pillow Talk," story by Russell Rouse and Clarence Greene; screenplay by Stanley Shapiro and Maurice Richlin.

"Wild Strawberries," Svensk Filmindustri, Jonas Films (Swedish), story and screenplay by Ingmar Bergman.

FILM EDITING


"Ben-Hur," Ralph E. Winters and John Duning.

"North by Northwest," George Tomasini.


ART DIRECTION (BLACK & WHITE)

"Cape Fear," Hal Wallis Prods., Paramount, Hal Pereira and Walter Tyler, art director by Sam Camer and Frank Kraus.

"The Diary of Anne Frank," Lyle R. Wheeler and George W. Davis; set design by Walter M. Scott and Stuart A. Reiss.

"The Last Angry Man," Carl Anderson; set decoration by William Kienzle.

"Some Like It Hot," Ed Wardow; set decoration by Edward G. Boyle.

"Suddenly, Last Summer," Oliver Kessel and William Kellner; set design by Scot Silman.

ART DIRECTION (COLOR)


"The Big Fisherman," Rowlund V. Lee Prods., Buena Vista Film Distributing, John Decuir; set decoration by Julia Heron.

"Journey to the Center of the Earth," Joseph M. Schenck Enterprises, Inc., Cooga Mooga Film Prods., Inc., 20th Century-Fox, Lyle R. Wheeler, Bachtell and Herman A. Blumenholz; set decoration by Walter M. Scott, Joseph Kish.


CINEMATOGRAPHY (BLACK & WHITE)

"Anatomy of a Murder," photographed by Sam Leavitt.

"Cape Fear," photographed by Joseph Lashelle.

"The Diary of Anne Frank," photographed by Charles G. Mellor.

"Some Like It Hot," photographed by Charles Lang, Jr.

"The Young Philadelphians," photographed by Harry Stradling, Sr.

CINEMATOGRAPHY (COLOR)

"Ben-Hur," photographed by Robert L. Surtees.

"The Big Fisherman," photographed by Joe Larmas.


"The Nun's Story," photographed by Franz Planer.


COSTUME DESIGN (BLACK & WHITE)

"Cape Fear," Edith Head.

"The Diary of Anne Frank," Charles LeMaire and Mary Willis.


"Some Like It Hot," Orry-Kelly.


COSTUME DESIGN (COLOR)

"Ben-Hur," Elizabeth Haffenden.


"The Big Fisherman," Renie.


"Porgy and Bess," Irene Sharaff.

MOTION PICTURE SCORE

(For the most effective scoring of a musical)


"L'Alber," Panano and Frank, Paramount, Nelson Riddle and Jose Illes.


"Sleeping Beauty," Walt Disney Prods., Buena Vista Film Distribution, George Bruns.

MOTION PICTURE SCORE

(For the most effective scoring of a drama or comedy)


"On the Beach," Ernest Gold.

"Pillow Talk," Frank De Palma.

BEST SONG


CREEN ACTOR GUILD SETS MAR. 7 STRIKE CALL

Keep Up Theatres' Wage Law Views

From THE DAILY Bureau.
WASHINGTON, Feb. 23. - Prob-
ably of theatres were specifically
brought up at a closed meeting of
Senate labor committee today to
propose minimum wage legis-
lative. No announcement of action
made but it is understood that
theatre's problems is under
additional consideration by the re-
committee. A compromise reportedly
concerning the Secretary of Labor
action to exempt from the mini-
imum wage law both under-age and
part-time employees. Possibly this
would cover most of the
theatres whose inclusion under the
legislation would be a problem to the
theatre.

John Kennedy (D., Mass.) sponsor
(Continued on page 2)

odsky Named Fox Publicity Assistant

ick Bodesky has been named as
head of publicity at 20th Century
Fox, it was announced by Ed-
ward Sullivan, publicity director.
Bodesky will work under Nat Weiss,
head of publicity.

his new post, Bodesky will con-
(Continued on page 2)

emphis Censors Ban ed' Second Time

Alley to THE DAILY Bureau.
EMPHIS, Feb. 23. - With a
lout action hanging over its
members, the Mississippi board
sitting today banned the film,
quoted in the Sun from Mem-
phis.

rs. Judson McGinnis, chairman.
(Continued on page 2)

20th’s “MASTERS OF CONGO JUNGLE” SNOWBALLS TO SMASH GROSSES* DESPITE RECORD PITTSBURGH SNOWFALL! Check Mgr. Bernie Hickey at the Fulton, Pitt.

*Beats “Say One For Me”, “Blue Denim”, “The Best of Everything”!

Allied Urges Support For M.P.I.-Marcus Plan

From THE DAILY Bureau.
WASHINGTON, Feb. 23.—Motion
Picture Investors "deserves the sup-
port of exhibitors" in its plan to use
funds being raised through the sale
(Continued on page 8)

Holiday Business Good Around Times Square

The Washington's Birthday three-
day weekend produced outstanding
business at first-run theatres around
Manhattan, especially in the Times
Square area.

"Sink the Bismarck" at the Para-
(Continued on page 3)

Board Vote Unanimous; Boren Voices Regret,
Looks to Thursday Meet

By SAMUEL D. BERNES
Hollywood, Feb. 23.— The
Screen Actors Guild has called a
strike of all actors in theatrical motion
pictures to start at 12:01 A.M., Mon-
day March 7.

The decision to call the strike and
the time of its start was voted unani-
ously by the guild's board of direc-
tors after the membership overwhem-
ingly approved such authorization.

"The producers have left the guild
no alternative but to call a strike,"
John L. Dales, national executive sec-
retary, said, adding, "the company
presidents have given the producer
(Continued on page 8)

TOA in Peace Plea To SAG, AMP

By E. H. KAHN
WASHINGTON, Feb. 23.—Theatre
Owners of America has urged both
film companies and labor guilds to
"avoid a strike which would jeopard-
ize theatres and interrupt the current
upswing in business."

At the end of its mid-winter meet-
(Continued on page 8)

Exhibitors Told of Big U-I 'Snow' Campaign

By SAUL OSTROVE
Universal-International will spend
$250,000 between now and April 24
to publicize "The Snow Queen," the
company's Easter release, in a thor-
ough all-media and merchandising
plan that is expected to give the film
a burst of life even in the face of the
"snow" from United Artists, as well
as a number of other factors.

(Continued on page 2)
PERSONAL MENTION

ROGER H. LEWIS, United Artists vice-president in charge of advertising, publicity, and exploitation, will arrive in Hollywood today from New York for promotion conferences. He returns here tomorrow.

CHARLES ORKIN, in charge of theatre sales for Coca-Cola, has left Florida for Washington, D.C., and will attend the Coca-Cola regional meeting in Chicago before returning to his New York office about March 10.

EDWARD L. HEMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by his assistant, BERNARD LEVY, leaves Hollywood today for Phoenix.

HOWARD MINSKY, assistant to GEORGE WELTMAN, Paramount vice-president in charge of world sales, will be in Toronto from New York today through Friday.


New Kilpatrick Post

Bill Kilpatrick, long-time associate of press agent Bill Doll and a publicist for such films as "Around the World in 80 Days," "Porgy and Bess," "Hercules," and "Jack the Ripper," has resigned from Joseph E. Levine's Embassy Pictures Corp. to become assistant to the president in charge of advertising and publicity relations for Kenneth Kubert's Marathon TV Newsreel.

Prior to his association with Doll, Kilpatrick served five years as director of publicity relations for Sikorsky Aircraft.

ACE Executive Group

To Meet Here Friday

A meeting of the executive committee of the American Congress of Exhibitors has been called for Friday morning at the Stanley Warner home office board room here. An agenda for the meeting had not been completed yesterday, according to Merlin Lewis, ACE executive secretary.

With no possibility of another meeting between the ACE executive committee and the Motion Picture Association of America's exhibitor relations committee being held this month, ACE is now looking to such a session some time in March, dependent on the Hollywood strike situation.

Memphis Censors

(Continued from page 1) announced the film was banned because it is "obscene." This film was banned by a previous board in 1957 and was submitted to the 1960 board. Last week the board banned "Hideout in the Sun," a nudist film. Later this week, it is expected to ban a third film, "This Rebel Breed."

High Court Clears Way

For Bertha to Sue N.T.

FROM THE DAILY BUREAU

WASHINGTON, Feb. 23.—The U.S. Supreme Court today denied a writ of certiorari in the case of National Theatres, Inc. in the case of Bertha vs. National Theatres, Corp., where a lower court had ordered the defendant to pay damages to the plaintiff. The Supreme Court said that the lower court's decision should be affirmed.

The case involves an appeal from the District Court of Columbia, which had upheld a verdict in favor of the plaintiff. The plaintiff, a small theatre owner, had sued the defendant, a larger theatre chain, for breach of contract and invasion of privacy.

The Supreme Court's decision allows the lower court's decision to stand, and the plaintiff will be able to pursue his case in the lower court.

NYT Reopens Offer

To Purchase NTA Stock

FROM THE DAILY BUREAU

LOS ANGELES, Feb. 23.—National Theatres & Television, Inc., intends to reopen its exchange offer to remaining National Telefilm Associates, Inc., stockholders and warrant-holders, B. Gerald Cantor, NT & T's president and chairman of the board, announced today.

NT&T acquired a majority interest in the company last year, and the exchange offer was made on Feb. 16, 1959, to stockholders and warrant-holders of NTA. NT&T now owns 11,144,630 shares representing 57.27 percent of a total of 19,277,197 shares of the common stock of NTA and owns warrants to purchase 436,590 shares of the common stock of NTA representing 79 percent of a total of 440,053 shares for which warrants are outstanding.

Lipton Heads Drive

Hollywood, Feb. 23.—David A. Lipton, Universal-International vice-president, again will head the amusement fund drive for the United Jewish Welfare Fund, it was announced at the industry's 1960 organizational meeting this week.

Name Brodsk

(Continued from page 1) time to serve as the company's York press representative in addition to assuming additional administrative responsibilities involving national publicity.

Formerly a member of Sunday department of the New York Times, Brodsky served with U.S. Army in Germany in 1953-54 as a staff correspondent. He came to 20th Century-Fox in 1957 and has served as the company's staff writer and trade press contact prior to his present position.

Columbia Meet Toda

On 'Strangers' Tie-Up

Special to THE DAILY

CHICAGO, Feb. 23.—Colu Pictures promotion executives representatives of nine mid-West home-building manufacturers and educators will meet here tomorrow to discuss details of the $6,900,000 motion-tie-up on Richard Quit "Strangers When We Meet."

Twenty-one leading home-built manufacturers are participating in tie-ups which centers around $250,000 ultra-modern "dream home" that was built for the film. Follow the sessions with the nine manufacturers in the mid-West, subsequent meetings will be held with the reminder of the participating companies in various sections of the country.

reservations through your Travel Agent BRITISH OVERSEAS AIRWAYS CORP.

Mail Reaction Reported Adverse to N. Y. Film Classification Bills

Special to THE DAILY

ALBANY, N.Y., Feb. 23.—The mail reaction to film ratings (classification) bills has been "hard" (that is, adverse) in the Assembly Committees, a spokesman said today. Pending before that committee are:

Holiday Bills

(Continued from page 1)

A transitory remark by Senator William F. Conklin, who sponsored the bill, united with the American Film Producers Association, the American Society of Composers, Authors and Publishers, the New York State Motion Picture Association, and the New York Motion Picture Exposition Owners Association, has been made to the Senate Committee on Labor and Industry in opposition to the bill. The Senate Committee hearing, which is expected to meet today, will consider the bill on its merits.

Wage Law Bills

(Continued from page 1)

The bill was introduced by Senator Stephen J. O'Malley, who said it was a necessary measure to provide for the payment of minimum wages to all workers in the State of New York. It would extend the provisions of the Federal Wage and Hour Law to all workers in the State, and would prohibit the employment of children under the age of 14 in certain industries, including mining, manufacturing, and construction.

Dirksen Feels That Eisenhower Opposes Minimum Pay Hike

WASHINGTON, Feb. 23.—Minority leader Dirksen (R., Ill.) today stated that he had been assured by the President that the Administration would oppose any amendment to the Fair Labor Standards Act that would raise the minimum wage above $1.25 per hour. He added that he had not changed his own view of opposition to raising the pay floor.
An adventure into the 4th dimension that takes you on man's first invasion of...

**THE ANGRY RED PLANET**

AMERICAN INTERNATIONAL PICTURES

APRIL '60

A tower of terror ... a spectacle of fun!

**CIRCUS OF HORRORS**

starring ANTON DIFFRING • ERIKA REMBURG • YVONNE MONLAUR and 200 international circus performers in

COLOR

AMERICAN INTERNATIONAL PICTURES

MAY '60

starring TERRY MOORE • DEBRA PAGET

**GIRL ON DEATH ROW**

The true story of the guilty and the innocent!

MARCH '60

AMERICAN INTERNATIONAL PICTURES
As in "Goliath And The Barbarians"... American International has "Muscles"... at the Box Office.
In 1959 we promised you top Product... we delivered!
This was our first test of truth.
Here are six more box office Giants... coming to you in 1960. This is our second test of truth... and we WILL deliver again!

From the pen of the genius of terror...

EDGAR ALLAN POE'S

THE FALL OF

THE HOUSE OF USHER

starring VINCENT PRICE

in Cinemascope and Color

MARK DAMON • MYRNA FAHEY

AMERICAN INTERNATIONAL PICTURES JUNE '60

IN COLORSCOPE

KONGA

... As big as "KING KONG"

AMERICAN INTERNATIONAL PICTURES COMING in '60

GOLIATH AND THE DRAGON

IN COLORSCOPE

In the tradition of "GOLIATH" — ADVENTURE — SPECTACLE — ACTION!

AMERICAN INTERNATIONAL PICTURES COMING in '60
The Screen Actors Guild has taken a strike vote against the major studios. The Guild’s board stated, in a “white paper” sent to members, that an impasse in negotiations had been reached as a result of “the refusal of producers to make any substantial concessions on several vital issues.”

WHAT ARE THE FACTS?

THESE ARE THE FACTS:

The producers started negotiating with the Guild on December 7, 1959, and have continued negotiating in good faith on the 45 demands which the Guild proposed as basis for a new contract.

Since December 7, the producers have met formally with the Guild negotiators nine times.

Considerable progress has been made.

The producers agreed to 14 of the demands on the Guild’s terms.

The Guild withdrew four proposals.

On 12 others, negotiations have reached what the producers consider an area of agreement. The producers have offered pay raises ranging upward from 10 per cent. They offered to increase the lowest rate for which an actor can work from $90 a day to $99 a day. They offered to raise the weekly minimum from $300 to $330.

On the remaining points the producers have offered to negotiate all points which are negotiable, including a demand for a health and welfare and pension plan.

The producers were able to negotiate health and welfare and pension plans with the industry’s craft workers which are outstanding models of labor-management cooperation. If the actors wish to negotiate this issue in good faith, equivalent results can be achieved with them.
So there is ONLY ONE VITAL POINT really at issue—the actors' demand to be paid twice for doing one job.

They want a second payment if theatrical films made since August 1, 1948, or to be made in the future, are shown on television. They want this even for the players who are paid $500,000 or more per picture, the players who get a percentage of gross or profits, as well as for the bit players who get $90 or more per day.

The producers consider this demand to be paid twice for one job unreasonable and unrealistic. They have always considered it so and have always stated their position plainly.

The Guild's "white paper" said there has been "widespread acceptance" of the plan of additional payment for TV exhibition of theatrical films and that "suddenly" the major companies have changed their position.

The major studios rejected the plan in 1948, just as they reject it in 1960.

Since 1948 the collective bargaining agreement with the Screen Actors Guild has read: "The producers take the position that as to all film they have the unrestricted right to use the same for any purpose . . . The producer does not by this contract surrender any property rights which it has in any film (new or old), nor does it surrender its right to dispose of or license the use of film (new or old); it has merely agreed that under the conditions in this contract set forth, the Guild may cancel this contract."

This clause is in the contract which expired on January 31, 1960.

The producers have been consistent.

On the other hand, for 12 years since the 1948 contract was signed, the Guild has accepted the principle that pay TV is an extension of the theatre box office.

Now "suddenly" the Guild declares that pay TV is not an extension of the theatre box office but is an additional exposure of the actor for which he seeks an additional payment. The Guild says that additional exposure decreases actors' employment.

The fact is that employment of actors in Hollywood is at an all-time high.

We repeat, there is just one issue—the actors' demand to be paid twice for doing one job.

THESE ARE THE FACTS
TOA to Seek Para.

Decree Revisions

From THE DAILY BUREAU

WASHINGTON, Feb. 23.—Theatre Owners of America today called upon the anti-trust division of the Department of Justice for revisions in the decrees in the U.S. vs. Paramount case which would permit theatre mergers, and the production and distribution of films by pre-emptive rights by former affiliated circuits.

The board of directors and executive committee of TOA, meeting here yesterday directed its decrees revision committee to confer at the earliest possible date with Robert A. Bicks, Acting Attorney General in charge of the anti-trust division, to ask these changes. Bicks is on vacation at present.

Suggested at Previous Meeting

The decrees revision committee had recommended these changes following an earlier meeting. Cochairmen of the committee are Samuel M. Redstone of Boston, assistant to the TOA president, and George G. Keratos of Springfield, Ill., chairman of the board. Members of the committee are: Stuart Aarons, New York; Myron X. Blank, Des Moines; Roy Cooper, San Francisco; M. Spencer Leve, Los Angeles; E. LaMar Sara, Jacksonville; Mitchell Wolfson, Miami; Sidney Markley, New York; and Herman M. Levy, New Haven. TOA's general counsel.

The board and executive committee authorized the decrees revision committee to meet as soon as possible with Bicks for a full discussion of the matters contained in its report and other critical problems affecting the industry and arising out of provisions in the Paramount case decrees.

TOA Hails Paramount For Using Technirama

From THE DAILY BUREAU

WASHINGTON, Feb. 15 —- Theatre Owners of America today hailed the announcement by Paramount Pictures that it would produce its future films in the Technirama anamorphic process as a progressive step towards the standardization of projection processes.

Albert M. Pickus, TOA president, announced that the mid-winter combined meeting of the board of directors and executive committee meeting yesterday at the Mayflower Hotel here praised Paramount for this step.

Correction

A story, under Albany dateline, in MOTION PICTURE DAILY, Feb. 15, on the introduction of a bill by Senator Jacob H. Gilbert, Bronx Democrat, amending the general business law, to fix a new ceiling for placement in theatrical employment, stated that the present rate is five per cent of the weekly wages through the first four weeks and six per cent for the remainder. This was a typographical error: the correct period for the five per cent payment is 10 weeks.

Actor Guild Sets Strike Call for March

(Continued from page 1)

negotiating committee a mandate not to negotiate on such issues as the TV exhibition of theatrical pictures, both as to pictures made since 1948 and as to pictures to be made in the future;

"Their negotiating committee sits on its hands while its publicity committee 'negotiates' in the press.

"There has progressed been made on guild's pension and welfare proposal, in spite of producer claims to the contrary.

"In public statements, the producers have sought to create the impression that the actors are rolling in wealth, ignoring the fact that 60.1 per cent of all guild actors earn less than $4,000 yearly, 85 per cent less than $10,000.

"They have sought to create the impression that guild proposals are new and revolutionary, whereas the facts is that these principles are well-established and accepted by the industry and the producers themselves in many areas of guild bargaining.

"The producers' short-sighted, bellicose attitude has brought us to the present situation."

Commenting on the announced intention of the actors to strike, the Writers Guild today said:

"As responsible members of the Hollywood community we regret the necessity of a strike at any time. However, the producers have taken the same intransigent attitude with the actors that they took with the writers guild. Like us, the S.A.G. was left with no other choice but to strike. We sincerely hope that this action on the part of the actors will help speed an equitable solution for everyone."

Charles S. Boren, executive vice president of the Association of Motion Picture Producers today in a statement said:

"We deeply regret the S.A.G. action in calling a strike, thus impinging thousands of jobs in the industry as well as the institution of the industry itself."

Not the Desire of Producers

"The suspension of negotiations with the actors to this blue design of the producers. We feel that the suspension of negotiations which is for Thursday at 2 P.M. may net the issues between us and best the jobs of many innocent by-staters."

Nathan, Rothenberg

Head Columbia Unit

Columbia Pictures has named Allan Nathan, and Bob Rothenberg as the home office exploitation department to head a special promotion unit on four forthcoming Columbia releases, it has been announced by Robert S. Ferguson, national director of advertising, publicity and exploitation.

The four features are: Hammer's 'Stranglers of Bombay,' "The Elephant Man," Folio's "Battle in Outer Space," and "12 to the Moon." Nathan and Rothenberg will coordinate the promotion campaigns on these films in addition to their regular duties within the exploitation department of the company.

Marcus Pla

(Continued from page 1)

of its stock, with other financing to obtained by other means, for the purpose of selecting films from post-48 libraries. According to the Myers, Al-Jay, States board chairman and general counsel, states in a membership letter release above.

Marcus Pla (Continued from page 1)

announced that he has "lukewarm" to MPI's original of seeking a stockholders' position on major film companies and endeavoring to influence their policies in the sale of their post-48 libraries. television, notes that the MPI has provided him with Ben Mar Plan for acquiring post-48 blockcuts for releasing to television.

Points to Competitive Situation

"Television and the movie theatre are intensely competitive," Mr. notes. "Both want and need the post-48 pictures. It is within our spirit and the intention of the unit laws that they compete with each other to secure those pictures. We are seeking them. Therefore, it is our policy to purely good managerial policies. They are seeking the pictures not keep them away from TV, nor to press them, but to exhibit them in the theatre. Therefore, pay no heed to the few hearted ones who are hinting at striats of trade."

Accompanying the bulletin is a tele-gram to Marcus reporting on his meetings with Walter Reade and MPI on the plan, and suggest that Allied units be invited to adopt it.

Interested in Wage Law

The bulletin also urges Al- members to "do their part in the present campaign against proper changes in the Federal minimum wage fixed by the industry."

Myers also chides 20th Century Fox for their termining practice run at scene of the "first wave," in the capitol trade term of "clearance," that recall the era of the "first wave," to the the "giving away of "clearance," in turn "clearance" is being replaced by "availability" and the word "first wave."
AMPĂ Luncheon Lauds Seadler, Seadler Lauds M-G-M Associates

If it were not for Joseph Vogel, Loew’s M-G-M president, there would be no “Ben-Hur” today, Si Seadler, MGM advertising manager, told an audience of about 200 at an Associated Motion Picture Advertisers luncheon in honor of the hotel's 50th anniversary yesterday. “And,” Seadler added as an after thought, “there would be no M-G-M and I wouldn't be standing here talking to you.”

It was at Vogel’s insistence that production on “Ben-Hur” proceeded, despite advice from bankers and others against putting $13,000,000 into the picture at the time when the company was forced to make its decision. (Continued on page 5)

Admission Taxes Rise
New High for Quarter

WASHINGTON, Feb. 24.—Higher prices charged for special features, plus increases in regular admissions prices needed to compensate for rising costs. (Continued on page 5)

Over 41% of Films Shown in Belgium in 1959 Came from U.S.; Receipts Were $5,240,000

WASHINGTON, Feb. 24.—In Belgium last year, there were 448 commercial 35mm feature films distributed, according to Nathan D. Golden, director of the Commerce Department’s Statistical, Motion Picture and Photographic Products Division. Of the total, 185 (over 41 per cent) were of U.S. origin: 66 were French, 47 British, 72 West German, 14 Italian, 20 French-Italian, and 44 from other countries. Of the four newspapers released each week, two are French, one Belgian, and one U.S.

The major U.S. film companies distributing directly in Belgium grossed $5,240,000 or 55 per cent of the total. Under agreement with the Belgian government, 65 per cent of the gross receipts can be remitted to the U.S.

Golden commented that the presence of 350,000 to 400,000 TV sets had a decided adverse effect on the film industry. In addition, unusually fine weather throughout the summer of 1959 proved disastrous for film business and it is believed that the vast majority of theatres operated at a loss during the summer.
Gov't Moves to Hypo Exports

(Continued from page 1)

Norton V. Ritchie, president of Allied Artists International, and Louis Lobor, vice-president, United Artists. Others invited to the meeting include representatives of Gulf + Western, EMI, United Artists, and King Brothers Productions. E. Ellinam, representing the Society of Independent Motion Picture Resellers, and a representative of Buena Vista Film Distributing Co. have indicated that they will not be able to attend the session.

For strengthening the work of the Government in export trade promotion, "it was pointed out.

A significant advantage of having many small conferences for individual industries rather than a large, unwieldy group like the World Trade Advisor's Council. In the future, the councils, including motion pictures, will have an opportunity to express its problems. There will be no question of having 100 different voices expressing their positions on export problems.

Industry representatives at the March 1 meeting will be asked to make specific suggestions as to reductions in foreign import restrictions which they believe would be of greatest benefit to motion picture exporters, and for related information. They will also be able to express their views on the steps they believe can be taken in international negotiations by the U.S. so as to enable this country "to receive the full benefits," that was intended under the General Agreement on Tariffs and Trade (GATT).

Will Deal with 37 Nations

Negotiations under GATT will be conducted with many of the 37 countries that have signed the agreement in Geneva, Switzerland. Before they open, the committee for reciprocity information will hold public hearings in Washington.

The Government department says that its objective in these meetings is to "identify as precisely as possible specific impediments to increased export trade, and to attempt to evaluate the volume of foreign sales that might result if these impediments were removed or modified."

Jerry Lewis Named 
"Rejuvenator-at-Large"

The appointment of Jerry Lewis as "rejuvenator-at-large" for the Civil Air Patrol's nation-wide youth training program was announced here by Brigadier General Stephen D. McCay, USAF, national commander of the C.A.P.

The nation-wide recruiting campaign will be coordinated with the release of Lewis' latest Paramount film, "Hall Wallis' Visit to a Small Planet," in which the comedian plays a space man visiting earth.

Roxy Books "Wind"

20th Century-Fox's "The Wind Cannot Read" will have its New York premiere at the Roxy Theatre early in March.

MOVIE WORLD DAILY

Thursday, February 25, 1957

Scary Says Films
Are 'Growing Up'

Movie pictures are growing up, according to the "more complex" American cult Dore Schary says in an article in The Reporter.

The country, Schary says, is able to handle a grown-up look all right. The movies, he hopes, will reflect "an America that has come creatively, politically and economically to the point where the coming crop of motion pictures of a number of provocative and centered comments on the world at large. Audiences demand it now."

"Mirror of American Character"

Schary says that "through the eyes of the American screen has acted mirrored the American character," the article called, "Our Movie Theology," Schary tracing Amer attitudes through films, says the cress story has been the American film is not drawn to a film "are a hero, a winner, a cinema, symgaic the young people who settled America.

It would be true, then, that the mirror is "the most durable best patronized type of movie is Western." Customers flock to them, providing producers with steady market.

LeRoy Works on Spec 'Over' Exploitation

Producer-director Mervyn Le who recently completed his first for 20th Century-Fox, "Wake When It's Over," has begun work on a unique exploitation plan in the media. He is producing a special minute short subject comedy featuring the host of top comedians like "Wake Me."

The subject showcases original by Dick Shawn, Ernie Kovacs, Knotts, Robert Strauss and others. The shorts will be aired free to television stations around the country and in advance in key cities. The feature will then be edited and becoming the regular television plug and atter trailer.

Another feature of the short is, that further editing will change the footage into the series of 60 20 second television trailers and sales tools, that 20th that will use extensive TV campaign planned the attraction.

'Home from Hill' at Music Hall March 3

M-G-M's "Home From the Hill" will begin its world premiere engagement at Radio City Music Hall in March.
In attempting to justify a demand for additional payment for actors on post-1948 pictures released to television, the Screen Actors Guild stated in its recent "white paper," sent to Guild members:

"The Guild has collected additional compensation for actors in hundreds of theatrical pictures released to television and there has been widespread acceptance of this principle. Now, suddenly the producers have adamantly refused to recognize any rights on the part of actors . . ."

The clear implication of the above quoted paragraph is that the major companies have made payments on post-1948 pictures but suddenly have refused to do so.

THE FACT IS, NOT A SINGLE CENT HAS BEEN PAID TO ACTORS BY METRO-GOLDWYN-MAYER, 20TH CENTURY-FOX, PARAMOUNT, WARNER BROS., UNIVERSAL-INTERNATIONAL OR COLUMBIA ON POST-1948 FILMS AND NONE OF THESE MAJOR COMPANIES HAS INDICATED IN ANY WAY AN ACCEPTANCE OF THE PRINCIPLE OF ADDITIONAL PAYMENTS.

The "hundreds of theatrical pictures" referred to by the Guild must be, then, the 203 Republic features and the 84 RKO films sold by these companies before they abandoned film production and went out of business, and some films of Monogram, Allied Artists and independent film producers.

The major companies collectively are in no way bound by any concessions an individual company, under economic pressure, saw fit to make. Their position has been clear and consistent since 1948.

They have not recognized any right to additional compensation on the part of any employee, guild or union, or any restriction on the producers' right to release their pictures to television or any other medium.

Further, major companies do not accept the Guild's contention that actors are in a unique position and therefore entitled to additional payments which other employees could not claim.

The other crafts and guilds have made clear their intention to "get their share" if any additional payment of any kind is made for television exhibition of theatrical films.

THE COMPANIES' POLICY ON ADDITIONAL PAYMENTS IS CLEAR-CUT, UNEQUIVOCAL AND IDENTICAL FOR EVERYBODY.

This ad is one of a series placed as an industry service by the Association of Motion Picture Producers.
**Fox-Skiatros**

(Continued from page 1)

ing the disposition of 193,000 shares of stock which were available to W. M. Fox. The stipulation was composed by Eugene Rottenberg, attorney for SEC's division of corporate firms. Lawyers for Fox and for Skiatros president, Arthur Levey, did not offer to read it at the time. The proposal read into the record, and hearing: "The Board of H. Hopf agreed and counsel certain should have a notice to examine written prior to accepting or rejecting it. At the conclusion of the day's business, the inquiry was recessed March 7.

It is possible that the hearing may be able to as scheduled which case postponement until April, or even early May, can be expected.

If the proposed stipulation is accepted, there will still remain at two facets of the inquiry that must be developed. One is a disposition of stock held by Levey which wound up in the hands of certain named individuals. The second concerns the nature of company's business activities.

Francis J. Purcell, attorney for and a former head of SEC's New York office, brought with him to the hearing Robert Hemingway, described by Purcell as the personal first chart to testify concerning the firm's business. He declined, however, to put Hemingway on the stand.

Purcell stated that Hemingway would be able to provide information concerning the wire overhear a stipulation proposed by the Skiatron Subscribers' system of pay-TV.

'**Congo' Scores in Stor**

The Fulton Theatre in Pittsfield has reported to 20th Century-Fox 'Master of the Congo Jungle' a total receipts of $88,300 for its first six days at a house despite a snowstorm that all paralyzed the city. The film was booked by the Belgian International Scientific Foundation under the auspices of Leopold III, of Belgium.

**'400' Strong in Chico**

"The 400 Blows," during its week at the Capri Theatre in Chico, Ca., has earned $12,000, is repeated by Zenith International Film, the distributor of the French film. It represents a record for the Windy art theatre.
Si Seadler Honored
(Continued from page 1)

pany's fortunes were at low ebb, Seadler recalled.

Maurice Bergman, chairman of the luncheon, introduced Seadler as "Youth of the Year, who has been on the M-G-M payroll longer than Leo the Leoni." Seadler, he said, is living proof that Leo Durocher erred when he said "Nice guys don't win pennants."

Institutional ads prepared by Seadler for the Brotherhood in Hollywood's industry as well as M-G-M, and of others of his ads were more entertaining than their film subjects. Bergman, the luncheon chairman, said, "Si has faith, hope and charity."

Seadler paid tribute to his former M-G-M associates, the late William F. Rodgers and Howard Dietz. The former, he said, shortened his life by sacrificing himself in the cause of industry unity. Seadler noted with satisfaction that today evidences of industry "togetherness" are becoming more numerous, citing interchanges of trailers among exhibitors and plugging of competitors' pictures by distributors on the same ticket. Good pictures bring people out of their homes and make business for others.

Responsible for Vice-Presidents'

Seadler said Dietz was responsible for so many vice-presidents, rather than plain press agents, being at the dais at yesterday's luncheon. He recalled that when Dietz was called upon to help sell motion pictures as an art industry rather than ordinary show business, he demanded and got, the title of vice-president and increased salary for himself as part of the campaign. Since that start, most heads of advertising-publicity departments have been made vice-presidents of their companies, Seadler said.

In closing, Seadler expressed the hope that the industry will come out of the current "crisis of threatened Hollywood strikes" without fatal injury, and urged his listeners to employ "kindness instead of harshness in your business dealings with others."

On the dais at the luncheon in addition to those mentioned were: Robert Montgomery, AMPA president; Ernest Emerling, Harry Mandel, Rodney Bush, Jerry Pickman, Paul Lazarus, Jr., Phil Gerard, Dan Terrell, Fred Goldberg, Charles Cohen and Charles Einfeld.

Brotherhood Week
(Continued from page 1)

n the world-wide interest in Caryl man, who has survived eight difficul- dates with death in California as a chamber at San Quentin prison forilli for which he was placed more than 11 years ago under "Little Lumber Act," offers n boxoffice opportunities for a documentary featurette called ice and Caryl Chessman.

For 45 minutes controversial film, features Caryl Chessman as cator of incidents in Chessman's and a bridge for the introduction number of key figures in the thriller "Red Light Bandit," film been. Since it was completed seeded for release on the eve of man Brown's "11th hour" 60ntrive from the gas chamber. The treatment, though attempting a lee-way approach, has ronse against capital punishment. Atrated in the film, in individual nesses, are the prosecuting attouny in the Chessman's murder of a girl who was raped by man and later suffered a mental illness which caused her to be com
to Camarillo, California state tution; a doctor and psy chologist commenting favor for Chessman, one of the woman is who still favors his execution; Chessman himself. Chessman does speak in the film. Reduced by Terrence W. Cooney, en by Jules Maitland and direct Ed Spiegel, the documentary g handled for world wide release by Persell and William Hunter, Sterling World Distributors, ugh their headquarters in Los An gles. The film is being released with in a PCA Seal.—S.D.B.

Billy Drago

Sagadon Honored
(Continued from page 1)

Ins Bureau hopes to draw together sometime this year a profile of the nation's motion picture industry - comparing the industry in 1958 with its situation in 1954 when the last Census of Business was taken. The category as the Census defines it, includes film production, renting films to exhibitors, and sales and service for picture theatres (both indoor and outdoor).

In the final analysis, a breakdown will be given for production, distribution, and theatres. In the preliminary figures, the only breakdown between theatres and other sectors of the industry is given for the entire state and only for 1958 figures.

In one table sample states were chosen to show a comparison between 1958 and 1954 in the number of establishments and total receipts for all segments of the industry. In most cases, both figures for 1954 are down from those in 1958. For example: Illinois 779 establishments in 1958 as compared with 880 in 1954; receipts for 1958 were $167,284,000 as compared with $124,810,000.

For Texas establishments were 1,264 in 1958 as compared with 1,468 and receipts were $88,527,000 in 1958 against $111,053,000.

On the other hand New York state showed a gain in both categories; establishments totaled 1,800 for 1958 against 1,797 and receipts were up in 1958 to $713,053,000 from $650,924,000.

Film on Chessman Seen Exploitable

an American and the "protection of church's children."

Saying this, during an address on "Wonder Which Is Speech," at a meeting of the Communication Arts Club of the Albany Catholic Diocese held in the Mohawk Country Club, Schenectady, last night, Rev. Fr. Francis F. Reh, rector of St. Joseph's Seminary, Dunwoody, twice used the phrase "unwanted, negative unit."

Monsignor Reh, former vice-chancellor of the New York Archdiocese and vice-president of the North American College in Rome, declared that Catholic Church and its leader, the Pope, favor "a positive position of a positive program. . . . In asking this, then, the question of church's children," the danger lies "in the abuse of a power of communication by un- sking or unprincipled men," Monsignor Reh asserted. In speech and communiques, "most closely the [emblem of the] whole: all the culture the ages has been transmitted either the other," he ob-

Lunch-Time Ticket Buying
For 'Can-Can' Is Urged

Twentieth Century-Fox and the Rivoli Theatre here have joined forces to promote a large-scale lunch time-ticket-buying drive for "Can-Can," which opens March 9 at the Rivoli. Display ads off the amusement pages in all local dailies call attention to the "super-speed" ticket-issuing machines to handle added "Can-Can" business at the Rivoli. Buyers can purchase reserved seat tickets in less than four minutes, losing little or no time from their lunch-hours.

Ticket Taxes
(Continued from page 1)

ing operating costs put the Labor Depart ment's motion picture admissions tax at a new high during the final quarter of 1959.

At the year's end, the price index for movie admissions stood at 140.8 per cent of the 1947-49 average. For the year as a whole, the average of the index was 140.0 up 4.3 points from the 1958 average, and 0.5 points higher than 1958.

At the end of 1959, the admissions index for adults was 146.7, up sharply from the 134.1 recorded at the end of the preceding year. A sharper rise was noted in the prices charged for children's admissions, which rose from 125.8 at the end of 1958 to 140.9 a year later.

Fred Zimmerman's Production of

THE NUN'S STORY

Presented by Warner Bros.
Selected by SEVENTEEN Readers
From the Magazine's 1959 Pictures of the Month

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PURITY OF THE YEAR 1959

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PCITESEVNEHGE

magazine readers' award

PURITY OF THE YEAR 1959
"ALL PREVIOUS RECORD SMASHED TO PIECES BY COLUMBIA'S OUR MAN IN HAVANA!"

WESTERN UNION
TELEGRAM

BA057

W. P. MARSHALL, President

Class of Service
This is a fast message unless it is deferred character is indicated by the proper symbol.

The time shown in the data line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of receipt.

RUBE JACKTER =

COLUMBIA PICTURES CORP 711 FIFTH AVE NYK=

HAPPY TO REPORT ALL PREVIOUS RECORDS HELD BY MARTY LUST FOR LIFE LADY KILLERS AND ROOM AT THE TOP SMASHED TO PIECES BY CROSSES AND ATTENDANCE OF OUR MAN IN HAVANA AT KENMORE BOSTON OPENING WEEK INDICATION THAT OUR MAN IN HAVANA WILL BREAK RECORD HOUSE RUN OF 23 WEEKS HELD BY MARTY CONGRATULATIONS COLUMBIA=

LOUIS W RICHMOND KENMORE THEATRE.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Now in 5th Record-Shattering Week at Forum and Trans-Lux 52nd St., N.Y.C
Now in 2nd Tremendous Week at Fox Wilshire, Los Angeles!

COLUMBIA PICTURES presents A CAROL REED PRODUCTION

Our Man in Havana

Starring: Alec Guinness
Burl Ives - Maureen O'Hara - Ernie Kovacs
Noel Coward - Ralph Richardson - Jo Morrow

Screenplay by HARVEY GREEN. Based on the novel. Produced and directed by CAROL REED

CinemaScope
M-G-M Sets Plan to Curb Strike Effect
Stockholders' Meeting Told of Steps Being Taken Immediately

Metro-Goldwyn-Mayer, Inc., the new name of Loew's, Inc. approved by company stockholders at their annual meeting in Loew's State Theatre here yesterday, has prepared a broad plan to minimize as much as possible the impact of any strike which may develop in Hollywood and already has put some phases of the plan into action.

Joseph R. Vogel, M-G-M president, said the plan includes the reduction of fixed costs, also a slowing in the rate of production. (Continued on page 6)

Coverage of 'Oscar' Nominations Denounced

Coverage of the "Oscar" nominations last Monday night by radio and television networks was denounced as "inadequate" yesterday by the radio and television coordinating group of the Motion Picture Ass'n. The group, which is headed by Robert S. Ferguson, (Continued on page 3)

TOA Will Ask Hollywood To Aid Frisco Festival
By SIDNEY RECHETNIK
Hollywood support for the fourth annual San Francisco International Film Festival will be asked by a Theatre Owners of America committee at its scheduled meeting with the Association of Motion Picture (Continued on page 2)

Put Two Films Here on Day-and-Night Schedule
Two pictures currently being made in New York by major producers have been placed on a day-and-night shooting or "indefinite" basis to hasten completion should the Screen Actors Guild start its strike on March 7. The films are "Murder, Inc." for 20th Century-Fox and "Butterfield 8," for M-G-M.

Fox is confident that its film, which is shooting at the new Filmways Studio, will be finished by March 7 under the accelerated schedule a spokesman said yesterday. The picture will then go into release in either May or June, he added.

M-G-M is also hoping to complete "Butterfield 8," which started a 40-day schedule here on Feb. 7 before the threatened strike.

Brandt Calls for End To 'Blacklist Era'
An "end to the era of the blacklist," which he called a "shameful chapter in the industry's history," was called for here yesterday by Harry Brandt, president of the Independent Theatre Owners Assn. of New York and Brandt Theatres.

Brandt said, "If this industry is ever (Continued on page 3)

Healthy Outlook Otherwise

Telemeter Test Begins in Canada Today;
Subscribers to See 'Journey' as 1st Film
Special to THE DAILY
TORONTO, Feb. 25.—Over 1,000 subscribers to Telemeter, the pay-TV system of International Telemeter Co., a division of Paramount Pictures, will begin receiving service tomorrow in Etobicoke, a suburb of this city. The 1,000 subscribers are to be joined later by another 1,000 who have signed for the closed-circuit TV but have not yet had their homes wired.

Opening program tomorrow will be "Journey to the Center of the Earth," also playing a subsequent-run engagement at the Westwood Theatre.

Telemeter is also to offer four hockey games to be played out-of-town by the Toronto Maple Leafs, a community forum, and a Sunday church service program. News and weather will make up the remainder of the programs.

The first game of the Maple Leafs, which will be piped from Madison Square Garden, will also be shown to invited guests in the offices of Paramount Pictures in New York City Sunday night as a demonstration of the Telemeter technique.

The Kansas City Times
R. Robert Lippert, Balson between 20th Century-Fox and Associated Producers, Inc., has arrived in New York from the West Coast.

Harold Whitten, Allied Artists Western division sales manager, will leave here Monday for Denver.


Bamona Rae Brewer, daughter of Roy Brewer, Allied Artists manager of branch operations, will be married tomorrow to Anthony Molonaki, at the First Congregational Church, Stamford, Conn.

Dave Adler, president of Dave Adler Associates, is recuperating at Mount Sinai Hospital following minor surgery.

Shirley Katzender, promotion director of The Reporter, will leave here today for Mexico.

B. W. Favarro, head of 20th-Fox publicity in Minneapolis, has returned there from a promotional tour that took him to Duluth, Fargo, and Sioux Falls, Minn.

William Brown of the United Artists home office exploitation staff, has returned to New York from Hartford, New Haven and Bridgeport.

Rites for Mrs. Al Levy

Funeral services will be held this morning at Schwartz Funeral Home, Tremont Avenue, Bronx, for Mrs. Al Levy, wife of 20th-Century Fox Films' Boston branch manager. Mrs. Levy died Wednesday night in Boston. A daughter, Karen, also survives.

'Herlad' Has Section on 'Snow Queen' Campaign

A special section devoted to the promotional campaign of Universal's 'The Snow Queen' is published in the current issue of "Motion Picture Herald," out today. The eight-page illustrated section, in color, describes in detail the elaborate national pre-selling and local depth selling for the cartoon feature.

Included are the magazine and newspaper advertising campaigns, a tie-in with the Hans Christian Andersen birthday observance, special events, and personality tours, the cast and radio and television campaign, deal, merchandise and product tie-ups, organization tie-ups, and national publicity.

E. J. Solon Is Dead:
Mass Today in Dallas

Special to THE DAILY

DALLAS, Feb. 25.—Edward James Solon, treasurer of the Interstate Circuit, died here Wednesday, at the age of 58, in the home of his daughter, Mrs. Robert Alber, American Films, Inc., vice-president of the company, has announced.

SOLON was a Catholic layman, received some of the highest honors awarded by his church. Pope Pius XII named him a Knight Commander of the Order of St. Gregory the Great. A little more than a year ago Pope John XXIII bestowed the title of Knight of the Holy Sepulcher.

Funerals were regular in his life, and at the solon residence. Pontifical High Mass will be celebrated at 9:30 A.M. tomorrow in Christ the King Catholic Church with Rev. Thomas K. Gorman as celebrant. Burial will follow in Calvary Hill Cemetery. Pallbearers are John Quinn Adams, James H. Sutton, Edwin J. Lambert, William Phillips, Raymond Willie, Van Allen Holloman, Thomas S. O'Connell and Kerr Jones.

Honorary pallbearers will be Karl Hohbeyl, Joseph C. Brownfield, Edward R. Moser, W. E. Mitchell and F. O. Starz.

TOA Will Aid

(Continued from page 1)

Producers in the film capital next Wednesday, Irving M. Levin, chairman of TOA's Foreign Film Committee and executive director of the festival, told representatives of the trade, daily and magazine press at a cocktail party at Trader Vic's Restaurant here yesterday.

The first American participation in the festival, which will be presented this year from Oct. 19 through Nov. 1, was 20th-Century-Fox's entry last year of "Beloved Infidel.

Levin expressed the hope that in years to come the San Francisco Film Festival will be as important an event in its own field in the fall as the Academy Awards are in the spring.

Better Showmanship
Called British Need

By SAUL OSTROVE

Only a marked improvement in showmanship by exhibitors will save theatres in Great Britain from decline, he maintains. The situation can rise in the next two years, a leading English distributor and exhibitor warned here yesterday. Given that improvement, he added, the "situation is going to be all right and if we can get the right kind of showmanship.

"If exhibitors showed more interest in their theatres, half the battle with television would be won," said Ken- neth B. Wirthwein, director of Film Distributors, Ltd., of London, and president of Jacey Cinemas, which controls first-run houses in the West End of London and 22 theaters in the provinces.

'Old-Time Showmanship' "It's not the product that's falling short, it's what's done, or not done, with the product. Jacey has acquired dying houses and puts them in shape again, and sells old-fashioned showmanship. Most of the theatres in his group, Rive explained, play art and "off-beat" films from around the world and, unlike most British exhibitors, Jacey last year was not affected by the 18 per cent national drop in theatre receipts.

"Rive not only wants to coax with television, but he said he would be happy to exhibit films in his theatres which have already been shown on home screens. In this matter, he said he stands open to the wishes of most other U.K. theatre owners.

Tax Cuts Would Help "Great Britain stands to lose about 750 of her 4,000 theatres in the next two years, but that might be a good thing. The country will have smaller, more intimate units of exhibition. If the entertainment tax comes off in the next budget our future will be bright."

New York is the last stop on Rive's current U.S. tour. "Last time he was here already has visited Rome, Karachi, Bangkok, Hong Kong, Singapore, Tokyo and Hollywood, and he praised Japanese showmanship especially. "Television is breaking up in Japan," he said. "It's like old times the way the Japanese queue up before their cinemas, most of them quite large."

Loewe's Hearing Set

Hearings on the petition of Loewe's to acquire the legitimate American Theatre in St. Louis for motion picture purposes will be held here on March 18 in U.S. District Court at 3:30 P.M. Judge Edmund L. Fairman will preside at the hearing and consider further a proposal that the Saint Louis Film Theatre make a motion picture, be turned back to the landlord for operation as a legitimate theatre.

Judge Quigley Award

Campaigns Here Today

The judging of campaigns submitted by showmen from all over the world for the final quarter of 1 for Quigley Award honors of Managers' Round Table will take place today at the publication's offices.

Judges will be Robert K. Shaw, managing director of the New York Paramount; Richard K. Produc tion manager for Columbia Pictures, and Blanche Livi, assistant to Harry Mandel, purchasing manager.

S. C. Bill Passed on

Sunday Ban Committ

Special to THE DAILY

SPARTANBURG, S. C., Feb. 7—The South Carolina House has passed and sent to the Senate a resolution sponsored by Representative Young of Florence and others, for a special legislative - government committee to look into the controversy over paid annuements in the state Sunday.

The particular issue involved whether Sunday movies should be licensed. A 1712 law has been held Circuit Judge Greneker as den their showing on Sunday. Movie operators have a case, challenging va by the film industry. In the courts now.

According to Representative Yo the nine-member committee propo by the House resolution would) hearings around the state and re "the best way of regulating activity o Sabbath and the degree which such activity should be re coded.

Lipskin Plans Tour

Lars R. H. Lipskin, assistant the president of Columbia Pictures Inter national Corporation charged with advertising and public leaves here next week for Argentin Brazil, Venezuela and Cuba to call in the First Latin American premiere of "Gay and" in the "Round the Sun." John McCarthy's "Porgy and B" He plans to be gone for about month.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—Rockefeller Center • C-6-4500

YUL BRYNNER • KAY KENDALL

ONCE MORE... FEELING IT!

COLUMBIA PICTURES RELEASES
IN TECHNicolor®

AND ON THE GREAT SCENE: "FAR EAST, FAR WEST!"

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Evers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feiring, Advertising Manager; Gene H. Fiset, Production Manager; TELEVISION TODAY, Charles W. Seligson, Editor-in-Chief; Peter Atlas, Editor; Martin Quigley, is published by Spastic Productions, Inc., 120 East 45 Street, New York. Subscription price $2.50 per year. 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, $5 in the Americas and $12 overseas. Single copies,
A. Sales Meetings in Washington Next Week

William J. Heineman, United Artists' president, and James R. Velde, vice-president in charge of sales, will hold a series of sales meetings in Washington, D.C., next Wednesday and Thursday, to develop major distribution patterns on the company's forthcoming films.

The meetings will also map regional areas for UA's current sales drive honoring UA board chairman Robert S. Jamin. The 23-week "Bob Benja-Drive" is co-chaired by Velde and Piker.

Other executives attending Velde, Pick- Cooper and Chapman depart for Washington Tuesday to launch the meetings open the company's new Washington exchange headquarters there.

Sok 1959 Sales, Net

Special to THE DAILY

OCESTER, N.Y., Feb. 25.—Net and earnings of the East Kodak Company for 1959 were 2.7% higher than for 1958, the company's best year for sales and earnings in this report. The company's sales of the East Kodak Company for 1959 were 2.7% higher than for 1958, the company's best year for sales and earnings in this report. The company's sales of the East Kodak Company for 1959 were 2.7% higher than for 1958, the company's best year for sales and earnings in this report.

MOTION PICTURE DAILY

‘Oscar’ Coverage Criticized

(Continued from page 1)

son of Columbia, pointed out that every radio and TV station in the area had been notified in advance of the film's time and that the nominations announcement.

The coordinating group has directed a letter be sent to the program directors of all New York radio and TV stations asking why the material was not handled as part of the news Monday evening. A return postmarked envelope is enclosed in the letter, requesting that the stations indicate when they first mentioned the nominations on their news programs.

As a follow-up to the coordinating group's letter, the coordinating group is supplying further material for radio promotions.

A 15-minute script and recordings of the five nominated songs will be sent to 1,000 disc jockeys, as well as to field exploitation men and NBC for plantation on their own stations. In addition a list of the "Oscar" winning songs for the past years will be supplied. Lists of nominated scores for film and television programs and dramas will also be supplied to the radio stations. MG-M has agreed to make the score of "Ben-Hur" available to all exploitation men for use on local stations.

For further local planting each company will furnish 50 mat prints of all nominated pictures and stars. These will be put together in kits and supplied to field exploitation men.

Brandt Hits

(Continued from page 1)

going to throw off the shackles of the private pressure groups which have taken upon themselves a special guar- dianship of the screen, the Kramer- Premininger position is entitled to sup- port from other motion picture pro- ducers, distributors and exhibitors.”

Stanley Kramer and Otto Preming- er were recently invited by the American Legion for announcing the employment of two writers suspected of past Communist affiliations or symp- pathies.

Points to Past Violations

Referring to the Waldorf Declar- ation of 1947, under which major stu- dios executives agreed not to employ suspected Communists, Brandt noted that the Legion did not seem to be quite in harmony with the previous statement regarding the employment of writers on the so-called "blacklist." The letter said in part, "We believe that writers are entitled to their private opinions on social and political ques- tions, that they are entitled to conduct themselves as private citizens within the framework of the law and its con- stitutional guarantees, and that their private, lawful opinions and activities are considerations not relevant to their employment.

Legion Official Cites

‘Orbit of Influence’

Special to THE DAILY

ALBANY, N.Y., Feb. 25.—The American Legion's "Orbit of Influence is from 16 to 20 million," and this will be felt during the exhibition of motion pictures whose scripts have been judged as "unfriendly" by an agency which employed any star or director who appeared before the House Com- mittee on Un-American Activities.

Spiegel to Make Tour

SUN SPiegel, producer of "Sudden- ly, Last Summer," will visit three Euro- pean cities next month in connection with the opening of the Columbia Pic- tures release on the Continent. Spiegel will be in Milan on March 1, Berlin on March 4 and Paris on March 8.

‘Road’ Book Tie-In

William Goetz, "The Mountain Road," a Columbia release, will be featured in a soft-covered book version on newsstands and in bookstores all over the country starting March 22.

should not be confused with what may be generally accepted as a fine picture.

"We object strenuously to the employment of Communists in the motion picture industry, in violation of the Waldorf Agreement of 1947," O'Connor stated. He asserted the use of them could be the opening wedge to the breakdown of this agreement.

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Stanley Kramer and Otto Preming- er were recently invited by the American Legion for announcing the employment of two writers suspected of past Communist affiliations or symp- pathies.

Points to Past Violations

Referring to the Waldorf Declar- ation of 1947, under which major stu- dios executives agreed not to employ suspected Communists, Brandt noted that the Legion did not seem to be quite in harmony with the previous statement regarding the employment of writers on the so-called "blacklist." The letter said in part, "We believe that writers are entitled to their private opinions on social and political ques- tions, that they are entitled to conduct themselves as private citizens within the framework of the law and its con- stitutional guarantees, and that their private, lawful opinions and activities are considerations not relevant to their employment.

Legion Official Cites

‘Orbit of Influence’

Special to THE DAILY

ALBANY, N.Y., Feb. 25.—The American Legion's "Orbit of Influence is from 16 to 20 million," and this will be felt during the exhibition of motion pictures whose scripts have been judged as "unfriendly" by an agency which employed any star or director who appeared before the House Com- mittee on Un-American Activities.

Daniel O'Connor, chairman of the Americanism Committee, Department of New York, stated this today at the conclusion of a committee meeting, in which the engaging of such men to create film stories was among the subjects discussed.

No Plans to Picket

O'Connor, a Hempstead attorney, said the Legion does not employ the technique of picketing, and there will be none by the organization's units as such, despite a comment to the con- trary by a New York columnist. Never- theless, "individual Legionnaires may join groups like the Catholic War Veterans in picketing in New York City," he said.

Speaking particularly of Dalton Trumbo's employment to adapt the book, "Exodus," O'Connor, declared, "it is important that the public should understand that the American Legion's opposition to the hiring of [Trumbo] is to write the script for the picture

Spiegel to Make Tour

SUN SPiegel, producer of "Sudden- ly, Last Summer," will visit three Euro- pean cities next month in connection with the opening of the Columbia Pic- tures release on the Continent. Spiegel will be in Milan on March 1, Berlin on March 4 and Paris on March 8.

‘Road’ Book Tie-In

William Goetz, "The Mountain Road," a Columbia release, will be featured in a soft-covered book version on newsstands and in bookstores all over the country starting March 22.

should not be confused with what may be generally accepted as a fine picture.

"We object strenuously to the employment of Communists in the motion picture industry, in violation of the Waldorf Agreement of 1947," O'Connor stated. He asserted the use of them could be the opening wedge to the breakdown of this agreement.
COLUMBIA BLAST TODAY AND SIZZ AS 'THE HOT SEAT'

THE PERSONAL STORY OF CARY

NO.1 CONDEMNED

CONVICT WHOSE

THE WHOLE WORLD

PHONE NOW! DON'T WAIT! RESERVE YOUR PRINT IMMEDIATELY
IT'S TIMELY AS IT IS WATCHING!

A FULL LENGTH FEATURE!

COLUMBIA BRANCH!
M.P.I.'s Largest Holding Is in M-G-M, Reade Says

Walter Reade, Jr., president of Motion Picture Investors, appeared on behalf of the organization at the annual meeting of stockholders of M-G-M, Inc. here yesterday, commending management for the progress made in restoring the company to profitable operations and asserting that M.P.I. "owns more stock in M-G-M than in any other company, other than M-G-M," while in regeoznizing Reade when he rose to speak, admonished him, "Walter, if it's your intention to say something nice about us, don't. We're running late."

Metro Reelcez

(Continued from page 1) declared by the company since it resumed payments last September. The stockholders meeting voted approval of an amendment to the company's articles of incorporation, changing its name from Loew's, Inc., to Metro-Goldwyn-Mayer, Inc. The name change avoids confusion with the divided and merged motion picture corporation, Loew's, Theatres, Inc.

Stockholders also approved a grant of restricted stock options to 12 key executives at 100 per cent of market price at the time the board voted the options, which was $30.25 per share. Details of the options as described in the company's proxy statement have been previously published.

The meeting defeated a proposal made by a stockholder to reinstate cumulative voting in the election of directors.

Vogel told the meeting M-G-M is studying possibilities of diversification in fields related to its experience in the motion picture industry through sales or services. Liquid assets of the company permit such a move, he said, and declared that "Growth is a factor in our future."

He also disclosed that a study has shown that 45 to 50 acres of land owned by the company in Culver City could be disposed of but the value of the property has tripled over the appraisal made three years ago. As a result, he said, the problem now is to decide whether the land should be sold or held for future appreciation.

Vogel said consideration is being given to a proposal for sale of 17 acres of the land to a huge market in which M-G-M would have an interest.

WGA Strike Fund Up; Benefit Payments Rise

From THE DAILY BUREAU

HOLLYWOOD, Feb. 25. - The Writers Guild of America strike fund is higher by more than one-third, after five weeks of the strike, than it was when the strike started. James Webb, guild treasurer, has reported to the membership. Consequently the weekly benefit payment is being raised by nearly 50 cent, from $55 to $75.

M-G-M Sets Plan to Curb Strike Effect

(Continued from page 1)

meeting recess that if the guild remains adamant, there could be a long dragged-out strike. At the same time, he made it clear that M-G-M has no intention of capitulating to guild demands for a share of revenue from the screen's post-1948 library, which is the basis of the strike threat.

Vogel told a questioner that M-G-M "has no intention at this time of giving any stock" to the Screen Actors Guild. "We can do that," he asked, "but I can't predict what the situation may be in the next six months, or a year or two years."

Vogel said it would be possible to renew guild contracts with an assurance that no sales would be made to television during a stated period of time. Vogel said that would be equivalent to the provision in the expired contracts agreed to reopening of the contracts in the event of a post-48 sale to TV. He was interrupted before he could give an opinion as to whether or not a similar agreement could be made to avert the strike threat.

Vogel expressed doubt that the strike vote was fully representative of the feelings of the members. He said that approximately half the membership was over 2,000 of those who did oppose a strike.

Actually," he said, "those are not full-time pictures out those who are. Many people are maintained or taken out SAG in bursary cards who haven't worked a picture in years. They have no reason to lose and take a chance on a gain on in health and retirement benefits."

Labor Situation of Prime Interse

The strike situation obviously concerned many stockholders, as questions from the floor on the subject were both numerous and prolonged.

One stockholder wanted to know why M-G-M couldn't sign with Screen Writers Guild "as Union has done, and avoid a strike." He suggested there were more possible United Artists since its studio to Music Corp. of America than it is to M-G-M's and other distributors.

Wilma Sos of the League Women Stockholders, a professor meeting attender, told M-G-M agent: "Be realistic."

"We can make a deal with SA without its terms any time," he remonstrated. "But to do so, I would have to avoid assets that belong to you stockholders, not to me."

Vogel said earnings for the quarter of the current fiscal amounting to $2,200 per share were declined to estimate earnings to second quarter ending March 27 cause it is too early and begin the uncertainties of the Home strike situation.

He predicted the "greatest gr all time" for "Ben-Hur," and M-G-M will release "Gone with the Wind" in time for the Civil centennial. During its last reissue in 1954 it did $6,250,000 domestic gel said.

"Cimarron" Close to Completion

He reported his confidence in earnings potential of other films. He said the company's schedule was:

Rothman to Columbia

(Continued from page 1) president was created, Kastner said, to meet Columbia's stepped-up activity over the last year. Rothman will bring to his new post extensive experience in the international field. After serving as worldwide representative for producer Edward Dmytryk during the Second World War II, Rothman joined United Artists in 1952 as assistant Continental manager. In 1953, he was named sales manager of United Artists for the Continent and the Near East and in 1957 he was promoted to Continental manager for Europe and the Near East.

TV Film Company Buys Whitney's Project X

From THE DAILY BUREAU

HOLLYWOOD, Feb. 25. - Purchase from C. V. Whitney of the process known as Project X, that photographs and projects motion pictures over a five-year period, was announced by Philip Nasser, vice-president and head of production at Allied Television Film Corp. The deal was consummated by Arthur L. Wilde, personal representative for C. V. Whitney in all motion picture matters.

Merian Cooper a Partner

Originally conceived by Merian C. Cooper and Whitney, the new process has been under development for several years. While hemispheric projection systems have been developed in the past, the unique exclusive feature of the Whitney system is that the lens complex attaches to any standard camera and a single standard projector.

The system requires a hemispheric screen in the shape of an inverted dome, Whitney has already been in negotiation with Henry Kaiser interests regarding a variation of Kaiser's aluminum portable dome.

Issue Franchises

"It is our intention," said Nasser, "not only to issue franchises for the process to top film makers, but to produce pictures ourselves specifically designed for hemispheric projection. We feel that specialty presentation of motion pictures is the most effective way in which a theatrical film medium can compete with other forms of entertainment."

Pre-Trial Hearing

(Continued from page 1) 7 before Judge William B. Herlands. Defendants in the suit are Loew's, Inc., C and C Super Corp., Screen Gems, Associated Artists, United Artists and National Telefilm Associates.

Strike Talks

(Continued from page 1) minute session this afternoon to find a strike settlement solution.

Representing the AMMP at today's meeting were Steve Brody, Allied Artists; Saul Rittenberg and Ray Kheel, M-G-M; and T. C. Whitfield, C.L. Vogel;

North, Paramount; Lew Schreiber, 20th Century-Fox; E. L. DePatie, Warners; Alfred P. Chaney, secretary-treasurer, and Charles Boren, executive vice-president of AMMP.

Those representing SAG were John L. Dales, national executive secretary; Charles M. F. Colby and Pat Sonseret, assistant executive secretaries; William Berger, general legal counsel, together with actors James Garner, John Lith, Harvey Parry, Leon Ames, John Benson, Wallace Rose, Chick Chandler, Thurl Ravenscroft, Robert Keith, Frank Faylen and Danu Andrews.

Spokesman for SAG stated that the guild is continuing separate negotiations with Universal - International which were begun 10 days ago with Milton Racknoll and other U-I top executives.

Meetings between independent producers and SAG will also continue tomorrow.

Rothman to Columbia

(Continued from page 1) president was created, Kastner said, to meet Columbia's stepped-up activity over the last year. Rothman will bring to his new post extensive experience in the international field. After serving as worldwide representative for producer Edward Dmytryk during the Second World War II, Rothman joined United Artists in 1952 as assistant Continental manager. In 1953, he was named sales manager of United Artists for the Continent and the Near East and in 1957 he was promoted to Continental manager for Europe and the Near East.
Zukor Hails Opening of Telemeter As 'Exciting First' for Film Industry

TORONTO, Feb. 28.—The opening of Telemeter here was described as an important "first" for everyone in the exciting world of entertainment" by Adolph Zukor, board chairman of Paramount Pictures, in a special ceremony preceding the first program on Frisky.

"Others participating in a half-hour inaugural ceremony were John J. Fitzgibbon, president of Famous Players; Louis A. Novis, president of International Tele-meter; L. M. McKenzie, boxing commissioner of the province; and John A. Goetz, president of the Motion Picture Producers of Canada, who was also a boxing commissioner."

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ACE Enters Strike Picture

(Continued from page 1)

The executive committee held here Friday evening under the direction of S. H. Fabian as chairman, other members attending were Sidney M. Markley, Max Lerner, Paul Hart, the chairman of M-M Pictures, George Korasotes, Al Myrick, Irving Dollinger, Marc Wolf, Sol Schwartz, Emanuel Frisch, William Forman, Harry Arthur, Jr., and Edward Lader.

The ACE statement was sent as a telegram to all company presidents, to Eric Johnston, president of the Motion Picture Association, the American Society of Motion Picture Producers in Hollywood, to the Screen Actors Guild and the Writers Guild of America.

Text of Statement

Full text of the statement follows:

"The exhibitors of America have followed with regret and apprehension the course of negotiation between the producers and the guild, which has apparently reached an impasse under the post of 1941 films.

"The American Congress of Exhibitors, as representatives of all the motion picture producers concerned in these negotiations, we know that our investment of $2,500,000,000 in motion picture theatres will be irreparably damaged by the strike presently called for March 7.

"We believe all elements of the motion picture industry, the crafts, production, distribution, etc., will likewise be damaged, perhaps to a point beyond repair.

"We consider it doubly unfortunate that this should occur now, when for the related business of hard currency the industry shows some evidence of moving upward after years of decline.

"In view of these facts, we urge upon both sides the dispute that they continue their negotiations and earnestly hope that they will have resolved a solution by March 7.

"If, however, our efforts have not been achieved, we hope that with the statesmanship and concern for our industry's welfare which these parties have always shown in the past that they will postpone the strike and extend the negotiations so that we may offer to participate and try to bring to the conference table constructive solutions which will result in maintaining peace in our industry.

"AFM Pledges Support to SAG If a Strike Order is Called"

HOLLYWOOD, Feb. 28. - The American Federation of Musicians has pledged its support to Screen Actors Guild in the event SAG establishes picket lines at the studios if the major producers do not agree to an agreement before the strike deadline of March 7.

The pledge was made by telegram to SAG president Ronald Reagan from Herman Kenin, AFM president.

Nine N. Y. Circuits Set Brotherhood Campaign

Nine major theatre circuits in the New York area will launch a concerted membership drive for the motion picture industry's 1960 fund-raising campaign for Brotherhood. This was announced at the weekend by William J. Henehan, United Artists vice-president, and national chairman for Brotherhood, Sporys S. Skouras, president of Skouras Theatres and exhibitor chairman, and Salabi M. Hasnain, vice-president of Skouras Theatres and United Artists Circuit, Inc., and chairman of the Metropolitan New York area Brotherhood campaign, sponsored by the National Conference of Christians and Jews.

The nine circuits are Brandt Theatres, Century Circuit, Loews Circuit, Loew's Theatres, BKO Theatres, Randorff Amusement, Regal and Berlin, Skouras Theatres and Trans Lux Theatres.

Each circuit will develop and coordinate its own individual effort, exhibiting the support of all theatre personnel and audiences attending special previews. Proceedings from the membership drive will go to the local Brotherhood campaign.

Commerce Confirms For Export Conclave

From THE DAILY Bureaus

WASHINGTON, Feb. 28. - The Commerce Department confirmed over the weekend the names of motion picture industry representatives who will take part in conferences with Government officials at which they will be asked to make specific suggestions concerning the foreign export barriers that hurt U.S. exports.

Unless the list is augmented by late acceptance of invitations sent by the department, industry participants in the meeting will be: Eric Johnston, president, and Kenneth Clark, vice-president, Motion Picture Association; Norton V. Ritchie, President, Allied Artists International Corp., and Louis Lober, general manager, foreign distribution, United Artists Corp.

Acquire 'Nurse' Here

Governor Film, Inc., has acquired distribution rights to the English film, "Carry on, Nurse." It will have its American premiere at the Crest Theatre in Los Angeles on March 11.

Sell Seattle Theatre

WASHINGTON, Feb. 28. - Egyptian Theatre, Seattle's last suburban house for many years, has been sold for $200,000. The building which will replace it will be occupied by Pay-N-Save Drugs.

'Peticoat' Seen Top
U-I Grosser in N. Y.

"Operation Petticoat," released Universal - International, is heading for a $5,000,000 theatre gross in New York exchange territory with a record time, report said in the territory, the comp said at the weekend.

'Flanders' in Wisconsin
Sets New High Mark

Despite the worst snowstorm longest period of sub-zero weather more than 20 years, "A Dog of Flanders," in 16 Wisconsin first-run situations, rup grosses that set new high mark eight cities. These exceeded from 157 to 245. Pay-all-time records of Century-Fox films as "The Inn of Sixth Happiness, "'Battle Round Flag, Boys,' 'Say One for Me,' "'Denim" and 'A Farewell to Armes." The company's office said of 'Flanders,' general sales man Alex Harrison pointed out that the turns in each of the 16 common developed notwithstanding the traffic disruption from a storm that blows down communications systems continued throughout the picture's week's engagements.

New War Claims Bill Introduced by Javis

WASHINGTON, Feb. 28. - Jacob Javis (D-NY) has introduced a bill to pay certain claims of citizens arising out of the World II. The measure is identical to that of House Commerce Committee, which a limited compensation for damage destroyed property. Both men exclude claims for motion picture rentals.

A.A. Sets 'Gang' Dat

Allied Artists' "The Purple C" will open simultaneously in some theatres across the country on M. 9, M., R. Goldstein, vice-president and general sales manager of company, announced. Heading the galas will be a 70 theatre h in the New York metrop area following a six-week run at Victoria Theatre here.

Check with...
IMPACT and RESULTS... two words that tell the story of how Trailers sell.

IMPACT... Trailers hit your audience at the magic moment - when they're in your theatre, eager for your message.

RESULTS... proven by responsible market research surveys... believed in by exhibitors, the men who really know.
Para. Shorts
(Continued from page 1)
titled “Sports Illustrated,” he said.
Filmed in cooperation with the magazine of the same name, the "Sports Illustrated" series will be ini-
agurated with six subjects, to be re-
leased at the rate of one every two
months starting in March, 1960. Each
subject will be photographed in Eastman Color and wide screen, and
will be one reel or approximately
ten minutes in length.
"Florida Keys" to Be First
Under current plans, the first sub-
ject in the new series will be "Sports
of the Florida Keys," which will then be followed by "Skimming in Chile." Leslie Winik is executive producer of the series, with Martin Andrews serving as both writer and director.

In announcing the production and distribution of Paramount’s first new live-action short subjects in four
years, Weltsmer described the re-vitali-
ization move as "a very important ad-
nouncement to the company’s feature picture output. Paramount feels the potential for high quality short subjects is unlimited. Because of changing pub-
lisc tastes, more and more theatres are trying to present programs of balanced entertainment, in which short subjects play a necessary part."

Slates 20 New Subjects

The Paramount "Sports Illustrated" short subjects will be in addition to the company’s regular output of color
cartoons. Coming in early 1960, Paramount Cartoon Studios will produce 20 new subjects, which will be supplemented by the re-release of eight cartoon "champions" and an additional new series to be announced, consisting of live-action color shorts.

Georgia, Ala., and Tenn.
Exhibitor-Meet May 29
Special to THE DAILY
ATLANTA, Feb. 28. — Georgia
and Alabama exhibitors will hold their annual convention at the Drink-
ler-Plaza Hotel here May 29-30. They will be joined this year—for the first time—by the exhibitors of Tennessee.

Cites Renewed Interest
(Continued from page 1)
seen in some time. And it seems well-
justified optimism.

"The motion picture industry has suffered hard blows in recent years—the competition of television and swift-
ly changing economic and social pat-
terns. So we thought these were lethal blows for Hollywood.

Overseas Demand Growing
"Not happily for Hollywood and, I think, for all of us, this pessimism has proved to be groundless. Today more Americans are going to our movie theathres than in several past years. And there is also a great and growing demand for our films overseas."

In the House Hon. H. Allen Smith of California extended an invitation to his colleagues to tune in on the "Oscar" show on April 4.

Zukor Hail
(Continued from page 1)
Ontario; and Clarence Campbell pio-
ed the National Hockey League of Canada.

Zukor, who was introduced to Fitzgibbon, told of his long exp-
ence in the motion picture picture during which "some exciting things have happened." He recalled opening of his first theatre in York City in 1903, his presentation of talking film back in 1929, and opening night of "Queen Elizabeth" the first full length film which personally produced.

"I am Glad I Was Here"

"I’ve built and been connected with theatres everywhere... and of every size," he said. "But to me the theatre in the home has always been the ultimate, and tonight have achieved it. I am glad I here to see its beginning."

The first subscribers to Telen in the suburb of Etobicoke here a choice Friday night of films on channels—"Journey to the Center of the Earth," "Nin’s St. Georges," and "Dreams." Programs scheduled for the week were a children’s show featuring film, "Seventh Voyage of Sindb," and a "Sherry" broadcast of the hockey game between the Toronto M. Leafs and the Rangers in Mad Square Garden in New York Sun-

Other Films Scheduled

Other feature films to be sh-

Harling Hits Pay-TV
(Continued from page 1)
as Telechron launched a test of pay-
TV system in Etobicoke, a city 15 miles west of Toronto.

Harling called on exhibitors to a push support of Congressmen (Harris’ Joint Resolution 130) which would allow them to cast toll-TV under FCC control, said that the Harris resolution is most potent weapon yet conceived to effectively block all forms of toll in the United States.

Harling said his TOA comm-
predicted that “Etobicoke will be other Dunkirk for those who support this wholesale grab for a fast buck.” Their campaign to intimidate ex-
itors by running across our border Canada where they will be suffi-
cient to keep at bay in contact with United States is a campaign of as
without force. It will end us
Battlesville ended, in failure."

Would Withhold Product

The committee head also atta-
companies which are making
ent product available for the E-
we demonstration. He said film-
paign support of the Canadian periment was further reason for no-
activity against pay-TV by U.S. exhibitors.

REVIEW:
Black Orpheus
Dispattern-Gemma—Lopert

HARTFORD, Feb. 28. Winner of the Golden Palm, highest award at the Cannes International Film Festival, this Dispattern-Gemma Cinematografica production is one of the few attractions containing Brazilian settings to reach U.S. theatres. The very novelty of its particular background should entice the art theatre-minded patron, although the over-all appeal is far beyond that particular connotation.

"Orfeu Negro," to cite its pre-import title, is a modern recreation of the classical legend, based on a play by Vinitius de Moraes, a Brazilian poet, and adapted for the screen by Jacques Viot. Naturalism is blended with spectacular fantasy by M. Camus, as effective a film-maker as has been seen on the international scene in many years.

The film describes 24 hours during which a young Rio de Janeiro Negro couple relive the tragic story of Orpheus and Eurydice, in the setting of Rio’s famed carnival. Working with a non-professional cast of Brazilian Negroes, using documentary techniques, M. Camus strives for authenticity.

The lead roles are played by Marpessa Dawn, an American dancer who has been working in Paris, and Bruno Mello, Brazilian football player. Orpheus is a street car conductor. Living in the adjoining cabin is Eurydice, a country girl who has come to the city to see the carnival. In the exhilarating festival atmosphere, the two young people meet and fall in love. But Death, in the guise of a persistent suitor in skeleton costume, stalks the girl. In terror, she flees through the carnival crowds, Death relentlessly pursuing her. Eurydice seeks refuge in the street car depot where she first met her lover. And it is Orpheus himself who, by switching on the current to find her in the darkness, brings about her death. Sachi Gordini was producer of this color film, which has English subtitles.

Running time, 103 minutes. Adult classification. Release, in February.

A. M. W.

Tax Refunds Go to CBS
And Columbia Pictures
From THE DAILY Bureau
WASHINGTON, Feb. 28. — The
Joint Committee on Internal Revenue
Taxation has tabulated refunds and
credits in excess of $100,000 allowed
by the Federal tax authorities during
the year ended June 30, 1958.
Columbia Pictures Corp., New
York, has listed a $175,305.66, in Sep-
tember, 1957. The credit relates to
the company’s fiscal year 1942.

Columbia Records Included
Columbia Records, Inc., and
Columbia Broadcasting System were
awarded $154,360.32 in August, 1957,
for 1941, 1942 and 1945. In addition:
$84,715.42 in interest was payable to
the companies.

Rockettes Win Award
The famed precision-dancing Rock-
ettes of Radio City Music Hall were
named winners of the annual "Joye" awards of the American Guild of Variety Artists as the best dancing group in the country. The award, a gold statuette, was accepted by Rock-
ettes Janice Lothian and Mary Ann Strikla and Russell Markert, originator and director of the company, on be-
half of all 46 girls and the Rockette Alumnae Association at a gala award dinner and telecast at the Hotel Astor,

Strauss, Nelson
(Continued from page 1)
the resignation of Guild chairman Na-
than Weiss, who has become publicity manager of 20th Century-Fox.

Val Coleman of United Artists re-
 mains as secretary.

The new leadership team is current-
ly engaged in blueprinting plans for
cost-cutting negotiations this spring with several of the major film companies.

Approve Maryland Bill
Cancelling License Fee
Special to THE DAILY
BALTIMORE, Feb. 28. — After con-
ferring with state comptroller Louis L. Goldstein, the Maryland Municipal
League has given approval to Senator
George Della’s bill which proposed to
the Maryland Legislature cancellation of the $250 license fee charged opera-
tors of motion picture theatres.

Della, president of the upper house
d and a Democrat from Baltimore, said
the loss to the state would amount to
$25,000 annually. The legisla-
ture, acting in January, is in its alternate year’s short session.

70mm for Mayfair

The Mayfair Theatre in Baltimore has signed for the installation of Cen-
tury 70/35mm. projectors, it has been
disclosed by Frank E. Cahill, Jr., vice-
 president of Century Projector Corp.
Goetz, Col.

(Continued from page 1)

which will be released next summer. His next productions will be "Cry for Happy," with Jack Lemmon and Dean Martin, which is to be filmed next year, and "Time of the Dragons," which he hopes to start next fall.

Goetz, who once headed the 20th Century-Fox and Universal-International studios, said in reply to a question that he would not care to be in charge of a major lot again.

"As a matter of fact," he said, "Hollywood still thinks of a studio operation in the hands of one man any more. Not in the old sense, anyhow. Today, there are not only the major studios, but in addition there are partnerships with stars, directors and writers."

Cinematic Regarding Europe

Goetz pleaded that he was not well informed on the Hollywood guild crisis, but in reply to a question he said he believed pictures could be made in Europe in the event of a Hollywood strike. He said the offer of cooperation given the Screen Actors Guild by British Actors Equity notwithstanding.

Asked about his views on the beginning of the International Telephone operation in Ethioibkoe, Ont., last night, Goetz said he feels Tele-

mechat has something "special and, therefore, it should be successful. But," he added, "I thought the same of Palm Springs and Battlewille."

Goetz left here Saturday for Washing-

ton and will return to the Coast from there today.

Allied's E.D.C.

(Continued from page 1)

and currently New Jersey Allied is considering a report of the situation prepared by its attorney following an extensive study, but has made no decision yet on taking court action.

E.D.C. says, "Pictures reaching the residential suburbs of New Jersey over one year after New York are no longer a rarity, proving the system of releasing pictures in the New Jersey area is archaic, wasteful and ill-advised in the present retail market."

That market, E.D.C. explains, is one in which by now is accustomed to doing its retail buying conveniently in its own neighborhood while the merchandise is fresh.

It is time for distribution to sever its old sentimental attachments and adopt modern merchandising methods. Let's bring the merchandise to the people, not force the people to journey to the merchandise," E.D.C. says, "People want to buy at home where it is convenient. This is the modern development in retailing. We as an industry are bucking ourselves by bucking the trend."

Voice to Victoria

"The Third Voice," 20th Century-Fox suspense drama, will have its New York premiere at the Victoria Theatre Saturday.

WGA Cites Ill Effects of Strike on TV Producers

From THE DAILY Bureau

HOLLYWOOD, Feb. 28.—In examining the effects of its five-week strike against television film producers, the Writers Guild of America has reported to its membership that many of the nation's top television shows will be unable to complete their full 39-week programs for this year, because some will be forced to start repeating programs previously seen, it was pointed out.


May Use Rejected Material

According to the guild, the re-runs may be the lesser of two evils which will plague the viewers. The alternative to re-runs chosen by some programing of the guild stated, is to retain previously rejected scripts and to finish out the series with any material they can find.

The guild observed, "Some producers would rather repeat good programs than force into making bad ones. Others are not so scrupulous."

Badly hit also by the writers' strike was the production of pilot films from which new programs are selected.

Another effect of the strike has been to put up a crunch into production of shows which have been renewed for another season including series like "Shotgun Slade" and "Bat Masterson."
“JEts! jEtS! jeTS! Enjoy American’s magnificent jet-age convenience. From Los Angeles, American’s 707 Jet Flagships offer you 4 nonstop flights to New York; 3 to Chicago; 2 to Washington-Baltimore; 3 to Dallas-Ft. Worth; 1 to Boston. From San Francisco, there are 2 nonstop jets to New York; 3 to Chicago. That’s 18 nonstop jets from the west coast! You can choose de luxe Mercury or economicaL Royal Coachman service. Call your Travel Agent or American Airlines.”
**MOTION PICTURE DAILY**

**NEW YORK, U.S.A., TUESDAY, MARCH 1, 1960**

**TEN CENTS**

**Hollywood Report**

**uba Business Air; Mexico Cloud: Johnston Resigns**

**Union Magazine Is in Trumbo Item**

**American Legion Magazine**

**Johnston Replies to ACE Mediation Offer**

**Will Try to Supply Films Despite Strike**

**Says Production Will ‘Go Elsewhere’ In Event Hollywood Studios Are Closed**

**From THE DAILY Bureau**

**STON, Feb. 29—Carl Goldman, vice secretary of Allied Theatre Workers of New England, has submitted his resignation as secretary of the Allied States, a post to which he was elected at the annual convention in Miami Beach in December. Resignation is scheduled to take effect on March 16.**

**Johnston Replies to ACE Mediation Offer**

**WASHINGTON, Feb. 29.—Major motion picture companies, in event of a strike by the actors which will close the Hollywood studios, will to the fullest extent possible try to obtain films to supply the theaters, Eric Johnston, president of the Motion Picture Association of America, said today in a telegram to S. H. Fabian, chairman of the American Congress of Exhibitors. Johnston’s message was in reply to the telegraphed offer following the meeting of the ACE executive committee in New York last Friday for ACE to act as mediator in the event.**

**10 New UA Films Set Despite Strike Threat**

**Ten major films for United Artists release will go before the cameras in the next few months, with two starting this week, the company announced yesterday. UA is not involved in the current negotiations for new contracts with the guilds and reportedly a number of the independent producers releasing through the company are discussing individual deals with both writers and actors. Two films going into production today are The Magnificent Seven and Exodus. Policeman is to start March 28 on location in Cypress and Israel, and West Side Story will begin this summer in New York. Being readied for the immediate future is**

**Expenses Rise on 'Murder Inc.' Set as Technicians Race to Beat Strike Call**

**By SAUL OSTROVE**

**Today is “Zero Plus Five” for the “Murder, Inc.” production team which has been sacrificing sleep, normal eating habits and all personal time in order to complete filming here on the Twentieth Century-Fox picture by midnight this Sunday, when the screen actors are scheduled to walk off the job. Led by producer-director Burt Balaban, the team is working around-the-clock—from 7:30 A.M. to midnight seven days a week—at the Filmways Studios in Manhattan’s upper East Side. There virtually has been no respite for performers or technicians. When they are not inside the**

**LABORATORIES, INC.**

**Complete facilities for every film need in black and white or color**
Johnston Views Latin America

(Continued from page 1)

the spot led him to "think things are going along for us fairly well there.

A major problem discussed by Johnston in Mexico was the admission price ceiling on 4-plexes (about $0.20) for first-run theatres in Mexico City. Other towns and states, taking their lead from the national capital, have imposed comparable top price limits.

Johnston met many Mexican film producers and exhibitors to discuss the problems that stem from existence of these long-time limits, which takes into account neither the progress of inflation nor the devaluation of Mexican currency. Mexican producers are taking up this problem with their governments, which will be able to point to the elimination of price ceilings in Brazil and Argentina, which took place after the MPEA president had discussions with the authorities in those countries. Johnston hopes for "some relief" on price ceilings.

Conferred with President

The MPEA president also spoke on this point to President Lopez-Mateos of Mexico, who is minister of the interior of Government (equivalent to the U.S. Secretary of Commerce), Though Johnston says he does not "think you ever get these problems settled with one journey," he believes that MPEA can be helpful in solving them.

In discussions with Mexican exhibitors, Johnston will be heard of the box-office business is good, and that product—both U.S. and local producers—is well liked. He noted that pictures with subtitles draw better than Spanish-dubbed films.

TV, Johnston said, does not appear to be having much effect on the box-office, which went up before, even though the number of sets is constantly rising.

Johnston also noted that about 40 percent of motion picture revenue in the country come from Mexico City, which has only about 15 percent of the population. In 1958, he said, the business is increasing, but there is still a trifle more than the U.S. received from Mexico. Export of Mexican films accounts for about 90 percent of the revenue of the local industry.

Discussed Joint Production

The question of better cooperation with U.S. film-makers who want to shoot on location in Mexico was also broached by Johnston. He believes the government wants to be as cooperative as it can, but that it is constrained by the limitations made necessary by local attitudes and practices.

In Cuba, Johnston did not deal with the film industry directly, but received a situation report from MPEA representatives here and a briefing from U.S. Embassy officials. He heard that business is improving in Cuba, and that there are no remittance problems up to this time. Similarly, the new censorship board created by the Government has not yet caused any problems.

Johnston noted, however, that the situation there is fluid.

'Adam and Eve' Bows In New Orleans Mar. 24

'The ABC radio network and 20th Century-Fox will join in a nationwide contest on behalf of "A Dog of Flanders," which will be heard by 5,000,000-6,000,000 national listeners from March 1 to 15. Changes take place every week on the "Teen-Town" show.

Set to begin the evening of March 7, and continuing through April 1, the winner of the contest and his or her parent will be flown to New York as the guests of 20th-Fox for a weekend on the town, including a special screening of "Flanders," and reserved seat tickets to "Can-Can," in Todd-AO.

J. G. Bryson Dies at 84

HARTFORD, Feb. 29—John G. Bryson, Sr., 81, active in the industry for 48 years, who was associated with Eric J. Johnston and Will Hays in the Motion Picture Association of America, died in a suburban convalescent home following a long illness. He had lived in West Hartford since 1948, when he retired from the MPAA. He is survived by a son, John G., Jr.

Sullivan on Tour to 'Can-Cam' Premiers

Edward E. Sullivan, 29th Century Fox publicity director, arrives in Chicago Tuesday on the first leg of a 10,000-city tour to send out a new brochure "Free Screen," to opinion-makers, censors, public groups, and other interested persons around the country. The illustrated booklet contains the text of statements made by representatives before the Gran Western Coms (Mahoning, Ohio) subcommittee early February.

Watch Brigitte Bardots (Not To Be)

DIFFERENCE!

from Columbia!
TENT TALK

Variety Club News

NEW ORLEANS—Today, March 1, isillard Crewe Day in New Orleans, and open house will be in effect at the Variety Club headquarters. Cold and hot snacks will be available, as well as a variety of beverages. Sammy Wright, chairman of the house committee, is in charge of arrangements.

PHILADELPHIA—Variety Club has elected the following board of directors for the organization's Camp for Handicapped Children: Victor H. Blanc, John E. Coyne, Frank Domis, Jack Drucker, Dr. Harold LeKoe, Harry Romain, Leon Serin and Edward A. Skyanier. Each will serve three years. Also elected were Ralph Price, secretary; Edward Ensminger, treasurer, and Norman Silverman, assistant secretary-treasurer.

CLEVELAND—Test No. 6 has installed Irwin Shenker as chief Barker; also Will Dougerty and Harry Buxbaum, assistants; Stuart Wiinnet, secretary, and Sanford Leavitt, treasurer. Shenker succeeds Jim Leavitt as chief Barker.

Rothafel Will Handle Liquidation of Roxy

Robert C. Rothafel, president and chairman of the board of Roxy Enterprises Corp., has been engaged by the Zeckendorf Hotels Corp. as a consultant for the future activities at the Roxy Theatre. This will include developing a market for the vast inventory of equipment, and supervising liquidation of effects, objects and furnishings made available by the Roxy Theatre sale to the Zeckendorf interests. Zeckendorf plans for the property are an art house, a 900-room hotel and a garage addition to the adjacent Taft Hotel after taking over the Roxy March 24.

Buy Villa Theatre

BALTIMORE, Md., Feb. 29—John G. Bronaurus and Louis G. Heon today announced the purchase of the Villa Theatre in Rockville, Md. Bronaurus is president of Bronaurus Theatre and Head, the Georgetown Theatre Company, is associated with Bronaurus in several theatre enterprises. The Villa Theatre was formerly an art house, but under the operation of Bronaurus and Heon will present regular Hollywood product. 

Thomas Williams, 55

NORTH MIAMI, Fla., Feb. 29—Thomas Williams, 55, for 20 years a projectionist in the Cleveland area and a member of Local 160, IATSE, died in this community, where he had been living for the past five years. He is survived by his widow and a daughter.

NT&T Meet

(Continued from page 1) March 15 in Los Angeles, stockholders are advised in a meeting notice released yesterday. The meeting will take place in the Beverly Wilshire Hotel.

The amendment to the company's stock option plan would extend the termination date to Feb. 15, 1965. Other business to come before stockholders will be approval of an amendment of the certificate of incorporation increasing the authorized stock from 500,000 shares to 1,000,000.

All of the director nominees are now serving on the board except William J. Friedman. Incumbents are Charles A. Barker, Jr., John B. Bertero, B. Gerald Cantor, Samuel Finks, Charles L. Glett, A. J. Gock, William H. Hudson, Willard W. Keith, Eugene V. Klein, A. E. Landan, Richard W. Muller, Jack M. Ostrow, Graham L. Sterling and Oliver A. Unger.

Salaries Listed

The meeting notice includes information on remuneration to officers for the fiscal year ended Sept. 29, 1959, as follows: Bertero, president, $81,900; Cantor, chairman of the board, $30,130; Glett, vice-president, $46,000; Alan May, vice-president and treasurer, $41,580. All directors and officers of the company as a group received $353,035.

Extension of the stock option plan, originally set to terminate in Feb. 15 this year, is sought since 71,928 shares are still available for future grants. The plan provides that options may be granted to salaried executive employees of the company or a subsidiary, including directors who are also salaried employees. Maximum number of employees to whom options may be granted is 50 and no one person can secure an aggregate of more than 100,000 shares.

Those granted options include Bertero, Cantor, Glett and May. Options for 69,000 shares previously granted E. C. Roden were terminated on Nov. 30, 1959.

Reconstruct Bleecker Theatre for Films

The Renata Theatre on Bleecker Street here, adjacent to the Washington Square Village development, is being reconstructed and will reopen as a motion picture theatre on March 31. The new house will be called the Bleecker Street Cinema.

Policy of the theatre will be to show "prize-winning films, rising talents, controversial subjects that 'the new wave' of independent American filmmakers," it is stated. Film Festivals are also to be held regularly.

Lone Film House to Shut Down

BLACKSTONE, Va., Feb. 29—The Nottoway Theatre, the only film house here, will close on March 12. George S. Cunnins, co-owner, announced, however, that if any exception, the house will be moved and that operation will be resumed, if conditions warrant.

COLUMBIA Pictures announced here today it has purchased film rights to "Fiddler on the Roof," a current Broadway hit, and work is now in progress to adapt it to celluloid. "Fiddler on the Roof," a current Broadway hit, was written and directed by Jerry Bock and Sheldon Harnick, with libretto by Joseph Stein. The show closed here May 26, 1958, after a successful run of 1,084 performances. It was mounted at the Shubert Theatre, New York.
A BOX OF
IN ALL OF ITS FIRST ENGAGEMENTS, SPO
PORGY and THE B.O. BELL

BROOKLYN, New York...Fox Theatre
WACO, Texas...25th Street Theatre
BALTIMORE, Maryland...Royal Theatre
PONTIAC, Michigan...Oakland Theatre
TUCSON, Arizona...Catalina Theatre
MAYNARD, Mass....Fine Arts Theatre
MILWAUKEE, Wisc....Strand Theatre
LIMA, Ohio...Quilna Theatre
FORT WORTH, Texas...7th Street Theatre
FT. WAYNE, Indiana...Embassy Theatre
BAYSHORE, L. I....Bayshore Theatre

WASHINGTON, D. C....Republic Theatre
SANTA BARBARA, Calif....State Theatre
EL PASO, Texas...Pershing Theatre
MUSKEGON, Michigan...Regent Theatre
NEWARK, New Jersey...Adams Theatre
WORCESTER, Mass....Capitol Theatre
HUNTINGTON, L. I....Shore Theatre
WICHITA FALLS, Texas...State Theatre
ST. LOUIS, Missouri...Esquire Theatre
MEMPHIS, Tennessee...Park Theatre
ANN ARBOR, Mich....Michigan Theatre
FICE HIT!

POPULAR-PRICED

SUEL GOLDWYN'S

3ESS RINGS

PATCHOGUE, L. I....Patchogue Theatre
PALM BEACH, Fla.... Paramount Theatre
SPRINGFIELD, Mass.... Paramount Theatre
SAN ANTONIO, Texas... Broadway Theatre
ALBANY, New York... Ritz Theatre
HANOVER, N. H.... Nugget Theatre
HOT SPRINGS, Arkansas... Malco Theatre
NEW BRUNSWICK, N. J.... Albany Theatre
YOUNGSTOWN, Ohio... State Theatre
HARTFORD, Connecticut... Strand Theatre
PORTLAND, Oregon... Hollywood Theatre

SEATTLE, Wash.... Paramount Theatre
JERSEY CITY, N. J.... State Theatre
CANTON, Ohio... Palace Theatre
HONOLULU, Hawaii... Kiaio Theatre
SOUTH BEND, Indiana... Colfax Theatre
CLEVELAND, Ohio... 105th Street Theatre
GLEN COVE, L. I.... Glen Cove Theatre
FLINT, Michigan... Palace Theatre
PATerson, N. J.... United States Theatre
STAMFORD, Conn.... Ridgeway Theatre

HUNDREDS MORE TO COME!

A COLUMBIA PICTURES RELEASE
'Do-It-Yourself' Is Youngsters' Motto

By SAMUEL D. BERNS

HOLLYWOOD, Feb. 29.—"Ambitions young people now constitute the biggest do-it-yourself project in the history of Hollywood," Andrew J. Feeney, youthful TV and motion picture producer, said in an interview here.

"Aspirants should dispense with the winds of fortune. The fall of a famous producer was a classmate of their father at college they are assured of special treatment, or if a relative holds a responsible position in the industry, they are a chip for a contract. Negotiation and influence have been replaced by study, preparation, talent and hard work," the young producer added, being himself an example of his observations.

Young actors and actresses can no longer depend on a pretty face or an Apollo-like frame as their only assets in the bustling world of competition that is the world of entertainment. Nothing will take the place of a conscientious self-development, hard work and the drive to succeed, in addition to talent, he said.

Points to Ambitious 'Thousands'

"Despite the fact that media are increasingly more demanding in standards of performance, countless thousands still flock to the film metropolis under the misapprehension that the motion picture and television industries are waiting for them with open arms ready, willing and able to launch them to stardom, without any previous preparation," he pointed out.

"The solid, hard-working, dedicated young actor and actress burn the midnight oil as determined as college seniors before final exams. Many are coming to the fore now, new names, new faces, talented, accomplished and disciplined. It is from this group of industrious players the stars of tomorrow will be launched," in our Fer-Ad-a Company's teleseries, 'The Rebel,' Goodson-Tomick package starring Nick Adams, we have used many new names and subscribed 100 per cent to the principle of demanding trained youngsters in high standards," he concluded.

Decca Dividend

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 25 cents per share on the company's capital stock, payable March 29, 1960, to stockholders of record at the close of business March 10.

Johnston Rep

(Continued from page 7)

no settlement has been reached March 7, the date set by the Screen Actors Guild for its strike call.

"Let me express our appreciation to the Screen Actors Guild for their efforts in urging a continuation of negotiations to prevent a strike called by Screen Actors Guild for March 7," said Robert Fabian, the mediator.

"This is precisely our position, we want to negotiate. We don't want a strike. A strike, as you suggest, could damage our industry, all elements thereof, perhaps beyond repair.

Fears for Loyal Employees

"The worst consequences would result to the thousands of individuals in Hollywood, in distribution, in exhibition, who have served the industry faithfully and loyally through their lives. They would be thrown on the open highway with thousands would never again return to their jobs.

"It would be likely that Hollywood would topple from its present exalted position and would remain as what it used to be—of motion picture production. Production would go elsewhere).

"We have negotiated in good faith with the actors. But even when negotiations were going on and progress was being made, the actors made a date for a strike.

"We share your apprehension of the force that is in the theatre in which theatres have been placed by strike call of the actors.

"I want therefore to assure you, on our part, we intend to do everything possible to obtain our pictures to distribute to the theatre industry.

"We are ready. We shall be to meet all equitable terms of agreement except their unreasonable and unrealistic demands with respect to post-1948 films. We hope the actors are equally ready to negotiate a settlement in which we permit Hollywood to go on uninterrupted the business of making motion pictures that will fill the theatres of America and of the world and bring paying conditions to the tire industry.

The ACE executive committee wired Johnston and company president that it intended to continue the SAG agreement. In the event no agreement had been reached March 7, would "postpone the same if the negotiations so we may then offer to participate in trying to bring to the conference constructive suggestions that will result in maintaining peace in the industry.

Coast Talks Continue

Meanwhile, negotiations continue in Hollywood between SAC and management in an effort to reach an agreement prior to the Monday deadline.

Independent producers, motions picture guild leaders and reported the areas of disagreement had narrowed to a point where it is believed a strike deadline for independents would be extended following another meeting slated for later this week.

Review:

Nude in A White Car

Champs Eyeeses-Trans-Lux

"Nude in a White Car" is an unusual mystery pegged to the nocturnal escapades of two beautiful, blonde friends. It is the attentiveness who turns a young Frenchman's life upside down after she seduces him one night in her white car beneath the covering of a Riviera border. Following this scene both vis-

ors keep their clothes on for the rest of the picture, so the sleuthing Frenchman is kept cracking until he discovers which girl, after offering herself to him, just as blandly put a gun to his head and ordered him out of the car.

Robert Hossein, who also directed and wrote the screenplay, traces the nude's car to the palatial home of the blonde sisters. The younger one is Marina Vlady, who is as moody and contrite as she is beautiful. She is paralyzed from the waist down, confined to a wheelchair, or so it seems, and in the charge of her sister, Odile Versois. So charmed are the sisters by Hossein that they offer him a permanent place in their household in their business interests. Eventually both fall in love with him and he with Miss Versois. But he intensifies his quest for the nude sister's identity. One of them continues to sneak away almost every night in the white car, expediting her nudity along with the beach. The pendulum of suspicion points from one sister to the other; in the dark, with their long hair down, they easily are mistaken for each other.

Miss Vlady's lecherous quirks dissolve the romance between her sister and Hossein. Miss Versois walks out. Finally Hossein surprises Miss Vlady in her room—on her feet. She had never been paralyzed, she had been acting to win pity and affection, to deprive her sister of her freedom. Miss Vlady accidently tumbles down a flight of stairs and Hossein tumbles out of the whole delightful cliché scene both Miss Vlady on the floor screaming and begging for him to return. The film is far less sensational than its title implies. It was shot on location in Nice, and the comfortably warm, quiet glow of the Mediterranean in tones itself upon the picture's exterior. Running time, 87 minutes. General classification. Release, comment.

SAUL OSTROHE

U.A. Sets 10 Films

(Continued from page 1)


UA also now has four films editing and one nearing completion of shooting.

New 'Petticoat' Breaks

Universal-International will promote "Operation Petticoat" on its second multiple-run opening in New York with large blocks of newspaper advertising and also in its third multiple break later this month.
**Brotherhood Trailer Made Available by NSS**

Special Brotherhood trailer is being made available to exhibitors throughout the country by National Labor Relations Service as part of the motion picture industry’s 1960 Brotherhood campaign on behalf of the National Card of Christian Jews. The new trailer, which is needed to eradicate prejudice and hate and all forms of anti-Semitism, is to be utilized before the showing of the trailer to be utilized."Angry as earlier. Un-American entertainment was fought off ffn in 1947," Mew said.

The trailer is a real “who’s who” of the top clowns of the silent era “with one unavoidable exception,” as the publicity notes. On hand are Charles Chaplin, Buster Keaton, Laurel and Hardy, Harry Langdon, Ben Turpin, Fatty Arbuckle, Mabel Normand, the Keystone Cops, Charlie Chase, to name just a few. The one missing, of course, is Harold Lloyd.

Youngson has done a first-rate job in all departments; the selection and arrangement of the material is remarkably skillful, and he has himself written a narration (spoken by Dwight Weist) that is both humorous and sympathetic, avoiding any suggestion of the condescension that often mars present-day commentary in silent film revivals. Sound effects are also clever and appropriate, and a musical score especially written for the picture by Ted Royal, is atmospheric and gay.

A word of commendation is also in order for the quality of the old films as shown here. Getting them is such excellent condition can have been no mean feat.

The narration singles out Chaplin, Langdon and Keaton as the “three clowns of genius” of the period. The Chaplin excerpts are brief and not very typical, but the other two are brilliantly represented. Langdon’s “Immortal Baby” is hilarious, a perfect example of his personification of innocence at bay in an evil world, and the Keaton epilogue is built around a chase that eventually involves an entire city police force and builds to a wildly amusing climax.

Other highlights include a Laurel and Hardy short in which their personalities and techniques are given typical play and a sketch in which Edgar Kennedy and Stuart Erwin, in the company of two girl friends, turn the simple process of baying four ice cream cones into an hysterically funny nightmare.

Audiences of all types everywhere are in for an evening of fun with “When Comedy Was King.”

**Running time, 81 minutes. General classification, Release, in March.**

**Richard Gertner**

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**Review:**

**When Comedy Was King**

Youngson—20th-Fox

Robert Youngson, the producer who with great success two years ago gathered together some shorts featuring great comedians of the silent screen in “The Golden Age of Comedy,” has provided a similar service for a second feature-length film. The new one he calls “When Comedy Was King,” and it consists of some choice samples from the works of Mack Sennett and Hal Roach, in addition to Leo McCarey, Frank Capra, and George Stevens.

The cast is a real “who’s who” of the top clowns of the silent era “with one unavoidable exception,” as the publicity notes. On hand are Charles Chaplin, Buster Keaton, Laurel and Hardy, Harry Langdon, Ben Turpin, Fatty Arbuckle, Mabel Normand, the Keystone Cops, Charlie Chase, to name just a few. The one missing, of course, is Harold Lloyd.

Youngson has done a first-rate job in all departments; the selection and arrangement of the material is remarkably skillful, and he has himself written a narration (spoken by Dwight Weist) that is both humorous and sympathetic, avoiding any suggestion of the condescension that often mars present-day commentary in silent film revivals. Sound effects are also clever and appropriate, and a musical score especially written for the picture by Ted Royal, is atmospheric and gay.

A word of commendation is also in order for the quality of the old films as shown here. Getting them is such excellent condition can have been no mean feat.

The narration singles out Chaplin, Langdon and Keaton as the “three clowns of genius” of the period. The Chaplin excerpts are brief and not very typical, but the other two are brilliantly represented. Langdon’s “Immortal Baby” is hilarious, a perfect example of his personification of innocence at bay in an evil world, and the Keaton epilogue is built around a chase that eventually involves an entire city police force and builds to a wildly amusing climax.

Other highlights include a Laurel and Hardy short in which their personalities and techniques are given typical play and a sketch in which Edgar Kennedy and Stuart Erwin, in the company of two girl friends, turn the simple process of baying four ice cream cones into an hysterically funny nightmare.

Audiences of all types everywhere are in for an evening of fun with “When Comedy Was King.”

**Running time, 81 minutes. General classification, Release, in March.**

**Richard Gertner**

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**Argentine Fete**

(Continued from page 1)

Plata March 8 through 17 and is sponsored by the Permanent Commission of the International Film Festival for the Argentine Republic.

Hollywood films previously entered are M-G-M’s “The Wreck of the Mary Deare” and Columbia’s “The Last Angry Man.” “Suddenly” is also a Columbia release. It will be shown at the festival out of competition.

**Eight American Delegates**

The American delegates will include Paddy Chapainsky, screen play writer; Linda Cristal; Joseph L. Mankiewicz, director of “Suddenly”; Delbert Mann, director of “Angry Man”; Burgess Meredith; Kim Novak; Martin Quigley, Jr., editor of Motion Picture Herald and editor and director of Quigley Publications; and George Veldweert of the Motion Picture Association.

Mankiewicz has been selected as the American representative to serve on the festival’s jury.

**Studios Rush**

(Continued from page 1)

Fox will be affected by four productions not yet finished, “Let’s Make Love,” “The Lost World,” “High Time” and “One Foot in Hell,” plus two independent productions, “Murder, Inc.” and “The Golden Touch.” At Metro-Goldwyn-Mayer, “Butterfield 8” and “Go Naked in the World” will also be affected. Warner Bros. have placed “The Dark at the Top of the Stairs” on a seven-day-week schedule to beat the strike deadline; and “Ocean’s 11” is racing to the wire.

Columbia will be concerned with the scheduling of “Pepe,” “The Guns of Navarone,” and “The Wackiest Ship in the Army.” Others affected are Allied Artists “Hell to Eternity,” and U.T.Y’s “College Confidential” with “Eternity” having SAB approval to complete its location shooting in Okinawa.

Two pictures started this week were “The Magnificent Seven” and “Studs Lonigan,” both for United Artist release.

Completed were “Cimarron,” at Metro-Goldwyn-Mayer; “The Bellboy” Jerry Lewis Production for Paramount, and “From the Terrace,” a 20th Century-Fox production.

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**seventeen’s**

**PICTURE OF THE MONTH**

**For April**

**A Hal Wallis Production**

**“Visit to a Small Planet”**

A Paramount Picture

Selected by SEVENTEEN . . . entertainment guide for America’s top movie goers . . . 4,800,000 young women under 20!
NOMINATED FOR
7 ACADEMY AWARDS

BEST PICTURE OF THE YEAR
BEST ACTOR OF THE YEAR ... JAMES STEWART
BEST SUPPORTING ACTOR OF THE YEAR ... ARTHUR O'CONNELL
BEST SUPPORTING ACTOR OF THE YEAR ... GEORGE C. SCOTT
BEST CINEMATOGRAPHY (Black-and-White) ... SAM LEAVITT
BEST FILM EDITING ... LOUIS R. LOEFFLER
BEST SCREENPLAY ... WENDELL MAYES

JAMES STEWART
LEE REMICK
BEN GAZZARA
ARTHUR O'CONNELL
EVE ARDEN
KATHRYN GRANT

and JOSEPH N. WELCH as Judge Weaver

--- GEORGE C SCOTT/ORSON BEAN/RUSS BROWN/MURRAY HAMILTON/BROOKS WEST screenplay by WENDELL MAYES from the best-seller by ROBERT TRAVER photography by SAM LEAVITT production designed by BORIS LEVEN produced and directed by OTTO PREMINGER/a Columbia release

○ music by Duke Ellington ○
Report Competing Theatres Are Unhurt by Telemeter

Special to THE DAILY

TORONTO, March 1.—The first four days of Telemeter operation in suburban Etobicoke, while spectacularly successful in its own right, has had no discernible effect on theatre attendance in the same drawing area, John J. Fitzgibbons, head of Famous Players Canadian, which operates most of the theatres in Etobicoke, said today.

"Business at our theatres in the Etobicoke area has been no different since the Telemeter operation began last Friday than on a normal weekend," Fitzgibbons answered a reporter’s question. "I would say the theatres have not been affected. There is room for both entertainment forms. All it means is that we are getting people that want to see more than one kind of entertainment." (Continued on page 4)

AMPP-SAG Negotiations Will Continue, Says Boren

HOLLYWOOD, March 1.—"We will resume discussions with the Screen Actors Guild," was the only comment furnished by Charles S. Boren, executive vice-president of the Motion Picture Producers of America, following today’s meeting of SAG and AMPP negotiating committees. No date has been set for the next meeting seeking a solution to their contract dispute.

Meanwhile, Julian Blaustein and the committee representing the Screen Producers Guild will hold a closed conference tomorrow with Si Fabian and his Theatre Owners of America committee on current industry problems affecting both groups.

Laurentiis Sets 4 Abroad In English This Year

By SAMUEL D. BERN

HOLLYWOOD, March 1.—Dino de Laurentiis, the Italian producer, is sending four films in English in Europe before the end of the year, using American star names and one or two American directors. The Italian producer announced a press conference here. (Continued on page 2)

MOTION PICTURE DAILY

NEW YORK, U.S.A., WEDNESDAY, MARCH 2, 1960

TEN CENTS

ould Cut Fees .Y. Senate een Passing license Bill

at Kelly Says House Right Defeat It Again

Special to THE DAILY

ALBANY, March 1.—Senator John J. Kelly, co-sponsor of a bill decreasing fees collected by the State Educational Department’s motion picture division for licensing films, said today the senate has been favorably reported the senate education committee to finance committee, "because it involves money." He said he did not expect any eventual difficulty in obtaining senate approval.

A similar act—except that it would only cut the rate from $2 per thousand feet on prints to $1 per additional "entire" copy—whereas the leading legislation would make the

(Continued on page 2)

Adam' Is Condemned y Legion of Decency


The Legion statement said: "This..." (Continued on page 4)

Haynes Named to Board, SSS, Ltd. Managing Post

From THE DAILY Bureau

LONDON, March 1.—At the annual meeting of the board of directors of National Screen Service, Ltd., Anthony L. Haynes was elected to the board. Haynes was thereupon designated by the board as managing director of the company.

Haynes has been with National Screen Service for eight years, most recently as general manager. He had previously been associated with MGM.

(Continued on page 4)

Three Film Classification Measures Remain Unvoted in N. Y. Assembly

Special to THE DAILY

ALBANY, N.Y., March 1.—As the Assembly Education committee today entered the final week for action, three film classification bills remained on the unvoted calendar.

Of these, the Younglove act, authorizing the Education Department’s motion picture division, in licensing a film, to classify it as "approved for patronage by children attending the elementary and secondary schools," and if empowered by the Regents, to award the producers, exhibitors, or distributors of any film so classified "a seal or other appropriate evidence of its approval," was considered by some observers to have the best chance of being reported.

Assemblyman Daniel M. Kelly of New York, who called this "an excellent bill," believed the probability of favorable committee action "good". (Continued on page 5)

MPEA Statement

Ask U.S. Help In Removing Curbs on Films

Johnston Says Barriers No Longer Justified

From THE DAILY Bureau

WASHINGTON, March 1.—Without freedom to circulate in world markets, the American motion picture is deprived of its effectiveness as an ambassador of this nation and a stimulator of its trade, Eric Johnston, Motion Picture Export Association president, told the Commerce Department’s special conference on export trade promotion which opened here today.

Motion pictures are first in a series (Continued on page 5)

Name Resigned Allied Men to ACE, Compo Units

From THE DAILY Bureau

WASHINGTON, March 1.—Al Myrick, president of Allied States, has completed the designation of Allied representation in Compo and the American Congress of Exhibitors. In doing so, representatives of New Eng. (Continued on page 5)

Webb & Knapp Paying Fox $1,000 Daily Under Deal

Webb & Knapp, which received an extension to May 1 to exercise its right to purchase the 20th Century-Fox studio property, has been paying a consideration of $1,000 per day since Feb. 1 for the extension, it is learned. The payments are to continue until the deal is consummated or, at Webb & Knapp’s election, abandoned.

In the latter eventuality, Webb & Knapp would forfeit the $2,500,000 payment made to 20th-Fox last year. On closing, an additional payment of $3,150,000 is to be made. Total purchase price can run as high as $85,000,000, with payments over a 10-year period. The $2,500,000 down payment would be applied to the purchase price if the deal is closed.
De Laurentiis

(Continued from page 1)

today in the Paramount studios. All of the films, budgeted at an average of $1,500,000, will later be dubbed in French and Italian, since those countries are more receptive to dubbed films, De Laurentiis said.

The producer, who recently completed his commitment for Paramount with productions of "Under Ten Flags" and "Five Branded Women," said the trip to Hollywood with Mario Monicelli, director-writer of "The Great War," current contender for an Academy Award as the best foreign film, is of greater interest in the film, which gave him "greatest personal satisfaction."

Western hemisphere rights to "The Great War" were purchased from De Laurentiis by David Geisgardt, head of Beaver Films of Ontario, Canada. Richard Fleischer will direct "Barabbas," one of the four films, in September. This one is a biblical story after the Crucifixion.

Borgnine Is Cast

The others include "The Dolls," a musical comedy of show business with French background; "Love on the North Sea," a story of sea scavengers starring Ernest Borgnine and Arnette Vadim; and "The Two Colonels," a tragic-comedy of conflict between a British and Italian colonel during World War II.

All of these films will be ready for release in October, the others in March, 1961.

All of the films are being completely financed by the De Laurentiis company with distribution arrangements to be made following completion of the films.

Minimum Wage

(Continued from page 1)

meeting Thursday, March 10, here, John C. Brownas, president, announced.

Brownas said the board would convene at 10 A.M. at Marty's Park Plaza in this city, with a luncheon following.

He said members had been contacting their senators and congressmen on the minimum wage campaign, and that reports would be received on the replies from the representatives, Douglas Collinelle and William Friedman, who were appointed to contact Maryland commissioners on the licensing provision which would also report on their progress.

Brownas will report on the mid-winter board of directors and executive committee meeting of Theatre Owners of America in Washington last week, which he represented the Maryland unit. Plans will also be made for a full membership meeting in the late Spring.

Fox to Open 5 Films

Here in Two Weeks

Twentieth Century-Fox will open five films in New York theatres within the first two weeks of March.

Headling the list is "Can-Can," which will have its premiere at the Rivoli Theatre in Todd-AO on March 9. "The Third Voice" will open at the Victoria this Saturday, and set for March 10 is "Seven Thieves" at the Paramount. Going into the Roxy, probably next week, will be "The Wind Cannot Blow" while "The Rookie" will open at the BKO Albee today.

UA. Cocoa March Tie-Up

For Boy and Pirates

United Artists and the Cocoa Marsh division of the Taylor Reed Company have set a national merchandising promotion involving more than 10,000 supermarkets and food stores, 357 television stations and key theatres around the country on behalf of "The Boy and the Pirates," it was announced by Robert Lewis, UA vice-president in charge of advertising publicity and exploitation.

The UA release will receive saturation bookings starting with the Easter holiday period, and will be backed by a full-scale exploitation program aimed primarily at the children's and teenage market. The saturation booking pattern beginning in the Midwest will be followed in other major markets.

Golden to Speak Today

For Children's Institute

Herbert L. Golden, vice-president of United Artists and president of United Artists TV, Inc., today will deliver an address at a luncheon meeting of 175 women forming the nucleus of the South Shore Chapter of the Asthma Research Society of America, a group of the Children's Asthma Research Institute and Hospital in Denver. The luncheon will be held at the Biltmore Hotel.

Golden is treasurer of the executive council of CARH, of which Max E. Youngstein, vice-president of United Artists, is general chairman of the 1960 drive.

Gov't Unit Backs 'Stars'

The Department of Defense has endorsed "I Aim at the Stars," the Wernher von Braun story, it was disclosed yesterday by Charles H. Schneer, producer of the Morningide film for Columbia release, while holding a special screening at the Pentagon in Washington, officials of the department promised full cooperation in exploiting the war picture.

LOOK FOR
BRITTFTE BARDOTS
(Wait til)
DIFFERENCE!

by national screen service

MOTION PICTURE DAILY, Martin Oglesby, Editor-In-Chief and Publisher; Sherwin Kane, Editor; James D. Ivins, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe.


N.Y. Senate

(Continued from page 1)

price $6.50 for each print—unanimously passed at the upper House last night. The charge for original films—"were physically reviewed"—would be decreased from $3-1/2 to $4 per thousand feet.

"The theatres are in rocky condition and this bill would help them," Mr. Mark commented. He added that the argument of a "tight budget," previously advanced in the Assembly, had now been "rationalized" for its defeat, "does not hold," he said.

Assemblyman Daniel M. Keitt, New York, who led the fight resulting in rejection of the measure by the lower house in the closing hours of 1959 session, held to the contrary. Kelly said there was "a reasonable chance" it would be defeated there again.

Assemblyman Anthony P. Savare Jr., like Senator Marchi, a Republic co-introducer of the legislation which would not take effect until April 1, 1960.

The Commerce and Industry Association of New York is most active in pushing the proposal. Some suppos is expressed that letters from industrial leaders advocating passage have been received in larger numbers.

War Compensation B Excludes Film Claims

From THE DAILY BUREAU

WASHINGTON, March 1.—1 House has passed by voice vote a bill to compensate American nationals certain losses suffered during World War II.

The measure excludes from consideration claims by the motion picture industry for rentals on films seized and used by the enemy during the war.

SPECIAL TRAILERS

by national screen service

MOTION PICTURE DAILY, Martin Oglesby, Editor-In-Chief and Publisher; Sherwin Kane, Editor; James D. Ivins, Managing Editor; Richard Gertner, News Editor; Herbert V. Fe.


N.Y. Senate

(Continued from page 1)

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ALL THE WAY DOWN THE LINE

"OPERATION PETTICOAT"

CONTINUES TO SET ALL-TIME U-I RECORDS AND INDUSTRY RECORDS!

There has never been anything quite like "PETTICOAT"
Balaban Predicts Telemeter Will Recoup 'Lost Audience'

Special to THE DAILY
TORONTO, March 1. - Barney Balaban, president of Paramount Pictures, owners of International Telemeter Corp., in a statement made during the opening of telemeter service in this area, said he saw in Telemeter an opportunity of recovering "a great percentage of the lost audience—the audience that doesn't go to motion pictures."

Balaban declared that Telemeter will be the instrument that will keep the motion picture industry from sinking into obscurity. It will be the difference between a profit and a loss, he added.

Telemeter

(Continued from page 1)
more motion picture patrons than before.

FP-C operates the Runnymede, Kingsway and New Toronto in the Ethibodee area, and has an interest in Nat Taylor's Woodstock theatre. Also in the immediate area are the Oshawa and Biltmore, the latter operated by the estate of the late Ben Oken.

Journey and 'Nun's Story'
The Telemeter programming opened with "Journey to the Center of the Earth" and "The Nun's Story" for $1 each. Today, "Career" and "F.B.I. Story" were offered and will be on again tomorrow. Sunday night, the Toronto Maple Leafs-New York Rangers hockey game from Madison Square Garden was available for $1.

The pictures, which had just come off the neighborhood circuit here, were available on alternate channels.

Fitzgibbons described the reaction to date as "fantastic" and "overwhelming."

"We had to take our sales force off," he said. "We are unable to service any more subscribers than have applications in now until well into the future. Our telephone lines were jammed with new applicants, with calls from people who wanted to tell us how pleased they were with Telemeter, and from the plain curious who wanted to ask questions. Calls were received at the rate of four a minute, despite the fact that we undertook no special promotion for the opening."

Telemeter Expansion

Being Speeded Up

In New York yesterday, Louis A. Novins, president of Telemeter, said that as a result of the reception of the system in Ethibodee, the time-table is being speeded up. Service will be provided to a 40,000 home area in Ethibodee, rather than the 13,000 home area originally planned.

In addition, plans are being made for the installation of Telemeter systems in other Canadian communities, and the first for the U.S., probably in the Rego Park, Queens, area, is expected to be started before the end of 1960, Novins said.

Saying that the Ethibodee reaction "far exceeded our hopes for this early stage," Novins asserted that Telemeter must be fulfilling a latent public demand for something new and better in television programming. We have apparently started a revolution in close business in Toronto this past weekend."

Assembly-Passed Bill Defines Radio-TV Libel

Special to THE DAILY
ALBANY, N. Y., March 1—The Assembly today passed and transmitted to the Senate a bill by Assemblyman Martin J. Kelly, Jr., New York City Democrat, extending the definition of criminal libel to include in the definition of criminal libel, "a malicious defamation orally uttered, publicly communicated by radio or television."

This was the first time such a measure had come to a vote here.

‘Adam and Eve’ Film

(Continued from page 1)
film makes use of the scriptural count in the Books of Genesis of origins of mankind in order to plot the sensational story. The film, rebuked in most of the atmosphere of butonery, is judged to be blasphemous and sacrilegious in its presentation. man's sex life as an invention of devil rather than as the handiwork of God."

"This unconscionable offense to ligion is compounded by the tre- ment in which the film-maker res- to indecencies and pornography, who are blatant violations of Julia Christian standards of modesty decency. It is most regrettable film bears a Seal of prov of the Motion Picture As- ciation of America."

The Legion statement pointed that this is the first time since 1940 when it has found it necessary to con- demn a film of a major American company. The Legion condemned "Baby Doll," a Warners Bros. rele- in December, 1956.

"The Private Lives of Adam Eve" has not yet been shown to trade press for review either in Hel wood or New York, nor has a screen- ing been scheduled as of yesterday. Delta Theatres previously announced in New Orleans that the film would have its world premiere at the Theatre there on March 24.

The Legion has also condemned second picture, "The Mating Urg released by Citation Films. The le- jction: "This film, presented un the guise of a semi-documentary, considered to contain subject mat- morally unacceptable in a mass shum of entertainment. Its estheti and sociological values are also highly questionable."

Mass. Anti-Trust Suit

Settled Out-of-Court

Special to THE DAILY
BOSTON, March 2. — The anti-trust suit of the Morse Theat Franklin, Mass., owned by Walter Mitchell, has been settled out of court for an undisclosed sum.

Filed in 1952, the suit asked $0,000,000 in damages from the et majors and Republic, and 3 cir- uts, KRO Rhode Island Corp., N. England Theatre Inc., and Int- state Theatres Corp.

The plaintiff claimed national local conspiracies setting up a yst of runs, clearances and admission prices. The suit was brought to last week before Judge Ford of Federal Court here, but at the completion of the first of evidence settlement was reached.

musifex co
45 w. 45th st. n.y.c.
music for feature films
5-6061

MORE

light

+ 

slower

= 

lower costs

NATIONAL

PROJECTOR CARBONS

Television Today

MOTION PICTURE DAILY

Wednesday, March 2, 1960

AROUND THE TV CIRCUIT

with PINKY HERMAN

THE first of a series of closed circuit telecommunications, under the supervision of the late Ethel Tebet, took place yesterday when producers in Burbank, Calif., also watching a parade of new talent, performing in New York. Assisting Dave in screening new talent is a staff consisting of Louise Arndt, David Sontag, Richard Kelly and Edith Hamlin... Arthur Freed, who will produce the forthcoming 32nd annual "Oscar Awards" NBC contest which will be simulcast Monday, April 4 (10:30-12 midnight) has added Yves Mon- tand to the stellar array of talent... Ingrid Bergman will CBS Star in several 90-minute TV specials during the 1960-61 season. Initial vehicle will be produced by her own production company, who has also been pressed to do several specials for this fall. Programs will be videotaped in Europe... Hubbell Robinson Productions' presentation last month of "The Swingin' Years" Ford Start time proved so well received that they've sked a sequel for the NBC channels next Tuesday. Titled "The Swingin' Sin Gin' Years," this one will again have Ronald Reagan as Host and will feature songs and stars of the Forties... After five years at NBC where he was writer-producer-director, Louis Lanctot, amendating the penal law, to become an account executive at Transfilm-Wilde... Mike Merrick Assessi, who has been retained by Burt Balaban's Princess Productions to handle national exploitation and promotion for "Murder, Inc." currently being filmed in Gotham and slated for release thru 20th Century-Fox. Henry Morgan makes his dramatic debut in this one... Tvision Suzanne Sers' utilizes a cute (and very smart) trick. When she plays "the sweet innocent thing" she's Mr. Right, and he's Mr. Self. But when she's "the other woman" she dons a brunette wig....

GREER Garson will star in the May 2 NBC colorcast of Hallmark's presentation of George Bernard Shaw's "Captain Brassbound's Conversation." George Schaefer will produce-direct the 90-minute comedy which was written in 1859 for Ellen Terry and which was presented on Broadway several times... Your L.P. library is incomplete if it doesn't have Rosio Ria's latest Vox Blatter of a medley from "My Fair Lady" and "Gigi." An Organ-atic's delight. Del Peters has taken over manage ment of Van B. Fox, former director of "Wide Wide World" and currently pegging "NBCentoration" which is produced by Jack Farren and stars Hugh Downs... Back in 1932 (Feb. 29 to be exact) an ambitious young announcer took a temporary job at WEA. The "temporary job" may well turn out to be a steady one for Jack Costello who's still there and regarded as one of the most popular of NBC rapers. Here's one that is more truth than poetry and which really stumps Madison Avenue executives. When the commercials come on, many living rooms become "leaving rooms."

The First Time Since 1940...
Ask U. S. Aid in Removing Curbs on Films

(Continued from page 1)

of 40 industry conferences scheduled by the Commerce Department to discuss ways in which the government can give maximum assistance to business in increasing sales of U.S. products abroad. Secretary of Commerce Frederick H. Mueller presided.

In his statement, Mr. Mueller listed the numerous restrictions which hamper the free circulation of American films in world markets. To overcome some of the restrictions, Johnson suggested, "It is of high importance for U.S. representatives to explore the possibilities of obtaining a more effective application of and adherence to the General Agreement on Tariffs and Trade (GATT)." In particular, he urged that this exploration should seek methods for preventing abusive administrative practices. These can be, and often are, just as harmful to trade as restrictive laws and regulations themselves.

Noting that American film companies agreed in the immediate post-war years to restrictive measures designed to aid nations whose economies had been disrupted by war to recover, Johnson said many such emergency restrictions are no longer justified by economic circumstances and should be abolished.

Mr. Mueller said the industry recommends that "in the forthcoming multi-lateral and bi-lateral negotiations, our government should make every effort to clean these harmful vestiges of the past and to obtain every possible assurance against new and unreasonable barriers to film trade in the future."

Among the foreign market restrictions affecting distribution of American films abroad, Johnson mentioned "import quotas, release quotas, screen quotas, remittance limitations, arbitrary restrictions of blocked funds, discriminatory or confiscatory import duties, discriminatory or excessive special taxes and levies, special restrictions on the printing or dubbing of films, arbitrary limitations on franchise terms, limitations on film rentals, limitations on the establishment of subsidiary enterprises, discriminatory or excessive sales taxes, unreasonable ceilings on admission prices, administrative practices and measures to penalize distributors, administrative restrictions on the operation of subsidiary enterprises, unfair applications of income taxation and various types of special taxation." "All this abroad," Johnson commented, "is the market, a non-discriminatory market, for all films in the U.S."

Feels 'Clearly at Odds' Johnson said he realized some of the restrictive measures he had mentioned "do not fall directly into categories covered by GATT articles or international trading agreements. But we feel they are clearly at odds with the spirit and intent of GATT, which is to encourage world trade by assuring the absence of unjustifiable restrictions and unwarranted discriminatory treatment of any of the signatory nations."

After the meeting, Johnson who, with Kenneth Clark, MPEA vice-president, was the only industry representative present, stated that he believes that the efforts of the Commerce Department in reducing barriers to imports of U.S. films are welcome, and that they promise to be "most helpful, invaluable to us." He noted that free trade in films could work a rise of 30 to 50 per cent in U.S. receipts from foreign exhibition—between $100 and $150 million.

Says Gov't Welcomes Suggestions Government officials present also seemed encouraged by an auspicious start to the series of meetings. H. Herbert Hughes, assistant administrator of the Commerce Department's business and defense services administration, commented that the government is delighted to have problems pinpointed by industry. In this way, the Commerce Department can advise State Department negotiators of the things that concern business most. Hughes noted that the motion picture industry's presentation to the meeting had helped to put some things in proper perspective. In the movie industry, for example, it was noted that tariff concessions, as well as revenue quotas, are negotiable in international meetings, but that there are many other deterrents to international trade in films and that in some cases those constitute more effective barriers to film imports than tariffs alone.

Named to ACE, Compo Units

(Continued from page 1)

land and Western Pennsylvania Allied were re-named to committees, although both regional units have withdrawn from national Allied.

In explanation, an Allied bulletin released today said those areas, Western Pennsylvania and New England, "are important and should be represented in Compo and ACE regardless of their affiliation. Compo and ACE were designed as meeting places for the representatives of exhibitors in all sections of the country. In reappointing these men who were first chosen by Horace Adams (former Allied president) and were once confirmed by the Allied board, Mr. Myrick is giving effect to the spirit and purpose of those organizations," the bulletin explains.

Hendel, Lider and Finkel

Those named from organizations which have re-named from Allied are Harry B. Hendel of Western Pennsylvania, who was reappointed an Allied member of the Compo executive committee and of ACE industry-government relations committee; Edward W. Lider, of New England Allied, reappointed an Allied member of the Compo executive committee and Marcus M. Finkel, of Western Pennsylvania, re-named to the ACE industry research committee.

Reappointed to the Compo executive committee with Hendel were Marshall Fine of Ohio Allied, Milton H. Lon-
COLUMBIA TOPS ACADEMY NOMINATIONS

COLUMBIA PICTURES
IS PROUD OF THE FACT THAT FILMS RELEASED BY
THIS COMPANY EARNED MORE ACADEMY AWARD
NOMINATIONS FOR MORE PRODUCTIONS THAN
THOSE OF ANY OTHER COMPANY AND WE EXTEND
OUR SINCERE THANKS AND CONGRATULATIONS
TO THOSE WHO MADE IT POSSIBLE.

18 NOMINATIONS RECEIVED FOR 6 PRODUCTIONS

OTTO PREMINGER'S
ANATOMY OF A MURDER .................. 7

SAMPLER GOLDWYN'S
PORGY AND BESS ....................... 4

SAM SPIEGEL'S
SUDDENLY, LAST SUMMER ............. 3

FRED KOHLMAR'S
THE LAST ANGRY MAN .................. 2

C.V. WHITNEY'S
THE YOUNG LAND ...................... 1

J.Y. COUSTEAU'S
THE GOLDEN FISH ..................... 1
Selig Plan Answers Industry Criticism By Showing Family Films to Civic Units

DENVER, March 2—The success which Robert W. Selig, president of Fox Inter-Mountain Theatres here, has had in meeting public criticism of film content and advertising through meetings to discuss the situation with selected civic groups has led Theatre Owners of America to call the Selig procedures to the attention of its members all over the nation.

Selig meets the criticism head on, but turns it into constructive channels by showing such groups as the Denver County Parent-Teachers Association examples of family-type features, educational and informative shorts which the industry has available and which “the people must see.” (Continued on page 3)

Bronston Returns Here; To Coast on New Film

Samuel Bronston, producer of the forthcoming “King of Kings,” returned to New York yesterday after setting up arrangements in London, Rome and Madrid for the $5,000,000-budgeted film.

While in Rome, Bronston had a private audience with Pope John, who offered his cooperation and expressed his interest in the project. (Continued on page 7)

Contact with Exhibitors, Newsmen Is Best Pre-Sell Weapon, Carle Finds

Personal contact by regional publicists with exhibitors and newspaper editors is the strongest pre-sell weapon available to motion picture companies in today’s era of accelerated advance publicity.

This opinion, based on dollars-and-cents evidence, was offered in an interview here yesterday by C. E. “Teete” Carle, one of two exploitation specialists presently employed by Twentieth Century-Fox to function nationally on pictures now in preparation or those already scheduled for release. Carle, who formerly was studio publicity director for Paramount Pictures, is assigned specifically to Mervyn LeRoy’s “Wake Me When It’s Over,” Fox’s major picture for Easter release.

But it is a function even of the ‘U’-SAG Deal Fails to Move Other Firms

‘U’ to Pay Actors 6% After 40% Deduction

The break in the solid front of Motion Picture Association of America member companies over the question of payment to Hollywood guilds and unions of a share in revenues from the sale of lease of post-1948 films to television is unlikely to affect the stand of the remaining companies, informed sources said here yesterday.

Company officials pointed to the statement issued following the meeting here last weekend of executives of all companies but Universal, in which they reaffirmed their refusal to make any payments whatever to guilds or unions out of proceeds from post-48 library sales.

“Our company’s position has not changed,” official after official contacted yesterday stated. In some instances, though, responsible company spokesmen were out of town or not (Continued on page 3)

WGA Replies to ACE; Cites Universal Pact

From THE DAILY Bureau

HOLLYWOOD, March 2—The Writers Guild of America today made public its reply to a telegram from S. H. Fabian, chairman of American Congress of Exhibitors. Signed by Curtis Kenyon, WGA president, the message to ACE includes the following:

“We share the deep concern which you feel as representative of exhibitors with a two-and-a-half-billion-dollar industry. (Continued on page 3)

SPG and TOA Groups Continue Talks Today

From THE DAILY Bureau

HOLLYWOOD, March 2—Conferences will continue here today between S. H. Fabian’s Theatre Owners of America committee and the delegation representing the Screen Producers Group. (Continued on page 2)
Motion Picture Daily

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Biers, Managing Editor; Richard Gerster, News Editor; Herbert V. Advertising Manager; Geo. H. Tasci, Production Manager; TELEVISION TODAY, Charles H. Bierer, Eastern Editor; Hollywood; Frank Yena-Yung Building, Samuel D. Bierer, Manager; Telephone Hollywood 7-2143, Washington 4, H. H. Kim, 995 National Press Bldg., Washington, D. C., London Bldg., Leicester Square, W. 2. Hope Williams Bursen, Manager; Peter Bursen, Eastern Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Credle Building, Los Angeles, Calif. "Advisory Board: President, Motion Picture Herald; Vice-President, Lee J. Brady, Associate Secretary, Other Quigley Publications: Motion Picture Herald, Better Theaters and Better Refreshment Merchandising, each published 12 times in a year as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1928, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the United States and $8 foreign. Single copy 50c.

PERSONAL MENTION

LEX HARRISON, 20th-Century-Fox general sales manager, together with Glenn Norris and Martin Moskovitz, assistant general sales managers, will be in Albany, N. Y., tomorrow, I'm here.

FRANK MANTELZ, president of North Central Allied Theatres, has left Minneapolis for a 10-day vacation in California.

Mrs. Richard Kamin has given birth to a daughter, Susan, at New Rochelle Hospital. Father is Columbia Pictures’ exploitation manager.

ZINN ARTHUR, executive assistant to Joshua Logan, producer-distributor of Wanner Brothers’ “Fall Story,” has returned to New York from a 13-city promotion tour in behalf of the picture.

GUY BROWN, Motion Picture Association representative in Atlanta, is re-operating there following surgery.

JAMES E. FREEW, Southern district manager for Continental Distributing, Inc., has returned to Atlanta from St. Louis.

Mrs. H. SHORE, wife of the president of Vitatime Film Corp., has given birth in Stanford, Conn., to a daughter, their fifth child.

DARBY F. ZANUCK has returned to New York from Paris.

AL COHAN, of the MGM home office advertising-publicity department, will leave New York today for Cleveland.

ROBERT M. STEVENS, president, New England Theatres, Inc., has returned to Boston from Hartford.

F. H. "Tommy" THOMPSON, head of Martin & Thompson Theatres, Hav- kenville, Ga., has returned there from Atlanta.

WILLIAM RICHARDSON, president of Capital Releasing Corp., and Charles Swanson, vice-president, have returned to Atlanta from Jacksonville.

ARTHUR BORNKLOW, Jr., producer, has returned to Hollywood from New York.

JOE BURKE, manager of branch operations for Buena Vista, has returned

Classification

Times Film vs. Chicago Before Supreme Court

From THE DAILY BUREAU

WASHINGTON, March 2 — The City of Chicago today filed in the Supreme Court a brief upholding its right to deny exhibition to a film for which no "morally acceptable" license was granted. The city finds a number of legal points on which to base a request that the court reject a demand by Times Film Corp. That it hold unconstitutional the Chicago film-licensing ordinance.

If the court follows its normal procedure, its decision on whether to take jurisdiction of the Times Film Corp. case should be made within three or four weeks at most. If it decides to hear the case, oral argument normally would be scheduled within 104 days of this case. Since this much time does not remain in the court's current session, argument will not be possible before next October.

Two Amendments Cited

In its petition to the court, Times Film asserted that the ordinance, which provides for censorship of all motion pictures and expenditures of the city, infringes upon the first and 14th amendments to the U.S. Constitution. If the Supreme Court decides to take jurisdiction in the Times Film case, and if it should eventually decide the case in favor of Times Film, this would appear to blanket screen presentations under the broad protection from censorship which is granted to speech and the press by the Constitution.

Chicago, in its brief, denies that the court has any right to take action. It asserts that "there is no justifiable controversy since, from the city's viewpoint, Times Film failed to make the required application for a license and its attempting improper action without any foundation in fact."

Times Film itself told the court that it applied for a license under the ordinance, but was denied the license fee, but refused to comply with the ordinance's provision for review of the film for purposes of censorship prior to public exhibition.

Johnston to Represent

(Continued from page 1)

International du Cinema to be held as a feature of the Milan (Italy) Trade Fair in April. The program will discuss world problems in film distribution.

The presidents of the International Federation of Associations of Film Distributors, the International Federation of Associations of Film Producers, the International Association of Exhibitors and heads of the industry associations of major producing countries also will attend.

The meetings will be held in the Cinema Salone at the fair.

NT&T-Cinerama Deal Is Off: Canada

From THE DAILY BUREAU

HOLLYWOOD, March 2 — for the sale of all Cineramatic by National Theatre Television, Inc., to Cineramatic, have been terminated, it is annnounced by B. Gerald Cantor, NT&T
dent.

While all details were not given, it is said that it was a matter of "Windjammer," the film made thus far in the Cineramatic process, will "continue actively," a letter from C. E. Dunlap, executive vice-president of Cineramatic Pictures.

MGM to Re-Release "Presley Rock" Film

To take full box-office advantage the return of Elvis Presley to the screen, Metro-Goldwyn-Mayer is planning to re-release his 1957 film, "Jailhouse Rock." Over prints will be available.

Jack Byrne, vice-president and sales manager, has announced new first group of bookings: The Theatre in Cincinnati, the No. Theatre in Lincoln, and the Pa. Coda Robert will open March 18, 1963, be followed by the Ingersol Memorial and the New Theatre, Troy on the 11th.

SPG and TOA

(Continued from page 1)

Of course, the industry leaders aren't the only ones having trouble with labor problems. This week, Deluxe, one of the biggest of the companies, announced that it was going to start a new plan to combat the problem of labor unrest. The plan involved the creation of a new department, called the "Labor Relations Department," which would be responsible for negotiating contracts and resolving disputes between the company and its employees. The department would be headed by a new vice-president, who would be responsible for overseeing the operation of the department. The plan was seen as a step forward in the company's efforts to improve its relations with its employees, and it was expected to be met with a positive response from the company's workers. However, the implementation of the plan was not without its challenges, as the company faced resistance from some of its employees, who were concerned about the potential impact of the new department on their jobs and their compensation. The company worked hard to address these concerns and ensure that the new department was seen as a positive change for the company and its employees.
Companies Attitude Unchanged

(Continued from page 1)

by their applications. The directors, who are in charge of a major motion picture company, have decided that they will not release any new pictures until the situation is resolved. They believe that a strike by the guild will harm their company's reputation and that it is in the best interest of the industry to avoid any potential conflict.

Foreign Tax Credit Bills Filed in House

Foreign Tax Credit Bills Filed in House

From THE DAILY Variety

WASHINGTON, March 2 -- Two bills relating to the so-called gross-up of the foreign tax credit allowed domestic corporations on dividends from a foreign subsidiary were introduced today at the request of the Treasury Department. Ways and Means Committee chairman Wilbur Mills (D., Ark.) and ranking minority member Alexander H.Rpc (R., III.) introduced the identical measures. Chairman Mills has announced two days of public hearings on the bills will start March 28.

In August, 1959, the committee tentatively agreed to the substance of these bills, which were then a part of H. R. 5, the Boggs (D., La.) foreign investment tax credit act. The committee later decided to limit the scope of that measure, and dropped the “gross-up” (which had been inserted at Treasury’s request) from H. R. 5.

The newly introduced bills provide, in effect, that the amount of a dividend received from a foreign corporation (10 percent or more owned by a U.S. firm) shall be increased i.e., grossed-up) by a proportionate part of the foreign taxes paid by that corporation. But the measure leaves out of which the dividend was paid.

The committee says that this is designed to equalize the tax treatment of foreign subsidiaries that have been owned by a U.S. firm for a number of years.

Carle Finds

(Continued from page 1)

Carle finds that the problem of handling the tax credit for foreign income is a complex one. He emphasizes the need for personal and continuous contact with local exhibitors and newspaper people, so that interest in the film does not flag between end-of-production and release dates. Then it is up to the regional to make the most of whatever exploitation aids that are available.

What is this wholesale publicity worth in cash?

Carle reports that the picture would grossed had it not been treated to saturation publicity, Carle estimated, adding:

“Daily newspaper reaction surprised us. People on the announcement..."
Everywhere in the World...because it's on film!

Yes, film is everywhere—everywhere there are people! And because it is everywhere and so many millions see it, making it right in technic is both a privilege and a responsibility. That, in brief, is the philosophy of the Eastman Technical Service for Motion Picture Film—a service highly regarded by all who call upon it.

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Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.
WABC-TV Buys Lopert Package of 62 Films

WABC-TV has purchased the Lopert Films package of 62 pictures, all made after 1954, and all of foreign origin for a reported $400,000. The deal gives the station unlimited runs for each film over a period of four and a half years.

The station will start showing the films in its "Night Show" this spring and also in its "Sunday Movie." Former starts at 11:15 P.M. Mondays through Saturdays.


Pepsi-Cola to Sponsor 'Oscar' Manager Contest

The Pepsi-Cola Company in cooperation with the MPA advertising and publicity directors committee will help promote the annual "Oscar" show on April 4 through an exploitation campaign for theatre managers. A week in Hollywood will be first prize and nine additional U.S. Savings Bonds will be awarded according to General Manager of theatre sales for the soft drink company.

In addition Pepsi-Cola will award a $500 U.S. Savings Bond to the theatre manager who works out the best Academy Awards promotion campaign in conjunction with his local bottler.

Daff Plans Survey

(Continued from page 1) market for motion pictures remaining in the world.

"Its significance becomes increasingly important," he said. "When we reflect that foreign markets now account for 53 per cent of the American industry's revenue, and that the growth of television in the most important of the foreign markets is gradually reducing theatre attendance and the number of theatres in operation in those markets, as it did here over the past 10 years."

Johnston Interested

Eric Johnston, Motion Picture Association president, has expressed interest in making a personal survey of the African market potentials on several occasions in the past year or two.

Gottlieb J oins Fox

Steven Gottlieb has joined the staff of the publicity department of 20th Century-Fox, effective immediately. A Harvard graduate, and son of Alex Gottlieb, veteran Hollywood producer and industry publicist, young Gottlieb will be a writer in the press department.

Al Young, 65, Dies

Al Young, 65, Dies 45 Years in Industries

Funeral services for Al Young, president of DuArt Film Labor Inc., and Tri-Art Color Corp., located here, will be held today and Beach, Fla. Burial will there.

A film industry worker for 45 years, Young died Tuesday at Miami following a long illness. He org DuArt in 1925 and Tri-Art in 1926. He was president of Associated Industries of Montreal. Surviving his wife, Anne and two sons, Du and Irwin.

"Unforgiven" to Capt.

United Artists "The Unforgiven" will be the Easter attraction at the Capitol Theatre here. By art is an ad yesterday by the company.
Review:

This Rebel Breed

Warner Bros.

"This Rebel Breed" is a furious, free-swinging film that pulls the kid gloves off in dealing with the problem of racial prejudice. Much of the picture was filmed at night in most Los Angeles, where mobs of hateful whites, Negroes and Mexicans beat about the hot streets, lonely railroad sidings, vacant lots, dirty alleyways, and roving shanties in search of blood and "kicks." There is enough of both for all.

Finally the police soberly lower themselves into the blood bath. Gerald Mohr, of the juvenile division, assigns two of his rookies to pose as students at the high school. Mark Damon is one of them, playing a young man of mixed Negro and Mexican blood. The other cop is Douglas Hume, an "Aub" white. Both men try to infiltrate gangs of their various races. Damon befriends Rita Moreno, whose brother heads the Mexican gang. But Miss Moreno has a hankering for white boys. One of them impregnates her before she is killed accidentally by members of his own gang. Her own brother is held for the murder and she risks life and virtue to help absolve him.

The picture ends at a wild party which turns into a savage "ramble" in the fashionable end of town. All the racial gangs, having converged there, rock into action with their weapons: wooden blocks, iron planks and anything else they are able to grasp—chairs, tables, lamps and bottles. The police get there in time to catch the "dope" peddler in the act, apprehend a murderer and try to talk sense into the bleeding youngsters. Later, Damon tells Miss Moreno he will stand by her when her child is born. Prudently, he will marry her.

"This Rebel Breed" is staged well, and its subject is most topical at the moment. The young performers are good, especially Richard Rust as the fiercest bally of the white gang. Richard L. Bare's direction is clean and taut. The film was produced by William Rowland and written by Wittert Argy, Leonidoff, and Albert Lee Green. Music was composed and conducted by David Rose.

Running time, 90 minutes. Adult classification. Release, in March.

Review:

1st Circular Cinerama Theatre Set for Denver

A theatre designed exclusively for the showing of pictures in the Cinerama process will be built this year in Denver, Colo. It will be of circular design and will be the world's first such theatre to be constructed specifically for the exhibition of Cinerama motion pictures, according to an announcement by B. C. Kranz, vice-president of Cinerama, Inc., New York, and Kenneth Anderson, general manager of the Cooper Foundation and Cooper Foundation Theatres, headquartered in Lincoln, Neb. The theatre will be built by the Cooper Foundation, a charitable and educational foundation which operates theaters throughout Colorado, Nebraska and Oklahoma.

Total cost of the land and building of the Cinerama theatre will be upwards of $1,000,000. Located in Glen- dale, a suburb of Denver, the theatre will contain approximately 900 seats, and over 350 parking spaces will be provided on the theatre site. Construction will begin this spring and be completed by early fall.

Leonidoff to Holland

Leon Leonidoff, senior producer at Radio City Music Hall here, has left for Holland to interview talent for a Dutch stage spectacle which the Music Hall is planning to present on its Easter program, together with its traditional "Glory of Easter" pageant.

'B' Quarter

(Continued from page 1) ing profit entirely, the proceeds from the sale of the company's Universal City studio property and other assets having been taken into account earlier.

Reports of dramatically improved earnings by Universal have been widespread in the financial district for the past several weeks, based largely on grosses being rolled up by "Operation Petticoat" and "Pillow Talk," together with optimistic reports of the company's future release strength and the fact that its deals with the Screen Actors and Screen Writers guilds, if followed by agreements with other Hollywood guilds and unions, would permit it to continue production without interruption in the event of a Hollywood strike.

In the past 10 days the company's stock advanced from 29 to 34 a share on the New York Stock Exchange.

Bronston Returns

(Continued from page 1)

great interest in the production and the paintings and sketches for "King of Kings," the life of Christ. Bronston will leave immediately for the Coast to set up with his director, Nicholas Ray, and writer, Philip Yordan, "King of Kings," to be filmed in 70mm and technicolor, is scheduled to go into production in early April.
"BEST ACTRESSES OF THE YEAR"
(Nominated for the Academy Award... Feb. 1960)

ELIZABETH TAYLOR
KATHARINE HEPBURN

SAM SPIEGEL PRESENTS
ELIZABETH TAYLOR - KATHARINE HEPBURN - MONTGOMERY CLIFT

CURRENTLY THE COUNTRY'S RUNAWAY BOXOFFICE PACEMAKER—EVERYWHERE... AND DUE FOR ADDED WANT-TO-SEE PULL ON THE IMPETUS OF THESE ACADEMY AWARD NOMINATIONS!

Also nominated for:
"Best Art Direction (black & white)"
OLIVER MESSEL & WILLIAM KELLNER;
Set Decorations:
SCOT SLIMON
See Film Classification Bill favored by N. Y. Regents But No Official Stand Yet

ALBANY, N.Y., March 3.—As a delay of a week loomed today in action by the Assembly on the Younglove film classification bill, it was learned no official position has yet been taken by the state education department.

The Younglove bill would authorize the department's motion picture division to classify specific films, in licensing them, as suitable for patronage by children attending elementary and secondary schools. It would also empower the division, if granted authority by the regents, to award producers, distributors or exhibitors of such films grants of not to exceed $25 per week for each school.

**New Company to Film Features Worldwide**

From THE DAILY Bureau

HOLLYWOOD, March 3.—Formation of Compass Productions, an international co-production company for filming of features all over the world, is announced by Roger Cooman, president of Filinex Corp., Inc., which will be producing under a number of the intercontinental combines.

With co-production agreements already completed in eight countries and negotiations progressing satisfactorily in three others, Compass Productions is believed to be the first single enterprise especially created to

**(Continued on page 2)**

**SPG-TOA Talks Await Strike Developments**

From THE DAILY Bureau

HOLLYWOOD, March 3.—Julian Blaustein, chairman of Screen Producers Guild committee that met with the Theatre Owners of America committee here in a two-day closed conference on matters vital to both groups, expressed optimism on the results of meeting, but declined to issue any statement at this time since "it is felt that any report of the various areas discussed would be sorely needed at this time."

**(Continued on page 7)**

**Retail Clerks Pledge SAG Strike Support**

From THE DAILY Bureau

WASHINGTON, March 3.—The Retail Clerks International Assn. today pledged support to the Screen Actors Guild in their dispute with film producers.

James A. Sulfitide, president of

**(Continued on page 6)**

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**REVIEW:**

*Conspiracy of Hearts*

Rank—Paramount

This is a story about nuns at an Italian convent who during World War II help Jewish children escape harsh Nazi internment and later spirit them into friendly territory. This is a skeleton outline of the story—true in fact but vastly inadequate in conveying the character of this important motion picture. Its importance arises from its profound emotional impact, its effectiveness in the lesson it teaches in fraternal love and understanding.

It is told in marvelous good taste. Many scenes are uncomfortably incisive—the reconstruction before God and her sisters of a callous man;

**(Continued on page 6)**

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**'Nonsense' Charges 'U' Defected Are Hit by Rackmil**

Defends Deals Made with Guilds as 'Good Business'

Universal made deals this week with the Screen Actors and Screen Writers guilds because it considered it good business to do so, Milton R. Rackmil, president, told a trade press conference in his office here yesterday.

He said he has favored making deals of the kind since he became president of Universal and was on record to that effect with the company presidents of the Motion Picture Association of America when production companies negotiated.

**(Continued on page 6)**

**Rackmil Replies to ACE; Says Films Ready to Go**

Milton R. Rackmil, Universal Pictures president, yesterday told the executive committee of the American Congress of Exhibitors that his company is now ready to move ahead with production of 11 top films in the coming months.

Rackmil made the statement in a wire sent to S. A. Fabian, ACE chairman, in reply to the offer from ACE last weekend to act as mediator in the

**(Continued on page 6)**

**Overseas Meetings on 'Spartacus' to Begin**

The first of a number of overseas meetings on "Spartacus" designed to pave the way for premieres of the picture in the late fall will be conducted next week by Americo Aboaf, vice-president and foreign general

**(Continued on page 7)**
Montgomery

(Continued from page 1)

are it will move later to join Theatre Owners of America.

Some 65 exhibitors attended the first formal meeting of LATO today, at the Hotel Roosevelt, attendance having been held down by very cold weather. Host at the luncheon was 20th Century-Fox.

A nominating committee consisting of J. M. Wright, Nick Lamine, Frank De Graw, and F. T. Howell, presented its selections for the governing board and these were elected by acclamation from the floor. The board members were then chosen.

Vice-President Named

Named as first vice-president was Baillio, of Lake Charles; second vice-president, O. D. Harrison, Sheveport; and third vice-president, Don Starrett, New Orleans; treasurer, Gene Caloungue; secretary, Sammy Wright, Jr.; Board members at large are Earl Perry, Sammy Wright, Clare Woods, Frederick Askins, and Charles Bazzell and all officers.

Members of the governing board are as follows: first district, Maurice Howard and Miss M. Margaret T. Montgomery; second district, Frank Lais and Gene Caloungue; third, Frank De Graw and Phillip Sliman; fourth, O. D. Harrison and Jay Houck; fifth, B. Goodman and W. M. Buttersfield, sixth, Dan Stafford and Nick Tannaula; seventh, George Baillio and E. R. Sellers; eighth, John Luster and A. J. Rosenthal.

Dues Proposals Made

Suggestions for dues were offered and the board will pass on them between now and the next meeting to be set within the near future. It was proposed that indoor theatres and drive-ins grossing less than $5,000 per month pay $10 a year; those with over $500 and less than $1,000, $15 a year; those with over $1,000, $25 a year.

Discussions on methods to be used in getting exhibition rights were put over until the next meeting.

The exhibitors ended the session today with a vote of gratitude to their host, Billy Brunat of 20th Century-Fox.

'Babette' in Triple Bow

Mar. 24 in Miami Area

Raoul J. Levy's "Babette Goes to War" will have its American premiere at three theatres in the Miami area on March 24, it was announced yesterday by Rubie Jackter, Columbus Pictures vice-president and general sales manager. The film, last starring vehicle for Brigitte Bardot, will open simultaneously on that date at the Olympia Theatre in Miami, Coral Gables Theatre in Coral Gables, and the Beach Theatre in Miami Beach.

The picture co-stars Jacques Cheriau, husband of Miss Bardot.

Sunday Will be 'Alamo Day'

For the first time since the Alamo fell 124 years ago, on March 6, 1836, the State of Texas plans to honor the historic date by presenting an official Alamo Day throughout the state, the first of which will be on Sunday.

Price Daniel, governor of Texas, leads the crusade to establish Alamo Day in honor of the 183 defenders of the Alamo who fought for 13 days and nights to their deaths against 7,000 troops of Dictator Santa Anna in order to give time for the Texas forces to recruit an army and thus, 40 days after the fall of the Alamo, win Texas' final fight for liberation and freedom.

Shortages in various ways against the Alamo but never on a state-wide official basis.

This October will mark the international release of United Arg's film of John Wayne's $12,000,000 Todd-AO film in Technicolor, "The Alamo."

New Company to Film

(Continued from page 1)

carry on feature-making on a continuous basis throughout 1958. Com- pan's new enterprise, which will headquarters in Hollywood, anticipates a minimum of two features a year from each country in which there is a member. American producers are to be used in each feature made abroad. The pictures will be produced "Hollywood style" for worldwide marketing.

Gorman points out that the addition of 16 or more features per year to the present generally reduced schedules will go far to relieve developing shortages in the domestic and foreign markets.

Already associated with Gorman's new project are the following compa- nies: France's Film Compagnie des Par- is-Exiles; London, England—Grand National Pictures, Ronald Wilson; Sydney, Australia—Arttriana Pictures, Robert Longo, Bombay; India—All India Film Corporation, Ziff, London; Paris, France—Nils Larsen Productions, Nils Larsen; Tokyo, Japan—Dai Nippon Motion Pictures, Masachi Nozumi; Mexico—Ray, Mex, Mexico; Madrid, Spain—Nils Larsen Productions, Nils Larsen; Brazil—A Vera Cruz Studios, Anolso Silveira; San Juan, Puerto Rico—Caribbean Film, Tomas J. Nido.

Assignment and creation of stories for the Filin Group-Compunp combine will be determined when the present strike situation is resolved, Gorman said. At that time also, it will be possible to call a compass international production conference with foreign companies executive conferences to come Hollywood for final pre-production meetings.

'Red Planet' to Open

American International's "The Angry Red Planet" will open at the Brooklyn Paramount on Wednesday.

Editorial

Brotherhood Drive

By Sheerin K. Ivers

YEAR after year theatres in many parts of the country play an important role in putting the Brotherhood before the public. This year should be no exception.

The annual Brotherhood campaign now under way will continue until the end of March. Under the leadership of Max J. Youngstein, United Artists vice- president, William J. Heineman, domestic distribution head, and Jack B. Udelman of Shubert Theatres, are functioning as distinction and exhibition chairman, respectively.

There is available for exhibit a complete brotherhood kit, consisting of poster material designed to guide showmen in putting the Brotherhood story to the public and gaining new fans. It is through membership in the National Council of Christians and the sponsoring agency.

Underscoring the importance of the drive is the fact that Mrs. Max J. Youngstein has "Brotherhood is no longer a word about a dream. It has become a term that signifies an intense Demos battle on the ideological front."

Theatres in every American community should be proud to act role in this campaign. In fact, the drive is the most important one of the year to have this annual drive to help catechize in their communie the nation and to bring harmony in its place.

The theatres are especially invited to participate in this work in an official position to tell the story of Brotherhood to large numbers of the public assembled in the auditoriums that otherwise would hear of it. This they can do with the aid of the materials prepared for them.

Participation in the Brotherhood campaign is a service to one's own community and country. Every belongs in it this year.

New York Theat

RADIO CITY MUSIC HALL

Rockefeller Center • &-4000

"FROM THE HILL TO STADIA"

ROBERT MITCHELL • ELEANOR PARU

A 120,000 SEAT PRODUCTION

OF IT'S NEW SPATIAL AND METODICAL

AND ON THE GREAT STAGE "INSIDE IRAN"

MOTION PICTURE DAILY

Friday, March 4, 1958

Polaroid-Photo Editor, 14-16 East 46th Street, New York, N. Y., 10017, Phone V. 6-1234.


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Motion Picture Daily

Classification Seen Favorable

(Continued from page 1)

films a seal or other evidence of approval. Whether and on the bill will presumably be determined by the 12-member board of regents through its legislative committee. There are reported to be two schools of thought on the subject, although there is no actual conflict with the agreement.

One school holds the bill is meritorious and should be actively supported. The other school feels the legislature should make the decision, the education department being ready to administer the licensing statute on whatever basis the former determines.

Not Sought by Department

The education department did not originally seek to exercise the so-called censorship function. When this was transferred to the department in 1927, from the old three-member, bi-partisan motion picture commission, the regents were rather opposed to the plan.

It was recommended as a compromise by a committee of which the late Ray Butler, then president of Columbia University, was chairman. The move came after the legislature refused to accede to Governor Smith's repeated pleas for a repeal of the 1921 statute.

The Butler Committee, one of many appointed to assist in effectuating Smith's objectives, was an organization of the state government on more efficient lines, suggested the education department was the logical one in which to vest the power of film censorship. This, because the department consisted of trained, professional people, regardless of political influence or pressure.

Assemblyman Joseph R. Younglove, chairman of the joint legislative committee concerning offensive and obscene material, which drafted the bill, pointed out today that reprinting would be necessary, because the word "sacrilegious" was inadvertently included. This had flooded the bill with the negative approach, classification act "prefaced" by the committee for consideration of the 1960 legislature. The U.S. Supreme Court, in the famous decision on "The Miracle," struck down "sacrilegious" as a grounds for denying a license.

Disagrees with Johnston

He added: "I said recently, before the State Publishers Association, and I repeat, that I have found some of those who invoke freedom of the press and oppose "censorship" are not sincere.

Younglove sees no validity in the reported viewpoint of Eric Johnston, president of the Motion Picture Association, that motion pictures are a "mass medium." "Mass medium" means that motion pictures have appeal to all ages and classes," commented Younglove. "It does not mean that any product is suitable for patronage by each individual, and certainly not by school children.

Johnston Will Be Host

To Heston on March 13

FROM THE DAILY PARIS WASHINGTON, March 3. — Eric Johnston, president of the Motion Picture Association of America, and Mrs. Johnston will hold a reception in honor of Charlton Heston, star of M-G-M's "Ben-Hur" at the Sheraton-McLean Hotel, Sunday, March 13. Ambassadors and their ladies representing 82 countries, top Government officials from the White House, both houses of Congress, the armed services, the Supreme Court and the diplomatic corps have been invited to attend.

The Washington premiere of "Ben-Hur" will take place on March 16 at the Warner Theatre.

Columbia to Release

New 'Stoogies' Film

Columbia Pictures will release Harry Romm's second full length feature production starring the Three Stooges in "The Man from Nowhere." White is directing the Harry Romm Production. A special theme song for the 90-minute feature is being written by Stanley Styne and George Duning.

Final scenes are being shot this weekend and Romm will depart for the West Coast Sunday for final cutting and score work. Tentative title is "Stop! Look! and Laugh!"

Big Upswing in 70mm

Product Abroad: Netter

There is a tremendous upswing in interest in 70mm product abroad, Douglas Netter, Samuel Goldwyn organization executive, said yesterday on his return from a two-month trip to Europe. He went on behalf of forthcoming "Porgy and Bess" Todd-AO openings there.

Netter felt that projectionists are being more enthusiastic public response. Netter said, "theaters with 70mm installations are at a premium. It looks like the greatest year in their history.

Netter, working closely in association with M. J. Frankovich, Columbia International vice-president in charge of European operations, completed plans for "Porgy and Bess" premières in Germany and Switzerland and subsequent engagements in Holland, Italy and Scandinavian countries. He will fly for Hollywood to report his findings to Goldwyn.

Chakeres Joins TOA

The Chakeres Theaters circuit of Springfield, Ohio, has joined the Theatre Owners of America, it was announced by Albert M. Pick, TOA president. Arrangements for membership were completed by M. H. Chakeres, circuit vice president, and George Roscoe, TOA director of exhibitor relations. The Chakeres circuit operates in Ohio and Kentucky.

PEOPLE

Curry E. Ford, new products marketing manager for National Carbon Co., has been named director of marketing for the company. Also promoted to new posts, reporting to Ford, are James King, Jr., as manager of electrode products; A. W. Woolf, as manager of fabric products; W. G. McCosh, as manager of carbon products, and W. G. Pitt, as manager of new product market development.

John J. Kowalak, for the past three years color consultant in charge of chemistry and color processing at MovieFilm Laboratories, Inc., has been elected vice-president of MovieFilm Color Corp., a subsidiary of M.F.L.

Arthur Speeth, for many years motion picture critic of the now defunct Cleveland News, which merged with the Cleveland Press, has been appointed Amusements editor of the Cleveland Sun-Press, weekly newspaper.

Bart Miller, former owner of the Granville Theatre, Granville, O., has been named manager of the Beasley Theatre, an art house in Columbus.

Sylvan M. Cohen, industry attorney in Philadelphia and former chief cashier of Variety Club Tent No. 13, has been elected to the board of directors of the H. L. Green Co., variety stores chain.

Constance Hope has been retained by Columbia Pictures to handle the fashion, food and women's page promotion on Carl Foreman's "The Guns of Navarone," now being produced in Greece.

William B. Griffin, co-owner of Callman Amusement Co., Callman, Ala., until his retirement in 1957, and a former president of Theatre Owners of America, is now serving as rotary information and extension counselor for Rotary International, world service organization.

Howard Smith, who recently retired as Paramount representative in the Albany, N. Y., area after 19 years with the company, is now associated with Paul Marcelli in the operation of the Community Theatre in Catskill.

O. W. Murray, president of Pathe Laboratories, Inc., has been elected to the board of directors of the America Corp., a diversified management company operating subsidiaries in the industrial and public utility fields.

Harold Rosner, a veteran of 25 years with Warner Brothers, has been promoted from his present position in the contract department to the post of assistant supervisor of exchanges.
HERE'S THE BIG BOXOFFICE!
(Diff.)
DIFEREN IN THE NEW BRIGITTE BARDOT

BEFORE
this picture
she was
merely a
Goddess of Love!
Just everything
all the men
wanted!

Keep Your Business Eye
On Her New Hilarity High
From COLUMBIA!
Now
she's all that
and also one
of the screen's great
comediennes!
All the girls
go for
her too!

in CinemaScope
and Eastman COLOR
Conspiracy of Hearts

(Continued from page 1)

the appalling roll call of their murdered relatives among a group of Jewish children, as devastating a scene ever played before an audience; the amassing of all Jewish groups to demand half-hour of excommunication because of their unnatural religious affiliation to Jews; the stunning counterpart between the nuns, reciprocating their devotion in Latin on the main floor of the convent, and the handful of Jewish children holding a Yom Kippur service in Hebrew a floor below; the Mother Superior, a former German princess, humbling herself patetically before a cruel and clumsy Nazi officer—these are moments of real grandeur. Yet, the viewpoint is a crush of thoughts and feelings which transcend their workaday import—love, faith, courage, defiance of the savage abyss the nuns are courting. The "conspiracy" noted in the title aspires to the breadth of human duty.

The nuns' work becomes almost suicidal when the Nazis take over the detention camp. A nun is shot dead attempting to free a group of children, and the convent knows soon it will be found out. An Italian partisan who transports children beneath garbage heaps on his truck is executed when he refuses to identify other fanatics. The most immediate sacrifice is ordered upon three nuns after they deny any knowledge of partisans hidden in the mountains. But the firing squad composed of fired, bitter and rebellious Italians shoots above the heads of the nuns; instead, the Nazi prison tyrants are killed, freeing the nuns to continue their work.

Each performance is distinctive. As the Mother Superior, Lilli Palmer shepherds her flock in sharp rapport. The other nuns are quite as sturdy as she. The courage of Sylvia Synn, a lovely and slightly naive novice, preempts her youthful innocence. David Kossoff plays the aging but mighty rabbi with remarkable perception. His leap over the convent wall is wondrous. Joseph Criby is the crippled Jewish boy whose toxa for all mortal wounds is prayer and quiet renounstration. George Coulouris' partisan truck driver is propped with a moral and financial report should the members of those organizations find it necessary to draw their services from theseushed crises.

"Our membership has been roundly acutely aware of the great contribution your organization has done to the American labor movement. Our labor therefore will be considered a duty but a pleasure.

Universal has no longer owned leases, its studio, or because only a limited backlog of coherent pictures and wanted to put no pictures.

"We had completed our sessions for this year. And over we could for less than anything less.

He said he is prepared to meet with the president of the Screen Guild and any other group that talks about participation in the strike.

"If there is a long strike, a Universal and United Artists will be the only companies supplying pictures to the theaters. That's all right with me. We have plenty of it. We could increase our output.

Rackmil described his negotiations as "calm, cool, mutually satisfactory.

"I told them," he said, "when a strike would be a bluff and relations between large actors of an unusual situation. In the case of the big screen, the real stars aren't at all the guild has to look out for. They are lots of little people, too."
SPG-TOA Talks
(Continued from page 1)

Ad Set in Columbia Home-Building Tie-Up

Columbia Pictures’ $6,500,000 promotion tie-up with 21 home-building manufacturers and associations centered around Richard Quine’s “Strangers When We Meet,” already has resulted in 28 pages of national advertising being set. Budget for the campaign is expected to reach $3,000,000 for national advertising alone. Ads will be taken in most of the top-circulation magazines and trade journals.

Blueprints for the gigantic ad campaign were worked out at a Chicago meeting with the manufacturers.

‘Breed’ Boys Today

PHILADELPHIA, Mar. 3. — “This Rebel Breed,” Warner Bros. release, will have its world premiere tomorrow at the Shubert Theatre here. A Hollywood contingent connected with the production will make on-stage appearances at four shows, beginning at 1:30 P.M. and concluding near midnight.

‘Eve’ Next

(Continued from page 1)

also reports that the Soviet film, “Circus Stars,” will open its U.S. run in Washington on March 9. Distributed in the U.S. by Paramount, the film will bow at an invitational premiere to be attended by high-ranking U.S. and Russian officials.

Informal reports on two Russian films now playing in the U.S. have reached Shelton. He has been told by Warners and Columbia—who gave no figures—that the reception of both “The Cranes Are Flying” and “Swan Lake” have been extremely good.

Showings of the Russian films have for all practical purposes been free of any demonstrations of anti-Soviet feeling, though Shelton mentioned that he had heard that there was a letter of protest in the New Orleans area. In Shelton’s opinion, the absence of incidents is attributable to the “honest belief of thinking Americans that there is a not advantage in getting U.S. films before the Russian people.”

Rising his comments, apparently, on the big box office success that is being enjoyed by “Marty” in Russia, Shelton says that there is no doubt that the public interest shown by the Russian people definitely indicates their desire to see American movies. He assumes that more Soviet films will be bought by U.S. firms as time goes on.
A STATEMENT OF FACT

We have negotiated a contract with the Screen Writers Guild and Screen Actors Guild.

We have done so with a sense of responsibility to our exhibitor customers, to our employees, to our stockholders and to the entire industry.

These negotiations would not have been possible without the same sense of responsibility by the guilds. It was a mutual spirit of goodwill, integrity and honest bargaining that made this possible.

Together we have taken a step forward to secure the future.

UNIVERSAL PICTURES CO., INC

MILTON R. RACKMIL
President
Columbia 26-Week Net $1,193,000

Columbia Pictures had a net profit of $1,193,000 for the 26 weeks ended Dec. 26, 1959, it was reported at the weekend by A. Schneckler, president. This compares with a net profit of $1,752,000 for the same period ended Dec. 27, 1958, which figure included, however, $2,622,000 representing profit on the sale of the company’s (Continued on page 6)

Two Suits Involving Film Sales to TV Begin Today

Two suits filed against industry companies by the Department of Justice, both involving the sale of films to television, are scheduled to get underway in New York Federal Court today in separate trials.

One suit charges six film companies with violation of the anti-trust laws through “block-housing” in selling pictures to TV. Defendants are Loew’s, Inc., C & C Super Corp., Screen Gems, Associated Artists, United Artists and National Telefilm Associates. Judge (Continued on page 2)

Telemeter Objective Told Public in Ads

Special to THE DAILY

TORONTO, March 6.—Telemeter’s new objective of 40,000 sets, which was reported to the trade in New York last week by Louis A. Novins, president, was announced here to the public Friday in full-page ads in each of the Toronto daily newspapers. The new target is 25,000 more than original goal.

Flick Sees Film Classification Bill as Beneficial to Industry, Other Groups

Special to THE DAILY

ALBANY, March 6.—The motion picture industry, educators, legislators, parents, and “even the lawyers” should all welcome the Younglove-Duffy bill providing for the state to classify films, in the opinion of Dr. Hugh M. Flick, presently executive assistant to James E. Allen, Jr., state education commissioner. Flick is a former director of the Motion Picture Division of the education department.

The bill in question provides for the Motion Picture Division at the time it licenses a film to classify it as "approved" for children attending the elementary and secondary schools in the state. The bill should be welcomed as a sincere, constructive attempt on the part of the legislators to give the industry guidance and support (Continued on page 2)
Classified

(Continued from page 1)

port for films which are both entertaining and educational," Flick said.

Evaluators would find the bill "a surprise to the established viewpoint," he explained, "in being an available and authoritative guide on good pictures." The bill provides for the Divi

sion to maintain a record of approved films and to disseminate it at places "authorized by the Board of Regents.

As for legislators, they should approve the bill "as a salve to the negative form of regulation into a constructive and positive one," Flick added. "Although the law in the past has been a very repulsive one," he pointed out, "the industry has matured and certainly a positive approach in the future is desirable.

Parents support such legislation. Flick declared, since it would allow them "to use valued judgments in the selection of films for their families and their children to patronize."

In addition to the invasion which is being continued, "should approve this bill which could not be contested from the constitutional viewpoint.

Two Suits Involve TV
(Continued from page 1)

Archie O. Dawson will hear this case with Louis Nizer as chief counsel for the defendants.

The other suit charges Universal Pictures, Columbia Pictures and Columbia's subsidiary, Screen Gems, with restraining competition in the sale of films to TV. This case will be heard by Judge William B. Herndon.

The "block-booking" suit was originally filed in the spring of 1957. The government charged the defendant film distributors forced TV stations to license their pictures in groups and contended that this violated the anti-

trust laws. It asked that the film distributors be required to license the TV stations on a picture-by-picture basis.

Second Case in April, 1958

The second case was filed a year later in April, 1958. The complaint said that the agreements between the three companies in August, 1957, whereby Screen Gems was given exclusive license for the TV distribution of over 600 pre-1948 Universal pictures for 14 years, eliminated Universal as a competitive factor in TV film distribution.

The government also alleged that the agreements were part of an illegal conspiracy to "fix prices" and eliminate competition between Columbia and Universal in the field of TV film distribution.

Both the film and television industries are watching the two suits with considerable interest as they could have far-reaching effects on the manner in which film distributors sell their product to TV.

Foreign Critics Cite 'Anne, 'Room, '400'

"The Diary of Anne Frank" (20th-Fox), was named best American film of 1959, "Room at the Top" (Col.

umbia) was named best British film; and "The 400 Blows" (Zenith), best foreign language film by the Film Critics Circle of the Foreign Language Press. The awards were announced Friday night in a radio broadcast over WNYC.

Other citations went to Paul Muni as best actor in "The Last Angry Man" (Columbia); Arlene Dahl, best actress for "The Nun's Story" (WB); Ingmar Bergman, best director, "Wild Strawberries" (Janus); Stanley Kramer, best producer for "On the Beach" (UA); and Paddy Chayefsky, best writer, for "Middle of the Night" (Col-

umbia).

Gothrob Preludes

Sigmund Gothrob, executive secre-
tary of the Film Critics Circle, presided over the programs, and the awards were presented by Dr. Nathan Sword, president of the Circle and film editor of the Jewish Day Journal; James Vannes, of the Greek National Herald; and Wladimir P. Zoubkoff, editor of the Polish daily, Nowy Scow.

At the Goodman, advertising director for 20th Century-Fox, accepted the certificate for "Dana." Pepper, vice-president of Continental, accepted for his organization, and Dan-

iel Frankel, president of Zenith International, received the award for Zouh.

Glenn Miller" to Palace
Here, Also Golden Gate

Universal-International will launch the national re-release of "The Glenn Miller Story," with East and West premiere engagements at the RKO Palace Theatre in New York starting March 22, and at RKO Golden Gate in San Francisco on Wednesday, March 23. This will be followed by a series of key city eng-
gagements, from coast to coast, announced at the weekend by Henry H. "Hi" Martin, vice-president and general sales manager of Universal Pictures Company.

Re-Equip S.L.C. House
For 'Ben-Hur' Opening

SALT LAKE CITY, March 6—In-

ternational theatres will install new equipment, from top to bottom, in the Centre Theatre for the roadshow eng-
gagement of "Ben-Hur," which opened last week for an unlimited eng-
gagement. John N. Krier, Interna-
tion vice-president and general man-
ger, said the new 70mm Eumirau
sound-and-screen, color, stereo-
phonie sound and the largest screen in the Intermountain area.

SITUATION WANTED

Executive Secretary. 23 years exp. in film business. Address confidential. Box 38, MOTION PICTURE DA

1270 Sixth Ave., N.Y. 20
OUR PHONES HAVE GONE CRAZY!

The reason is simple. We have been overwhelmed by a flood of phone calls requesting service since we inaugurated Telemeter last Friday. Also, we’ve had a gratifying number of calls just to say “thank you” for bringing Telemeter to Etobicoke.

The public’s response to Telemeter has been beyond anything that we had anticipated.

It seems that the excitement began to spread when neighbors told one another...“they’re playing ‘THE NUN’S STORY’ that just got nominated for the Academy Award, and ‘JOURNEY TO THE CENTER OF THE EARTH’ with Pat Boone, the same pictures that are playing at the neighborhood theatres.”...“no commercials, and imagine seeing a picture from start to finish without a single interruption!”...“the price for the whole family is the same as the price of one movie ticket.”...“they’re going to show the whole Maple Leaf game from Madison Square Garden Sunday night!”

Your enthusiasm has been tremendous. For this, we thank you. It has also created some problems. For this, we ask your understanding and patience.

We shall try to meet the extraordinary demand for Telemeter as soon as we possibly can. We are accelerating our installation program. We are expediting shipment of materials. We are expanding every phase of our operation.

As soon as we catch up with the backlog, we plan to enlarge our present cable system to cover an area of 40,000 homes in West Toronto.

We launched a new medium of entertainment Friday. We are confident that what we pioneered here will bring added dimension and enjoyment to television viewers as Telemeter spreads everywhere.

FAMOUS PLAYERS CANADIAN CORPORATION, LIMITED

John Fitzgerald, C.B.E.
PRESIDENT
Television Today

SEC, Skiatron Seen Near Stipulation: Capital Hearings Resume Today

By E. H. KAIN

WASHINGTON, March 6.—Implications of the proceedings by the Securities and Exchange Commission against Skiatron Electronics and Television, Inc., are becoming clearer. The hearing, which has already been scheduled to resume tomorrow, within a day or two it is hoped that attorneys for the government and for Skiatron will be able to work out a stipulation which will spell out the business problems of the company. Meanwhile, the SEC has continued through March 16 its suspension of all trading in the firm's stock.

If a stipulation can be reached, it will in all likelihood be a statement of agreement on facts, not a compromise settlement. Many lawyers expect a stipulation to greatly shorten the proceedings by eliminating the need to call witnesses whose testimony would, SEC hopes, prove its contention that Skiatron's current registration statement contained "deficiencies of a serious nature" which made investors unable "to make an informed analysis" and "understanding" of the worth of Skiatron stock upon the basis of published information. The stipulation concerns the disposition of 105,000 shares of stock available to Matthew M. Fox.

Has Been Carefully Studied

It seems clear that if a stipulation can be reached, it will have to include material adverse to the company. The proposed document, read into the record at the hearing on Feb. 25, has been reviewed by government attorneys. The company's lawyers have had some consultation with the SEC officials, but it is by no means certain that they will agree to the stipulation when it is presented.

If agreement cannot be reached, the government will call as witnesses people who bought stock from the company's president, Arthur L. Levey, under letters of investment, from U.S. representatives of Swiss banks that handled Skiatron stock that went overseas, and probably from a member of the brokerage firm that was the specialist in Skiatron stock on the American Stock Exchange.

Another completion of proceedings before examiner Hislop, he will write a proposed opinion for the SEC itself. This will be reviewed, then adopted, modified, or rejected by the SEC. If the final SEC opinion should prove to be adverse to Skiatron, the company can appeal to the courts.

Jean Dalrymple Named Telemeter Producer

Mrs. Jean Dalrymple, well-known producer of theatre, opera, and ballet, and presently director of the theatre and ballet companies of the New York City Center, was named as an executive producer at the weekend for the International Telemeter Company.

Louis A. Novins, president of Telemeter, said her appointment was the beginning of the signing of "important creative personnel" to produce Telemeter programming. Telemeter was launched in Toronto weekend before.

Novins said that "apart from current motion picture and important sports events, Telemeter will provide a variety of programming. Miss Dalrymple is now working on a number of exciting projects about which announcements will be made in the near future," he added.

Business Recovers

(Continued from page 1)

one-quarter to one-third at midtown first-run houses last Thursday, were rising at the same rate Manhattan's streets were being cleared for pedestrians and vehicular traffic. Theatre customers in Long Island, Westchester and New Jersey were returning downtown after the virtual isolation forced upon them by New York's worst snowstorm in decades that had stock available to Matthew M. Fox.

Thursday's figures follow:

At the Criterion, "Suddenly, Last Summer" took in $1,500. The same film, playing day-and-night, grossed $423 at the Sutton, "One Man in Heaven," did $1,205 at the Forum and $1,206 at the Trans-Lux 52nd Street. "The Mouse That Roasted" was cut down to $195 at the Guild. At the Trans-Lux Norwood, "The Swan Lake" grossed only $127.

"The Last Voyage," at the Capitol, dipped below $1,000 Thursday. "Ben Hur," at Loew's State, recoiled to $1,885. At the Palace, "Sink the Bismarck!" held its own, bagging $2,400. At the Music Hall, "Home From the Hill" grossed $8,100 in its first day.

Stipulation Accepted

(Continued from page 1)

Lloyd H. Burke accepted without comment a stipulation prepared by Robert D. Raven, Embassy counsel, and signed by attorneys for both sides, which now leaves the court unlettered to study the transcript of the testimony of the 1958 trial heard by the late Judge Edward P. Murphy and hand down a decision.

Raven obviously made a concession to the defense in the drawing up of the stipulation in a desire to expedite a verdict.

While the voluminous transcript of the 1958 Murphy trial covers a span of 65 court days which started March 24, 1958, and calls for a lengthy study by Judge Burke, the latter has indicated that, even while the case was being delayed many months

The Telemeter Ad

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Telemeter Ad

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A. C. E. in Bid for Strike Delay

(Continued from page 1)

Complaints from exhibitors some bookers are either too "lazy' or have been ordered not to "see if they can open dates for exhibitors." We reply to such exhibitors, it says, for "For you there won't be a for five or six months." It follows that this attitude sometimes is with respect to pictures that already been on release from six months. "It is encountered sufficiently as to suggest a deliberate to relegate many theatres to a class below their community, with inevitable loss of revenue to and exhibitor alike.

Appeals to Sale Officials the kind of waste the industry or affords. Sales heads should take look to discover the reasons the last and put an end to, especially if it means that exhibitors are either not are not able to detect and early to other exhibitor reports, bulling says small theatre owners it the attitude of some salesmen to call with your theatre," or some is in the attitude of exhibitors that in contumacy cannot break even, rate make a profit, or terms ded- ded. They are told to close their heads, then.

Stresses Exhibitors' Importance We submit," says E.D., that "can attitude is a basic cause of lack industry in the exhibitors, who few dollars in a lot of people, for that is part of their business. They have influence in state legis- and in Congress, on which the industry must rely. If they become people they are the ones who made possible the winning of the admissions tax fight, industry calls on them when the threat of censorship is making these men's backs by vitriol, by discriminating against them, by refusing them cooperation, and by Jamming unrealistic their down their threats are very bad news.

Letters Equity Voices Strike Support

- Council of Aetors Equity Assn. a request of Ralp Bellamy, cent, adopted a resolution on giving its full support to Aetors Guild in its deadlockations with production com- mumns the outcome of the dead- be most important to per- is all the entertainment the Equity resolution in- s A.E.A. members "not to ac- employment in the jurisdiction of G.C. without the later's specific- ization and approval of their act.

Richard MAREK in the March "McCall's" says "Who Was That Lady" is wild, uninhibited, outland- ish farce. Its one purpose is to make its audience laugh, and it succeeds admirably. It is the funniest sequence in the funniest picture this year, and it proves the art of farce is not dead."

In William K. Zieger's "Life" Feb. 29 article, which suggests that censorship of motion pictures is a family responsibility, a number of photos from films now in release, were used to illustrate his point.

Dramatic scenes from Otto Franke's "Anatomy of a Murder," Joe Mankiewicz' "Somebody Last Sum- mer," "It Started with a Kiss," and "North by Northwest," were used by Life's editor to give the story pictorial appeal.

Shirley MacLaine, the delightful and talented star of "Can-Can," was the full color cover girl on the Feb. 21 issue of "The Week."

Frank Sinatra, who is co-starred with Shirley in this new 20th-Fox, Todd-AO musical, has written an article for the same issue explaining why he thinks that MacLaine is the best comedienne in motion pictures.

"Please Don't Eat, the Daisies," selected by "Redbook" as the picture of the month for March, is the movie version of the best-selling book by Jean Kerr, the mother of four lively boys and wife of Walter Kerr, drama critic of the New York Herald-Tribune.

"The 400 Blows," Zenith's brilliant French movie about a 12-year-old boy who was suddenly no longer goes to school because of factors over which he has no control, receives a laudatory review from Edwin Miller in the March issue of "Seventeen."

A striking color ad on "Home From the Hill," appears in the March 15 issue of "Look."

"Chanee Meeting," the new Paris- mount release, received a laudatory review from Ruth Harbert in the March issue of "Good Housekeeping."

"The Snow Queen." U-I's full color cartoon feature based on Hans Christian Andersen's famous fairy tale, was awarded the family medal by "Parent's" magazine for March.

Walter Haas

end of a picture, and eliminate the gamble of whether or not the film will be profitable. This contribution, again in fairness, might be matched by a much smaller percentage of whatever fee the witter, actor, producer or director would receive for services.

National Pre-Selling

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Brig. Gen. David Sansoff, chairman of the board of Radio Corp. of America, on Thursday will receive from the Radio and Television Executives Society that organization's first Gold Medal Award for Outstanding Achievement in Broadcasting. General Sansoff will be cited for "contributing more than any other individual to the growth and development of the radio-television-electronics industry."

Walt Disney will serve as an honorary chairman for the 10th annual observance of National Sunday School Week, Apr. 11-17, sponsored by the Lausman's National Committee, Inc., New York, in behalf of organization.

David E. Parrish has been named manager of the State Theatre, Columbus, S.C., succeeding John Greger, who has moved to the Ritz Theatre there as assistant.

Mrs. Billie Hester, formerly with Martin Theatres, Atlanta, has joined the staff of Capital Releasing Corp., in that city.

Bay Starr, radio and TV advertising technician for Florida State Theatres, Jacksonville, has won an award from the National Freedom Foundation for a series of syndicated newspaper columns which he wrote prior to his joining FST.

Seymour Mosse, who in the past has served in managerial posts for M-G-M in various European countries, has been elected president of Peerless Travel Bureau here.

Alex Pedro, who operates the Family Theatre in Dolgeville, N. Y., is reopening the St. Johnsville Theatre in Johnsville, N. Y., with the aid of local merchants. The house has been dark for two years.

Tom E. Johnson is the new owner of the Gray Theatre, Gray, Ga., having acquired it from its former owner, J. W. Balkom.

Barbara "Sunny" Greenwood, Universal booker in Jacksonville, was the winner of this year's Costume Contest conducted there by Women of the Motion Picture Industry. She wore a barrel, held up by leather straps.

Tom Lucy, head of Exhibitors Service Co., Atlanta, has taken over the buying and booking for the Skyline Drive-In Theatre, operated by H. J. Cleveland.

Tent 35 Luncheon

New York Variety Club Tent 35 has scheduled a special dinner and luncheon for members on March 16 at the Hotel Astor. Discussion of future plans of the Tent now being formulated is on the agenda.

Twentieth Century-Fox began the first of its nationwide seminars devoted to community relations and showmanship at the home office on Friday with Charles Einfeld, vice-president, in charge. He is shown here explaining the advertising campaign for "Wake Me When It's Over" to the assembled advertising representatives who heard Rodney Fox, director of exploitation, and Tect Carle, special representative for "Wake Me."

Columbia Net

(Continued from page 1)

laboratory facilities on the West Coast.

The Schneider announcement pointed out that beginning with the current fiscal year all advertising costs are being amortized on a table basis released since the start of the current fiscal year instead of writing the same off as a current operating expense, as heretofore. "This procedure now conforms with the general practice in the industry," he noted.

As a result, approximately $2,500,000 net has been added to inventory and will be written off on an amortization basis, Schneider said.

In the 26-week period for both years no federal income tax provision was required based on the fact that the company carry forward available to the company from prior years.

Earnings per share of common stock for the 1959 period were 85 cents as compared with $1.29 in 1958. Earnings for both years were based on the 1,270,350 shares outstanding on Dec. 26, 1959.

Glen Alden '59 Net Income at $3,623,583

The Glen Alden Corporation at the week ended reported consolidated net earnings of $7,401,275 on sales and operating revenues of $110,229,730, equal to $4.32 per share for the year ending Dec. 31, 1959. Glen Alden is the parent company of RKO Theatres.

The earnings, after depreciation, depletion, and amortization of $4,242,435, include $3,635,075 from the sale of real estate properties. Net income before special items amounted to $3,623,583.

Glen Alden Corporation and List Industries were acquired on April 21, 1959. No comparable figures were published for 1958. Because of previous losses no federal income taxes apply to Glen Alden's earnings.

Industry Heads Will See "Can-Can" Here

The showing of "Can-Can," in Todd-AO, a formal black-tie affair tomorrow night at the Rivoli Theatre here, will bring out many industry leaders. The event, which precedes the official Olympic Film benefit by one night, will be hosted at the theatre by 20th-Fox president Syros P. Skouras, producer Darryl F. Zanuck, vice-president Charles Einfeld, and general sales manager Alex Harrison, among others.

Top Officials Attend

Attending the industry show for the production will be Si Buchman, Barney Balaban, Joseph Vogel, Sam Rinzler, Arthur Krin, Robert Kintner, Ed Hyman, Leonard Goldenson, William and Richard Brandt; Russell Downing, Walter Rheade, A. Montague, Harry Mandel, James Velde, William Heineman, Ruhe Jacker, Ben Kalmanson, Henry "H" Martin, and many others.

Virginia Sunday Laws Measure Is Approved

Special to THE DAILY

RICHMOND, Va., March 6. — A Senate committee has approved a House-passed measure tightening Virginia's Sunday closing laws. The committee (Counts of Justice) backed on amendments, however, exempting wholesale food warehouses, ship chandlers and the sale of newspapers and magazines from the prohibited Sunday activities.

As passed by the House, the bill sponsored by Delegate Roy Savage of Norfolk, amends the state's present blue law by listing the items which can't be sold on the Sabbath, such as jewelry, hardware, clothing and furniture. The committee killed a similar Senate bill sponsored by Senator George Aldhizer (Harrisonburg) and others, prohibiting the sale of certain items on Sunday.

Tie Vote to Be Broken

A tie vote between two of the directors also will be broken at the election meeting to make up the missing board.

The Chasers

Gaston Hakim PRODs.

The original idea of showing young men in search of romance, Paris streets could have made amusing picture entitled with lightening glimpses of Parisian life, illustrative of how and when young men and women of the city entertain and each other, instead of the usual celestials, seldom used, and often in bad taste. Its claim to attention is the present Jacques Charric, Brigitte B. buschard, in a good performance one is sure not to be missed. He is a reasonable actor for whose talent the imaginative script is no match, part of the French industry's $1 million wave, it is a good account for a ripple.

Charric, a young man who way with women, teams up Charles Arnaud, one who has attraction whatever for the opposite sex, in a Saturday night scene pick-ups. Their trail brings them contact, either welcome or unwelcome, with a variety of both and improper young ladies in the songs of Dany Robin, Dany Carriella Blain, Veronique Nordey, Sont, Inge Schonander, Adouk, Nicole Berger and Melinda Le to give you an idea of their passion and variety.

Top narcotics are positively take place against the prosaic grounds of some of the least fascinating and unexciting sections of the town. In the end, the unattractive couple has found a romantic pose while the ladies man's wind even alone.

This is strictly for specialties and may not be run.

Running time, 75 minutes, classification.

New Directors Named

For Intermountain

Special to THE DAILY

SALT LAKE CITY, March 18. — The board of directors named for the recently organized Intermountain Motion Picture Club, will meet to to elect officers.

Directors named are Keil branch manager of Warner Bros. Durs Datner, who operates the theatre in Montpelier, La., and Louis John Quinlan, city manager for National Theatres Ellis Everett, of the Drive-In Drive-In's Department; C. B. Wade; Univer Exchange branch manager; Al Swanson, salesmen for Paramount; John Lloyd, Twentieth Century branch manager; Tom Phipps, universal; Don Tes, Artists branch manager, and Foster, Paramount branch manager.

Tie Vote to Be Broken

A tie vote between two of the directors also will be broken at the election meeting to make up the missing board.
TONIGHT
The Industry Puts On Its
BLACK TIE
for

The Class
Of The Industry
in TODD-AO
from 20th!

Hearing on Changes in Minimum Pay
Deferred in House to ‘Indefinite Date’

By E. H. KAHN
WASHINGTON, March 7.—The House Labor Committee has deferred until an “indefinite date” its hearings on changes in the minimum wage law.

When Secretary of Labor Mitchell testifies—he is expected to be the administration’s lead-off witness—it is believed that he will not request any specific increase in the minimum. He will, however, repeat the administration’s request for broader coverage of the Federal wage law.

Secretary Mitchell has already re-
(Continued on page 6)

Must See ‘Crack’
From the Start

Darryl F. Zanuck is determined that audiences everywhere will see his new suspense film for 20th-Fox, “Crack in the Mirror” from the beginning—or not at all.

Ads for the film will contain this statement prominently placed: “Be-
(Continued on page 6)

U. S. Delegates Meet
Press in Argentina

By MARTIN QUIGLEY, JR.
BUENOS AIRES, March 7.—The American delegation to the Argentine International Film Festival held a press conference here today at which
(Continued on page 3)

Sinatra, Sidney Sign
IA Asks Double
Residual Pay
Of Other Guilds

Move Is Seen Unfriendly
To the Position of SAG

By SAMUEL D. BERNs
HOLLYWOOD, March 7.—The International Alliance of Theatrical Stage Employees—the IATSE—is demanding payment of twice the total amount which an employer will pay to all other guilds and unions from the same of any post-1948 films to television.

The report that Frank Sinatra’s Dorchester production “Ocean’s Eleven,” which is being made for Warner Brothers release, and the George Sidney International-Pasa Internationale production of “Pepe” for Columbia Pictures release over weekend were the first to sign the IATSE agreement was confirmed today by George Flaherty, head of local IATSE office.

Signatures were demanded of the two independent producing companies when it was learned salaries for production personnel was being billed (Continued on page 6)

AMPP Strike Attitude
Summarized by Boren
From THE DAILY Borens
HOLLYWOOD, March 7.—Charles S. Boren, executive vice-president of the Association of Motion Picture Producers, today stated in an “open question session” at AMPP headquarters that “the Screen Actors Guild strike is a failure—a failure on both sides.” He added the assertion that it would be a long, indefinite strike, with no (Continued on page 6)

Classification Hit by
MPA in ‘Fact Sheet’

Classification of films by the state as to their “suitability” for children and adolescents is attacked as giving censors “a new and arbitrary power of judgment” by the Motion Picture Association in a “fact sheet” mailed (Continued on page 2)
Pa. ACLU Attacks New State Censorship Laws

The American Civil Liberties Union of Pennsylvania has attacked the state law re-establishing film censorship as "dangerous and unconstitutional."

In a statement the ACLU affiliate reiterated that it has no objection to a properly-drawn criminal statute punishing the exhibition of obscene films. "The Legislature is justly passed such measures, and they are adequate to protect the people against obscenity. ... ACLU is concerned that this completes the scheme (the new law) out, as they have thrown out ... almost every censorship bill that has come before it in the past quarter century."

PAC--Restrain--Stressed

The ACLU group, in announcing that it will support the legal tests now in the courts, pointed to the "practitioner restraint effect of the statute. While the law calls for a board injunction after a single showing of the film, the ACLU emphasized that film exhibitors, because of their financial investment, would seek approval of the board before risking public release.

Hearings in a suit filed by 20th Century-Fox, acting for all major distributors, attacking constitutionality of the film control act will be held in Harrisburg today. A week after suit, filed by exhibitors, is pending.

Alaskan Distributor

Expands, Diversifies

Special to THE DAILY
ANCHORAGE, Alaska, March 7--Pictures, Inc., pioneer Alaskan distributor, has announced a program of expansion and diversification centered on acquisition of part-ownership of television stations and three Alaskan radio stations.

Pictures, Inc., has engaged in 16mm film distribution in Alaska since 1939, the firm, with offices here and in Portland, Los Angeles, Philadelphia and Pittsburgh, has announced.

Einstein--Pointed out that the series, introducing a bevy of new cartoon characters, opens up possibilities for producing merchandise in the form of a "commodity" on a national level and theatrical distribution.

Einstein is president of Pine Arts Films which released last year's Academy Award-winning Japanese film "Samurai." He also holds the foreign distribution rights to the Pine Thomas package of 25.5 Paramount feature films. He has been active in the field of international film distribution for the past 10 years.

Emanuel Gets "Nurse"

David Emanuel of Governor Flinders here has acquired the U.S. distribution rights to the British production, "Carry On Nurse." Emanuel has appointed Seymour Borde of Los Angeles as his distributor for the 11 western states.

Classifying Films

(Continued from page 1)

yesterday to every member of New York City's Better Theatres and Assembly on several bills which would authorize film classification have been introduced in the New York legislature.

Entitled "A Wolf in Sheep's Clothing . . . Motion Picture Classification by State Censors," the sheet examiners five theories proposed by the act rates as "novel and preposterous" and asks arguments to answer them. The title includes the proposition that classification will help reduce juvenile delinquency and suggest that if the parents do not review all films, they need some body to assist them; that classifications "ratings" will be objective, accurate and authoritative; and that classified films "suitable for children" would be assurance to parents that the films were good for their children.

"Facts" Presented

All of these theories are atta "facts" pointing out that a foreign countries where classification has been operational for years still high rates of juvenile delinquency; that the national organizations are rating films and list are published in a number of national publications; that classification rates are highly variable and often con- cious educators would presume make blanket judgments on "film fare" for all children.

U.A. 2-Day Sales Meets

Starts in K.C. Today

A two-day series of sales meet in Kansas City will be held, start today, by James R. Veleke, United's vice-president in charge of domestic sales. The meeting is the la series of Continental conference formulate regional distribution terms for U.A.'s $125,000,000 pro program.

A fitter, UA Western division manager, will participate in the the sales. The conference which will be tended by Mike Lee, Midwest trict manager; Ed Stevens, St. T branch manager; Ralph Ana Kansas City branch manager, and sales and booking staffs of K. City exchange.

NEW YORK THEATR
Memphis Censors Ask City Ordinance To Bar Children from 'Adult' Films

Special to THE DAILY

MEMPHIS, March 7.—The Memphis board of censors has asked City of Memphis to pass a city ordinance giving it the legal authority to bar children from certain films. The board feels such films are suitable for adults only. Mrs. Judson McKellar, in a letter to Mayor Henry Loeb, asked that a law be passed to put teeth into a finding by the censors that certain films could be shown for “adults only.”

Mayor Loeb indicated he favored such a law and will consult the city legal counsel as to the constitutionality of the city's findings to see if it can be done. At present censors recommend films for “adults only” but there is no law giving the board such authority.

Mrs. McKellar said she thought theaters would like it “since it would give them legal grounds for keeping children out.”

The Memphis censors have also asked Mayor Loeb to increase the board from five to seven members so the members would not have to see so many films. The mayor said he would do this since board members served without salary.

Meanwhile the censors have started “decommaund” to the public that it stay away from certain films which the board does not think are proper ones for adults or children to see. The first two films recommended for public boycott by the board are “Jack the Ripper” and “The Strangers of Bombay.”

The censors recently were told by the city attorney, Frank Gianfrotte, and the city manager’s attorney, William Goodman, that they have little—or no legal rights—in banning films under recent Supreme Court decisions.

Name Picker

(Continued from page 1)

Max E. Youngstein and as executive vice-president of United Artists Records, he will continue his duties with the record company, which is headed by Youngstein.

Picker is the son of Eugene Picker, president of Loew’s Theatres, and the grandson of the late David V. Picker, pioneer exhibitor and vice-president of Loew’s, Inc.

Canadian Church Group Hits Sunday Telemeter

Special to THE DAILY

TORONTO, March 7.—The Lord's Day Alliance here may bring action against the operators of Telemeter. The Alliance spokesman, Rev. A. S. McGrath, said today he contemplates Telemeter—when operating on a Sunday—breaks the Lord’s Day Act and is actionable. Said Mr. McGrath: “We are considering all the implications of pay-TV to see if action will be taken.”

Mr. McGrath said he believes ordinary television and radio also break the act. He said he is in favor of “certain measures,” but the act because of the common acceptance of television and radio on a Sunday.

The minister added that theatre owners might object to Telemeter because they cannot show movies on Sunday while Telemeter can.

A spokesman for Telemeter said they regard it in the same light as standards and practices.

Only one province in Canada—Quebec—allows Sunday exhibitions.

Al Young Is Dead

MONTREAL, March 7.—Al Young, president of Associated Screen Industries, died last week at his home in Miami Beach. Funeral services were held there.

N. Y. Papers Appraise Telemeter in Canada

The Telemeter operation in Etobicoke, Ont., came in for favorable attention in the New York Times and the Wall Street Journal yesterday, with writers for both papers having nice things to say about Pat Quigley’s TV system, while at the same time raising some questions about the future.

Jack Coul, television editor of the Times, called it “a treat,” and “an unusually different experience in home viewing,” to get TV entertainment without commercials. He is “totally impressed, however,” he wrote, “was how often a set owner might be willing to pay $1 for a night’s diversion that he now receives free of charge in shows financed by sponsors.”

Gould noted, too, that the new wide screen films are not best adapted to TV, saying “sometimes a central character blushes talking was out of the picture entirely,” because of the limitations of the small, home screen.

Kenneth F. White, writing in the Wall Street Journal, quoted some enthusiastic Telemeter subscriber interviewed in Etobicoke, but reminded, “the Telemeter people face a number of hurdles.” One, he said, is the economic one, making it pay; another, programming which can compete successfully with free TV and hold the subscribers.

“The fact that Telemeter was launched in the winter,” he said, “may be a reason for part of its problems. Will folks be as eager to stay home in the summer to watch it as they are these cold days?”

Tom Wade Dies

EL PASO, Tex., March 7.—Tom Wade, newspaperman in U.S. Army’s Boulevard, is dead. He formerly was manager of the Bell Drive-in, Durango, Colo.

Court Scolds

(Continued from page 1)

named in the suit are Loew’s, Inc., (MGM), C & C, Screen Gems, Associated Artists, United Artists and National Telefilm Associates.

The government, led by its chief counsel, said it planned to call about 50 witnesses today. Most of them had been brought here to confirm signatures appearing on the official lists the government entered as exhibits in suit.

However, after the fifth witness was called Judge Dawson ordered the government to “stop wasting time with insignificant bits of information,” and proceed instead with examination of substantive witnesses. Louis Nizer, chief counsel for the defense, had sought to have the court instruct the authenticity of signatures on government documentary evidence.

The government moved closest to the fabrication of its case when it called to the witness table in U.S. District Judge Richard A. Hayes, president of the Washington Post Broadcast Co., which controls WTOP-TV, Washington, D.C. and WJXT-TV, Jacksonville.

Hayes testified that in 1956 he had been offered the entire package of 740 films from the RKO library by C & C, and in 1956 he was approached by Screen Gems which wanted to sell him several packages of 20 films each. C & C’s original 740-film offer was for exclusive territorial rights to the pictures, the prints to be delivered at a later date.

The conclusion of testimony from the fifth government witness—just preceeding Hayden to the stand, a rebuke from Judge Dawson. He said he was “shocked” by the government’s violation of the pre-trial order which stated that the first witnesses must testify in regard to all defendants or at least a number of them, not specific or solitary defendants.

Witnesses questioned during the morning session all had some hand in the purchase, programming or cataloguing of motion pictures for exhibition in stations around the country. The trial will resume in U.S. District Court here morning.

Eversharp’s Ettinger

On Technicolor Board

FROM THE DAILY Bureau

HOLLYWOOD, March 7. The election of Edward E. Ettinger to the board of C & C, Screen Gems, Inc., was announced today by John R. Clark, Jr., president and general manager of the company.

Ettinger, as vice-president and director of Eversharp, Inc. He succeeds Murray D. Welch, who retired from the Technicolor board last week.
The big ones are advertised in LIFE • Movie makers invested 21% more advertising dollars in LIFE in 1959 than the next leading magazine and LIFE's editors devoted 37 more pages to the motion picture industry in 1959 than Post and Look combined • No wonder LIFE is the big one in movie selling and the big one for setting the selling mood for motion pictures • A sellout each week (32 million people-18,950,000 households) LIFE spins the plot for a family decision whether it's a new automobile or a solid evening's entertainment at one of the big ones!
U', Columbia, S.C.

TV Suit is Postponed

Trial in the Department of Justice suit against Universal Pictures, Columbia Pictures and Screen Genes, originally set to start in New York Federal Court yesterday, has been postponed. It would be terrible if the method of production and distribution were to change.

We are leaving the door wide open for European countries to become the beneficiaries of our production, curtailing our opportunity to portray Democracy and the American way of life throughout the world.

In the face of work is contrary to all economic principles.

"We are against residual payments of all kinds–we are willing to negotiate on everything except post-1948 and post-1960 pictures which may be sold to television."

"If pay-TV is successful, it will merely mean an extension of the box office. Many theatres will be eliminated as a result of pay-TV, and free TV has already shown its effect.

Sale of pre-1948 films to TV was instrumental in breathing health into the industry and provided funds for more production. It takes all our revenue to produce pictures and the doublet one's have to make up for the ones that lose. Therefore, no deal!"

"We are willing to have our activities work out a health, welfare and pension fund which would be equitable to the theatres and be enjoyed by other guilds and unions.

"Every issue can be resolved by hard bargaining, except second payments for post-1949 pictures," Boren concluded.

Levine Plans Wide-Scale
U.K. 'Hercules' Drive

From THE DAILY BUREAU

LONDON, March 7—Embassy Pictures’ "Hercules Unchained" will be launched in the United Kingdom with a saturation booking and lavish promotion similar to that used by Joseph Levine for his pictures in the U.S., the producer announced here today. He has been here for discussions with executives of the Associated British Circuit.

Levine will return to New York tomorrow and then come back to London within three weeks to set up the final distribution scheme for the film.

AMPP Attitude

(Continued from page 1)

(Continued from page 1)

meetings scheduled and no invitation to meet with the Federal Mediation Service, as indicated by SAG's willingness in a earlier report to use that agency.

Boren also made the following comments in answer to questions by reporters:

"The future of the motion picture industry revolves around the staff, facilities and means provided by the post-war period. It would be terrible if the method of production and distribution were to change.

"We are leaving the door wide open for European countries to be the beneficiaries of our production, curtailing our opportunity to portray Democracy and the American way of life throughout the world.

"In the face of work is contrary to all economic principles.

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Levine will return to New York tomorrow and then come back to London within three weeks to set up the final distribution scheme for the film.
Court Again Asks Speed-Up of U. S. TV Film Block-Booking Trial

By SAUL OSTROVE

Judge Archie O. Dawson said in New York Federal Court yesterday that despite exhaustive and repetitious testimony by the government's first major witness in its television "block-booking" anti-trust suit against six film and television companies, he was unimpressed by the government's presentation of its case.

Although he was vocally impatient with both sides, Judge Dawson refused to strike from the record the day-long testimony of John S. Hayes, president of the Washington Post Broadcast Co., which controls WTOP.

(Continued on page 10)

Hudson, Doris Day Tops In Foreign Press Poll

From THE DAILY Bureau

HOLLYWOOD, March 8 - Rock Hudson and Doris Day received top honors as "World Favorite Actor" and "World Favorite Actress," respectively, at the annual Golden Globe Awards Dinner tonight in the Ambassador's Coconut Grove, sponsored by the Hollywood Foreign Press Association. Sharing the spotlight in the winners.

(Continued on page 2)

Granahan Report Will Urge Industry To Do a Better Job of Self-Policing

By E. H. KAHN

WASHINGTON, March 8 - Chairman Kathryn E. Granahan (D., Pa.) of the House Postal Operations Subcommittee told Motion Picture Daily today that the group's forthcoming report on its hearings at which motion picture industry representatives testified will advocate that the industry do a better job of self-policing.

She said that the thought of censorship was far from her mind at all times, and that it is repugnant to her. However, the industry owes it to itself and to the public to exercise tighter self-control. Rep. Granahan cited "Suddenly, Last Summer" as a film about which she has had an impressive number of complaints.

The subcommittee's report is expected to be completed within the next few days, after which it will be printed and made available to the public.

Stating that she is "not a prude,"

(Continued on page 10)
PERSONAL MENTION

JEROME PICKMAN, Paramount vice-president, will return to New York today from Hollywood.

J. E. Levine, president of Embassy Pictures, will return to New York today from Rome.

EDWARD KINGSELEY, president of Kingseley International Pictures, has returned to New York from Florida.

JAMES H. NICHOLS and SAMUEL Z. ABRICK, heads of Academy-International Pictures, will leave Hollywood on Friday for Rome.

JAMES E. FREW, Continental Distributing Corp., southern division manager, Atlanta, has entered a local hospital for surgery.

JOSEPH GOULD, Paramount advertising manager, will return here today from the Coast.

JUDITH SUSAN JOSEPH, daughter of Irwin S. Joseph, president of Embassy Films and Modern Film Distributors, Chicago, was married at Forest Park, Ill., to THOMAS GARLAND THOMPSON.

Harold Fellows Dies

(Continued from page 1)

soon. He had returned to his office after lunch complaining from NAB headquarters to the George of shortness of breath and was taken to Washington University Hospital. Fellows, born in Andover, Mass., in 1890, entered the broadcasting industry as radio director of a Boston advertising agency in 1928, becoming commercial manager of WEEI in that city in 1932 and general manager in 1936. He was named president of the NAB in 1941 and chairman of the board in 1954.

gems of showmanship... SPECIAL TRAILERS by national screen service

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gar H. Faisal, Production Manager; TEL: Paramount Building, S. D., Los Angeles, TEL: Sunrise Telephone, Hollywood 1-2857; Samuel D. Beren, Manager; Telephone: Hollywood 1-2857; Washington, D. C.: Washington, D. C.; London: British Movietone News, Ltd., The Strand, London, W. 1; New York: Warner Bros., Inc., 601 Third Avenue, New York 16, N. Y.; Calcutta: Indian News, Ltd., 50, Circular Rd., Calcutta. PICTURE DAILY is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1276 Sunset Avenue, Rockefeller Center, New York 20, Circle Telephone, "Hollywood 4-4222." Address: "Quiggle, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Joel L. Brady, Secretary, Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times annually; Mercantile Millinery, each published 12 times annually; Motion Picture Herald, each published 10 times annually; Motion Picture Almanac, each published seven times annually. 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 for foreign. Single copy...
Constitutionality Test in Pa.

(Continued from page 1)

700 Exhibitors Order ‘Oscar’ Promotion Kits

Over 700 exhibitors have ordered Academy Award promotion and publicity kits from industry salesmen and joined the campaign to have Oscar help the industry in the first 10 days of the drive, according to James A. Velle, chairman of the Motion Picture Association sales managers committee.

Salesmen from the major companies are all working to enlist the support of exhibitors in the all-industry public relations program, spotlighting the awarding of the statuettes on television and radio on April 4.

The increase in theatre participation has caused National Screen branches which service the kits, to increase their orders. Los Angeles, which sold less than 50 kits last year, has already ordered 175. As previously reported, Dallas upped to order from 105 to 300, Cleveland from 90 to 150, Detroit from 50 to 100, and San Francisco from 175 to 200.

Orders have been received from company branches in 25 cities. This means the big metropolitan cities have not yet reported sales to New York. The cities not reporting are Boston, Buffalo, Detroit, New Haven, Omaha, Seattle and Washington, D.C.

In cities such as Los Angeles and Chicago, salesmen have not yet reported sales to New York. The cities not reporting are Boston, Buffalo, Detroit, New Haven, Omaha, Seattle and Washington, D.C.

IFDA, Casino

(Continued from page 1)

was made by Casino Film Exchange, Inc., before the Assembly ways and means committee had favorably reported the Senate act.

IFDA, through executive director Michael F. Mayer, endorsed the proposal as one which would help the motion picture industry, would provide the motion picture division with more than sufficient funds to operate, and would abolish an “antiquated” schedule of fees. The film industry has continued to suffer from adverse conditions, the letter pointed out. It was sent not only to the sponsors of the bill, apparently, but also to other legislators.

Casino Exchange, of New York, wrote Assemblyman Anthony P. Savarese, Jr., Queens Republican, a letter “clarifying” its position.

Casino, like many other handling foreign language films particularly, receives legal aid in the suits. According to the film exchange, the “suits” are not only being filed against all distributors, and all exhibitors, but also against all exhibitors who refuse to pay the additional costs of handling the prints. The email was not only being filed against all distributors, and all exhibitors, but also against all exhibitors who refuse to pay the additional costs of handling the prints.
A MILLION DOLLARS WORTH OF BUILT-IN PROMOTION!

125,550,000 READERSHIP!

As a best-seller, as a paper-back, in national magazines (chapters and excerpts in Reader's Digest, McCall's, Sat Evepost, Vogue, Harper's Bazaar, Ladies' Home Journal, N. Y. Times Sunday Magazine) and as a newspaper serial in 30 key papers.

AND TALK ABOUT PROMOTION!

$500,000 CAMPAIGN!

27 million Quaker Oats packages will contain ticket for "Please Don't Eat The Daisies" good for one child under 12 if accompanied by paying adult.

- ADS, TV SPOTS, KEYED TO EASTER RELEASE!

Life, This Week, Parade, Sunday Supplements, Sunday comics in 35 newspapers, ads in 45 newspapers in 34 cities, TV spots on 4 big shows over CBS, ABC. Plus nationwide store displays.

- And a special window card wherever Coca-Cola is sold across the nation. Just part of the Giant Promotion!
HAPPY EASTER AMERICA!

The funniest best-seller in years is the most hilarious big picture of the year. The wonderful scenes, the riotous characters, ten times as funny on film.
“CAN-CAN” IN TODD-AO HAILED AT SPECTACULA

“CAN-CAN” in Todd-AO, the sparkling 20th Century-Fox production based on the smash Cole Porter musical, bowed for the industry last night and the packed Rivoli Theatre received in addition to the star-studded international celebrity list, the top leaders of the motion picture world. Dignitaries and notables from exhibition and society joined the throngs at the Broadway showcase for the event. Crowds lined the surrounding streets hours before the premiere was set to begin. Major radio and television newscasters and photographers were present to record the scenes and interview industry leaders.

The industry premiere, the night before the official Olympic Fund debut, attracted a police estimate of 2,000 onlookers struggling to catch a glimpse of arriving luminaries.

“Can-Can” in Todd-AO premieres around the country with similar gala events, later this month.

Twentieth Century-Fox president Spyros P. Skouras greets Mr. and Mrs. Arthur as they arrive for the festivities. Mr. Krim is president of United Artists.

20th star Lee Remick and her husband, TV producer-director Bill Collier, are a happy pair at the gala. Miss Remick is the star of Elia Kazan’s “Wild River.”

Senator and Mrs. Jacob Javits add a note of Congressional splendor they greet the “gendarme” stationed at the Rivoli to keep an eye on record-breaking advance sale.

Mr. and Mrs. Skouras welcome the international opera star, Renata Tebaldi, whose return to the “Met” this year has been hailed by critics and public alike.

The well known husband-wife comedy team of Peter Lind Healy amused the freezing onlookers as they waited for the arriving celebrities.
Premiere for the Industry on Broadway

Vice-president Charles Einfeld chats with Mr. and Mrs. Simon Fabian in front of the gayly decorated Rivoli Theatre. Mr. Fabian is president of Loew Warner Corp.

Salah Hassanein, vice-president of United Artists Theatres, and Mr. and Mrs. Eugene Picker pose for the newsreel and press photos. Mr. Picker is president of Loew's Theatres.

Mrs. Silverstone, president of 20th Century-Fox International Corp., and Mrs. Silverstone were among the notables at the event.

Mrs. Spyros P. Skouras and world-famed Philharmonic and Metropolitan Opera conductor, Dimitri Mitropoulos were part of the celebrity group at the industry showing.

Mr. and Mrs. George Skouras were on hand for the distinguished bow of the Todd-AO production. He is president of Magna Theatres Corp.

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, was among the leaders of the exhibition world who attended the Todd-AO bow.

David O. Selznick, producer of "A Farewell to Arms," one of 20th's highest grossing attractions, hurried into the Rivoli to see "Can-Can."
Hollywood, March 8.—The Motion Picture Research Council, sponsored by the major motion picture companies, will be closed on March 18, Y. Frank Freeman, who serves as board chairman of the Association of Motion Picture Producers and the research council, announced today. Termination of the council, which is financed by AMPIC companies, was a result of economic pressure and uncertain conditions facing the industry. The shutdown will affect 14 employees, according to William F. Kelley, who has been the organization's executive director for the past 10 years.

AMPIC, in its present form as nonprofit California corporation, was founded in 1937 to act as an agency to centralize and coordinate the industry's research and development. From 1932 to 1947, the industry's research program was conducted by a branch of the Academy of Motion Picture Arts & Sciences, with financing also coming from AMPIC companies.

Publicists Assn. Seeks Jobs for Its Members

Hollywood, March 8.—Approximately 20 members of the Publicists Association, Local 818 of IATSE, dismissed because of the current Screen Actors Guild strike, will be offered to industrial, commercial, and newspaper offices in a circular letter being sent from the local to all possible sources of employment.

Exchange of Promotion

(Continued from page 1)

industry and persons who were saying grace for the film business, Selig urged a continuous exchange of ideas and a working relationship between showmen and various exchange areas.

Using each letter in the word "success" as pivotal points, the speaker said that exhibitors should (1) write out stigmatized showmanship, (2) aim at an upbeat upa, (2) cultivate consumer relationships, (4) stress chronic cleanliness, (5) have enchanting enthusiasm, (6) spread the zizzle, (7) maintain superior salesmanship.

"The movie business," he said, "needs thinkers today. Throw away the press books. You not only are the masters of your own destinies, in your own towns, but you are masters of your own advertising. Be front line citizens in your community."

Mayor H. Poe Battle of Kansas City gave the welcoming address at the luncheon and presented a proclamation to the convention-sponsoring group, the United Theatre Owners of the Heart of America.

The other principal business at the meeting at which attendance was around 530 was a business building session, conducted by R. B. Smith of Commonwealth Theatres.

MOTION PICTURE DAILY

Wednesday, March 9

Research Council Will Close Mar. 18

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British Group Forms Production Guild

From THE DAILY BUREAU

LONDON, March 8.—The formation of a Guild of Film Production Executives is announced with its object to include "promotion of the interests of selected members to ensure proper recognition of this section of the industry." The guild is also to exchange technical ideas and methods of production both nationally and internationally. In addition, it will arrange film shows, lectures, etc., in order to keep abreast of modern techniques.

Although the formation of the guild was originally proposed by members of the production management section of the Association of Cinematographers and Televison Technicians, this new body, it is pointed out, is not a section of the trade union.

A board of seven governors operate the guild and its first president is Fred A. Swann, with John F. Workman, secretary, and Adrian D. Worker as secretary. Initial membership will be limited, by invitation, to 40 members.

Triangle, Liggett

(Continued from page 1)

Service. The office will be located at 234 W. 44th St. here.

Liggett, Dollinger and Snapper said the merger will provide greater facilities, manpower and experience to serve exhibitor customers of both organizations. The organization is now serving theatres in New Jersey, New York, Connecticut and Pennsylvania.

"Lady" Big in 2 Dates

Ansar-George Sidney's "What Was That Lady?" opened to top business over the weekend in both Cleveland and Buffalo, Columbia reported. At the Allen Theatre in Cleveland grosses for the weekend (3 days) totaled $15,642. In Buffalo the Center Theatre reported a two-day gross of $11,633.

Pyle Leaves MGM

CHICAGO, March 8.—Following 30 years of service as the midwest director of publicity for MGM, Norman Pyle has retired. His successor to the position is Irving Tomback.

HOLLYWOOD, March 8.—Sophia Loren portrays a blonde hellion in this lavishly produced Western of 1880 vintage filmed in Technicolor. Miss Loren has several opportunities to display her figure in some colorful costumes designed by Edith Head, not the least of which is an occasional view of her in "pink tights."

She finds herself in the "rights spot" through her role of a Continental actress in a travelling show wagon company, owned by actor-director Anthony Quinn, whose repertoire features the 19th Century stage classic "Mazeppa," in which Miss Loren, playing the "boy hero," is lashed to the back of a horse that races around the audience and winds up on a stage treadmill, moving scenery.

This scene, repeated later in the film, provides an escape means for Steve Forrest, a hunted killer, as he is cornered on the stage of a theatre fixed up by Miss Loren for Quinn, whose show wagons were destroyed by Indians. Miss Loren, claimed by Forrest as his possession since she pledged herself in payment for a poker hand which she lost, used money she collected for Forrest from Ramon Novarro for the purpose of fixing the theatre.

Quinn, in love with Miss Loren, and jealous of the dangerous Forrest, finds the answer to everyone's satisfaction by putting a costume on Forrest and strapping him to the horse which enables him to dash out of the theatre and elude Novarro and his henchmen, who sought to complete a deal with bullets instead of cash.

Eileen Heckert as a stage mother-actress, and Margaret O'Brien, as the daughter whom she still considers a child, provide some of the lighter moments.

Edmund Love is also featured as a member of Quinn's troupe.

George Cukor's direction, and the screenplay by Dudley Nichols and Walter Bernstein, lean heavily on the production values supplied by producers Carlo Ponti and Marcello Giorosi for the film's major appeal.

Based on the novel, "Heller With A Gun," by Louis L'Amour, the film starts off with the familiar note of a travelling show keeping one jump ahead of the sheriff. Its best interest is obtained from the attraction of Steve Forrest to Miss Loren and his determination to claim her. Quinn wins Miss Loren in the fadeout in payment for his more sympathetic role. Running time, 100 minutes. General classification. Release, March, 1960.

Samuel D. Berns

Actors' TV Residuals Apa From U. S. Employment T

WASHINGTON, March 8.—Internal Revenue Service has given a TV film license to the Screen Actors Guild, the result of payments made to the APA in connection with licensing of the federal residuals on motion pictures not wages for purposes of Federal employment tax payments. Such matters to actors must, however, be handled by the recipients as part of their group structure. This money will be reported by the taxpayer in year of receipt.

IRS notes that this applies to the amounts distributed by the "received from the purchase of the license of television rights in, or the original producer of, the no pictures involved."

Gilds Meetin

(Courtesy from page 1)

rent strike of the SAG against major producers.

If such a formula can be reached and could conceivably pave the way for a quick settlement of the SAG vs. IATSE case, it is a matter of long term possibility. However, the meetings are still under way of the SAG's film production division and one of the major issues in the talks is the SAG's right to negotiate either the sale of the TV show or the sale of the film. The contract will be presented to the members of the SAG on March 12.

Gayle-Swimmer-Anthony

Gayle-Swimmer-Anthony Productions has signed actors Guild contracts of its charter members who have not signed new guild contracts.

Presley in Memphis

Memphis, March 8.—Elvis Presley has come home from the Army; he donned his civvies for the first time in two years. He will report April 1st to take up the television plan on which he will be Frank Sinatra's guest May 12.

Presley is scheduled for Panorama studios in May and Presley Pictures in June. He will make a picture for 20th Century Fox, C. Dombrowski, Tom Parker, his manager.
WHO VOTED FOR THE STRIKE?

The Screen Actors Guild polled its 14,000 members on whether it should strike theatrical film-making at the major picture studios. The issue was the guild's demand that actors be paid twice for one job.

5,899 actors voted for a strike and now thousands of studio employees are out of work.

Who REALLY voted for this strike, who wanted it?

According to the guild's own figures, some 22 per cent of its members do no acting work in any medium in a year.

What could THEY lose by a strike? What stake do THEY have in the future of our industry?

Are THEY the ones who voted for the strike?

By the guild's figures, 61 per cent of its members do not work in THEATRICAL motion pictures in a year.

What could THEY lose by a strike against THEATRICAL film producers?

Are THEY the ones who voted for it?

Also, by the guild's figures, 65.2 per cent of actors employed in theatrical films work only occasionally; many have other occupations and other principal means of livelihood.

What could THESE persons lose by a strike? What stake do THEY have in the future of our industry?

Less than 2,000 actors are in any sense regular employees of theatrical film studios; they receive most of the $35,000,000 the guild states its members earn annually from theatrical films.

How many of THESE voted for the strike?

Nearly 1,200 actors voted against authorizing a strike.

More than 7,000 did not cast ballots at all.

WHO DID VOTE FOR A STRIKE?

This ad is one of a series placed as an industry service by The Association of Motion Picture Producers.
**Swiss Bank**

(Continued from page 1)

to write a stipulation agreement concerning the affairs of Skiaton. This will doubtless include information concerning Skiaton of America, the company headed by Matthew M. Fox, that had an exclusive license to exploit the Skiaton system of pax-TV.

In testimony that left an implication that the secrecy of Swiss banking laws may be so strong that there are documents pertaining to such transactions within the reach of the U.S. Government, Rush explained how a total of 77,000 shares of Skiaton were delivered to the Swiss account. It was Adam's patent to 'instruct the Swiss-American for their accounts, and then turned over to various brokers on instructions from Switzerland.

**Transfer Tax a Factor**

In at least one case, transfers of shares from the accounts of Grande and Mirtle Postel. Robin testified to the question whether there had been a change of beneficial ownership, in which case a transfer tax would have to be paid. A document produced in evidence stated that "Mr. R. informed us that there is no change of ownership." Re was the specialist in Skiaton on the American Stock Exchange, although it is generally considered that neither the stock itself nor any funds had ever left the U.S., though control of it passed into the hands of the unidentified owners of the Swiss accounts. It was stipulated in the stock had ultimately been distributed to the public.

Bush testified that Levey had, on six occasions, delivered Skiaton stock to Swiss-American. When Levey testified, he said he recalled making only two such deliveries.

**Granahan Report**

(Continued from page 1)

Rep. Granahan noted that motion picture advertising at times leaves much to be desired. In the case of "The Naked Major," for example, he observed that the ads might be considered misleading. The picture itself showed the Goya portrait, "which is all right." Other ads, however, seem to be an effort to disguise the picture's content. The subcommittee's report is expected to take an appropriately severe view of so-called hard core pornography; which is not a product of the motion picture industry.

Printed copies of the transcript of the motion picture hearings before the subcommittee may be obtained from the Postal Operations Subcommittee, House Office Building, Washington 25, D.C.

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**Around the TV Circuit**

with PINKY HERMAN

LAST WEEK, when our talented Dick Gertner reviewed Robert Youngson's "When Comedy Was King" (20th Century-Fox flicker-clacker), he utilized words like "choice...first rate...remarkably, skillful...cheer...hilarious." Dick also wrote (quote) A word of commendation belongs to the players, in order for them to stand on their own. Getting them in such excellent condition has been no mean feat, (unquote).

Because everyone connected with this picture rated and were handled the poises with one exception, we deem it fitting and proper to add this unofficial line to the review. Eastern Effects, Inc. was responsible for the complete optical reduction dupe and the successful retention of the original quality to reproductions, (take a bow, Maurice, Sam, Max Levy). Back home in Hollywood is Kirby Grant, star of the "CBSky King" television series. His stint on behalf of the Cerebral Palsy Telethon in Miami was so well received, ways down there have it this way: "the way Grant took Miami."

...Steve Libby, Communications Counselors, Inc. execute back from a fortnight at their coast offices. Often featured in "U Steel Hour" segments and regularly CBS in "Edge of Night," Michael Strong will sub for vacationing Jack Klugman in the male lead opposite Ethel Merman in "Gypsy." Helped by the Welsh's "ABChampagne Lady," this Saturday is Barbara Allen, whose mother was one of the famous "King Sisters" and whose grandfather, Johnnie King, introduced Irving Berlin's "Alexander's Ragtime Band" when he was a minstrel show. Business is certainly this family's divine right of KINGS.

Some of ye fourth cataracts dropped into the Johnny Victor Theatre at Radio City Monday afternoon where, after a brief pause at the ginger ale and club soda table (there were other bottles of various sizes and shapes and colors) Kathleen & Arthur Murray previewed for us the 2-hour half-sage of the "Arthur Murray Party For Bob hope" which will be NBCalled March 15 and 22. We howled at the gags and quips, written by Bodily Arnold, J. Franklin Jones, Larry Markes, Jay Burton and Gig Young, and delivered by Hope's "contemptoraries. The very worthwhile "fight for sight" campaign will be enriched thru Bob Hope's donation of his entire Hundred Grand Fee and viewers will be rewarded with a fast-paced program of glamour, gags galore and guls. Could be summed up thusly: "An Arthur Murray Re-PARTTEE." For the 5th time Edith Head will serve as costume consultant for the "Oscar Awards" simulcast over NBC Mon., April 4. Edith has copped six of these emblems herself. She is the designer of the Nobel Award (9:30-10:30 P.M., EST) of "The Shape of Things" which will feature Auberon Davis' cartoons and illustrations. Incidentally, Handsome Jim Lucas, who turned in a fine job subbing for Hugh last week on "NBCenon" earned himself a nice contract by the net. Lucas is a product of WAFI-TV down in Birmingham, Ala. Merv Griffin just purchased a $150,000 home in Teecetown, N.J.

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**To Push Japanese Films In Britain and Europe**

From THE DAILY Evening

LONDON, March 8—An return from a world film-buying tour Kenneth Rice, managing director of Gala Film Distributors, announced a distribution deal, to cover the entire European market, with Shochkin, Japan's leading production, distribution and exhibiting group. This will be the first attempt to launch, on a wide scale, Japanese product in Britain and Europe.

Under the deal, eight Japanese films will be distributed here by Gala, operators of their own 27 specialized theatre circuit, during 1960 and between 12 and 20 next year. The operational centre for Gala's European distribution will be Paris, and Rice will also acquire British and continental product for distribution by Shochkin in Japan.

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**Cancel Premiere of 'Adam' in New Orleans**

Special to THE DAILY

NEW ORLEANS, March 8. — The Joy Theatre has cancelled its plans to hold the world premiere of "The Private Lives of Adam and Eve" on March 24.

L. C. Montgomery, owner, said he had learned the picture was condemned by the Legion of Decency and the Joy does not play condemned pictures as a matter of policy.

**Hampton Signs Pact**

Bandleader Lionel Hampton has signed a one-year pact with ABC, including arrangements, score and conduct for Gayle Swimmer-Anthony's "Force of Impulse." United Artists release to be filmed in Miami. Hampton reports for the assignment April 9.

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**BlockBookin**

(Continued from page 1)

TV, a CBS-TV affiliate, and WJ TV, Jacksonville, Fla.

In the second day of trial yest.,, Justin Cohenlach, attorney, National Telefilm Associates, on the defendants, asked Judge Dave to strike Hayes' testimony on the ground that it had been given in violation of anti-trust laws. In turning down this request, the court also admitted Cohenlach's "beclouded" the issue by introducing into evidence significant "scraps."

**Five Co-Defendants**


Hayes was cross-examined by defense attorneys after Leonard her. Hayes, the former attorney, finished with the witness. Most a testimony dealt with offers he from C & C, NTA and S. Gentleman has already served for use at the Washington.

Hayes said that Harold Gold executive in the present NTA 1957 refused to break up two op films packages for sale to television. They were the "Dream Package," consisting of 100-170 films, and the Fifth Package comprised of 50-300 pictures. The witness stated that he had Gold to buy 30 films from the Fifth, but that his offer was down. Nor was a deal made WTVP-TV for the 21 films it was from the "Dream Package," it added.

**Correspondence Introduced**

Defendants' correspondence introduced between Goldman Hayes which allegedly showed Goldman was not adamantr in his refusal to break up his film packages. Furthermore, it stated that WTVP bought 120 MGM films for $2 cash, and exercised the first of 120-film options. The station purchased two groups of films Screen Gems, Hayes said.

Nizer questioned the witness whether or not he later was in compulsion "block-booking" or after he was approached by representatives from the anti-trust div. of the Department of Justice. I told the court that abuses in silent films to television had initially called to his attention not by government but by executives of stations.

**George Hartford Heard**

Shortly before court was ady yesterday, the government George Hartford, vice-president general manager of WTVP-TV.

The government expects to call about 12 witnesses before it closes its case. It was estimated six weeks would be required to prete such testimony, although observers said yesterday it might considerably longer.
PEOPLE WHO WANT THE BEST FLY

UNITED AIR LINES' GREAT DC-8 JET MAINLINER

You will agree United's DC-8 Jet Mainliner® is the best of the jets, whether you're enjoying United's famous Red Carpet® service or spacious Custom Coach accommodations.

Interiors are decorator-designed. The colorful Red Carpet Room is the largest lounge in the sky, lends a fashionable flair to relaxation aloft. The seats are designed for privacy . . . and lights, air vent, push-button table are all built in.

Add to all these advantages of the new, super-powered DC-8 Jet, its vast range, speed, radar smoothness, United's chef-prepared meals, unique ready-on-arrival baggage delivery, and you have a picture of United's famous extra care. Next time, take the best of the jets—United's DC-8 Jet Mainliner! For reservations, see your helpful Travel Agent—he is an expert on modern jet travel—or call United Air Lines.

DC-8 SERVICE NONSTOP: NEW YORK, CHICAGO, WASHINGTON-BALTIMORE, PHILADELPHIA, SEATTLE-TACOMA, SAN FRANCISCO, LOS ANGELES—AND NOW HAWAII

Big, wide seats add privacy and comfort to your DC-8 Jet flight
Some of the most spectacular adventure footage ever filmed at any studio, any time! ...AND IN THE CAN, thousands of feet of thrill-upon-thrill scenes, fresh from the Caribbean location crew.

100 TONS of prehistoric animal fury loosed upon a tropical island paradise!

Jack H. Harris' DINOSAURUS!

In CINEMASCOPE • COLOR by DELUXE

Starring WARD RAMSEY • Screenplay by GORDON RUSSELL and LARRY WARD • Co-produced and Directed by IRVIN S. YEAWORTH, JR.

Produced by JACK H. HARRIS • A FAIRVIEW PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

THE BIGGEST things on film for SUMMER — from UNIVERSA
Annual Meet
Jackmil Sees ’Profit for Rest of Year
Quarterly Dividend Voted; Board, Officers Re-Named
Universal Pictures Co. stockholders, informed at their annual meet-
ning, that the company had declared a quarterly dividend of 22 cents per
share, payable March 30 to holders of record on March 21. The stock-
dividend, however, is subject to tax. The company, which is one of the
biggest motion picture producers in the world, reported earnings of
$1,500,000 for the first three months of the year.

Report Paramount, Boston, Reducing Clearance, at Request of Exhibitors

BOSTON, March 9.—Paramount became the first company to reduce clear-
ances here, in response to a widespread exhibitor urging including many cases
of formal conciliation of complaints against existing schedules.

The Paramount branch office here declin ed to comment on the changes
authorized, but exhibitor sources said the following procedure has been made
effective:
If a picture plays only one or two
weeks downtown, the existing 21-day
 Clearance is in effect. If a picture plays
downtown three or four weeks, clear-
ance is reduced to 14 days; and if a
picture plays five or more weeks down-

(Continued on page 2)

Allied’s Myrick Urges Trade Co-Operation

KANSAS CITY, March 9.—Stress-
ing that the motion picture business
has reached the cross-roads, Al My-
rick, president of Allied States, called
for an improvement in intra-industry

(Continued on page 2)

Review:

Can-Can

20th Century-Fox—Todd-AO

“Can-Can” is a lavish, beautifully made and genuine helping of
entertainment. With its cast, headed by Frank Sinatra, Shirley
MacLaine, Maurice Chevalier and Louis Jourdan, with Cole Porter
music, and as a Todd-AO pro-
duction in color by Technicolor,
it undeniably has class. But,
make no mistake about it, “Can-
Can” has plenty of what it
takes besides class to sell tickets
at anybody’s box office.
It has comedy and wit, it
has torrid and contested rom-
ance, most of it spilled out
rather explicitly and yet with
disarming ingenuousness. It
has imaginative and highly diverting
dances which occasionally become comedy highlights. It has spectacle,
taste, colorful sets and costuming, and its full share of feminine attrac-
tions. In short, it has all the essentials of widely popular entertain-
ment. Obviously, it is prepared to make thousands of exhibitors just as happy
as their millions of customers who are destined to enjoy it thoroughly.
The setting is Paris at the turn of the century when even Paris had
its blues-songs, and they were supposed to have been successful in having
the can-can outlawed as a lewd and lascivious dance, an opinion in which
one Nikita Khrushchev indicated he concurred upon visiting the 20th
Century-Fox stage where it was being filmed for this production. It
would seem to be as unpopular an opinion among theatre audiences of
the free world as most others of Nikita’s.
Shirley MacLaine, as proprietor of a Montmartre cafe whose patrons want to see the can-can danced, attempts to fulfill their wishes. Sinatra,
Parisian lawyer and Shirley’s suitor, is in favor of the general idea and
also is helpful in springing her from the bastille after a raid on the pre-

(Continued on page 2)

To Seek Settlement

SAG, AMPP Resume Strike Parley Friday
1A to Drop Residual Plead
If All Guilds Follow Suit

By SAMUEL D. BERNS
HOLLYWOOD, March 9.—Charles
S. Boren, executive vice-president of
the Association of Motion Picture
Producers, and John Dales, executive
secretary of the Screen Actors Guild
late today agreed to resume negotia-
tions on the current SAG strike is-
I es, with a series of meetings sched-
\ed for tomorrow and Friday at 2 P.M.
Meanwhile, it is learned that the
International Alliance of Theatrical
Stage Employees will forego claims to
residuals on any post-1948 films
(Continued on page 2)

TV Head Testifies On Five Film Sales

By SAUL OSTROVE
Five of the six companies charged by
the Department of Justice with “block-booking” motion pictures for
television sale in violation of anti-
labor laws refused in specific instances
to break up their film packages at the

(Continued on page 2)

Anna Rosenberg Is MPA Labor Counselor
In a move obviously related to the
Hollywood strike situation, the Mo-
tion Picture Association of America
yesterday engaged Anna Rosenberg
Associates as public relations
consultants to the association for a
year, Eric Johnston, president, an-
nounced.
Mrs. Rosenberg, a labor relations
expert and consultant on labor prob-
lems, was head of the National Labor
Relations Board in the Roosevelt and
Truman administrations.
PERSONAL MENTION

JAMES R. VELDE, United Artists film editor, busy in Chicago for the annual convention of the American Society of Newspaper Editors, will return to New York by Friday.

Dr. Giulio Monteleoni, general manager of Technicolor Italia, who arrived here this week from the West Coast, will return to Rome on Monday.

Al Corin, of the McG-M home office advertising-publicity department, has returned here from Cleveland and New Orleans.

Delbert Mann, director, will leave New York this week for Buenos Aires.

Wolf Maskovitz, British writer, has left New York for Boston.

Sunny Kallay, chief buyer for Kallet Theaters, Oxnard, Calif., has left there with Mrs. Kallet for a vacation in California and Arizona.

Paramount Clearances (Continued from page 1)

town, the clearance becomes seven days.

BALTIMORE, March 9.—A three-man committee formed here will take up problems dealing with shorter clearance between first-run and subsequent run theaters. This was said to be in anticipation of a possible shift in distribution policies of film companies. The committee members are Leon Back, general manager, Rone Theatres; Vernon Xolfe, executive of Drooker Theatres; and Walter Gettinger, owner of the Howard Theatre.

According to Back, when a distributor offers unacceptable terms to the exhibitor, the situation instigates bickering. The newly-formed committee aims to ward off such difficulties, if at all possible.

Lou Gerard Joins T-L

The appointment of Lou H. Gerard as director of public relations of the Trans-Lux Entertainment Division was announced yesterday by Richard Brandt, president. A motion picture and TV industry veteran, Gerard has been functioning as an independent publicist, his last assignment having been as coordinator of the global premiere of Stanley Kramer's "On the Beach." He will concern himself chiefly with two of Trans-Lux operations: motion picture and TV distribution.

NT&T Net for Quarter Reported at $401,159

From THE DAILY Baron

LOS ANGELES, March 9.—Revenues and net income of National Theatres & Television, Inc., and subsidiaries controlled by C. E. C. Films Inc., for the 13 weeks ended Dec. 20, 1959, increased over those in corresponding period of the previous fiscal year, president B. Gerald Cantor announced today in an interim report.

Consolidated revenues amounted to $17,453,031 and net income was $401,159 or 15 cents per share on 2,609,486 shares of common stock outstanding. For the 13 weeks ended Dec. 30, 1958, consolidated revenues totaled $12,237,695 and net income was $362,843, equal to 15 cents a share on 2,609,486 shares of common stock then outstanding.

'Can-Can' Advance Sale Setting New Records


Boston Advance Also Big

BOSTON, March 9.—The largest advance sale for any road show picture to play here is being racked up for 'Can-Can' with $31,000 in the Gary Theatre. lid this afternoon, according to Quincy Publicity, Al Levy, 20th Century-Fox Boston branch manager. The picture will open here March 23.

'Shaggy' Star Wins in Detroit 'New Faces' Vote

DETROIT, March 9.—Giguet Fontina, who appeared in Walt Disney's "Shaggy Dog," was voted the new star who showed the most promise in 1959 in the annual "new faces" promotion of the Detroit Free Press. Over 700 theaters in the metropolitan area cooperated with the newspaper in supplying ballots to film patrons and readers. They voted to elect their personality, nominated by Helen Bower, film critic. Some 5,000 votes were cast.

In second place was Tuesday Weld, followed by "Shaggy," the dog in "Shaggy Dog.

"U" Has 14 Writers at Work on 12 Scripts

From THE DAILY Baron

HOLLYWOOD, March 9.—Universal-International currently has 14 writers working on 12 scripts for five different producers, according to Edward Mutel, vice-president in charge of production. "The next 12 months will see us starting the largest number of multi-million dollar pictures ever made by us in a single year," he declared.

Hear TV Head

Legion of Decency Recommends 'Hearts'

The National Legion of Decency yesterday announced that it had issued an A-1 (morally unobjectionable, general patronage) rating to the new film, "Hearts" (Columbia), and that it moreover highly recommended this film to the patrons, all with the following observations:

This excellent motion picture tailored the plight of a group of Jewish orphans and delinquents in Nazi-occupied Paris in 1943, emphasizes the common bonds of love and first charity that should link all men and good will.

IFIDA Hits Attacks On Foreign Films

The board of directors of independent film importers and distributors of America yesterday urged its membership to call "continual and unfair" attacks on the industry, described as "sponsor offensive mat-

In a statement issued here board said, "We wish to make it clear that we have been and are vitally opposed to obscenity in films, or any other medium. We pledge ourselves anew to cocn our policy of not distributing verting obscene motion pictures under any condition, whether federal law, the board said. IFIDA also said it members come the opinions of others the industry and the exploitation."

An offer was made with "any responsible j

- aircraft: COMET 2 (pure jet)
- flight: MONARC
- destination: NIGHTL (Leaves New York at 9 p.m.)

reservations through your Travel Agent at GOODYEAR AIRWAYS (COP) Flights from New York, Boston, Houston, Chicago, Miami, New Orleans, Atlanta, Dallas, Los Angeles, San Francisco, Philadelphia, Pittsburg, Washington, D.C., Winnipeg, Toronto. 2
Can-Can (Continued from page 1)

mises. In this respect, the sympathy of his good friend Chevalier, who happens to be the police judge before whom Shirley and her dancers are arraigned following their arrest, is no minor item.

Jourdan, as a serious-minded young judge who believes the law should be enforced as long as it is on the books, becomes suspicious of Shirley's white-washings and sets out to get the evidence that will close her cabaret. He is about to succeed when he realizes he is falling in love with Shirley. All the latter wants is Sinatra with a marriage ceremony, but he's willing to offer only Sinatra. Thus, when Jourdan proposes, she accepts.

Tells of Wide Support

The SAG has reported receipt of telegrams from the following organizations supporting its current strike move against the producers:

George Meany, president of the AFL-CIO; Hal Lashwood, president of the American Actors Equity; Societa Italiana, Italian Actors' Union; David J. McDonald, international president of the United Steelworkers of America; George W. Smith, international president of NABET (AFL-CIO); Morris Weisberger, secretary treasurer, Sailors Union of the Pacific; Hy Fane, executive secretary, American Guild of Musical Artists and Jackie Bright, national executive secretary of the American Guild of Variety Artists.

New Tent 35 Members

To Join Business Meet

The more than 70 new members who have joined New York Variety Club Tent 35 since the first of the year will participate in a business meeting for the first time at the luncheon on March 16 at the Astor Hotel.

Plans of the tent for the forthcoming year head the meeting agenda.

Publicists Vote Opposition

To Current Strike of SAG

From THE DAILY BUREAU

HOLLYWOOD, March 9.—Seventeen members of the board of trustees of the Publicists Association have voted unanimously to "maladroitly" oppose the present Screen Actors Guild strike against producers, it was learned today. There were no dissenting votes on this action, significant in that the publicists, more than anyone else connected with production, are closest to the actors.
Production has started with
MORE STARS THAN IN THE

STEVE ALLEN   JAYNE MEADOWS
WALTER WINCHELL

MICKEY SHAUGHNESSY
CATHY CROSBY
CONWAY TWITTY
HERBERT MARSHALL
RANDY SPARKS
PAMELA MASON
ELISHA COOK
ROBERT MONTGOMERY, JR.
WOO WOO GRABOWSKI

COLLEGE CONFIDENTIAL
AN ALBERT ZUGSMITH PRODUCTION

Screenplay by IRVING SHULMAN • Produced and Directed by AL
We take this opportunity to publicly welcome the distinguished members of the nation's press who appear before our cameras at Universal-International in "COLLEGE CONFIDENTIAL"

ARMY ARCHERD
JAMES BACON
NATE CUTLER
NAT DALLINGER
RICK DU BROW
EUNICE FIELD
JOE FINNIGAN
JOSE HAAS
HAROLD HEFFERNAN
NELSON HUGHES
BILL KENNEDY
EARL LEAF
RAY MARONEY
JACK MOFFITT
LOWELL REDELINGS
JONAH RUDDY
VERNON SCOTT
EVE STARR
JIMMY STARR
DICK WILLIAMS

STEVE ALLEN
JAYNE MEADOWS
MARIE TRENDA
DE ZEPHERMINT

AL SMITH • A Famous Players Corp. Picture • A Universal-International Release.
THE long-awaited official debut of "Can-Can," in Todd-AO was the major social event of the New York season. To the delight of thousands of spectators standing three deep in below-freezing temperatures, a glittering array of celebrities from all walks of life arrived to pay homage to the Jack Cummings production.

20th-Fox president Spyros P. Skouras was host to the triumphant return to New York of Carol Heiss, Olympic Gold Medal Winner and World Figure Skating Champion. City and state officials led by the Hon. Robert F. Wagner, Mayor of the City of New York, attended in profusion. Society leaders and famed Olympic figures mingled with top motion picture and Broadway stage stars at the brilliantly-lit Rivoli Theatre.

The Todd-AO attraction premieres to sold-out nights in key cities later this month.

Olympic Gold Medal Winner Carol Heiss is greeted at the Rivoli by 20th Century president Spyros P. Skouras and his wife.

Alex Harrison, 20th-Fox general sales manager, and Mrs. Harrison are joined by (left) Peter Myers, managing director of 20th's Canadian branch operations.

Carol Heiss is flanked by glamorous stars (left) Eartha Kitt and Zsa Gabor. Carol earlier had received a ticker-tape welcome parade lower Broadway.

High-echelon industry matters were the subject for discussion between 20th president Spyros Skouras and Motion Picture Association head Eric Johnston, shown here with their wives.

Carol Heiss is interviewed by NBC's Monitor for broadcasting to the nation. Also on hand were the Armed Forces Radio Service of the Voice of America.
HAMPION IN RADIANT OLYMPIC FUND PREMIERE

Thousands jammed the Times Square area for a glimpse of the arriving celeb-
rities. Atop the marquee, champagne bubbles wafted their way out of a 12-foot
long tube. 20th vice-president Charles Einfeld and George Skouras, president of
Magna Theatres Corp., were happy men over the record-breaking ad-
vance sale.

Commissioner Richard Patterson and guests among the many civic notables who
attended.

20th-Fox's assistant general sales manager, C. Glenn Norris, his wife and guests joined industry leaders at
the gala.

Theodore Bikel, one of the stars of 20th's current pace-setter, "A Dog of Flanders," put in an appearance.

Robert Evans, star of 20th's "The Best of Everything," attended with a glamorous
guest.

A French "gendarme" greeted the arrivals, among whom was television star Lorraine
Rogers.

(Abbr.)
"U" Year Profit

(Continued from page 1)

paid a year end dividend of $1 per share last December.

The annual meeting, which lasted less than an hour, was calm and expeditious despite the presence of such professional meeting-goers as John Gilbert and John Campbell Henry. There were few questions concerning the Hollywood strike put to management, and, in fact, one stockholder arose to commend management for all of its policy moves over the past two years, beginning with the shutdown of production and sale of the studio, and culminating with the recent deals closed with Hollywood guilds for their participation in revenue derived from sale of post-1948 films to television.

Rackmil reiterated that Universal has no present intention of selling its post-1948 library, "regardless of what sum is offered."

"We have plenty of cash," he commented, "We are not in need of any money."

One stockholder rose to inquire whether there had been any "strained relations" with the rest of the industry as a result of the deals Universal had closed with the Hollywood guilds.

"Not that I know of," Rackmil replied. "I'm an easy guy to get along with."

"What are the after-effects likely to be of Universal's becoming the Kaiser Steel of the film industry?" the questioner persisted.

"One after-effect is that we may make all the pictures and a lot of money," Rackmil answered.

Another stockholder wanted to know what the result would be if the government wins its suit, scheduled to go to trial here next week, aimed at dissolving the deal by which Universal sold its pre-1948 film library to Screen Genus, the Columbia Pictures television subsidiary.

"The worst that can happen," Rackmil said, "is that we would have to give back the money and then probably make more from a new deal."

In making deals, Universal is asking for a guaranty payable in advance by theatres in some cities, of which New York is one, Rackmil said.

"U" Stockholder Urges Options for Management

Jay Alexander, described as a large holder of Universal stock, proposed at the company's annual meeting yesterday that the board of directors consider the development of a stock option plan for Universal management as a reward for the successful policies it has pursued over the past several years, and as an incentive for retaining the services of key officers.

The proposal is regarded as unique at a time when management in many industries is being called upon to justify stock options and to answer considerable stockholder criticism of some.

"U" Dines Analysis, Financial Writers

Universal was host at a luncheon at the Laurent Restaurant here yesterday following the annual meeting of stockholders with about 25 security analysts for large downtown financial houses, writers for financial publications and trade press representatives as guests.

Described by a company official as a gesture to "Universal's New Look to the financial community," it is believed to be a "first" by a motion picture company.

"U" Sidesteps

(Continued from page 1)

25 to help offset anticipated effects of the Hollywood strike on box office.

The proposal was made by Walter Reade, Jr., M.F.I. president, at the annual meeting of Universal stockholders at the home office. Reade said his action had been authorized by the board of directors of M.F.I. at a meeting in Kansas City on Tuesday.

"Replying to the offer, Milton R. Rackmil, Universal president, told Reade, "We don't have to be induced to make more pictures. We stand ready to make what we think the market will absorb, what the public will buy, and what will return us a profit. And Universal is not in need of cash."

Reade persisted, saying, "We want more films and are willing to cooperate to make their marketing profitable to the company."

"Universal will not just make pictures to achieve volume," Rackmil replied. "You can help us by making a deal with Hi Martin (Universal vice-president and general sales manager) for 'Spartacus' at proper terms.

Ask High Court Hear Walder Trust Suit

From THE DAILY Bureaus

WASHINGTON, March 9. — The U.S. Supreme Court has been asked to hear a treble damage suit brought by Charles Walder, and others, against Paramount Publix Corp., and affiliates; Radio-Keith-Osphum and affiliates; Warner Bros., Inc., and affiliates; 20th Century-Fox and affiliates; and Columbia Pictures. Walder's family own since 1928 has owned the Tivoli Theatre, a neighborhood house in Miami, Fla.

Walder is asking the Supreme Court to overrule a decision that went against him in both the New York district court and the second circuit court of appeals. Walder's contention, which the lower courts did not agree in, is that when the theatre ownership entered into an agreement to form an operating company on a 50-50 basis with Paramount Enterprises, Inc., it did so because it was coerced by Paramount, which prevented the Tivoli from receiving certain pictures for exhibition.
MOTION PICTURE
DAILY

NEW YORK, U.S.A., FRIDAY, MARCH 11, 1960

TEN CENTS

All the News That's News

87, is the Tenth of the Ten

ECONOMY MEASURES ARE TOOKED; CURB SPENDING

In executive order to offset some of the effects of the Hollywood strike, a federal judge has granted a temporary restraining order to prevent the distribution of certain films. The order was issued at the request of the Screen Actors Guild, which has been in negotiations with the studios for a new contract. The judge ruled that the distribution of the films would constitute an unfair labor practice under the National Labor Relations Act.

Mature Themes in Motion Pictures
Defended by Roxere, of Texas Compo

DALLAS, Tex., March 10.—A defense of the use of "mature themes" in motion pictures was made by Kyle Roxere, executive director of Texas Compo, who said the public has put its stamp of approval on some of these films. The evidence, he said, lies in the business the films have done at the box office.

LATO Sets Membership Drive Meeting Series

NEW ORLEANS, March 10.—A series of regional meetings will be held by officers of Louisiana Theatre Owners, the new exhibitor organization, throughout the state starting Monday in a membership drive. Officers to be on hand include L. C. Montgomery, president; Sammy Wright, secretary; Gene Calongne, treasurer; Teddy Solomon, board member, and possibly others.

Argentine Festival
Now in Full Swing

By MARTIN QUIGLEY

MAR DEL PLATA, March 10.—Official inauguration of the second International Argentine Film Festival was held at midnight last night at a dinner in the Hotel Provincial. Speakers included Dr. Luis McKay, Argentine secretary of education, Juste Enzo Ardigo, head of the festival; and P. J. Frogera, head of the International Film Producers Assn.

Urges N. Y. Legislators Be Advised Of Facts Regarding 'Classification'

ALBANY, N. Y., March 10.—The legislature should have the advice of the State Education Department and other interested groups, on the Younglove-Duffy film classification bill according to Assemblyman Daniel M. Kelly, Manhattan Demo- cratic, asserts.

Kelly, who had stated before the measure was favorably reported by the assembly education committee, his belief "it is a good bill and stands an excellent chance of being sent to the floor for action in this house," declared, "the legislature should have the advice of an administrative agency in that case like this. It is important that members know what the education department thinks of the Younglove Act. The elucidation of the department's position would be helpful to the legislature in the latter's determination of what course to pursue on such an important but delicate matter."

Kelly thought the bill had an excellent chance of adoption by the ass.
Strike Effect

(Continued from page 1)

penditures of all kinds, halting or travel and not absolutely necessary, wiretaps on executive accounts and

E. A. B. F., a son of Seward J. Benjamin, a vice-president and secre-

tary of United Artists.

PHILIP A. WASSAN, producer, has

arrived in New York from Hollywood.

SAMUEL GOLDWYN, Jr., has left New York for Europe.

SPENCE STEINHEIM, of Capital Re-

leasing Corp., Atlanta, has returned there from Charlotte.

Mrs. Sam Maple has given birth to

a son in Atlanta. Father is operator of the Lincoln Theatre, Bessemer, Ala.

ALBERT PETRY, owner of the Mesa

Theatre, Pagoa Springs, Colo., is

reopener following hospitalization at Del Norte, Colo.

Prepare Findings

(Continued from page 1)

granted 20th Century-Fox, plaintiff in the distributors' case, 10 days in which to prepare and file its findings of fact and conclusions of law. It has the same time in which to file reply briefs, should it wish to do so.

A decision in the case is not expected until at least three weeks thereafter. Both exhibitor and dis-

tributor attorneys will appeal to high-

er courts in the events of an unfavorable decision. In the meantime, the new censor board has been appointed by the state attorney general to re-

train from licensing films under the contested statute.

Role of Federal Mediator

Clarified by SAG's Dales

From THE DAILY Variety

HOLLYWOOD, March 10. — John L. Dales, national executive vice-secretary of the Screen Actors Guild, in re-

sponse to queries from press regard-

ing tomorrow's meeting between SAG and the Association of Motion Picture Producers, today issued the following statement:

"Screen Actors Guild called in the Federal Mediation Service. Jules Mende, Federal Mediator, was present as a

member representing the motion picture producers. It was understood that a meeting be held with the major producers on Friday at 2 F.M. and

the guild accepted. Mr. Boren of AMPP, later proposed that a meeting be held without the actual presence of the Federal mediator. We tele-

phoned Medoff, who approved that arrangement.

Order Ft. Worth License

'God Created Woman'

Special to THE DAILY

FT. WORTH, Tex., March 10.—The

Honorable Jack M. Langdon, Judge of the 17th District Court of Tarrant County, Texas, has entered judgment in favor of Empire Pictures Distribut-

ing Co., and Kingsley International Pictures Corp., against the City of Fort Worth, enjoining the defendants from interfering with the exhibition and licensing of the motion picture "And God Created Woman" in the City of Fort Worth as adult entertainment.

The ease was originally brought in the United States District Court and appealed to the Fifth Circuit Court of Appeals which reversed the District Court's holding, remanding the case for trial in the State court. The picture was under license to Interstate Circuit and will now be shown in Fort Worth as soon as a date can be arranged.

Md. TOA Meet Off

BALTIMORE, March 10.—A mem-

bership meeting of the Theatre Owners

Association of Maryland scheduled for today, has been postponed until March 17 because of difficult traffic conditions following a heavy snow storm last night and today.

Walton Back at RKO

Ed Walton, vice-president of RKO General, Inc., after a year's leave of absence, has returned to RKO in charge of domestic theatrical distri-

bution, Walton has been with RKO General for seven years.

Beck on 'Package'

Meyer P. Beck has been named pro-

ducer's representative for Stanley Do-

non's forthcoming Columbia Pictures release, "Surprise Package."

Germany Liberalizes

Film Import Rules

The Motion Picture Export

have been advised that the Ger-

man Federal Film Ministry has liberalized arrangements for the im-

port of American films. At present there is a gentleman's agreement among MPEA member countries to limit the numbers of films sent Germany to 200 a year. Details of the new arrangement expected soon from Leo Hochstetter, MPEA representative in Germany.

SITUATION WANTED

Executive Secretary, Experienced

major motion picture company secretary to world-wide sales exec.

Box 38, MOTION PICTURE DAI 1270 6th Ave., N. Y. 20

All-Media Drive Set

For 'Fugitive' Bow

United Artists is launching a flas

saturation newspaper advertising

and television and music adver-

tising campaign in the metropolitan New York area for "The Fugitive," w

will be the next attraction at Astor Theatre on Broadway.

Main elements of the camp are the

a full-page newspaper drive

begin two weeks before the one of the UA release, coupled with

intensive schedule of radio-TV

and a disc jockey and record pro-

motion blanket the New York northern New Jersey and Connec-

theatres.

Pendleton of all kinds, halting or
traveling not absolutely necessary,
wiretaps on executive accounts and

ostalgia covering hiring which, in

main, prohibit replacements to fill

cancies which occur in the no-
course of business.

In the main, no unnecessary

dings of any kind can be in-

and in many instances autho-

now must be obtained in advance.

he said, "We hope there will not be a len

strike," said one. "But if there is

want to be prepared.

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theatres.
NEW ORLEANS — Tent No. 45 extended its current membership to March 17. The extension was made as a result of a temporary presence of influence, also because of evening weeks of Mardi Gras festivities.

C Reports Trading

Industry Executives

From THE DAILY BUREAU

WASHINGTON, March 10. — The Securities and Exchange Commission reported that Victor M. Carter, an officer and director of Republic Pictures Corp., sold 32,300 shares of common in February. This leaves him with 315,420 shares.

Roger W. Hunlock, a director, sold 200 shares of Allied Artists stock in January, bringing his holdings to 19,000. Albert Ziegsmith retired, selling 8,100 shares through bequest inheritance in January, giving him total of 144,100.

Hilton R. Rackmull, as co-trustee, officer and director of Decco Ltd., Inc., added 200 shares to account in January, bringing the total to 11,600.

Douglas Nolan received a bonus 250 shares of Filmmakers, Inc., in January, giving him 2,551 shares. Earl S. Saye got a bonus of 200 shares and held 9,305 shares at the end of January. Both are officers of the firm.

Nathan Cummings, a director, added 700 shares of Loew's, Inc., common in January, bringing his holdings to 38,300. William H. Harrison, officer, acquired 100 shares, his holdings.

Tisch Hotels, Inc., acquired 64,500 shares of Loew's Theatres, Inc., during February, bringing the firm's total to 549,200.

GA Extends Pact with independent Producers

From THE DAILY BUREAU

HOLLYWOOD, March 10. — The writers Guild of America has extended until March 26 its contract with about 17 independent television film producers who are affiliated with the Association of Television Film Producers in order to open negotiations for new terms. The present contract was to expire on March 12.

A preliminary meeting was held to representatives of this group and other meetings are scheduled for the week.

from Fox in April

Five pictures will be released by 20th Century-Fox in April. "Wild," "Masters of the Congo Jungle," "Wake Me When It's Over," "Jane Over India," and "Valley of Redwoods."
Would Relieve Troopers Of Theatre Inspection

Special to THE DAILY

ALBANY, N.Y., March 10. — Sent to Governor Rockefeller for action, after approval by the Senate and Assembly, was a budget bill which amends Section 472, Labor Law, to provide that the industrial commissioner, instead of the State Police, shall enforce the provisions relating to inspection of places of public assembly outside of cities, where there is no local enforcing authority.

The transfer of inspection power was recommended by Governor Rockefeller, in order to free state troopers for other duties.

NCCJ Brochure Urges Fair Political Campaign

The motion picture division of the National Conference of Christians and Jews is distributing a special brochure to theatres and film companies titled "1960–For a Fair Campaign," as part of the film industry's Brotherhood drive for this year.

Prepared by the NCCJ, the booklet outlines standards for political campaigns in a code for candidates provided by the national Fair Campaign Practices Committee. The code condemns campaign materials, practices, policies and appeals based on race or religious prejudices.

Mackendrick Off ‘Guns’

Alexander Mackendrick, director of Carl Foreman's "The Guns of Navarone," has withdrawn from the production for medical reasons. He had recently suffered a severe back ailment. Foreman now is seeking a replacement in London. Shooting on the film is scheduled to start March 21 in Greece.

"Nude' Strong in Capital

"Nude in a White Car" opened at the Plaza Theatre in Washington, D.C., on Wednesday of this week. In spite of a severe snow storm, the film grossed $1,590, a house record for an opening day, it was reported here yesterday by Richard Brandt, president of Trans-Lux Distributing Corp.

Detroit Likes ‘Lady’

Ansark-George Sidney's "Who Was That Lady?," a Columbia release, opened March 9, at the Michigan Theatre in Detroit to the biggest business for a weekday premiere in over a year and a half, it reported. Gross for opening day was estimated at $3,024.

$566,000 ‘Fisherman’

Buena Vista's "The Big Fisherman" scored a combined total gross of $566,000 in five days in its 73-theatre metropolitan New York engagement. Participating theatres included those of the RKO, Skouras, Century and Randolf Circuits and independent houses.

Mature Then

(Continued from page 1)

Would Relieve Troopers Of Theatre Inspection

The adult attitude in dealing today’s problems in life,” he praised the industry’s self-imposed regulation through the MPAA in accordance with its Code Board, Rorox and the importance of this code in supervising films to maintain a good taste on all subjects in screen entertainment.

"It is ridiculous for anyone to think that all motion pictures must be made to fit a common age or moral level, when we are trying to prevent the abuse of appetites of over 10 million people in the United States alone," Rorox said "therefore, producers in Hollywood will continue to make ample films for the family and young people and at times pictures for the adult mind."

Says Supervision Is for Parents

Rorox said that the main of women and men attending meetings agreed that movies should be allowed to "grow up" in the certain subjects on the screen so that supervision for select movies for children and young was the responsibility of parents.

Our patrons know there change going on in our pictures they want to know why wherefore for it, and that is why must take the time to explain to the reason behind the change," said.

Doff Defends Roone

(Continued from page 1)

al release which were objectional the Legion of Decency.

Doff stated that three weeks to start of shooting, he caused signed two writers, Hal B. Penner and Austin Kalish, to re-write certain sequences the movie and consider other, and that Zusmig, friend to how but a minor part of the changes.

Doff further charged that Zusmig to fail the truth to Er Mohl, U-I production chief, in that Roney had personally recited those scenes which cause Legion to give the film a "C" rating.

The fact is, Doff stated, that Zusmig was director of the off sequences.

Doff wired Milton Racker, a president, stating neither in Rochelle had ever been officially formed of the Legion action and to read about it in trade publications. He congratulated Racker on action in recalling 135 prints exchanges to eliminate under sequences.

TOA’s Harling

(Continued from page 1)

ference here next Thursday to give his findings with particular attention to the effect of TV on the picture theatres in the Telerecorder and TOA headquarters here reported.

TOA headquarters here reported.

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 knowledge of the business necessary 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 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.
Classification

(Continued from page 1)

seemly. If this happened, it would be necessary for referral of the measure to a Senate committee, provided that House's education committee had not previously reported the companion Duffy Bill.

Stressing again his opposition to censorship, as such, Kelly called the act's plan of authorizing the education department to order the Division to classify films as approved for patronage by children attending the elementary schools of the state "a sound and admirable one."

The division, if empowered by the regents, could also award to the producers, exhibitors or distributors "a seal or other appropriate evidence of its approval."

Conklin Urges Clarification

Meanwhile, Senator William T. Conklin, rockefeller Republican and co-sponsor of two film classification bills, said the public does not appear to understand fully the idea of "classification. A campaign of education may be necessary," he indicated.

"We are not trying to impose censorship, to interfere with freedom of speech, or with any other freedom," Conklin declared. "We are simply trying to protect the unsuspecting people from smut and filth."

Conklin, with Assemblyman Luigi R. Marano, also a Brooklyn Republican, introduced the first film-classification bill in 1937. One of two he currently advocates is the original.

Also planning to make an appeal for Senate Education Committee action is Senator Thomas A. Duffy, Long Island City Democrat and co-sponsor of a measure for classification of pictures.

Council of Churches Endorses Film Bill

ALBANY, March 10.—The legislation-endorsing wing of the State Council of Churches (Protestant) filed today a memorandum endorsing the Young-love-Duffy film classification bill as one which "has a positive approach to a difficult problem and should receive our support."

This is believed to be the first time the legislative committee has commended a film classification measure, the council said, since being reached after an extended discussion at a meeting held here Tuesday.

The Rev. Theodore L. Conklin, of Saratoga Springs, associate general secretary of the council, filed the statement of approval for the commission. Rev. Leon Adkins, Jr., of suburban Newtonville, is commission chairman.

Argentine Festival

(Continued from page 1)

night at the Opera and Ocean Rex Theatre, following the international reception of the numerous film delegations. Fred Kohlmar's "The Last Angry Man," the official U.S. entry in the festival, will be screened Friday night. Film is a Columbia release.

Television Today

TV Booking

Doerfer Resigns; Ford Heads FCC

(Continued from page 1)

New York Federal Court yesterday prompted not only angry attention from newspaper columnists, but also demands for improper conduct from Leonore Posner, Department of Justice trial attorney, and a charge by Louis Nizer, one of 14 defense attorneys, that the government was trying to force a switch in notifying its opponents. Defendants are C & C Super Corp., Loew's, Inc. (M-G-M), Screen Gems, Associated Artists, United Artists and National Telefilm Associates.

Judge Davison finally sustained Nizer's objection and instructed Posner to withhold evidence he had gathered from other than his original interrogatories. The judge added that because the prosecution had not offered supplemental interrogatories to the defense, it was bounded more securely than if it obviously would like be able.

However, the court also noted that during cross-examination of the third government witness, Thomas Jones, formerly program director and film buyer for WTOP-TV, Washington, D.C., defense attorneys were glossing over the real issues by making laborious speeches and dwelling on technicalities.

Jones said that in negotiating contracts for pictures rights with all defendant companies, he had been advised he was required to purchase films in bulk, and frequently he was required to buy "less desirable" films in order to get top product.

TV Code Board to Have New York City Branch

From THE DAILY Bureau

WASHINGTON, March 10.—The Television Code Board of the National Association of Broadcasters, which has decided on an expansion of its operations, will open an office in New York City as soon as possible and expects to have Hollywood and Washington operations.

The New York office will be headed by one of NAB's assistant directors of TV Affairs, its main job will be liaison with networks, advertisers, and advertising agencies.

The Television Code staffs in Hollywood and Washington each will be increased by one executive.

NAB Names Reversem

WASHINGTON, March 10—Evertt E. Reversem has been named acting administrator of the National Association of Broadcasters. He is vice president of the organization. NAB's board of directors will appoint a committee of about 10 people to select a successor to the late Harold E. Fellows. Reversem will serve until Fellows' successor is chosen.

Irish Buys 'Image'

LOLLYWOOD, March 10.—Movie picture rights to "The Constant Lovers" and "The Dark Angel," first-night bookings, have been acquired by the Irish Company, it is announced by Mr. Mirich, president of the organization, which will make the pick for United Artists release.

To Extend Life of Younglove Committee

SPECIAL TO THE DAILY

BANY, N.Y., March 10.—Conjunction of the life of the Joint Committee on Offensive and Obscene matter which is sponsoring the Young-love-Duffy bill proposing the classification of pictures as "approved for usage by children attending the elementary and secondary schools of the state," is in accord with a resolution adopted by the rules committee.

The resolution, calling for a new operation and the use of an index to balance from the 1930s, extends the committee's life to March 30, 1961.

An analogous action by both houses is likely.

Irishbuymen Joseph R. Younglove, St. Paul Republican, is chairman of joint committee.

To Membership

(Continued from page 1)

soon co-chairmen. On Tuesday, andrea, Bentley Hotel, John Lusse, and Paul Doyle, former co-chairmen, Monday, Monroe Pangborn, Club House and Jim Cash; Thursday, report, Club Beck Building, O. Harrison and Joyce Houch. On Friday, March 18, Lafayette, Porehans ride Inn, George Baillio, Matt Dry, and Frank DeGraw. At luncheon start at noon. On Thursday, March 25, there will be another party at the Variety Club New Orleans. Host will be Joy mate with Sammy Wright and in Woods as co-chairmen.

ATO proposes to take action on a matter as censorship, unionization, trade practices, and legal matters, among others.

Motion Picture Daily
LET'S GET THE FACTS STRAIGHT

The Screen Actors Guild strike against the major producers is nearly a week old.

What are the facts at this time? They are:

1. The producers have offered the actors a pension plan.
2. They have offered a health and welfare plan.
3. They have offered salary increases.
4. The sum total of these offers to the actors would result in the payment of millions of additional dollars.
5. The producers have offered to continue negotiations on these proposals.

The producers did not, and do not, want to stop production.
They did not, and do not, want to lay off thousands of employes.

THEY DID NOT, AND DO NOT, WANT A STRIKE

They want to negotiate an equitable agreement.
The guild called the strike.
The studios will reopen immediately if the guild stops the strike.

This ad is one of a series placed as an industry service by The Association of Motion Picture Producers.
from Coast

Film Supply 
ure to Get 
orse: Pickus

is Most Must Be Gotten 
on Pictures Available

exhibitors were warned by Albert Pickus, president of Theatre Owners of America (TOA), that they face a shortage of product more acute than that before, due to the Hollywood Strike. Pickus said that while he was in town for a meeting with the Screen Producers Guild, he talked with stars, producers and studio heads and discovered they all wish to settle the strike as soon as possible.

Defend Wins Major Point in TV Trial 
As Judge Limits U. S. Questioning

By SAUL OSTROVE

Six industry companies charged with "block-booking" their films for television sale won a major procedural point in New York Federal Court Friday over strident objections by Leonard Posner, Department of Justice trial attorney.

Judge Archie O. Dawson ruled for the defendants that the prosecution will not be permitted to elicit from witnesses testimony not covered in interrogatories answered before the trial. The court contended that Posner's staff had "years" to prepare properly for trial and could not now introduce post-interrogatory evidence. The judge advised Posner to spend the weekend preparing supplemental interrogatories so that when court con-

Decca's 1959 Net Is 
$2,321,923; Meet Set

Decca Records, Inc. reports consolidated net income for 1959 of $2,321,923, equal to $1.81 per share on 1,283,701 outstanding shares. The result presumably includes a year end dividend of $1 per share paid by Uni-

DAILY

HOLLYWOOD, March 13. — Personnel at the 20th Century-Fox studio was reduced to 200 at the weekend when 300 additional workers were given temporary lay-offs due to the strike. Included in the Friday dismissals was the four-man casting de-

HOLLYWOOD, March 13. — A ray of hope has filtered through the smog of strike-smiten Hollywood as result of Friday's resumption of negotiations between the Association of Motion Picture Producers and the Screen Actors Guild.

Following a two-and-one-half-hour meeting, during which two caucuses were held, Charles S. Boren, executive vice-president of AMP, and John Dales, national executive secretary of SAG, issued a joint statement to the effect that "sufficient progress had been made to justify a further meeting next Tuesday, March 15, at 2 P.M."

Boren also commented that "this is first time progress has been made."

Minimum Wage Talks
May Resume This Week

From THE DAILY BUREAU

WASHINGTON, March 13. — The Senate Labor Committee, whose deliberations concerning proposed changes in the minimum wage law have been cut off by protracted debate on the Senate floor, may resume consideration of the Kennedy (D., Mass.) bill this week.

The House Labor Committee still has not set a date for starting on minimum wage legislation, and it is expected to defer action until after the House has disposed of civil rights legislation.

Johnston Sees Nixon;
Strike Not Mentioned

From THE DAILY BUREAU

WASHINGTON, March 13. — MPA President Eric Johnston on Friday called upon Vice President Nixon at the Capitol. Johnston's chat with Nixon had been slated to take place some time last week.

Seek to End Strike

SAG-AMPP, in
Joint Bulletin,
Cite 'Progress'

Schedule Another Confab

Tuesday; Boren Pleased

By SAMUEL D. BERNs

HOLLYWOOD, March 13. — Ray of hope has filtered through the smog of strike-smiten Hollywood as result of Friday's resumption of negotiations between the Association of Motion Picture Producers and the Screen Actors Guild.

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SAG Meeting Held

Meanwhile SAG held a meeting here today at the Palladium Ballroom to discuss the guild's status in its first strike against theatrical productions.

Fred Kohlmar and Boris Kaplan, Columbia Pictures producers, while still on pay, were reported as the latest among the studios' production echelon to take accumulated leave.

Applications for unemployment insurance were filed by 2,500 studio employees during the week, with thousands more expected upon termination of vacation pay layoffs in the event the strike continues.

Among the pickets handed out at the studios affected were four to publicity workers serving 20th Century-Fox. Previously, a total of 3,100 persons, including back lot and front office employees, directly affected by and connected with production were given a furlough at four major studios.

Pathé

LABORATORIES, INC.
NEW YORK AND HOLLYWOOD

Complete facilities for every film need in black and white or color
MILTON B. RACKMILL, president of Universal Pictures, left New York at the weekend for Hollywood. Hence, "Hit" M. Martin, general sales manager, will leave here today for Charlotte, Jacksonville and Atlanta.

Steve Brody, president of Allied Artists, will arrive here today from the Coast for a week of conferences before leaving for London.

Eddie Fisher and Elizabeth Taylor left here yesterday for a vacation in Jamaica, B.W.I.

KURT HOFFMANN, director, has returned to Germany from Hollywood and New York.

MRS. DUDLEY WILKINSON has given birth to a boy, Robert. Father is in the talent department at M-G-M.

DEFE NCE WINS POINT

(Continued from page 1)

venues today the government may present its case against prescribed federal laws.

This roadblock confused the prosecution Friday. E. K. Jett, station manager and vice-president of WPM, AM-TV, Baltimore, was on the stand when the court ruled that he was not presently allowed to offer testimony beyond evidence concerning his station's film-buying negotiations with Loew's, Inc., (MGM), Screen Gems and Associated Artists Productions. Jett stepped down and was replaced as a witness by David Y. R. Stickle, film and newspaper and news commentator for the same station.

After Stickle testified briefly, he was excused from the stand and was ordered to return for cross-examination today. Fosner than resumed questioning of Jett. Stickle had stated that his station had purchased 67 "B" and "C" pictures to get from AAM to Warner package which also consisted of 33 "A" films.

Decca '59 Net

(Continued from page 1)

due to the intense competition and upward trend of costs. However, there has been some improvement since the beginning of the current year, including greater representation of Decca's product on the best-selling records lists.

In his message to stockholders accompanying the annual report, Rackmack called attention to the improvement in Universal's operations last year, attributing it to production policy changes. He also expressed optimism over the company's outlook for 1959, and said he is hopeful for increased earnings from the Record Division as well.

Annual Meeting April 12

The annual meeting of Decca stockholders will be held on April 12 at the home office, with the reelection of six directors as the principal item of business. The directors nominated for reelection are: Rackmack, Leonard W., Schneider executive vice-president of Decca; Martin P. Salkin, vice-president; Albert A. Garthwaite, Harold L. Thorp and Samuel H. Vallance.

U' Official Quarter

(Continued from page 1)

day that earnings for the period would exceed $1,500,000. The reported result compares with consolidated loss of $800,000 for six months ended March 31, 1959, and for federal income taxes of $680,000 for the corresponding 1959 quarter. The operating loss was exclusive of a profit of $3,670,510 of nets, resulting from the sale of the Universal studio.

'Song' in Beauty Show

Fashions and hairstyles from the forthcoming Columbia Pictures release, "William Goetz's Songs Without End," the Story of Franz Liszt, highlighted the 1960 International Beauty Show, held at the Statler Hotel, today through Wednesday. Themed to the "Leaded Look" this year, is the inspiration from the hairstyles worn by French stars Capucine and Gervaise Page in the film.

's-Ben-Hur' to Hit $5,000,000 Tomorrow

MGM's "Ben-Hur" will reach its first $5,000,000 box office gross tomorrow, the company reported at the weekend. Ticket sales are now piling up at a rate of more than $1,000,000 per month. Total attendance will pass the 3,000,000 mark tomorrow. The film opens in Cincinnati and Buffalo tomorrow, bringing the total number of cities in this country, Canada and Great Britain playing "Ben-Hur" to 27.

Johnston Sees Nixon

(Continued from page 1)

time ago, but the Vice President was compelled to defer it because he had to attend a meeting of the National Committee.

Johnston said that his talk with the Vice President, which lasted for about an hour and a half, was a personal call and that it had nothing to do with the strike in the motion picture industry.

Zanuck Records 'Crack' Spots in 19 Languages

Darryl Zanuck will this week record a special message on his new film, "Crack in the Mirror," to be broadcast as radio spots in advance of openings of the picture. The message is to be recorded in 19 languages ranging from English, French, and Italian to Turkish, Swahili, and Hindustani. The broadcasts will stress the fact that the suspense film must be seen from the beginning for complete audience appreciation.

140 'Please' Dates

M-G-M has booked "Please Don't Eat the Daisies" into 140 key cities in April, it was announced by Jack Byrne, M-G-M vice-president and general sales manager.

Film Supply

(Continued from page 1)

committee on March 2 in Hollywood. From there, he went to Kansas City, Mo., where he addressed the Show-A-Rama convention of the United Theatre Owners of the Heart of America last Wednesday. He returned to his home in Stratford, Conn., from here on Friday.

Picks said that the meeting with the producers was most productive in that he gained ground for the forthcoming campaign to win industry cooperation. It is evident. More meetings, he said, will be held.

Speaking of recent activities of what he termed "M-G-M's Interests," Picks said their attacks "must be fought." It is the job of national exhibitor organizations because local units are not equipped to do it. He said that TOA will pursue its plan to seek changes in the industry consent decree to permit former affiliated circuits to produce and distribute films that will help ease the film supply problem; to permit former affiliated circuits to buy independent operations when that is the best interest of the individual company, his investment, and to permit displaced independent theatres to merge in order to remain in business.

Pick said that TOA also will back negotiations with distributors as the best method of resolving grievances and eliminating mutual differences.
Gold Mine Lies Waiting in 'Hill'

The story of a young love that fought to live against a father's reckless past, a mother's possessive love and an unspoken secret the whole town knew too well!

Numerous Means of Mining Treasure
In MGM's Entertainment 'Lode'

There's a rich mother lode in the "Hill," a sparkling deposit of entertainment. To mine it profitably is the problem. The potential box office dollars are there in such quantity to cause distributor and exhibitor to laugh all the way to the bank.

But how to extract the treasure?

Some have said that they favor the soft soap method, i.e., Emblazon the motto: "One of the great motion pictures."

Personally, I think the only way to hit pay dirt is through the use of "T. N. T." In other words, blast 'em with a barrage of copy, action and illustrations in newspaper ads, radio spots and TV trailers that will ignite the emotions and set off an explosion of desire to see the picture!

In sales approach, rock 'em with a tantalizing sprinkle of "Peyton Place," entice 'em with a smattering of "Giant" and capture 'em with a splash of "A Summer Place"—a conglomeration of ingredients that is proven catnip.

"Home from the Hill" has all these ingredients which have been put together with a touch to satisfy the taste of the mass of entertainment seekers.

What those appetites and your festive board will not have a vacant seat.

We propose to do so thusly:

1. Catchline copy devised to give ads, lobby displays and other advertising media a hard sell, which is really the core of this proposed campaign... .

"A lusty story of a lusty Texas family... a giant among their people!"

(Continued on following page)
'New Faces' Play Big Part in Campaign for MGM

(Continued from preceding page)

"You live the lusty life with the Hummecuts of Texas, the biggest land owners along the Red River... Their lives! Their sins! The tragic violence!"

"The sins of the father are visited upon his family..."

...the robust living, rich land owning Hummecuts of Texas!

"Here is a motion picture rich in the tradition of such outstanding entertainment milestones as... Giant... Peyton Place... and A Summer Place."

It's got all the action... all the hot drama and violence... all the fine production qualities of these unforgettable pictures... and then some!

2. An adults and mature young people only policy is necessary due to dialogue and story. Notice that we are including mature young people, not suggesting that the picture is recommended for adults only. This policy, while a protective measure for the theatre in its community relations, also is a positive sales angle.

3. New faces! Long an advocate of promotion of new talent in motion pictures, Interstate Theatres will diligently exploit this angle, cognizant of its importance to the future of our industry and the success of this particular attraction.

We were fortunate in this area in having two of the picture's young performers — George Hamilton and Luana Patten — meetings with the press and exhibitors. Resultant publicity in newspapers and on radio and TV is of great benefit to the forthcoming engagement of "Home from the Hill," because the young stars made a fine impression.

However, this is like starting a race in front position and quitting at the three-quarter pole. A great finish of the race to tickets would now be for Hamilton, Miss Patten and George Hamilton to meet the public in person from the stages of our theatres on opening days. And Robert Mitchum, who gives one of greatest performances of his career, would enhance the opening due to his popularity of long standing.

Regardless, we are going to invite the public to meet the ascending new stars through various means, including the following:

(a) Spectacular-size setpiece display in the theatre lobby consisting of bigger-than-life colored blowups with a bold head Adjacent to the blow-ups will be applied short biography

(b) Attention will be called to the new personalities in newspaper ads through extra sales copy, and special stories and

(Continued on opposite page)
Home from the Hill

Continued from opposite page

We be planted with the newspapers' amusements editors.

1. "fan clubs" will be inaugurated with the intention of garnering as much publicity as possible. We want the officers of the clubs to talk to the stars via telephone for newspaper stories and art.

2. A special trailer will be prepared to follow the feature piece: "You have just met three wonderful young people. . . . George Peppard, George Hamilton, Luana Patten . . . and all of us have witnessed this outstanding new talent in MGM's "Home from the Hill!" Watch for them in future motion pictures . . . and tell your friends to see them in this wonderfully entertaining movie!"

3. Television will be an important factor in our campaign. Having seen the picture, it is obviously apparent that many scenes of much dialogue could be clipped and used advantageously on TV. Because of the wide appeal of this film, we will not arrange a schedule designed to reach a particular segment of the TV audience. But, rather, we will scatter the spots "across the board," using the attraction exposed to the lady-of-the-house who watches matinee programs, the teenagers who are devotees of Dick Van Dyke's "Bandstand" and similar shows, and the most popular adult daytime shows, such as Jack Paar, which can be bought at a reasonable price because of the late hour it is shown.

Radio To Use Film Sound Track

4. Radio, too, is an important medium through which to sell the idea on "Home from the Hill." Like all other advertising forms, a picture has the meat to provide dramatic spots announcements and excerpts of dialogue from the film's sound track will be used in producing radio spots.

Even in cities where we use TV, radio will augment our campaign — and we will buy time on the most popular station in a city.

5. Long-range campaigning will be our plan because of the instance of this picture. If every possible person is ultimately exposed to the publicity and advertising, the picture can be a grosser, because — as mentioned previously — it has the appeal. We will start early to plug the picture with underlines in current newspapers and ads. We have several theaters in almost every city in which we operate, and these theaters will be used to cross-plug with trailers on the screens and set-pieces in the boxes well in advance of the playdate. We will start planting newspaper publicity further ahead than usual.

6. Sneak previews, we hope, will be permissible in all our cities. Word-of-mouth advertising — the free and effective press agent — will be ours, because everybody will rave about "Home from the Hill" after seeing it. We will distribute "reaction" cards to the "sneaks" and then use them as part of a set-piece, giving the campaign a local angle.

Book Tie-up Also Scheduled

7. Book tie-ups always are effective in our area because of the wonderful cooperation of the book distributor. As usual, we will use truck banners and counter cards, all plugging the picture strongly as the book. We make our own layouts for this advertising material.

8. Posting . . . three-sheets and 24-sheets will be posted in most of our larger cities.

9. Telephone . . . when the theatre employees answer the phone, they will start their conversations with: "'Home from the Hill' coming . . . ."

These are the basic points of our campaign for "Home from the Hill," and they will be augmented by exploitation stunts worked out on a local level by our publicists and managers.
ANNOUNCING
Samuel Bronston’s
FORTHCOMING PRODUCTION

KING OF KINGS
Judge, in TV Booking Trial, Warns Against Renegotiation 'Gravy Train'

By SAUL OSTROVE

There will be no "gravy train" for television stations which think they may be allowed to renegotiate on a wholesale basis following the government's "block-booking" suit against six motion picture and television companies—regardless of the outcome of the case.

Judge Archie O. Dawson made this point clear in New York Federal Court yesterday, as the Department of Justice anti-trust suit, four years in preparation, began its second week in court. The government charges illegal "block-booking" of old theatre films to television by C & C Super Corp., National Telefilm Associates, Screen Gems, Associated Artists Pro-

Ten Pictures Shooting In Spite of Strike

From THE DAILY Bureau

HOLLYWOOD, March 14.—There are 10 pictures in production, including two new ones started this week. Eight pictures were suspended due to the strike of the Screen Actors Guild against the major producers.

Started were: "Midnight Lace" (a Ross Hunter Production for U-I Arvin Universal International release); and an independent "A Cold Wind In August" (Troy Films, which signed a Guild contract).

TV Suit Against 'U,' Columbia, S.G. Begins

Trial in the government's suit against Universal Pictures, Columbia Pictures and Columbia's subsidiary, Screen Gems, began late yesterday in New York Federal Court before Judge William B. Berlands. The suit charges the companies with restraining competition in the sale of films to TV through the acquisition by Screen Gems of over 600 pre-1945 Universal Pictures for TV distribution.

Due to the late start of the trial yesterday only one witness was heard. He was William D. Davidson, general manager of WRCA, New York. The case will be resumed this morning at 10 o'clock.

N. Y. Film Fee Bill Vote Expected Today

Special to THE DAILY

ALBANY, N.Y., March 14.—The Assembly is scheduled to vote tomorrow on the Savarese Bill, which amends Section 122 of the education law to increase the fee collected by the State Education Department's Motion Picture Division from $3 to $4 per thousand feet on original films, but to decrease the charges on prints from

TV activity

Finds Mail Favorable To Classification Bill

Special to THE DAILY

ALBANY, N.Y., March 14.—Letters received by Assemblyman Joseph R. Younglove, who drafted a bill pending in the legislature on film classification, are "preponderantly" in favor of the measure, he said today.

He added that he expects the bill to reach an Assembly vote later this (Continued on page 3)

Malco Theatres to Fight Memphis Plan To Bar Children from 'Adult' Pictures

Special to THE DAILY

MEMPHIS, March 14.—The proposal of the Memphis board of censors to the city commission that a city law be passed to give the censors legal authority to bar children from films it opposes.

Richard Lightman, vice-president of Malco Theatres, Inc., which operates 10 Memphian theatres and drive-ins in addition to a large chain in the Memphis trade territory, will oppose the proposed new law.

"Our five Memphian drive-ins would have to shut down," said Lightman. "Young couples who never get out to a show come to the drive-ins with their children in the back seat where, after a while, go to sleep. If children were given the right to label some (Continued on page 4)
Buddy Adler, head of production for 20th Century-Fox, returned to Hollywood yesterday from New York.

Annelo Aboaf, vice-president and foreign general manager of Universal-International, and Fortunat Baronet, divisional manager, also returned to New York from Europe.

Irving Ludwig, president of Buena Vista Distribution Co., has arrived in Hollywood from Mexico.

F. J. A. McCartney, Universal Pictures assistant general manager for the handling and distribution of "Spartacus," and Jeff Livingston, executive co-ordinator of advertising and sales, will leave here today for Boston, Detroit and Chicago.

Marvin Josephson, president of Broadcast Management and personal manager of Dickie Jones, will leave here by plane today for the Coast for three days of business conferences.

Charles H. Sankey, head of the newly-formed American Films, has returned to London from the British West Indies.

Philip A. Wadman, producer of COLUMBIA'S "The Gene Krupa Story," has arrived in New York from the Coast.

Warren Weiland, of Weiland-Levis Theatres, Atlantic City, N. J., and director of education, who incurred injuries suffered in an automobile accident.

J. W. Robinson, owner of the Wheeler Drive-in Theatre, Elgin, Ill., has returned here from a vacation in Mexico.

**Cinematic to Use Top Writers for 'Hire' Series**

A group of top motion picture and television comedy writers will be signed to write units for Cinematic's "Hired for Hire," a new cartoon series created by writer-producer Phil Davis, it was announced by Arthur Epstein, president of Cinematic International and executive producer of the series.

Writers assigned to the series will work under the direction of Davis, who is currently in Europe supervising the editing and processing of more than 55 fully-plotted units. At least 50 more of these units will be prepared for theatrical distribution in markets throughout the world.

**BOOK "CONSPIRACY OF HEARTS":** Finalizing the agreement for the two-theatre engagement of the Paramount release at the Victoria and Trans-Lux Normandie here are (left to right) Richard Brandt, president, Trans-Lux Theatre Corp.; George Weltner, Paramount Pictures vice-president in charge of world sales; and Glen Perry, general manager of Loew's Films, operator of the Victoria. The film will open at the two houses on April 8.

**Senate Delay**

(Continued from page 1)

IFIDA, Ben Adler in Agreement on Trailers

Terms of an agreement between the Ben Adler Advertising Service for trailer distribution open on a voluntary basis to all member independent Film Importers and Distributors of America were announced yesterday by Michael F. Mayer, on behalf of IFIDA. Under the agreement, Adler will accept and distribute trailers of any reasonable length absorbed from his share of the revenue the costs of prints. Adler agrees to pay the distributors ten per cent on collections from the first booking without setting any minimum number of bookings before revenue is realized.

Will Show Shipping Sheets

Adler has agreed to deliver to distributors on request a copy of shipping sheets showing the theatres to which each of the distributors' trailers was shipped during the week in question. This answers a request of numerous IFIDA members for information on the location of their trailers.

Adler emphasized that he is not subject to code seal restrictions but must nonetheless have the right to reject any particular material. Adler also has included that he is agreeable upon negotiated conditions to pre-paying trailer negatives, TV negatives and radio dailies.

**ASCAP Banquet March 29**

ASCAP’s annual banquet will be held March 29 at the Waldorf-Astoria Hotel here, Stanley Adams, president, announced.

**Fox Has Three**

(Continued from page 1)

Log capacity to the Rivoli The Benefit performances in Los Angeles at the Carthay Circle, and Manhattan at the Sheridan, are likewise sold out.

In St. Louis, "Dog of Flanders" surpassed by a wide margin at Fox Theatre this past weekend top grossers as "Long Hot Summer, " "Trees of Heaven, " "Rally Round The Flag Boys, " "Warlock, " and others. Boxoffice-Cadizhitz promotion took in $6,480 for three against Summer's $9,057, and $9,145, "Warlock" $6,543 others.

Theatres Strong Here

In New York, "Seven Thieves" Saturday and Sunday did better $32,000 heading for a $55,000 or wave ahead of 20th's "Sink the Marie, " which at the Lincoln's for four-day eight school holiday took just $10,000 more.

**APA Elects Officers**

Jack Zander of Pelican Films was elected president of the APA Producers Ass'n. Named as president, Charles Gifford of C. L. Epstein; treasurer, Samuel Braverman; secretary, Milton Levy; Ken Feldman, associate. Richard Kluge, Lars Calson, Martin Gottlieb.

**Birmingham Likes 'Rivoli'**

"Home From the Hill" has oped to the biggest business of any film at the Alabama Theatre in Birmingham since the advanced price engagement of "Cat on a Hot Tin Roof" on Monday at the boxoffice.

Friday through Sunday, the S. J. Siegel production topped the busy business scored by "Northwest." M-G-M said.

**Dembow Leaves Toast**

George F. Dembow, veteran executive, will leave here on a three-month trip around the world. He will stop in Hawaii, Hong Kong, Singapore, La Sang, and Rome, in addition to mediary points.
Hyman to Report on Product, Drive Plans

Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, who returned here recently from Hollywood after conferencing with studio heads on the product outlook, will be host to trade press representatives at a home office luncheon on March 22. At that time he will report on plans for the April-May-June exhibition drive which he is engineering in cooperation with theatres backing his "orderly distribution" campaign.

In addition, Hyman will discuss plans for the AB-PT affiliates meeting to be held at the Concord Hotel, Kiamesha Lake, N. Y., March 24 and 25, which will serve to launch the spring exhibition drive. He will also discuss his findings in connection with his Hollywood product survey.

Mail Favorable

(Continued from page 1)

Mail favorabale week and that the chance of passage in both houses is "good."
The bill would authorize the Motion Picture Division of the State Education Department to classify a film as approved for children at the time it is licensed.

Catholic Welfare Group

Favors Film Classification

ALBANY, March 14.—It is reported that the State Catholic Welfare Committee favors the Younglove-Dally film classification bill.
The legislative commission of the State Council of Churches (Protestant) filed a memorandum last week endorsing the classification measure as one with "a positive approach to a difficult problem and therefore meriting "our support."

'Summer' Still Strong

Sam Spiegel's "Suddenly, Last Summer," a Columbia Pictures release, continued to do top business in its 12th week at the Criterion and Sutton Theatres here. The five-day gross at both theatres was $28,700, almost $6,000 more than the preceding week and about equal to the figures for the 10th week. Saturday grosses at the Criterion were the biggest for that day since the Saturday of the seventh week.

'Havana' Continues Big

Carol Reed's "Our Man in Havana," a Columbia Pictures release, continued to do top business in its seventh week of its two-theatre run at the Forum and Transit Lux Theatres. The five-day total gross was $25,920 at both theatres. Saturday's gross was the biggest business on that day since the Saturday of the fourth week.

Greenhalgh Recovering

PHILADELPHIA, March 14.—Paul Greenhalgh, general manager of Jay Emanuel Publications, is convalescing at Lankenau Hospital, City Line Ave. and Lancaster Ave. here, following major surgery.

PEOPLE

Don Delaney, for the past 16 secretary to Ernest Emerling,

Theatre advertising-publicity resident, has resigned to be
genral secretary to Academy
director Elia Kazan.

Walter James, manager of the Dun-
theatre, Union, S. C., has an-
d his candidacy for the city
d of that community.

Kenneth B. Keating (R., N.Y.) serve as honorary chairman of

the Asthma Campaign Appeal, and accepted the post at the in-

vitation of Max E. Youngstein, United

vice-president and general

manager of the drive, which will aid
children's Asthma Research In-

and Hospital, Denver.

B-Fee Bill

(Continued from page 1)

A thousand feet to $6.30 per each
"entire" copy. Action was
and when the measure first ap-

plied on the calendar last week.

sharp debate is expected, As-

sign Daniel M. Kelly, Man-

hatten Democrat, having announ-
cyed again oppose the measure.

and Assemblyman Louis Wal-

lev-Queens Democrat, led a suc-

cessful attack on a somewhat similar

plan in the closing hours of the sev-

eral days after the Senate had

passed approval of the com-

mittee's March act. Assemblyman

Frank S. Savarese, Jr., Queens Re-

publican, will again argue for adop-

tion of the proposal has been endorsed by

OA, MMPTA, IFDA and Casino

Exchange, Inc., of New York,

others. Also, the Commerce

industry Association of New York.

The State Education Department is

not to favor the legislation.

ough a typographical error, as*

picture daily, in a previous

the favorable reporting by

sembly Ways and Means Com-

mittee of the Savarese bill, said it

will take effect Apr. 1, 1960. The

tive date should have read Apr.

70/35

The Cine Playa Theatre, Acapulco,

co, will install the Century 70/35

ector system, it has been disclosed

by Frank Cahill, Jr., vice-presi-

dent of Century Projector Corp., in

ice of sales.

E. Hellums Dies

STIN, Tex., March 14.—W. E. Hellums, 49, city manager for Inter-

Theatres here since 1932, died

week in a local hospital. He

died in 1932 after having

manager of the old Hancock The-

ere.
Home Offices

(Continued from page 1)
early settlement of the studio strike swept home office executive levels yesterday.

The feeling of confidence was evident at headquarters of all companies affected by the strike and constituted the first hopeful, or cheerful, sign it had manifest itself here since the studios were shut down March 7 by the SAG strike.

Weekend Meeting Held

Company presidents met over the weekend to hear a report on Friday's negotiations meeting between SAG and the AMP.

Guarded predictions were made by some that Thursday's scheduled resumption of negotiations by the AMP-SAG could be decisive. Others, while obviously hopeful, advanced the belief that if further progress is made at that meeting in Hollywood, even though non-conclusive, it could lead to an agreement at a later meeting or meetings before the end of this week.

"Based on progress reported at last Friday's session, one executive said, "the chances of an agreement being reached with the actors this week would appear to be nine out of 10."

Pension Fund Would Gain

The basis for the anticipated settlement, it is reported, is the payment by the production-distribution companies of a share of their television residuals to SAG's welfare and pension fund, rather than to individuals. This would meet SAG's demands for actors' participation in revenue derived from sale of producers' film libraries to television and, at the same time, would not violate producer-distributor's insistence on not paying individuals twice for one job.

AAA Votes Support To Screen Actors Guild

The international board of the Associated Actors and Artists of America has voted "unqualified support" to the Screen Actors Guild in its strike against the Association of Motion Picture Producers. Action was taken at a special meeting here of the board of the board of the AFL-CIO affiliate comprised of the American Guild of Musical Artists, American Guild of Variety Artists, Actors Equity Association, American Federation of Television and Radio Artists, Screen Actors Guild, Screen Extras Guild, Hebrew Actors Union and Italian Actors Union.

The organization took a full page in the Sunday New York Times to announce its support of SAG.

Membership Backs SAG Strike; Reagan Reports Gain by Guild

HOLLYWOOD, March 14.—More than 3,000 members of the Screen Actors Guild gave SAG president Ronald Reagan and his negotiating committee a rousing vote of confi-

U.A. Meeting

(Continued from page 1)
tive assistant to UA president Arthur B. Krin and executive vice-president of UA Records, also will participate in the meeting.

Will Set Distribution Plans

The conferences will develop distribution patterns for the company's product program and map regional plans for UA's current sales drive. Honoring board chairman Robert S. Benjamin. Participating in the sales sessions are James Hendel, central district manager; John Zonni, Pittsburgh branch manager; Ross Williams, Indianapolis branch manager; Jack Finger, Cincinnati branch manager, and the sales and booking staffs of the Pittsburg exchange.

Arkay at New Address

CLEVELAND, March 14.—The Arkay Sign Studio, which had been in the Film Building here since 1922, has moved to the Academy Building where Matt Biald, artist, will remain with the organization, now under its new owner, Kenneth Grew.

Flanagan Rites Held; Pioneer Ohio Exhibitor

SPECIAL TO THE DAILY
CLEVELAND, March 14.—Funeral services were held here today at St. Aloysius Catholic Church for Edwards Flanagan, president of Flanagan Exhibitors, a one-time and one-time president of the Cleveland Motion Picture Exhibitors Association, who died at his Lake Shore Club apartment following an illness of several weeks. Prior to 1920, Flanagan operated a nickelodeon called the Bijou Theatre, and later owned and ran the Terminal Theatre.

Malco Theatres

(Continued from page 1)
films for adults only, managers would have to bar these family groups. After a few adult-only films, we would have to close up."

And another thing, said Lightman: "It would make policemen out of our managers. They would be arrested and fined if some young person under the age they might set shipped by them."

And what about our ushers? Most are under 18. Would we have to hire them, or would they wear blinders, or what?"

Lightman said: "Parents—not the city—should supervise what their children see. I do."

LeRoy: Strike 'Silly'; Settlement This Wee

From THE DAILY Bureau
HOLLYWOOD, March 14—McLeRoy, in a talk on the industry, before the industrial division of the local branch of the Chamber of Commerce, announced today, termed the pay Screen Actors Guild strike "silly," forecast a settlement this week.

Commenting on conditions in film industry, LeRoy cited the threat on part of nation's exhibitors to more attention to proper management of theatre operation and condition in house, to concert popcorn and candy sales.

Questioned on public's possible action to strike if still in force, Academy Awards presentation rep LeRoy said he did not believe public would be that concerned, but that if some of the distros were to happen if strike continued for some days, something more might be done.

Report was also made that Wood motion picture and television museum (LeRoy is member of its board of directors) Screen Directors Guild would now be able to get with full steam, with legislation last week in Sacramento which eased state's laws on use of juvenile actors. Visitors to lease land for museum poses. Museum project now has estimated cost of $450,000.

Chairman of Commerce member club who met with presentation the Hollywood film festival be instigating comparable in importance to already established in various munificence abroad.

Pension Plan

(Continued from page 1)
that although the matter of the post-1948 films to television is not brought up, the negotiators' attention to the sale of post-1961 to the sight-and-sound medium, that these aspects will be given "due exploration at the next meeting as two groups—to be held Thursday steal of tomorrow as originally planned.

The full text of the joint statement:

"The discussion at last Friday's meeting between guild and the Association of Motion Picture Producers related to the laying unexplored areas:

"The guild's proposal for a percentage non-contributory health, welfare and pension plan.

"Notwithstanding conflicting reports, there was no discussion payment medical benefits to post-1948

authors. Consideration was given past-service credit of a fixed amount, in an amount to be determined into a proposed pension plan to place the actors in a position comparable to other guilds and those which have been included in the listing Motion Picture Industry Pension Plan since October, 1955.

"Negotiations are continuing solution to the problems of television exhibition of post-1960 pictures.

Review:

Because They're Young

Drexel—Columbia

"Because They're Young" is loaded with exploitation possibilities. It features a bouncy young cast led by Dick Clark, the country's most popular television disc jockey; Tuesday Weld, a precocious 16-year-old often in the news, and two important "swinging" vocalists, Jimmy Darren and Duane Eddy, who are poles apart as stylists but connoisseurs in arms on the high side of the joke box ratings.

The film was adapted from the novel, "Harrison High," written by John Farris when he was about the same age as the youngsters in his book. Clark plays a "nice guy" teacher whose amorous hours are spent planning for the school's upcoming "chicken" night of the robbery. The film's success is assured, as does Miss Shaw, whose previous love was a young man bent along Clark's go-getting lines.

Meanwhile, the "student set" has its own problems. Miss Weld, who secretly mothered Michael Callan's child the year before, is trying to make a strike. Her plans are frustrated by the school principal and a plain dunce by Shaw. Clark sustains a stab in the shoulder but Robinson is arrested.

Clark's tolerance of the lot of misdirected youngsters helps to square away the general mess they create in and out of school. He's supposed to be a former football hero, too; that gets a couple of the kids on his right side. The principal agrees finally that Clark is a noble psychological tactician, and so does Miss Shaw—he marries him.

Hartenbower to Head NAB TV Code Board

WASHINGTON, March 14.—The television board of the National Association of Broadcasters has approved the nomination of E. K. Hartenbower, vice-president and general manager of Station KCMO-TV, Kansas City, Mo., to be chairman of the board of directors of the television code board. The television board also expanded the code board from five to seven members and approved the nominations of three new code board members.

Hartenbower, who already is a member of the code board, succeeds Donald H. McCann, president of the Westinghouse Broadcasting Company, New York, as chairman. McCann's term is expiring, and he is not eligible for reappointment.

Three Openings Created

The expiration of McCann's term and the resignations of the board created three openings in the board's membership. The television board approved the nominations of the following men for the additional terms on the code board: George Whitney, vice-president and general manager of Station KFMB-TV, San Diego, Calif.; Robert W. Ferguson, executive vice-president and general manager of Station WTRF-TV, Wheeling, W. Va., and James M. Gaines, president and general manager of Station WAL-TV, San Antonio, Tex.

Hoffmann, Visitor, Tells Of Plans for 'Speasart'

Kurt Hoffmann, the German director, stopped over here enroute back to Europe from Los Angeles, where he was presented with a Golden Globe Award for his work on 'Aren't We Young,' a new satirical cartoon which was entered but had not been answered in trial interrogatories.

The court sustained defense objections and ruled that supplemental answers to interrogatories violated the terms of civil procedure. Judge Dawson also chided Leonard Posner, government trial attorney, for failing to renew his case with proper expedition.

The judge remarked at one point: 'Like a Surrealist Painter.'

The government seems to try this 'like a surrealist painter,' and become impatient at the introduction of 'too much corrobative testimony.' It was suggested that the eminent question 'live witnesses' resort less to documents obtained in station files.
THE EYES HAVE IT...

TRAILERS show them the way to come back...and the proof shows up at your boxoffice! So set your sights on the medium that has eye-appeal and buy-appeal! Show them with a show...show them with TRAILERS.
**Allied Says Exhibitors Should File Claims to Share in TV Residuals**

WASHINGTON, March 15.—Exhibitors with "equities greater than other parties to the (Hollywood) strike," should advance their claims to a share in post-1948 television residuals along with the studio guilds and unions, Abram F. Myers, chairman and general counsel of Allied States Association, contends in a bulletin sent to all members of the national exhibitor organization.

The American Congress of Exhibitors

(Continued on page 5)

**10-Year Decline Halts, NT&T 'Holders Told**

From THE DAILY BUREAU

HOLLYWOOD, March 15.—The improvement in theatre attendance which started last May reversed a 10-year declining trend, B. Gerald Cantor, president of National Theatres and Television, Inc., declared today at the annual meeting of the company.

(Continued on page 6)

**Film Festival Concludes with Fete; Marks Argentine Independence Day**

BY MARTIN QUIGLEY, Jr.

MAR DEL PLATA, March 15.—Delegations, guests and the general public attending the Second International Film Festival here this week digressed today from talks of business and films to participate in a civic celebration marking the 150th anniversary of Argentine independence. Basking in the magnificent sunshine and the soft South Atlantic breezes of this resort, film people from all over the world relaxed and enjoyed the open-handed hospitality of their Argentine hosts.

Crowds at the festival were disappointed at Kim Novak’s failure to attend as a member of the American delegation—she was scheduled to come here today but plans were cancelled—but they continued their tumultuous adulation of those present. Linda Cristal, Argentine by birth and now a Universal Pictures star, has been enormously popular with the Argentine press. She, Burgess Meredith, Paddy Chayefsky, Delbert Mann, and producer Joseph Mankiewicz who is the official American representative on the Festival jury, comprise the American delegation.

Other countries with delegations present include West Germany, whose Curt Jurgens is tremendously popular; England, Italy, Hungary, Czechoslovakia, Egypt, Italy, and the French. The Argentine delegation, which is scheduled for a vote in assembly tomorrow, was well received.

**During Strike Talks**

SAG May OK Production on Interim Basis

By SAMUEL D. BERNs

HOLLYWOOD, March 15.—Reception of negotiations between the Screen Actors Guild and the Association of Motion Picture Producers Thursday afternoon to reach unity on the now eight-day old screen actors strike hold much promise for some interim relief in conclusion of the major productions stymied by the idlet.

SAG president Ronald Reagan today indicated he would recommend that the guild allow the particular major productions to resume shooting if convinced the producers “are negotiating in good faith.”

The meeting between SAG and AMPA, originally scheduled for today, (Continued on page 5)

**Elect S. H. Fabian Pioneers President**

S. H. Fabian, president of Stanley Warner Corp. and of the circuit bearing his name, is the new president of the Motion Picture Pioneers. He succeeds Ned E. Depinet who has served as president for the last three years.

Announcement of Fabian’s election was made yesterday following a special meeting of the board of directors of the Pioneers Monday at which all other officers were re-elected. They are Marvin Kirsch, vice-president; Martin Quigley Jr., and Robert Corkery and George Viether of the Motion Picture Association.

(Continued on page 6)

**TELEVISION TODAY—page 4**
Technicolor ’59 Net
About $243,000

Estimated consolidated earnings of Technicolor, Inc., for 1959 are 12 cents a share on the 2,027,000 shares outstanding, compared to 1958 net of $85,172, or 28 cents a share, John R. Clark, president, reports in a letter to stockholders.

Consolidated net sales in 1959 were $27,250,407, as compared with $26,778,021 in 1958.

Clark’s report states that the Technicolor motion picture picture division has contrib-
uted profitably last year but the consumer
photographic division showed a loss. Substantial investments were made in the latter division last year for physical expansion and improved distribution, including an expenditure of approximately $900,000 for expanding facili-
ties of the film processing plants in Hollywood and New York.

The division did about $12,000,000 in retail business last year.

Sees Outlook Brighter

Clark’s report states that, “Assuming
certainly and easily attainable set-
made differences confronting our corpo-
rate producers and the Screen Actors
Guild, the outlook for the industry as a whole appears brighter in the im-
mediate years ahead when compared
with the condition that has character-
ized it in the past few years.” He cited
the improvement and re-equipping as an important factor in this out-
look.

Clark said that Technicolor’s long
range prospects will depend largely on
research and diversification. Consequent-
ly, both avenues are being actively explored. He added that the cost reduction and long term and short term planning also are engaging the careful attention of management.

AIP Production Hike
Is Hailed by Pickus

American International Pictures’ dis-
closure to Theatrical Exhibitors that it will produce 5 to 10 more pic-
tures was hailed yesterday by Albert M. Pickus, TOA president. Pickus said that he had received a letter from James H. Nicholson, AIP president, in which Nicholson said he wanted Pick-
us to be the first to know that AIP was increasing its production by 5 to 10 pictures for the “fall and winter season.” Pickus, in an immediate letter to Nicholson, congratulated him and his company on the increased schedule declaring it came at a time when exhibi-
tion was sorely in need of product due to the critical strike situation.

Grauman’s Books ‘Kind’

Tennessee Williams “The Fugitive
Kind” has been sold for Grauman’s
Chinese Theatre in Los Angeles, it
was announced by William J. Heinie-
man, vice-president of United Artists.

Argentine Fel

(Continued from page 1)

llovakia, France, Poland and Port
Mankiewicz’s “Saddle
Last Summer,” produced by
Spiegel and starring Katherine J
burn, Montgomery Clift and Elia
Taylor, will be shown here to
for Festival guests but it is not
in the competition. The Ar
ent names, Columbia’s “Last
Man” and MGM’s “Wreck of
Mary Deare” were shown earlier
program, as was the United At
gether program.

The Festival will conclude 11
day with the announcement of
ning pictures. George Viethes
the Motion Picture Export As-
and Larry Lipskin of Col
International left here yesterday
New York but Robert Corkery of
PEA expects to remain to con-
talks with the Argentine Gen
nego in Argentina agreement
film agreement.

Variety Clubs Will

Induct Nixon Today

Vice President Richard Nixon
become an honorary “barker” in Vi-
try Clubs International in an in-
ceremony at noon today which will
max the recent national observa-
Variety Clubs Week. Present of
 gold membership card will
the Vice President in his club
for International Club Chairman
Brown. Also participating in the
stage and screen stars Ethel M.
and Walter Pidgeon; First As-
International Club Edward En
and Variety’s public relations
Bay Bell.

The finest
carbons ever
made...

PROJECTO
CARBONS
THE BIG ONE IS ON ITS WAY AGAIN.

The Nation's leading theatres are booking "The sweetest story ever told"

The GLENN MILLER STORY

Now set to make beautiful box office music at the

Universal-International presents

JAMES STEWART • JUNE ALLYSON

The GLENN MILLER STORY Technicolor®

with CHARLES DRAKE • GEORGE TOBIAS • HENRY MORGAN

and these Musical "Guest Stars": FRANCES LANGFORD • LOUIS ARMSTRONG

GENE KRUPA • BEN POLLACK • THE MODERNAIRES Directed by ANTHONY MANN

Written by VALENTINE DAVIES and OSCAR BRODNEY • Produced by AARON ROSENBERG

PALACE, N.Y. CITY, Mar. 22nd
GOLDEN GATE, SAN FRANCISCO, Mar. 23rd
FULTON, PITTSBURGH, Mar. 24th
HIPPODROME, CLEVELAND, Mar. 25th
LAFAYETTE, BUFFALO, Mar. 25th
TOWNE, MILWAUKEE, Mar. 30th
ST. LOUIS, ST. LOUIS, April 1st
MAJESTIC, HOUSTON, April 1st

Big campaign for big results. Book it now! from U-I
Eells Named

(Continued from page 1) announced yesterday by Arthur B. Krin, president. At the same time he appointed Bruce Eells as director of broadcast station acquisitions, effective immediately, with head quarters at the Samuel Goldwyn Studios in Hollywood. Eells has resigned as executive vice-president of United Artists Television, Inc., to devote full time to his new post with the parent corporation.

Krin said that United Artists' decision to explore the acquisition of broadcast stations represents a logical step forward in UA's expansion in television, following its purchase last week of the stock of Ziv Television Programs, Inc., as a result of a split of the actual stock of United Artists Associated, is currently distributing pre-1948 Warner Bros. library and other theatrical features and cartoon films to television.

Active 25 Years

As director of broadcast station acquisition, Eells brings to his new post more than 25 years experience in the field of broadcasting and business administration. After a career as the youngest national bank examiner in the history of the United States Treasury Department, Eells held top executive positions with the Don Lee Broadcasting System, Young & Rubicam advertising agency, Ziv Television Programs, Inc., and vice-president and director of Television Programs of America. Eells resigned from TPA to join UA-TV.

FCC Authority Ample, Ford Tells House Unit

From THE DAILY Bureau

WASHINGTON, March 15.—Frederick W. Ford, new chairman of the Federal Communications Commission, today told the House Commerce Committee that he thinks the FCC has all the authority it needs. In so doing, he made it clear by implication that he agrees with a report on airways regulation made by Attorney General Rogers and disagrees, at least in part, with recommendations made by a group headed by Commerce Committee Chairman creamy Harris (D., Ark.).

As Ford sees it, FCC "has ample power to deal with the areas of programming."
**SAG Strike Hit by Zanuck as ‘Idiotic’**

(Continued from page 1)

here. The conference was called so that Zanuck could discuss his production of "Crack in the Mirror," for Fox release. But after intensive questioning by the press, he let the strikers have it with 15 minutes of sharp-ly-worded, uncompromising criticism.

"It seems astonishing to me that a producer who has gambled, lost and won, should now be alluded to in action of this sort. It is also astonishing that the actors, who depend on so many people in their work, didn't take those other workers into consideration when they (the actors) struck.

"This action is not well-conceived. It shows a lack of understanding and responsibility. This is hardly the time for a strike. Almost every company has very severe difficulties. Television has kept a number of companies alive, and supplied them to pay actors' salaries."

"Some companies have been forced to mortgage their entire post-48 libraries...so how the hell can they make a deal if they don't even control their own pictures?"

Zanuck took another look ahead and said:

"I don't even think it's possible to negotiate on past product. The possibility of approving the pension plan looks good but I guess discussions on percentage payment will deal only with films made in the future."

The producer then cited his earlier reference to "radical changes" in the industry. They would begin, he said, with needed cuts on Hollywood pay-rolls and would proceed eventually to affect the entire concept of production.

"The price being paid to those so-called 'stars' is idiotic, too. If every one of them, these high-priced 'stars' brought back the dough for the salary paid him there would be no argument. But the heart of a picture is still the same way he used to play."

Turning his attention to another industry "sore-spot," Zanuck flatly stated, "I don't believe in blacklists. I think it's ridiculous to show a man like Nikita Khrushchev around the 'Can-Gos' and then to hire a man like director Jules Dassin."

Zanuck added, however, that the only restrictive clause in his contract with Fox forbids him to hire personnel the company considers undesirable because of past or present political affiliation.

"But I proved how I stood on the 'blacklist' question years ago when I refused to attend the Wadsworth Conference," he said.

In discussing his own film projects Zanuck spoke severely in terms of what the strike will mean to him. He lost time. Two screenplays being prepared for him, adaptations of William Faulkner's "Sanctuary," by James Poe, and "The Chapman Report," a forthcoming novel being written for the screen by Don Mankiewicz, have had to be shelved for the duration.

Would Start April 15

Otherwise—and if the strike is settled by then—the producer plans to begin shooting April 15 in Dublin a CinemaScope version of the movie. The current unit will spend six weeks shooting in the Ivory Coast in western Africa and a shorter period in a spaghetti-making setting in southwestern France.

Zanuck's "Israel Project," Meyer Levin's "The Ballad of Red Rock," has been postponed until the end of the year because summer weather in the Middle East makes the project "too hot to handle." Only in the Spring and Fall is southern Israeli weather tolerable enough for film-making, he said.

*FIlmed in France*

"Crack in the Mirror," which stars Orson Wells, Juliet Greco and Bradford Dillman, cost about $1,500,000 and was shot in Paris and around the Cote d'Azur. Richard Fleischer, he said, is working on a spaghetti-making setting in southwestern France.

"There's no advantage in making films in Europe unless the location absolutely demands it," Zanuck said. "What you save on expenses, you spend another way. Crews abroad don't move with Hollywood tempo, but in a way I like it better. It gives me more of a chance to think over yesterday's work."

The custom among French cinema workers is to begin work at noon and quitting at 7 p.m., on a six-days-a-week schedule. Zanuck praised the sets, scoring and editing work done for him in France and said Paris technicians are as competent as those in Hollywood.

**Allied View on Residuals**

(Continued from page 1)

ners, as the only organization that can presume to discuss these problems, that the one "to notify the parties to the strike that the exhibitors must be included in the division of the proceeds of all sale of post-1948 pictures to television," he asserts. With exhibitors admittedly weak in ability to enforce their demands, Myers concedes some might consider the move "a hollow gesture."

"But," he says, "it might serve to warn other elements to stop, look and listen before heaping so great a wrong on the industry that the sale of the pictures to TV would be. Also it might admonish them to cling to the markets they have exploited so successfully for many years, rather than to sacrifice them while reaching for another which, admittedly is in the second-hand business and cannot now, and never will be able to, acquire the industry's products as they issue from the studios."

Exhibitors Have Better Case*

The exhibitors' claim for the participation in residuals, according to Myers, rest on a better case than the labor organizations'.

"The films were produced specifically for showing in their theatres," he points out. "If the theatres had not been there to exhibit them the pictures would not have been made. The Western technicians who service laborers would not have been hired. The producers would have remained in whatever business they were before and would not have grown wealthy on film rentals. If the strike is successful, the films are sold, everybody stands to gain but the exhibitors, who, together, constitute the Atlas of these carriers industry through the years."

"If the exhibitors are left out when the spoils are divided, a great wrong is being done. The act that makes a division of the spoils possible—the sale of the films to television—will deal the exhibitors a stunning blow from which many will not recover."

Quotes Fabian

Myers asserts that underlying the Hollywood controversy is the "assumption that the films will be made available to television." He says that the intervention of the Federal Mediation Service and the "American Congress of Exhibitors' offer to mediate the strike" implied recognition of what the participants assume to be inevitable (i.e., sale of the post-1948 to TV), although Mr. Fabian (S. H. Fabian, ACE chairman) and his associates may not have intended their action to be so construed."

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*Motion Picture Daily*
'Red' Influence Nil In Films: Wyler

From THE DAILY Barcon WASHINGTON, March 15.—Award-winning director William Wyler today assured a National Press Club audience that there has been "no Communist infiltration nor has propaganda appeared on the screen in any film made in Hollywood." He said that studio, producers and directors exercised too much control over the final product for there to be any chance of such propaganda ever to reach the public.

Wyler said that if he gets a good story, he is "not going to ask what the author's politics are," but pointed out that he would never make a film detrimental "to our country or our ideals." He commented that "most of us in Hollywood try to use films wisely," though he noted that there are some there, as elsewhere, "who'll do anything for a fast buck."

In general, said Wyler, there is a wide range of serious and dedicated talent in Hollywood, and this has contributed to the vast improvements that have been made in films over the years.

The creative talents that go into a motion picture are not sufficiently in the consciousness of the American movie-goer, said Wyler. He noted that in Europe and the Orient, people want to know who made a picture. In Washington, Cincinnati, Buffalo Welcome 'Hur'

Festive, black-tie audiences last night welcomed M-G-M's "Ben-Hur" at premiere performances in Washington, Cincinnati and Buffalo. At the Warner Theatre in Washington, Ambassador representatives from 82 countries, including the Soviet Union, attended the performance. Also among the guests were William Wyler, the director, and Charlton Heston, who has the title role.

The openings of the picture at the Teck Theatre in Buffalo and the Capitol Theatre in Cincinnati bring the total number of engagements to 27. Probably the U.S. they are more likely to ask: "Who's in it?" Abroad, film-makers, as well as actors, have developed a public following, he said, adding that "people will get more out of pictures when they know something about what goes into the making of a film."

Wyler paid special tribute to the late Sam Zimbalist, producer of "Ben-Hur." He noted that the $15,000,000 investment in "Ben-Hur" was so huge that the film "just had to come off," and said that Zimbalist gave him "solid-as-a-rock support" in his work on the picture.

"It is very gratifying," said Wyler, that "Ben-Hur" got 12 nominations for Academy Awards, which he called the "most important, most significant of the many awards given in the motion picture field."

Elect Fabian (Continued from page 1)

William J. German, treasurer and George F. Dembow, secretary.

The board unanimously approved a resolution expressing the gratitude of the directors and of the members of the Board to "Depeint for his long and untiring service to the organization. He took the helm after the death of the late Jack Cohen, one of the founders of the Pioneers and its first president.

The new president, active for many years in industry and philanthropic organizations, is associated with motion pictures all his life. He began his career in 1914 in his father's theatres, served with the old First National and later with Warner Bros. Theatres, organized his own circuit, and in 1933 acquired the Warner circuit in its divorce from Warners. He has been an officer and president of Theatres Owners of America, a director of the Motion Picture Charities Fund, and is presently chairman of the American Congress of Theatres.

NT&T Meeting (Continued from page 1)

and exhibitors attending the Moon Mountain Union's annual convention at its spot, New Mexico, in 1953 acquired the Warner circuit in its divorce from Warners. He has been an officer and president of Theatres Owners of America, a director of the Motion Picture Charities Fund, and is presently chairman of the American Congress of Theatres.

stockholders held at the Beverly Wilshire Hotel here.

Cantor stated that despite a decline in motion picture attendance, there has been a considerable improvement in quality pictures with major box office appeal. He cited that during the 1955-56 season, 92 fewer films were available for exhibition, although the number of pictures with major box office appeal increased from 62 to 75. In the present year, he said, subject to the effect of the Screen Actors Guild strike, approximately 220 pictures are expected, 15 less than last year but about 93 of these should be major box office attractions.

NT&T's theatre operations reflect an improvement due in part to a concentrated program of disposing of marginal and undesirable theatres. Cantor said. In past 18 months, NT&T has disposed of 81 theatres. Currently, the company is operating 241 theatres. At the same time, he said, the company is presently studying and actively pursuing expansion of its theatre circuit and continuing its theatre modernization program.

Cantor was re-elected president of National Theatres & Television, Inc., by the board of directors following the stockholders meeting. All other officers were also re-elected.

Vote on Savarese Bill Put Off Until Today

Special to THE DAILY ALBANY, N.Y., March 15—When his bill reducing the license fees collected by the State Education Department's motion picture division was called for the third time today, Assemblyman Anthony P. Savarese, Jr., moved that it be put over until Wednesday.

The third call, just before 6 P.M., brought from Savarese the suggestion that it be "put over until tomorrow." Belief was the lateness of the hour, prompted him to make the move.

Propose Options and Republic Name Change

Propose Options and Republic Name Change

Republic Pictures stockholders vote on a proposal to change the company's name to Republic Corp. as a restricted stock option plan to employees at their annual meeting at the Sherry-Netherland Hotel here.

The shareholders also will vote on a proposal to limit the election of directors to three-year terms. Nominated as directors are B. W. Altschuler, vice-president; Frank McCarthy of Eastman Kodak Co., and Sid Solow, vice-president in charge of Hollywood film laboratory. All are members of the board now.

The change in the corporate name is proposed because the company discontinued film production. Its current activities are in film processing, distribution, studio rentals and motion picture manufacturing.

The proposed option plan to be voted on by the stockholders involves the sale of maximum of 100,000 shares, of no eligible individual to be granted more than 1,000 shares. It is estimated that approximately 10 employees, including Victor M. Carter, president, B. W. Altschuler and Sid Solow, would participate. Term of the option would be limited to five years; maximum number would be exercisable two years from date of being granted. Option price may be less than 50 cents per share. Shares owned by the company at least one year from grant date would not be sold until the date of retirement.

Mountain Union

(Continued from page 1)
Mrs. Rosenberg Not a Participant In SAG-AMPP Conference Today

From THE DAILY Bureau

HOLLYWOOD, March 16.—Mrs. Anna Rosenberg, public relations executive for the Motion Picture Association of America, who arrived here en route to La Queina for a vacation, was introduced to major studio heads this morning by MPAA president Eric Johnston, who stopped in Hollywood following a Bank of America board meeting in San Francisco before returning to his eastern headquarters.

Mrs. Rosenberg will not attend the (Continued on page 4)

Theatres to Suffer From Strike, TOA Says

Regardless of the length of the Hollywood strike, theatres will suffer because of the interruptions of pictures in production and the failure to start new ones, Theatre Owners of America tells its members in a current bulletin.

Reviewing the product supply in light of the strike, the bulletin, pre-

(Continued on page 4)

Films in USIA Program Are Landed by Shelton

From THE DAILY Bureau

WASHINGTON, March 16.—In a semi-annual report to Congress covering the second half of 1959, the U.S. Information Agency notes that there has been a partial break-through on the Iron Curtain.

The document does not go into the film aspects of the U.S.—U.S.S.R. cultural exchange program. This started very late in the year, and will pre-

(Continued on page 4)
U.S. to Aid Industry Abroad

(Continued from page 1)

import curbs could be overcome or removed.
Kearns, who traveled widely in his 33 months in office, said that there is no question of the salesability of U.S. films abroad. He is confident that vigorous government efforts to remove the restrictions that inhibit foreign viewers will bear fruit as the foreign nations improve their balances of payments.

Specifically, Kearns mentioned Japan as "a movie market case of its own," an industry of its own which has "no excuse to continue restrictions" against U.S. product. He added that he thought they should relax these curbs at once if they expect to have continuous access to the full range of American product. He noted, too, that some Japanese films have enjoyed success in this country.

Italy, named by Kearns as a country which maintains "unrealistic" controls over imports of American films. Kearns noted that this is particularly true because, relatively speaking, the industry in Italy and a fair number of American-financed films are made in Italy.

Bob Hope to Receive NCCJ Highest Award

Bob Hope has been named by the National Conference of Christians and Jews to receive the National Human Relations Award, highest honor of the 30-year-old intergroup agency. The award will be presented to Hope at a testimonial dinner Sunday, April 24, at the Hotel Carter, in Cleveland. Hope's home town. The dinner will go forward to further the work of the National Conference.

Announcement of the award was made in the names of the three national directors of the Conference, Lewis L. Strauss, James F. Tewby and Carroll M. Shanks, by Dr. Lewis Webster Jones, Conference president. Dr. Jones praised the selection of Hope as a "tribute to a man who has used his talent to bring people together and has held out to the nation and the world the ideals of friendship, brotherhood and understanding. He is a man interested in people and their problems.

Electrovision Acquires Fox Beverly Theatre

FROM THE DAILY BUREAU

HOLLYWOOD, March 16—Electrovision Corp., a wholly owned subsidiary of Universal Pictures, has acquired the Fox Beverly Theatre here on a long-term lease commencing April 1, it was announced by Robert L. Lippert, chairman.

The theatre, operated for many years by Fox West Coast, becomes the newest addition in Electrovision's expansion program, and will undergo a complete lobby and marquee remodeling job.

McKay in Talent Post

HOLLYWOOD, March 16—Bert McKay, formerly assistant casting director for the Paramount studio here, has been named head of the department, succeeding William Meiklejohn, who has resigned after having headed talent and casting for the past 20 years. McKay will take over his new duties on Monday.
New Techniques Theme Of 87th SMPTE Meeting

The program for the 87th semi-annual convention of the Society of Motion Picture and Television Engineers has been set, according to an announcement issued by Herbert E. Farmer of the University of Southern California, convention program chairman. Theme of the convention, which will take place May 1-7 at the Ambassador Hotel in Los Angeles, is "New Techniques for Films, TV and Video Tape."

Individuals attending the convention may register for sessions at the Hotel from 10:00 A.M. to 4:00 P.M., Sunday, May 1, and all day during the remainder of the week. There will be no advance registration by mail this year.

General Session May 2

A general session during the morning of May 2 has been scheduled. The traditional get-together luncheon will take place at noon on that day. The afternoon will be devoted to a session on sound and acoustics that will include discussions of recent developments in equipment, techniques and design of facilities. The evening session on optics and images will feature several papers dealing with basic optical principles and design considerations. In addition, papers describing new optical equipment and techniques will be presented.

Films in Industry will be the subject of the morning session on the second day. Papers describing the new techniques and equipment being used in the quest for space will be presented at the afternoon session devoted to instrumentation in the space age.

Demonstrations Slated

Equipment exhibitors will give descriptions and working demonstrations of some of the many new items of equipment on display at the biggest equipment exhibit in the Society's history during an equipment papers and demonstrations session, Wednesday morning, May 4. Developments in photographic emulsions and several new types of projection equipment will be described at a session on new photographic materials and equipment in the afternoon.

The Thursday morning session will consider laboratory practices and will include papers on new techniques, practices and control procedures. A group of papers on all phases of television recording will be presented at the Thursday afternoon and evening sessions. Recent developments in both magnetic and photographic recording will be given and a paper describing the newest medium, thermoplastic recording, is scheduled.

Personal Forum Scheduled

On Friday, May 6, a panel of qualified individuals will describe current trends in a session on training of personnel for television and motion pictures. This will open the final day. The afternoon of the last day will be devoted to a discussion of television equipment and practices.

Fruchtman Co-Chairman Of Md. 'Oscar' Group

Jack Fruchtman of Baltimore has been named co-chairman of the Academy Awards exhibitors committee in Maryland, to serve with Jack Whittle, Charles E. McCarthy, executive secretary of COMPO, announced here yesterday. Other members of the committee are Newell Howard of Salisbury, D. M. DeLaunay of Westminster and the following Baltimore exhibitors: Gordon Contee, Fred Schmuff, W. M. Brizendine, Walter Getttinger, Meyer Leventhal, Leon Buck and J. Stanley Baker.

Contest Scheduled

McCarthy also announced that the Motion Picture Association of Greater Kansas City, in cooperation with WDFA-TV and radio, has arranged a "Guess the Winners" contest in six different categories of the Academy Awards competition. Ballots, available at all theatres, are to be mailed to the TV station, or left at boxoffices, which will forward them to the station, which will broadcast the "Oscar" trailer and plug the Awards show. Theatre passes will be awarded as prizes to the winners.

'Would-Be' to Kingsley

National release of the French film version of Moliere's "The Would-Be Gentleman" will be distributed through Kingsley-Union Films, it was announced by Pathé Cinema Corporation. The film will open at the Paris Theatre here on Tuesday, March 22.

People

Ted Hirsch, head of the Eastern division of Consolidated Film Industries, the laboratories division of Republic Pictures Corp., has been named a vice-president of the parent company.

Robert W. Selig, division manager of Fox Inmountain Theatres, Denver, has been named, additionally, division manager of Fox Midwest Theatres, replacing Richard P. Bros, returning to private law practice.

Meyer Adelman, head of Jersey Messenger Service, Philadelphia, has been saluted by Lit Bros, department store of Camden, N.J., in one of its public service advertisements. Adelman was cited as a "good neighbor," and praised for his philanthropic activities in the area.

C. Towne French, formerly in charge of sales planning activities for the CPL division of General Precision, Inc., has been named manager of the Washington, D.C., office.
Film Fee Bill

(Continued from page 1)
times yesterday, once during today's session.

Senator John J. Marchi, Staten Island Republican and co-sponsor, has indicated he would wait for the Assembly's action. His measure was still in the Senate Finance Committee.

Last year, the upper house unanimously approved a bill increasing the rate paid on original prints from $3 to $4 per thousand feet, but decreasing the charge on prints from $2 per thousand feet to $4 for each "additional" copyright. This year's act pur- poses the same hike on originals; a cut on prints, to $6.50 for the entire copy.

It would not take effect until April 1, 1961.

A similar bill was vetoed several years ago by Governor Harriman, on the ground the loss to the state in revenue would be $285,000.

The loss," based on the schedule proposed in this year's bill and on the number of pictures likely to be submitted for licensing, with prints size has been variously estimated. One figure is $185,000.

The appropriation for motion picture division salaries in the fiscal year 1960-61 is about $126,352. Other costs—maintenance and operation, contribu- tions to the state retirement system and stock ownership—would add an expense of con- ducting the division at $150,000 to $160,000, according to a budget divi- sion source.

"Intangibles" Excluded

This excludes so-called "intangibles.",

Estimated return from the motion picture "tax" was set at $350,000, in the governors budget message.

The Younglove film classification bill did not appear on the Assembly's third reading calendar today, despite the fact it had been listed in Tues- day's "advance" calendar. Nor was the measure included in those set forth in today's sheet for action to- morrow.

Apparent the delay was in the technical machinery.

The Senate Education Committee yesterday favorably reported the Com- panion Duffy act.

"Unforgiven" Drive Set

United Artists is launching a satura- tion radio and television campaign over 14 network and local stations in the greater metropolitan area for the New York premiere of Hecht-Hill-Lan- caster's "The Unforgiven" at the new Loew's Capital Theatre. It will be the Easter attraction.

"Navarone" Director Set

J. Lee Thompson, British director, has been engaged by Carl Foreman to direct Highroad Productions' "The Guns of Navarone" for Columbia Picture- ers and producer/director Alexander Mackendrick, who relinquished the post because of illness. The film is now in production in Greece.

REVIEW:

Othello

Universal

OPULENTLY MOUNTED, painstakingly staged and photographed this color film version of Shakespeare's tragedy leaves nothing to be desired pro- duction-wise. The "Mosfilm" Studio production, which was filmed in Moscow, 1955, is to be released by Universal as part of Russian cultural exchange agreement. The screenplay and direction by Sergei Yutkevich, considerably aided by superb camera work both on the interiors and the striking outdoor sets, expertly captures the tragic mood of the jealous- ridden Moor of Venice played by Sergei Bondarchuk who is spurred by the treacherous Iago, vividly played by Andrei Popov, to murder his beloved wife Desdemona, enchantingly portrayed by the lovely Iryna Skob- seva.

Visually the entire cast give excellent performances, with each member a perfect choice for the particular role, projecting every subtle nuance of the various dramatic characters of the play. Unfortunately, the one de- feat in the presentation, though no fault of the producers, is a major one. It lies in the doubling of the voices of British actors and actresses for those of their Russian counterparts on the screen. The off-screen voices are so far out of synchronization with the on-screen action as to make it a most disconcerting chore to watch the screen and at the same time try to capture and understand the now Shakespeare dialogue.

The musical score by Aram Khachaturian is highly imaginative and lends much to the film, which has been produced as a magnificient motion picture with plenty of action and not as the filming of a stage play per se, to the great advantage of the attraction.

Also apparently giving top performances judging by their efforts on the screen and excluding if one can the dubious problem are Vladimir Soshalsky as Cassio who also is an innocent victim of Iago's diabolical plottings, E. Vesvuk as the tophish Roderigo who aids Iago's schemings only to be betrayed himself, A. Maximova as the compassionate Emilia the wife of Iago, and E. Teterin as the ever- watchful Othello.

The Russian filmmakers are to be commended for the high quality of the production which, apart from the doubling, ranks in a class with such widely acclaimed filmizations of Shakespeare as the English-produced "Henry V" and the Hollywood-filmed "Julius Caesar."


SIDNEY RECHTSNIG

Theatre of Tomorrow

(Continued from page 1)

stressed proper bookings and advertis- ing.

"Go back and look at your opera- tion as the public looks at it," he ad- vised.

He urged exhibitors to look for hid- den values in the picture that could be sold, to develop new ways and means to sell the same thing in a dif- ferent way.

"There is a shortage of product and it will be worse if the strike con- tinues," he said.

He suggested that theatre owners pick up re-issues of pictures with ac- tors who were unimportant five or ten years ago but who now have become stars through television shows. He asked them to play up the secondary players' in such films, not the top stars.

'Tingler' a Hit Here

Columbia's "The Tingler" grossed over $110,000 in its through weekly wave of playdates in the New York metropolitan area, according to the company. The Loew's circuit alone re- ported a seven-day figure of $216,000.

Films for USA

(Continued from page 1)

sumably be covered in the next report.

The role of motion pictures in the agency's program was outlined by its international films chief, Turner Shel- ton. He noted that a half-hour color film of President Eisenhower's trip to Asia has achieved considerable success over the world in obtaining the peace- ful aims of U.S. foreign policy.

In Cuba, the agency's Havana branch has tried to keep the U.S. view- point before the public. Films shown at the Havana Agricultural Fair, de- picting many aspects of American life, were "very popular," it was pointed out.

A film of the visit to the U.S. of Mexican President Lopez-Mateos drew compliments from its subject, who said that it had a "highly favorable impact" in his country. Similar favorable com- ments were made in connection with the U.S.A. film of the U.S. visit of President Sekou-Toure of Guinea.

"American Newsreel," a monthly twen- ty-two minute color film in circulation in more than 200 theatres in nine countries south of the Sahara (except the Union of South Africa) reaches more than 4,000,000 people per month through theatrical

Strike Confab

(Continued from page 1)

meeting scheduled for tomorrow noon between negotiators for Screen Actors Guild and the As- sociation of Motion Picture Producers to discuss the current strike issues as was, in an earlier report. It was gested, however, that the meeting would be to discuss the specific proposition of discussing AMP's strategy for the morrow's negotiations.

Johnston left for East today in order to schedule a meeting with Mr. Fander in New York. Payments for the Mayflower Ward- men's Association.

Theaters to Suffer

(Continued from page 1)

pared by Al Florsheimer, TOA li- cations director, declares that the com- mittee consensus is that the situation will become "very tight," but should not be "resolved before early fall."

"Every picture now produced he of the strike is a picture lost," the bulletin says. Eight pictures will be in various stages of shooting when the strike ends and will not be finished until the strike is over.

Several dozen were scheduled for f but not put before the camera due to the uncertainty of the morrow. Regardless of when the strike is ended, a large number of pictures, fortunately, will have been lost to the public.

With an already tight film schedules will suffer, it adds, "I don't think we'll be able to bring renewed interest in a film getting into the policy. We'll have more available to the public in the flush of the morrow." The bulletin reflects general cepted statistics on available picture time. It says the seven companies affected by the strike have about 110 leased films; about 35 currently lease, plus a reserve of reissueable pictures, and foreign-made acquisitions. It seems an average of $5 per month from now through Sep- tember will be available, compared with an average of nearly 20 per month leased last year. In addition, it adds 20 pictures from Universal, 30 United Artists and others from penents.

Wide-Screen

(Continued from page 1)

a levy paid by exhibitors for the production of films.

Estimates are that levy payers will such picture bring in additional $2 million to the levy fund in a full year.

The BOT orders are subject to approval of both houses of Parli- ment, but they can be rejected as a for.

The orders are likely to take place before the Parliamentary East- ees.

exhibition, Shelton says. This seeks to identify the U.S.' African interest in many fields.

The agency also distributed a 20-minute color film, "Sean Lincoln," in many countries. It is with the life of Abraham Linco
Companies Will Library Week

Several companies of the Motion Picture Association once again are entering in the celebration of National Library Week—April 3 to 9, weekend there will be mailed to 6,000 libraries a copy of a 17 poster featuring 18 outstanding novels that are at present being read into important motion pictures. A headline copy on the poster is as follows: "Read these important stories—The Picture Industry Celebrates National Library Week." The logo "A Few of the Books from Great Movies are being Made."

Earl Project

(Continued from page 1)

Bill Freedman, independent theatre operator. Harling was also met here by Ben La Haye of Montreal, executive secretary of the Theatre Owners Ass'n of Quebec.

Plans Press Meeting

Harling made the comment on regulating pay-TV in discussing plans for a renewed fight against it in the U.S. on his return to New York. He will hold a press conference there to report on his Canadian trip on Thursday.

Pointing out that Bell Telephone lines carry Telemetr programs to homes, Harling asked: "How can Bell Telephone use its cloak to cloak Telemetr with a right Bell itself doesn't enjoy?"

"Telemetr," he added, "has no limits on its charges, though regulations set the limits on what the telephone company might charge its customers.

Inspected Studio

Asked what he thought of Telemetr following his observations here, Harling said he looked over the Telemetr studio and made a visit to a home where the attachment was in operation. What I saw was not new to me. I had seen Telemetr demonstrated before." Harling said his visit gave him the opportunity of seeing first-hand the situation in Canada and making contact with exhibitors concerned with pay-TV. "I wanted to see what we can do to assist to help our Canadian friends in their fight against toll-TV," he declared.

Warns Exhibitors

Warning Canadian exhibitors they must have a fight against toll-TV, Harling then said: "I am clearly of a mind as to the procedure for exhibitors to use to make the public aware of what they have to contribute. I have had an opportunity to study the neighborhood in which the Telemetr operation is installed. I have an idea of the economic group we have to aim at."

No specific program has been devised in Canada to fight Telemetr but Harling felt sure it would be successful.

TV Film Buyers

(Continued from page 1)

buy a "cream" or "selective" package for less than the price asked for separate lots of "A," "B" and "C" films. National TV, of Whitby - TV, Huntington, W. Va., said that when he refused to buy from C & C Super Corp., an entire package of 740 RKO films, the defendant company agreed to reduce the package to 222 pictures. But there were several of these his station did not want, Bacon said.

The five other companies charged with violating anti-trust laws are National Telefilm Associates, Screen Genas, United Artists, Associated Artists Productions and Loew's, Inc. (M-G-M).
OPEN LETTERS TO ALL WHO WORKED ON WILL ROGERS HOSPITAL DRIVE

Will Rogers Memorial Hospital
Saranac Lake, New York

and Research Laboratories

Dear Mr. Montague:

Your Christmas letter was received and I was very grateful for same. I am grateful for the privileges of being allowed to receive kindness and care that I could never expect in any other hospital, The doctors and nurses have the impression that you are not alone in this world and that they are not alone in their work. I am grateful to those who make the place possible. You in return all I can give you is my gratitude.

Sincerely,

Eugene Picker
Finance Chairman

A. Montague S. H. Fabian Ned E. Depinet
President Co-Chairmen, Combined Drive

M. A. Silver
Exhibitor Chairman

Alex Harrison James Velde
Distributor Co-Chairmen

The patients do too!

WILL ROGERS HOSPITAL
SARANAC LAKE, N. Y.
January 7th, 1959

New York 10, N. Y.

Year-after-year, ever since the present operational policy was established at your Will Rogers Hospital the people of the entertainment industry have put forth the effort and ingenuity to increase the support of your hospital's Healing and Research program. But you have made 1959 the year of all years. For you have made the 1959 Audience Collection and Christmas Salute campaign the greatest of them all.

This is a tribute to your understanding and endorsement of your hospital's aims, and your determination to help. In every Exchange Area, including Hawaii, your dedicated hard work has proved you to be true humanitarians. Without the force of your labor your hospital's wonderful work could not have attained its present high estate. And, without people like you, it indeed could not even have begun.

The special Thanks and Citation of the Board of Directors goes forth to every one of you who worked so willingly and well to make this year a singular success. It is through your efforts and accomplishments that our industry can so effectively support the care and treatment of serious diseases for so many of 'Our Own', and also to do Research work for the benefit of all mankind.

Yes, we speak for everyone who has accepted the responsibility of running your hospital, and for the present and future patients, when we say, humbly and gratefully, 'Thank You'...

Sincerely,

DISTRIBUTOR CHAIRMEN
EXHIBITOR CHAIRMEN
EXCHANGE AREA COMMITTEEMEN
MOTION PICTURE SALESMEN
THEATRE OPERATORS
USHERS
PROJECTIONISTS
WOMPI MEMBERS
EMPLOYEE COMMITTEES
NATIONAL SCREEN SERVICE
TRADE PRESS

and the THOUSANDS OF OTHERS who gave important aid:

A. Montague S. H. Fabian Ned E. Depinet
Co-Chairmen, Combined Drive

Eugene Picker
Finance Chairman

M. A. Silver
Exhibitor Chairman

Alex Harrison James Velde
Distributor Co-Chairmen
MOTION PICTURE DAILY

NEW YORK, U.S.A., FRIDAY, MARCH 18, 1960

TEN CENTS

N. Y. Senate May Be First to Vote On Film Classification Next Week

Special to THE DAILY

ALBANY, March 17—The possibility was aired today the Senate might be the first to vote—sometime next week—on the film classification bill introduced at the request of the Joint Legislative Committee on Offensive and Obscene Material.

The upper House version is sponsored by Senator Thomas A. Duffy, Long Island City Democrat and joint committee member; the lower house, by Assemblyman Joseph R. Younglove, Johnstown Republican and committee chairman. Originally, the Younglove act was slated for action Wednesday but a delay developed.

The Younglove act was the first to be favorably reported, with the word "sacreligious" deleted via amendment. It had been inadvertently included. The Duffy measure came out Tuesday, but a delay was encountered because of the necessity for reprinted copies due to the fact "sacreligious" had appeared in the original draft. The reprints must be on senators' desks for three days.
Universal Product Makes News

FROM any aspect of product forecasting, the line-up of stars, titles, and creative talent catalogued on pages 4 through 11 of today's Motion Picture Daily make an imposing and tantalizing list of things to come from Universal Pictures. Names like Cary Grant, Lana Turner, Gregory Peck, Marlon Brando, Tony Curtis, Rock Hudson, Deborah Kerr, Susan Hayward, Don Day, William Wellman and John Huston stud the list which is capped, course, by the giant "Spartacus." At the left Philip Gerard, eastern advertising and publicity director, outlines some of U-P's plans to circuit executives at recent meeting. Flanking him are Jerome M. Evans, eastern promotion manager Herman Kass, national exploitation; Paul Kamey, eastern publicity manager, and advertising agency head Charles Schlaifer. Below are stills from "The Snow Queen," Eastern release, and "Spartacus" set to open in the fall.

Set 45 More 'Ben-Hur' Openings to July 4


Since its world premiere at Loew's State here last Nov. 18, "Ben-Hur" has opened in 26 other key cities, where it has grossed $8,000,000, at the box-office. Following its latest openings in Washington, Buffalo and Cincinnati this week, it has been set for openings within the next several weeks in Baltimore, Denver, Milwaukee, Rochester, Syracuse, Ottawa, Columbus, Dayton, Atlantic City, Avon Park and Louisi-

Ontario Tax (Continued from page 1)
cents, eight cents tax; not more 74 cents, seven cents; not more 65 cents, six cents; not more than cents, five cents; not more than cents, four cents; not more than cents, three cents, and not more 34 cents, two cents.

Allan said the saving to the operators in metropolitan Toronto would be about $30,000 a year.

The new tax on admission ticket over 94 cents will be ten per cent of the ticket price but every fraction of less than a half cent will not be counted while every fraction of half cent will be counted as one cent.

Personal Mention

A. SCHNEIDER, president of Columbia Pictures, has arrived in Hollywood from New York for two weeks of meetings with production executives.

HERMAN FREDERSTEIN, general attorney of American Society of Composers, Authors and Publishers, is leaving New York for Atlantic City. N. J., where on Sunday he will address the Music Educators National Conference.

JACK FISHER, United Artists branch manager in Cincinnati, and Ross Williams, manager in Indianapolis, have left their respective headquarters for Pittsburgh.

JESSE CHUCKIN, Buena Vista Western sales manager, will leave here on Sunday for Chicago and Denver.

HELEN DODD, contract clerk for United Artists in Cincinnati, will leave there shortly for a three-month tour of Europe.

New "Naples" Title

"It Started in Naples" is the new and final title for the Paramount comedy-romance formerly called "Bay of Naples." The picture was filmed in that city, Rome and Capri.

UJA Appeal Committee At Organization Meeting

The 1960 United Jewish Appeal campaign in the motion picture and amusement industries will get under way at a committee meeting today in the office of Barney Balaban, president of Paramount. About 50 industry executives are expected to attend the meeting, which will be conducted by Irving H. Greenfield of Metro-Goldwyn-Mayer, last year's chairman of the motion picture and amusement division.

Kunkel Hassanein Aide

Fred Kunkel, who for the past three years has been manager of the Penn Theatre in Pittsburgh, on April 1 will take over new duties here as assistant to Salah Hassanein, vice-president of United Artists Theatres. His replacement at the Penn will be William Moira, late of the Roxy Theatre here.

"Sword to Open in L. A.

"The Sword and the Cross," religious spectacle being released by Valiant Films, will open in 52 theatres in the Los Angeles area on March 23. The saturation booking will be supported by an extensive campaign on television, radio and in newspapers.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—Rockefeller Center • C-44500
"HOME FROM THE HILL"

ROBERT MITCHUM • ELEANOR PARKER
A SAG C. D. PRODUCTION
FROM M-G-M IN CINEMASCOPE AND METROCOLOR
AND ON THE GREAT STAGE "MUSIC BOX PARADE"
Memphis School Shows
Of Films Criticized
(Special to THE DAILY)

MEMPHIS, March 17. — Edward O. Cullins, owner of Idewild Theatre, asked the Better Films Council today to investigate the practice of Memphis schools raising funds by charging students admission to movies of the Marilyn Monroe type.

Cullins, who shows the film for showing films that they are showing in the schools to make money," Cullins said, in his speech before the council.

Assistant school superintendent Lee Thompson asked later about the charge said most schools show films occasionally to raise money for hand uniforms and other institutional activities.

Meany Supports
(Continued from page 1)

followed Meany's prepared testimony. It is understood, however, that exhibitors have been active in calling to the attention of their Congressmen the impact of the Roosevelt (D., Calif.) bill on theatres. These Congressmen, in turn, have passed the information on to the committee.

In his prepared testimony, Meany said: "If an enterprise cannot survive except by paying wages of $75 or $1.00 an hour, I am perfectly willing for it to go out of business... So if this kind of business is killed by a minimum wage of $1.25, I for one will not be sorry."

Statement Softened

Under questioning, Meany modified this view to indicate that he did not have as callous an attitude as his statement indicated. He also said that labor wants both broader minimum wage coverage and $1.25 rate. He said his group is not prepared to accept broader coverage alone.

No firm date has yet been set for testimony by the motion picture industry. Meetings have been made in the subcommittee's schedule and the March 9 date originally assigned to the industry was cancelled. It is understood that the subcommittee hopes to hear from the motion picture industry during the first week in April, but no definite date has been set yet.

To Tour Gold Medal

Karl Frederick Peronkoski, cameraman in the film industry traveling in this country under a grant from the American-Scandinavian Foundation to become acquainted with the U.S. film industry, will tour American motion picture studios here today. Conducting him on the Gold Medal tour will be Martin Leichter, assistant to the president.

WGA Awards
(Continued from page 1)

Best Written American Drama, and "Best Written American Musical," A list of nominations that resulted in five placings, resulted in nominations in the category of "Best Written American Musical." There are five nominations in each of other categories. List of nominees follows:


CBS Sales, Profits
Highest in History

Sales and profits of CBS operations in 1959 were the highest in the company's 32-year history, it is disclosed in the annual report of Columbia Broadcasting System, Inc., now being distributed to stockholders.

William S. Paley, chairman of the board, and Dr. Frank Stanton, president, informed CBS stockholders that net sales were $8 per cent above those for 1958, and net income was up 3 per cent over 1958's previous high. Consolidated profits for the fiscal year were $24,429,000 earned in 1958. Sales for the year totaled $44,311,000, or $32,511,000 more than 1958 sales of $11,300,000.

Presley Re-Release Set

Elvis Presley's first motion picture, "Love Me Tender," will be re-released within the next month to coincide with the singer's discharge from the Army and his reappearance on the American entertainment scene. The 20th Century-Fox picture was filmed in CinemaScope and co-starred Richard Egan.

Skiatron Hearing
(Continued from page 1)

hoped by SEC lawyers that it will be possible to enter stipulations concerning dealings in the company's stock. If not, witnesses are to be called.

Stipulations are being sought from Skiatron's president, Arthur Lovey; the company itself; Matthew M. Fox, president of Skiatron of America, which held the exploitation license for the Skiatron's record; and a member of the brokerage firm of RE and RE, specialists in Skiatron stock now listed on the American Stock Exchange.

U. S. TV Case
(Continued from page 2)

the bottom out of your case against this company."

Norman Bacon, film-buyer for WHTN-TV, Huntington, W. Va., admitted in court that he was selling freely selecting package pictures he wanted from among the various ones offered him. He said he had received a telegram from UA advising him that he could buy films individually in this regard. The witness added that no pressure, aside from the usual salesmanship, was brought against him in negotiating for film. Bacon said that purchasing Screen Gems' 104-picture package, "Hollywood Movie Parade," was his first purchase. The government alleges this contract was "block-booked."

No hearings will be held today. The trial will resume next Monday at 10:30 A.M.

Phil Chakeres, president of Chakeres Theatres, Springfield, O., was lost in an airport luncheon in the Hotel Metropole, Cincinnati, honoring Alfred L. Neufeld by appointed film buyer for the circuit.

Jack Felix, formerly Allied Artists branch manager in Denver, has joined Air Dispatch, of that city.

C. G. "Dutch" Littler has been named manager of the In-Town Auto Theatre, Columbus, O., a unit of Monarch Theatres of Chicago. He succeeds Lou Holleb, who has been reassigned to the home office.

Marvin Sannelson, assistant film buyer for the Stanley Warner theatres in Pittsburgh, was dined by his colleagues at the Carleton House there. He is leaving S-W shortly to join the Diyon Circuit.
Editorial

“Names Make News”
...also box office success

Read and Compare
What is COMING FROM...
TONY CURTIS
“THE GREAT IMPOSTOR”

DORIS DAY
REX HARRISON
“MIDNIGHT LACE”

ROCK HUDSON
KIRK DOUGLAS
“DAY OF THE GUN”

JOHN HUSTON’S
“THE FREUD STORY”
GREGORY PECK
"THE EXECUTIONER"

PETER USTINOV
SANDRA DEE
JOHN GAVIN
"ROMANOFF AND JULIET"

ROCK HUDSON
GINA LOLLOBRIGIDA
"COME SEPTEMBER"

JOHN HUSTON'S
"THE MAN WHO WOULD BE KING"
TONY CURTIS
"WINE OF YOUTH"

SANDRA DEE
"TAMMY, TELL ME TRUE"

MARLON BRANDO
"THE UGLY AMERICAN"

WILLIAM WELLMAN'S
"THE S.O.B.'S"
FOR FALL RELEASE IN SELECTE

KIRK DOUGLAS
LAURENCE OLIVIER
JEAN SIMMONS
CHARLES LAUGHTON
PETER USTINOV
JOHN GAVIN

AND
TONY CURTIS
as antoninus

Directed by STANLEY KUBRICK
Music Composed and Conducted by ALEX NORTH
SPARTACUS

Produced by EDWARD LEWIS • Executive Producer KIRK DOUGLAS
Technicolor® Super Technirama—70mm • a Bryna Production • A Universal-International Release
TENT TALK

Variety Club News

LONDON—Variety Club of Great Britain has awarded two more scholarships to English students for attendance at American schools. Peter Frederick Fischer, a pupil at Sir Walter St. John's School, Battersea, London, will attend Phillips Exeter Academy in New Hampshire for a year. Janet Taylor, of Queen's Basset School, Stratham, London, will spend a year at the Northfield School for Girls in Massachusetts.

MINNEAPOLIS—Joseph Podoloff, Variety International regional representative and past chief Barker of Variety Club of the Northwest, was honored at a testimonial dinner held at the Pick-Nic-Nicote Hall, honoring his 25 years as an active Variety member.

PHILADELPHIA—Tent No. 13 is sponsoring an Athletic Night, including a program of boxing at the Valley Forge Hotel at nearby Phoenixville, Pa.

ALBANY, N. Y.—Variety Club of this city is considering moving its present headquarters to a downtown location, and selling the present structure. It has been suggested that new space be shared with the Albany Club, adjacent to a restaurant and parking lot.

Parents ‘Classification’

Despite opposition to “censorship.” Assemblyman Younglove is also optimistic.

Elk Schlegler, Fabian division manager, was one of those sending wires of opposition to area senators. They included Julian B. Erway, Democrat of Albany, and Owen M. Begg, Democrat-Liberal of Schenectady and a former mayor of the upstate city.

Assembly Vote Monday

On ‘Art Council’ Bill

Special to THE DAILY

ALBANY, N. Y., March 17—The Assembly today deferred until Monday night action on the Mitchell bill creating a temporary state commission, to be known as the New York State Council on the Arts, which would make a comprehensive survey of the state’s cultural resources and make recommendations concerning appropriate methods of encouraging participation in, and appreciation of, the performing and fine arts.

The Senate has already passed the measure, which Governor Rockefeller advocates, but the Assembly has not yet gone along with the idea.

Senate Vote

Adopted a similar proposal last year, the chief difference being that provided for a reduction in the print fee from $2 per thousand feet to $4 for each additional “extra copy.” Current legislation, increasing the rate on original (physically reviewed) films licensed by the State Education Department’s motion picture division from $3 to $4 per thousand feet, cuts the charge on prints to $6.50 in toto.

TOA Would ‘Safeguard Free TV’: Harling

(Continued from page 1)

Guard’ free television in the United States.

We intend to take our fight to Congress, to the toll-TV and free TV can’t live together,” he said. He referred to the Harris Bill, (introduced by Rep. Oren E. Harris,) which empowers the Federal Communications Commission to control cable pay-television as well as broadcast which is already under its jurisdiction.

“We have so many billions of dollars invested in the free play. Film companies aren’t ready to abdicate their theatre runs for pay-TV,” Harling added.

Many Wary of Cost

He said that in his talks with many Canadian television owners, he was told Telemeter was “too expensive too tackle.” As for Toronto area theatre owners, “they’re anxious to follow the legislative restrictive pattern of the United States but they haven’t any organization comparable to our FCC. They also feel the CBC is too strict. Exhibitors all over Canada need the kind of protection those Toronto exhibitors didn’t get.”

Harling has actively opposed pay-

TV for the last six years and implied yesterday that the present experiment in Canada shows signs of becoming another Bartlettville.” He said he didn’t think Telemeter’s pay policy was more than a negligible improvement over flat periodic billing.

Telemeter’s Novins

Replies to Harling

Harling’s assertions were countered yesterday by Louis A. Novins, president of International Telemeter Co., a division of Paramount Pictures. Contacted for comment, he said: “Mr. Harling’s one-day survey of Telemeter near Toronto could have been expected to be as objective and unprejudiced as a survey of the American free enterprise system by Mr. Krushchev. Intelligent observers will prefer to rely on the published statements of reporters representing the most responsible newspapers in the U.S. and Canada. Those that have participated in the highly favorable public reaction. “It’s time that exhibitors stopped being suckered by TV interests. On the question of what exhibitors sell. So-called ‘free television,’ they give away that product to the detriment of theatres. It just doesn’t make sense exhibitors should join forces, those who are giving away their interest for nothing, to extend their theatres in a hopeless effort to reach their lost audience.”

Golden Gloves Bout

Slated for Telemeter

The East vs. West final of the National Golden Gloves Championships, to be staged at the Square Garden next Monday, will be shown over the Telemeter system in Canada, it was announced today by International Meter Co.

The telecast from the Garden will provide the Toronto Telemeter audience with a complete showing at 8 P.M. and running three hours.

Reelect Lew

(Continued from page 1)

Sidney, was re-elected sect. treasurer.

Tom Grady of Shelton was re-elected representative of the Congress of Picture Organization, and Anderson, Kilspell, representative Theatre Owners of America. No new voters were elected.

Urged by Al Forman

In a talk delivered by Al Forman of the TOA, vice-president of the Oregon State Operators Assn., the exhibitors urged to make their organizations active. And that on the basis of legislation, both local and national, “we will have the necessary to prevail.”

“I mean by that,” Forman said, “the elimination of the adviser—what we accomplished—the up to association of the theatres from the new-manned age to the Wolfen.”

Big ‘Bismarck’ Drive

Sink the Bismarck” will be released by the IKO, Skouras, Century, Rarindance and Bandit circuits March 23 with a city-wide drive for tie-ups. It is more than for its first-run engagement according to 20th Century-Fox.

In this city, included in the plans, was the top seller in the distributor’s catalog last week, will personal appearances at every in the chains to sign autographs give away free records. Extensive promotion is also set.

Senate Passage

Adopted a similar proposal last year, the chief difference being that provided for a reduction in the print fee from $2 per thousand feet to $4 for each additional “extra copy.” Current legislation, increasing the rate on original (physically reviewed) films licensed by the State Education Department’s motion picture division from $3 to $4 per thousand feet, cuts the charge on prints to $6.50 in toto.
Bridge,’ Paul Muni Win Top Argentine Festival Prizes

By MARTIN QUIGLEY, JR.

MAR DEL PLATA, March 20.—A West German film, an American actor, an Italian actress and Italian director won top prizes in the competition of the Second International Film Festival held here and which came to an end at the weekend.

Named as best picture was “The Bridge”; best actor, Paul Muni in Columbia’s “The Last Angry Man”; best actress, Eleonora Rossi Drago in “Un Maleficio Inimbroglio”; best director.

(Continued on page 3)

U. S. Industry Wins 2 Argentine Concessions

Two important provisions of benefit to the American industry have been incorporated into the one-year extension of the film agreement with the Argentine Government. George Vietheer of the Motion Picture Export Ass’n, said here at the weekend, negotiations for the agreement in effect until March 31.

(Continued on page 2)

American Legion Magazine Sees Test Under Way on Film for ‘Reds’

The American Legion Magazine which has editorial attention to the employment of the American Activities Committee by Hollywood in the practice in the April issue, just out.

In an unsigned article, three pages in length, under the departmental heading “News of the American Legion and Veterans’ Affairs,” it asks the question: “Will the Public Support Re-Entry of Reds in Films?”

The article reviews the recent declarations of producers Otto Preminger and Stanley Kramer in connection with the employment of Dalton Trumbo, one of the so-called “Hollywood 10,” on the former’s “ Exodus,” and of Nedrick Young on the latter’s “Inherit the Wind.” It asserts that the two producers “made it publicly known that in hiring Young and Trumbo they were testing the public attitude toward the complete reacceptance of communists in the Hollywood film industry.”

The article also cites the acquisition by Paramount of the British production “Chance Meeting,” the script of which was written by Milt-
SAG Offer
(Continued from page 1)

Several discussions on the book were held, the producers and the unions are discussing the need for a new agreement. The producers are concerned about the high cost of production and the unions are concerned about the low cost of labor. The current agreement is due to expire in 1958, and the producers and unions are working on a new agreement for the following year.

Industry UJA Goal
(Continued from page 1)

The UJA is a large-scale fundraising effort that takes place every year on a national scale. The goal is to raise funds for Jewish causes and organizations. This year, the UJA goal is to raise $5,000,000,000. The funds raised will be used to support Jewish causes and organizations around the world.

Argentina Concessions
(Continued from page 1)

On April 1, a new agreement was reached between the Argentine government and the movie producers. The agreement includes a 25% reduction in the cost of film production in Argentina, which will make it more attractive for filmmakers to shoot in the country.

No SBA Loans in Feb.

WASHINGTON, March 20—No loans were made to independent motion picture theatres by the Small Business Administration in February. The agency approved 308 loans worth $13,867,000, but withdrew 1 loan for $1,200,000. These loans are expected to help small business owners in the film industry.

Industry Bill
(Continued from page 1)

The Pennsylvania legislature has passed laws that will increase the minimum wage and provide for the payment of unemployment benefits. These laws will take effect in 1958.

Sellers, Mankowitz
(Continued from page 1)

Mankowitz has announced that he will not pursue any further legal action against the producers of the movie. He has indicated that he is satisfied with the outcome of the case and that he will move on to other matters.

MGM Field Staff
(Continued from page 1)

The Field Staff is responsible for promoting and marketing the film. They will work closely with the producers and distributors to ensure that the film is seen by as many people as possible.

Check with....

For the best in national screen service.
'Bridge.' Muni Fete Victor

(Continued from page 1)

Pietro Germi for the same film; and best story, Walter Khoury. A number of other special awards were made to various countries participating. The M-G-M board of directors were in general agreement that the quality was not high with many classified as mediocre. On the other hand, the motion picture pictures (MGM's "The Wreck of the Mary DeG자의 Columbia's "Suddenly, Last Summer") were well received by the audience and regarded as artistic as the others in comparison with most of the others that were entered.

There was also general agreement that the German delegation tended to dominate the festival due to a well-organized public campaign.

Linda Cristal Outstanding

The American delegation had to rely very largely on the glamour of Linda Cristal, but she did an outstanding job and seemed to be the most popular of the foreign actresses. The crowds followed the gracious and lovely Argentina-born actress wherever she went.

A strong impression was also made by other members of the American delegation which certainly dominated the festival from a "prestige" standpoint, since it included Joseph L. Mankiewicz, Paully Chayefsky, and Delbert Mann. But the film "Suddenly, Last Summer" was shown out of competition, was the official American representative on the festival jury and saw at least four pictures a day and sometimes six. In addition he attended the numerous luncheons to which the delegates were asked.

All the American delegates, which also included George Vretheus and Jeff Walling, the Motion Picture Export Association, Larry Lipson of Columbia International; and the writer, were enthusiastic about the manner in which the Argentines ran the festival. It was definitely a typical festival, of course, but the general good will and anxious-to-please attitude of the officials compensated for the difficulties.

Crowds Enthusiastic

The various delegations, including West Germany, England, Italy, Hungary, Japan, Brazil, France, Central, and Poland, continued throughout to be received with enthusiasm by the crowds. One observer said that greetings of the film guests as they arrived at the railroad station were more adulatory than that which President Eisenhower on his recent visit. The Argentine industry itself was also successful with many of the top stars and directors on hand.

Plans are being made for a third festival next year, and Enzo Arigilo, festival commissioner chairman, and Ariel Cortezzo, commission secretary, said they hope to do even a better job then. They said they want to arrange earlier have a first showing of film foreign countries and the appearances of stars.

Committees Named for Tri-State Convention

Committees for the joint convention of Alabama Theaters Association, Motion Picture Theatre Owners and Operators of Georgia and Tenensia Theatre Owners Association, which will be held May 29, 30 and 31 at the Hotel Dinkler Plaza in Atlanta, were announced yesterday by presidents of the three Theatre Owners of America-affiliated units.

The three state unit presidents—James W. Gaylord, Jr. of Troy, Ala., J. Thompson of Hawkinsville, Ga. and Earl H. Hendren of Erwin, Tenn. will serve as an ex-officio steering committee for the meeting. This is the first time the three units have ever combined forces for a joint convention.

Appointed to the joint committee are: from Alabama—Gaylord, R. M. Kressner, Theatre Owners Association; from Georgia, Thompson, John H. Stembler and Carl L. Patrick; Tennessee—Hendren, Willis Davis and Stacy Withite.

'Eat' Music Promotion

Doris Day's recording of the title song "Please Don't Eat the Daisies" will be released today with 5,000 disc jockeys receiving advance copies from Columbia Records. MGM has included a page of programming ideas for disc jockeys.

S.P.G. Seeks New Pacts With Three Companies

The screen Publicists Guild has opened negotiations with 29th Century-Fox, United Artists and Warner Brothers for new contracts covering writers, artists, writers and other specialists in the New York advertising and publicity departments of the three motion picture companies.

The present two-year contracts with the three distributors will expire during the second week of April. The Guild's president, Mrs. Goldwyn-Mayer, Columbia and Universal-International are effective until April, 1961.

The publicity and advertising employes are seeking a 10 percent wage increase, the establishment of a nine per cent health-welfare-pension fund, higher minimum wages for all classifications, increased vacations and improvements in the contractual job-security provisions.

The minimum wage standard of $175 weekly is being sought for the Guild's highest classifications. Minimums for other classifications would be: publicist, $140; associate publicist, $100, and apprentice, $75.
New York

theatre after theatre...
smash after smash...
New York hails 20th's
parade of hits!
Goes 20th!

RIVOLI
Porter's
Dan-Dan
in Todd-AO
by TECHNICOLOR

ROXY
the Wind
Cannot
Read
COLOR by DE LUXE

DEMILLE
and
BARONET

THE ROOKIE
CinemaScope

A DOG of
FLANDERS
CinemaScope
COLOR by DE LUXE

YOU can
deck on
20th for your
product flow!
Legion Renews Attack on 'Red' Influentials

(Continued from page 1)

lard Lampell and Ben Barzun, and which was directed by Joseph Losey. The Legion Magazine article says that 
trio, along with Trumbo and Young, "with respect to communism, are shown by the public record" to be "in 
that category which the industry 
heads, in the Waldorf Declaration, pledged that 'we will not knowingly employ' and 'we will forthwith 
discharge' and 'we will not re-employ.' 

At the time of the Legion's first 
criticism, a Paramount spokesman said "Chance Meeting" had been ac 
quired without the company's knowl 
dge of the association of the three 
with the picture.

Also mentioned in the Legion 
Magazine article is Kirk Doug 
las and his Bryna Productions' "Spar 
tacus," which Universal will distri 
bute, and which had Trumbo as a 
script writer. 

The article cites various public 
expressions which it regards as hav 
ing been in the nature of attempts to 
disparage the Legion's alarm over the 
recent employment of individuals who 
have been cited by the Un-American 
Activities Committee, or to minimize 
their significance. Thereafter it 
launches into a detailed recital of an 
alleged Communist design to take 
over Hollywood in the 1930s, with 
writers designated to do the work. 

It describes the Conference of 
Stu 
dio Unions labor wars in the 1940s 
as a part of the same Communist plot 
and contends it was brought to an 
end only when "the federal govern 
ment stepped in" and the three were 
sentenced for contempt of Congress. 

The article then asserts that "The 
public reaction was violent. Box 
office receipts were off millions that 
year. To save the industry, both the 
major and independent producers as 
sociations met in the Waldorf-Astoria 
Hotel in New York in November, 1947, and issued the Waldorf Declara 
tion." 

Nowhere in the article does the 
Legion Magazine writer state that no 
one ever was able to cite a single 
instance of communist propaganda in a 
Hollywood film made by a major 
company.

Four Films Singled Out

The article asserts that "If Chance 
Meeting," "Exodus," "Spartacus" and 
"Inherit the Wind" go over big at 
the box office, the Waldorf Declara 
tion will be broken and Hollywood 
will be open to a repeat performance of 
the horrible nightmare of commu 
nist infiltration of the 1930s and 
1940s--a spectre that no responsible 
head of the industry would want to 
come back to haunt them." 

It also makes this statement: "In 
the near disaster that communists 
brought to the industry when their 'right to work' was tolerated ten and 
more years ago, slanting of U.S. mo 
vie scripts the Moscow way was 
acknowledged to be by no means 
their only sin against the industry 
and America." 

There is, of course, no effort made 
to identify a single film script that 
"was slanted the Moscow way." 

Insisting that the Legion's intent 
is simply "to inform the public," the 
writer of the article says that, in 
consequence, "A boycott may or may 
not result. That will depend on how 
an informed public reacts." 

The article leads off with the 
question: "Will the communists regain 
their former foothold in the American 
nation motion pictures industry? That 
question is now being publicly tested by 
four different films currently in pro 
duction or released.

Points to Test Case

"Each of the films uses one or 
more of five individuals who have 
been unacceptable to the major stu 
dios for thirteen years on the basis 
of their backgrounds with respect to 
communism. Three independent mo 
vie producers and three major Ameri 
can film distributors are involved. 
Two of the producers have made it 
public that they will not release 
films which have had to make the 
wartime test of these films and indi 
viduals, but of the whole question of 
the reacceptance of communists into 
the Hollywood film industry." 

In addition to the talking points 
in the lengthy article, Prej'minger is the sub 
ject of further editorial attention in the same issue of the Legion maga 
zine in the "Editor's Corner" de 
martment. There, the lead article, he 
"Big Movie Man," gives the big 
par to a column to such Prem 
يرة film frust, under some kind, 
cultural exchange arrangement, do 
the scenario for Prej'minger's communist 
bestseller, "Advice to the Young." 

The Legion Magazine's edi 
ter refers to a "cultural exchange arran 
gement" with the Soviet pro 
jects in the current era, the joint 
ament, "Red" influence in film.
**Oscar’ Aid**

(Continued from page 1)

end on the records because Na-Screen has handled the promo-
and publicity materials for all April efforts and the company has
 shipped as many publicity and
ion kits for any other campaign
we’ve been shipped up to now for
year’s big “Oscar” show.

Cooperators are not the only ones
cooperating to build the
1 television audience of all
time now the industry’s 1960
major public relations
Not only those who devote
lives to the motion picture in-
but also many who serve the
industry commercially.

distribution companies are a
factor in the increase of ex-
cover cooperation this year.
The managers committee of the
under the chairmanship of
R. Velde has every industry
man enlisting the cooperation of

All Industry Groups Active
industry organizations such as
PO, TOA and Allied are work-
in keep the interest high. The
will promotion and publicity kit is
led by the MPAA advertising
publicity directors committee
ed by Si Seidler.

**The ‘Young’ Openings:**

mire in Phoenix

el’s “Because They’re Young,”
has been released to the nation for
April 6 in more than 350 theatres
of the country, including satura-
openings in Los Angeles. A spe-
cially world premiere will be held
in Phoenix, home town of
winner of a special contest cen-
to the film, which marks
screen debut of teen-age idol,
Clark.

**FCC Chief to Address NAB April Convention**

Special to THE DAILY

WASHINGTON, March 20.—The
National Association of Broadcasters
announced at the weekend that Fred
rick W. Ford, chairman of the Fed-
eral Communications Commission will
be the featured Luncheon speaker
April 7 at NAB convention in Chi-
cago. He replaces John C. Doerfer
who resigned his FCC position.

Clair R. McCollough, president and
general manager of the Steinman sta-
tions, Lancaster, Pa., who will re-
ceive the 1960 Distinguished Service
Award, will keynote the conven-
tion at the opening session Monday
morning, April 4. At the same session,
Dr. Frank Stanton, president of the
Columbia Broadcasting System, will
deliver a tribute to the late Harold E.
Fellows, former NAB president.

**Repeat Astaire Show**

Schedule for May 9

“Another Evening with Fred
Astaire,” a notable attraction of the
1959-60 TV season, will be repeated
on the NBC-TV network, Monday,
May 9, on color video tape from 10
to 11 PM, EDT, it has been an-
ounced by Richard L. Linkrown,
vice-president, special programs,
of the network.

The one-hour colorcast will again
be sponsored by the Chrysler Corp.
through Leo Burnett Co., Inc., agen-
cy. It was originally presented the
station Nov. 4 and starred Astaire
with Barrie Chase, the Jonah Jones
Quartet, the Bill Thompson Singers,
David Rose and his orchestra and Ken
Nordine.

On the production staff were
Astaire as executive producer, Bud
Yorkin as producer-director, Herman
Pan as choreographer, Rose as music
director and Thompson as choral
director.

**Kodak Announces New 8mm Sound Projector**

Special to THE DAILY

ROCHESTER, N.Y., March 20.—A
new sound motion picture projector
expected to spur widespread use of
8mm film techniques in the audio-
visual industry has been announced
by Eastman Kodak Company. The
Kodak Sound 8 Projector incorporates
a complete system for recording and
playing back magnetic sound on both
old and new 8mm film.

It is designed to give visual com-
munications program directors in in-
dustry, government, education and
many other fields the opportunity to
produce inexpensive 8mm film pack-
ages—complete with commentary, mu-
 sic, or other sound effects—that can
supplement more elaborate and costly
16mm productions.

**CBS-TV to Present 3 Sunday Symposia**

“The Great Challenge,” CBS-TV
News’ 1960 series of three special
hour-long symposiums on critical
issues of the day, will be presented
on the CBS television network on
three successive Sundays, March 27,
April 3 and April 10, it has been an-
ounced by John Lynch, director of
the public affairs’ department of
CBS News.

The series will feature world lead-
ers in education, science, government,
economics, the humanities and other
fields. The premiere program, titled
“Can We Improve Our Education for
Leadership?” will be telecast March
27 from 2 to 3 P.M., EST. The April
3 program, “How Can You Get
Things Done in a Democracy,” will be
seen at the same hour. The April
10 program, “What Role Can Com-
munications Play in Producing Effect-
ive Leadership?” will be broadcast
from 1:30 to 2:30 P.M., EST.

The symposiums will originate live
in the Caspary Auditorium of the
Rockefeller Institute here. CBS News
Correspondent Howard K. Smith will
be moderator for the series.

**Who’s Where**

Boyd Tuten has been named vice-
president in charge of sales and as-
soiate producer of TV commercial
and industrial divisions of Lancer
Productions, Inc.

The appointment of Robert L. Miller
as administrative assistant to Rich-
ard Carlton, vice-president in charge
of sales, Trans-Lux Television Corp.,
was announced by Carlton. In assum-
ing the duties of primarily adminis-
tative functions, Miller relieves Leo
Brody of this phase of the Trans-Lux
operation, in order for Brody to de-
vote full time to sales activities as
eastern division manager.

Dean Shaffier, director, sales plan-
ing, NBC Television Network Sales,
has announced the appointment of
four executives within his area. They
are: Raymond Eichmann, director,
client presentations and sales promo-
tion; David H. Hedley, director, pro-
gram presentations; Nicholas Gordon,
director, sales development; Ronald J.
Pollock, manager, sales development.

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**Election of Officers**

**CINEMA LODGE B’NAI B’RITH**

**at a**

**LUNCHEON MEETING**

HOTEL ASTOR

Thursday, March 24, 1960

12:30 P.M.

**Tickets $2.50**

For Reservations ‘Phone LO 5-4566
IN ITS FIRST 13 ENGAGEMENTS COLUMBIA'S OUR MAN IN HAVANA HAS CHALKED UP 13 GREAT HOLDOVERS!

NEW YORK CITY, Forum & Trans Lux 52nd St (8th Week) ... LOS ANGELES, Fox Wilshire (6th Week)
BOSTON, Kenmore (5th Week) .......... DENVER, Towne (4th Week) .......... PHILADELPHIA,
Arcadia (3rd Week) ........ SYRACUSE, Shoppington (3rd Week) ...... MIAMI BEACH, Carib (2nd Week)
MIAMI, Miami (2nd Week) ...... CORAL GABLES, Miracle (2nd Week) ...... ATLANTIC CITY,
Beach (2nd Week) .... LAS VEGAS, Huntridge (2nd Week) .... SANTA BARBARA, Granada (2nd Week)

COLUMBIA PICTURES presents A CAROL REED PRODUCTION

Our Man in Havana
starring
Alec Guinness
Burl Ives · Maureen O'Hara · Ernie Kovacs
Noel Coward · Ralph Richardson · Jo Morrow

Screenplay by GRAHAM GREENE based on his novel. Produced and directed by CAROL REED

CinemaScope
Fox Sets Drive to Restore Patronage to Pre-TV Days

Twentieth Century-Fox has begun an all-out drive to restore motion picture patronage "to its pre-television proportions."

How the company plans to accomplish this is spelled out for exhibitors by Spyros P. Skouras, president, and other company heads in a special, 8-page edition of The Dynamo, company house organ, containing a report on activities contemplated for the next (Continued on page 8)

Supreme Court to Hear Times Film, Chi. Case

From THE DAILY Bureau
WASHINGTON, March 21—The Supreme Court has agreed to hear argument in the case of Times Film, Inc., against the City of Chicago. The case turns upon Chicago's censorship ordinance, which demands viewing of films prior to public exhibition.

The Supreme Court's schedule precludes any early consideration of the case. Its acceptance of the appeal from a lower court simply means that (Continued on page 2)

Dawson: Renegotiation

No Remedy in TV Trial

Renegotiation does not seem an "appropriate remedy" for the government's "block-booking" suit against six film and television companies, now in its third week. Judge Archie O. Dawson said in New York Federal Court yesterday.

His statement followed notice to the court by Leonard Posner, Department of Justice, trial attorney, that (Continued on page 6)

REVIEW:

Please Don't Eat the Daisies

Euterpe—M-G-M—CinemaScope

M-G-M has the good fortune to be able to count its Easter eggs before they've been hatched. "Please Don't Eat the Daisies," the company's stylish spring holiday release, is an entertaining picture for members of the family of all ages. It envelops nearly all of the frantic fancies of American domestic life in both city and country.

The characters include David Niven and Doris Day, parents of four very young, mischievous sons; Miss Day's irreplaceable mother, played by Spring Byington; a sexy Broadway actress, Janis Paige, who goes on (Continued on page 6)

Johnston Says:

Censorship Is No Answer to Films' Faults

Tells Conference Parents Must Accept Responsibility

Censorship is not the answer to faults found in some motion pictures by its most vocal critics, Eric Johnston, Motion Picture Association president, yesterday told a conference on the Impact of the Mass Media on Children and Family Life sponsored by the Child Study Assn. of America. (Continued on page 7)

Join 3 NT&T Circuits As Single Subsidiary

From THE DAILY Bureau
HOLLYWOOD, March 21—A new theatre subsidiary to be known as NT & T Theatres, Inc., is being formed by National Theatres & Television, Inc., parent company, to operate the company's theatres in the Intermountain, Midwest and West Coast divisions. Legal steps for the merging these companies as the new NT & T Theatres, Inc., has been (Continued on page 6)

Hal Roach, Sr., Plans Return to Production

From THE DAILY Bureau
HOLLYWOOD, March 21—Hal Roach, Sr., will announce his active return to production in both the motion picture and television fields tomorrow at an informal luncheon in the Hal Roach studios.

Roach will have two bank sources for securing production finance, according to advance reports,
PERSONAL MENTION

RICHARD PATTERSON, in charge of Paramount British productions, has arrived in New York from the Coast, and will return to London shortly from here.

A. J. VANNI, zone manager for Stanley Warner Theatres in Philadelphia, is recuperating at his home there following hospitalization.

SY MENSCHL, assistant to his brother, HERB, president of Outdoor Theatres Corp., Manchester, Conn., has been discharged from his duties there following surgery.

PHILOMENA "PHIL" ECKERT, of the Columbia Pictures staff in Jacksonville, has returned there from Fox Studios, where she represented Film Bow at the Women's State Bowling Tournament.

"WHITNEY" MOLICH, transport executive for JAMES P. CLARK's High Corridor Express, Philadelphia, has entered the University of Pennsylvania Hospital in that city for treatment.

FRED KOHLMAR, producer of "The Last Angry Man" for Columbia, has left New York for London, where he will attend the Royal Film Performance of the picture.

Ryder Distributes New Professional Recorder

From THE DAILY BUREAU

HOLLYWOOD, March 21.—A 16-pound portable Perrettone professional recorder, developed by Ryder Sound Services, which has been adapted for synchronizing use with a 16mm camera, either motor driven or spring wound. The equipment can now facilitate sound picture interviews for television stations, it was pointed out by Loren Ryder.

The system employs a cable hook-up between the camera and portable sound-on-tape recorder. The recorder can operate with flashlight batteries. Ryder Sound Services is distributing the equipment.

Harvey, Page Teamed

HOLLYWOOD, March 21.—Hal Wallis has announced that Laurence Harvey and Geraldine Page will be teamed in his production of "Summer and Smoke." Peter Gerverill will direct the picture, which starts at Paramount in December.

SAG Waiting

(Continued from page 1)

ress report at the last bargaining session is expected to have far greater impact on the attitude of those in the other IATSE and allied guild workers idled by the actors strike. If the strike impasse continues to be in evidence for next few days, it is believed certain picture to become major issue at the IATSE international executive board meetings currently being held in Portland, Ore., with more than 500 participants expected to attend, with its support of the actors demands.

Settlement of the current SAG strike issues will spell relief for only one phase of the AMPP bargaining schedule. On the horizon for future negotiations, which loom likely to stretch beyond the summer months are negotiations with SAG on television contracts for the major networks, with the Writers Guild of America on both theatrical and television contracts, negotiations with Screen Directors Guild, who hold television contracts expire March 30, and, come Jan. 1961, when the IATSE contracts expire.

Vote N.Y. Bill Amending Hearing-Shooting Rule

Special to THE DAILY

ALBANY, N.Y., March 21.—The Senate tonight passed by a vote of 49 to 6 the Mitchell bill, amending the Civil Rights Law, to exempt from the prohibition against taking motion pictures, televising or broadcasting proceedings where the testimony of witnesses by subpoena or other compulsion process is received, "public hearings of the committees of the state legislature or of temporary state commissions."

This exemption would be granted "under rules prescribed by a majority of the members present at any such hearing. If they determine in their discretion that it is in the public interest to permit the televising, broadcasting or taking of motion pictures thereof."

The bill, which was amended, now goes to the Assembly.

Previn 'Gantry' Scorer

HOLLYWOOD, March 21.—Andre Previn, "Oscar" nominee for his scoring of Sam Goldwyn's "Porgy and Bess," has been signed by Lancaster-Hill Productions to compose and conduct the original score for their picturization of Sinclair Lewis' "Elmer Gantry," starring Burt Lancaster and Jean Simmons. This will mark Previn's initial assignment following completion of his M-G-M contract. He will begin work on "Gantry," United Artists release, after winding up final scoring of "Bells Are Ringing" and scoring the M-G-M's "The Bells Are Ringing."

Place of Films in TV Programming Issue

The importance of motion pictures in television programming was the subject in a hearing in Federal District Court yesterday, as the government continued to press its case against Universal Pictures, Columbia Pictures and Screen Gems. The defendants are charged with restraining competition in the sale of films to TV through acquisition by Screen Gems, a Columbia subsidiary, of over 600 pre-1948 Universal pictures for TV distribution.

The prosecution quoted Fred Thrower of WPXI here, trying to show that films were "more than just another part of TV programming." During cross-examination defense attorneys attempted to show that feature films are a smaller part of programming than the government alleges.

Sinatra Hires Albert Maltz for Screenplay

From THE DAILY BUREAU

HOLLYWOOD, March 21.—Frank Sinatra disclosed yesterday that he has employed ALBERT MALTZ for the screenplay of Hollywood's "Unfriendly 10" of a dozen years ago, to write the film adaptation of The Execution of Private Lurie," which Sinatra will direct for his independent company.

Sinatra then joins Otto Preminger and Stanley Kramer, both of whom released recently that they had employed Dalton Trumbo and Martin Young, also members of the "Unfriendly 10," for writing assignments. Sinatra said Maltz will be given screen credit. The writer, who has been living in Mexico, was jailed for contempt of Congress for failing to answer questions concerning communist affiliations.

Mirsich Buys 'Toys'

Lillian Hellman's play, "Toys In The Attic," a hit of the current Broadway season, has been purchased for motion picture production by the Mirisch Company, it was announced by Hal Mirisch, president of the independent company. William Wyler will produce and direct the film version for United Artists release. Wyler is not expected to undertake the new project before 1961.

Award for M. Monroe

SANTIAGO, Chile, March 21.—Marilyn Monroe won Santiago de Chile's most coveted "Laurel de Oro" award yesterday for her performance in United Artists' "Some Like It Hot." Chile's top magazine and newspaper writers, along with the leading radio commentators, made the selection in their annual poll.

Supreme Court

(Continued from page 1)

the justices consider that there is substantial federal question involved in the court's right to proceed before giving full time allowed to present all material has expired, the p. will be unable to appear before the court at the earliest.

Additional delays might be posed by Chicago, which, as a matter of policy, could possibly try to prevent the court to delay action on ground that its attorneys have other pressing duties.

The Times Film case involve denial of an exhibition license for "Don Juan." In its brief to the Supreme Court, the City of Chicago admitted strongly that 'Times' would not have demurred at the film to censors if it were no scene.

'Take Me' Slated for Paramount at Easter

Mervyn LeRoy's production "Take Me When It's Over" will be an Easter attraction at the mount Theatre here.

The picture is the first-run picture that the ducer-director made under his long-term contract with 20th-Fox. the 51st picture has been associated with either producer or director or both for more than three decades of making.

Stamford Theatre S.

STAMFORD, Conn. March 21. The 15-acre Ridgewall Shopping Center here, which includes the seat, first-run Ridgewall Theatre being sold to Alons Bass, tv, veloper, to a New York syndicate represented by Harry V. Helms, Helms-Sipe, Inc., for close to $1 million. No plans were closed by the syndicate.

Kind' Music Camp

United Artists' music camp, the New York premiere of Ten Williams' "The Fugitive Kid" be stepped up this week with release of the recording and themes from the film. the d being distributed to 8,600 New record stores and retail outlets

MOTION PICTURE DAILY, Martin Quigley, Editor-In-Chief and Publisher; Sherwin Kahn, Editor; James D. Ivers, Managing Editor: Herbert V. Martin, Advertising Manager; Gus H. Fagel, Production Manager, TELEVISION, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood! Of Saul P. Fagel Building, Samuel D. Berns, New York, J. Leonard Green, Washington, 4 C. C., London Bureau, 150 St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burups, Editor; William P. News, Correspondent. Correspondents in principal capitals of the world. Published daily except Saturdays and holidays, by Quigley Publishing Co., 20, Credle Ave., Hollywood, N. Y. Cable address: Quigleyport, New York. Martin Quigley, President; Martin Quigley, Jr., Vice-President, Isaac S. Sullivan, Vice-President and Treasurer; Robert W. Lippincott, Secretary. Entered as second-class matter under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copy

RADIO CITY MUSIC HALL

"THEODORE B. ROOSEVELT"

By William Wyler

Produced by Edward Lewis

From M-G-M IN CINEMASCOPe, AND METRO-GRAM

and ON THE GREAT STATE "MUSIC BOX THEATRE"

Tuesday, March 22.
Big Drive for ‘U’ Reissues

(Continued from page 1)

April 1 the film will have premiered in its second time in San Francisco, Houston, St. Louis, Milwaukee and Buffalo, after having been withdrawn from circulation two years ago.

More money is being exploited by the “Miller” release than was devoted to the film’s first campaign in 1954, the trade press was told by Philip Gerard, Eastern advertising and publicity director for Universal. He said results of a Studlinger survey indicated that the film has a potential audience of 23,000,000. A domestic gross of $3,500,000 is anticipated by the company for the “Miller” release. Its gross to date is about $7,500,000.

A new campaign—new prints, newspaper ads, radio and TV spots and several new records—is being used for the film. For today’s opening here, Universal will employ three WHCA disc pickets, broadcasting for a total of six hours, Bay Eriele and his band on stage, and the presentation of 45 RPM Miller records to the first 500 patrons.

Finds Enthusiasm Intense

Exhibitor enthusiasm and cooperation for the reissue has been “remarkably high,” according to Henry H. Hi Martin, Universal vice-president and general sales manager. He added that following its first-run bookings in key cities “The Glenn Miller Story” will move into playoff engagements, as would the average new release.

Martin said that regardless of a film’s success in its first run it can’t be reissued in a “crash” program. Instead, it must be repaid one level at a time until it reaches the neighborhoods. He also stated that at this point in its campaign “Miller” has acquired more money than did either “Pillow Talk” or “Operation Petticoat” at relative stages of their campaigns.

To date, “Pillow Talk” has grossed $5,776,000 with play-offs completed in all but 29 per cent of its situations dollar-wise. The film rental for “Operation Petticoat” stands at $5,800,000 after 12 weeks, Martin said.

Two hundred-fifty theaters are scheduled to show “The Snow Queen” for Easter. Production will begin next week on Ross Hunter’s “Midnight Lace,” starring Rex Harrison and Doris Day. Another film, tentatively titled “Day of the Gun,” will be released later in the year. Kirk Douglas and Rock Hudson, will begin production in mid-April. A date in late spring has been set for commencement of “The Grass is Greener,” starring Cary Grant, Deborah Kerr, Robert Mitchum and Jean Simmons; “Romanoff and Juliet,” with Peter Ustinov, is also planned by Universal.

Publicity Men Attend

Accompanying Gerard and Martin at yesterday’s luncheon were Jerome M. Evans, Eastern promotion manager; Herman Kass, executive in charge of national exploitation, and Paul Kamey, Eastern publicity manager.

B&H 8mm Projector

With Reverse Feature

Special to THE DAILY

CHICAGO, March 21 — Bell & Howell has announced an 8mm projector with the reverse feature in the $80 price market. It is the 254R, an addition to the Monterey line that retails for $89.95 at franchised photographic dealers.

This projector has forward and reverse on a single control; sharp focus 1/1.6 anastigmat projection lens; enclosed gear-driven reel assembly; bright true-locator (DFL) lamp; fast power rewind; permanent factory lubrication; 400-foot reel capacity for a full half-hour show; self-contained case; simplified, fool-proof threading; die-cast aluminum construction.

Howard Newman, long active in publicity and public relations in the legitimate theatre, has joined Universal Pictures to work exclusively on the road show release of “Sapactus.” He will serve as assistant in advertising and publicity matters to Jeff Livingston, Universal’s Executive Co-ordinator of Sales and Advertising, who is in charge of the “Sapactus” campaign.

James E. McGhee, Eastman Kodak Co. vice-president in charge of U. S. sales and advertising, has been awarded the company’s 40-year pin by Albert K. Chapman, Kodak president.

S. E. Newton, Jacksonville exhibitor who recently sold his Dixie Theatre to Cecil Cohen, has acquired the Martin Theatre, Wildwood, formerly operated by MCM Theatres, of central Florida.

Ray McNamara, resident manager of the Allyn Theatre, Hartford, for New England Theatres, Inc., has been elected to the board of directors of the Cerebral Palsy Association of Hartford.

John Macpherson has taken over the handling of the Allied Artists branch office in Denver. He formerly was a booker for Universal in Minneapolis. In Denver he succeeds Frank Green, who has been promoted to the position of branch manager.

Schneider Has Three

Major Productions, Inc., has three pictures completed and ready for release, it is reported by Samuel Schneider, president. They are “Herold the Great,” in Eastman color; “Calikiki, The Immortal Monster,” and “The Unfaithful,” a Ponti de Larentis production. Schneider said he is now negotiating for release of the three films in the U.S. and English-speaking countries.

‘Ben-Hur’ Big in D. C.

WASHINGTON, March 21 — The special “Ben-Hur” office here has described the film’s reception as “phenomenal.” The Stanley Warner theatre, which seats 1444, is reported sold out for weeks in advance. The office has been swamped with telephone calls.

Movielab Expanding

Movielab Film Laboratories here is enlarging its operational quarters in the Movielab Building by converting substantial adjacent footage. This will provide facilities for the widely expanded program and services of the parent company and its subsidiary, Movielab Color Corp.
Columbia’s
Who was that Lady?

is off to a roaring start with 38 solid hold-overs in its first 38 dates!
BIG COMEDY CHAMP!

Check these long-stem engagements!

CHICAGO, State Lake... BOSTON, Orpheum... PHILADELPHIA, Randolph
DETROIT, Michigan... CLEVELAND, Allen... WASHINGTON, D.C., Keith's
DALLAS, Majestic... SAN ANTONIO, Majestic... BUFFALO, Center...
PITTSBURGH, J. P. Harris... BALTIMORE, Hippodrome... MILWAUKEE,
Warner... INDIANAPOLIS, Circle... KANSAS CITY, MO., Roxy...
KANSAS CITY, MO., Avenue... MEMPHIS, Warner... PROVIDENCE,
Majestic... DES MOINES, Des Moines... RICHMOND, Byrd... RICHMOND,
State... NORFOLK, Loew's State... WORCESTER, Capitol... MIAMI BEACH,
Beach... MIAMI, Olympia... CORAL GABLES, Gables... TAMPA, Britton... PALM
BEACH, Paramount... ST. PETERSBURG, Florida... FT. LAUDERDALE,
Florida... KANKAKEE, Luna... MORGANTOWN, Metropolitan... ROCKFORD,
State... LAWRENCE, Warner... ST. JOSEPH, Missouri... NEW BEDFORD,
State... FITCHBURG, Saxon... FALL RIVER, Durfee... NEWPORT, Opera House

TONY CURTIS · DEAN MARTIN · JANET LEIGH

Who was that Lady?

Co-Starring
JAMES WHITMORE · JOHN McINTIRE · BARBARA NICHOLS

Written and Produced by NORMAN KRASNA · Based on his play, "Who Was That Lady I Saw You With?" as produced for the New York Stage by Estland Hayward
Directed by GEORGE SIDNEY · AN ABSARK-GEORGE SIDNEY PRODUCTION
"Classification"

(Continued from page 1)

the motion picture industry in opposition to the proposal, which would authorize the Attorney General's Department's motion picture division, in licensing a film, to classify the same as "approved for patronage by children" attending the elementary and secondary schools of this state."—pro

vided specific themes where not portrayed.

The division, if empowered by the Regulations, would be subject to the Producers, exhibitors, or distributors of a film so classified "a seal or other appropriate evidence of its approval." The measure would take effect immediately.

Ratings Bill Deferred

The Assembly today also deferred until Wednesday action on the Manley bill, amending the penal law in relation to the issuance of radio or television licenses, for the purpose of influencing the sale of advertising.

This was the second time the measure, designed to control "rating" organizations, had been put over. Changes of its passing were believed to be diminishing.

There was talk today that the legislature would not adjourn Saturday, as first planned; that sessions would be held through Thursday and an adjournment would then be taken un-

til next Monday, with Wednesday May 30 fixed as the target date for the windup.

Pay-TV 'Pressure'

(Continued from page 1)

a report released by the Center for the Study of Democratic Institutions.

To Pay, Or Not To Pay," a 12-page "occasional paper," issued by the Center as a contribution to the discussion of the free society," is written by Robert W. Horton, a Ford Foundation Washington correspondent." In a foreword, the Center states that "contributors to publications issued under the auspices of the Center are responsible for their statements of fact and expressions of opinion." The Center is located in Santa Bar-

bara, California, and is the principal activity of the Fund for the Republic. Horton's report cites "expensive gestures of lavish hospitality and contact with members of Congress" in 1958 by a major TV network as a factor in frustrating pay-TV in its early stages. "This is a technique of persuasion not unknown in the capital," Horton writes, "but seldom has it been used so effectively. The TV industry was joined, paradoxically, by the organized motion picture theatre owners."

As a result of such persuasion, the report states, the Foreign Commerce Committee of the U.S. Senate "apparently yielded to strong outside pressure" and requested the FCC to postpone pay-TV experiments when the service was about to be initiated in March 1958. In turn the FCC yielded.

The report also declares that "whatever the tactics of the oppo-

sition, the record shows that the proponents of pay-TV also share responsibility for the public confusion that surrounded the attempt to set up their experiment." The pay-TV in-
terests have "handed the matter of fees in vague and contradictory terms, and have made no comprehensive or concerted effort to produce realistic estimates of what the public might expect. They have been evasive on the point of advertising to a point where it could almost be assumed they were taking it for granted."

Caught by pressures from both sides of the argument, the FCC has retreated. Horton says: its agreement with Congress in 1959 to conduct a limited pay-TV experiment "was weakly supported in large cities "merely swept the dust under the rug, confirming the strength of the argument that aborted the experiment originally."
Censor No Answer to Film Faults: Johnston calls Demand 'irrational and irresponsible'

(Continued from page 1)

example in guiding children to right choices, and calls for censorship, he said, are invariable end of "irrational and irresponsible" type of industry. "But censorship is no an

vice, because it doesn't work. It is active. It can't improve quality. It improve taste.

it will actually degrade and low-
easte." Johnston said in his understanding, that the film of today should be judged in terms of the culture of today . . . of the conditions actually existing to

day.

"Any one who examines the recent record of the motion picture must in-evitably realize that this growing-up process has added new dynamism and scope to movie making. I think this promises a great future for a great medium.

In these growing years, of course, not all films produced have been great films. Some, seeking maturity, fell short. Some, seeking sensation, produced nothing of lasting value. Some—and usually these same ones—were also box-office failures.

Recounts History of Code

"We have tried to exercise our responsibility responsibly in the motion picture industry. Thirty years ago this month, the producers in Hollywood voluntarily adopted a Production Code to assure standards of decency and morality on the screen. Just as firmly today as we have in the past, we adhere to these standards. We shall continue to do so."

Johnston said parents are "defecting" their responsibility to freedom and liberty by acceding to attempts to curb freedoms and by not actively opposing such attempts. "We run away from freedom," he said, "whenev

er we run to Washington, or to Ala

bany, or to Harrisburg, or to any state capital to demand a censorship law . . . a legislative ukase by which a state or its appointees may tell the rest of us what we may read or not read, may hear or not hear, may see or not see."

Three Other Speakers Heard

At the morning session of the conference, three other speakers agreed that the mass media cannot be made the scapegoat for all the ills of society. At the same time, they warned of the dangers of the mass media reflecting and reinforcing the worst in our culture rather than taking leadership in raising our values and moral standards.

Selma H. Fraiberg, associate pro-

fessor of social casework at Tulane University's School of Social Work, said, "We have given children trash for daydreams, and it is not only the mass media that are to blame. If mass media have nourished the daydreams of violence and cynicism, we have also nourished the daydreams of "security," of the supremacy of ego-

istic goals and the privilege of gratifi-
cation of all needs."

Mrs. Fraiberg Decries Brutality

Mrs. Fraiberg condemned the cheap fiction and brutality shown on television for blunting the moral sen-

sibilities of children. Viewing this as an almost impossible challenge to the efforts of parents to give their children a moral education, she asked, "How can we teach revulsion against sadism and the destruction of human life when the child's commercial fic-
tion feels the appetite for sadism and makes murder trivial?"

Dr. Friedenberg Hits Broadcasters

Dr. Edgar Friedenberg, a Visiting Fellow at the College of Education of Ohio State University, called for a stiffening of the public's demand for more responsible broadcasting. Criticizing the recent testimony on a network executive who would give sponsors primary control over program content, Dr. Friedenberg said, "Society had better see to it pretty quickly that the economic health of broadcasters depends on ethical be-

havior as well as good business rela-
tions."

Frederick Rainsberry, supervisor of children's programs for the Canadian Broadcasting Corporation, said that worthwhile programs for children had been needlessly hamstringed by people who separate entertainment from edu-

cation. According to Rainsberry, "Children are vitally entertained in the search for information."

'Young' Openings Slated

Drexel's "Because They're Young," a Columbia release, will open begin-

ning April 6 in more than 300 theat-

res around the country, including sa-

turation openings in Los Angeles. A special gala world premiere will be held on April 2 in the home town of the winner of a special contest cen-

tered around the film, which marks the screen debut of teen-age idol, Dick Clark.

Another HOT one for summer from...
Fox Plans Drive to Rebuild Attendance

(Continued from page 1)

two years. Copies are being sent to exhibitors everywhere.

Announcing issuance of the special Dynamo edition yesterday, Alex Harrison, general sales manager, said he had been "delegated" by letters from exhibitors all over the country indicating their uncertainty as to the future of the industry.

"Exhibition, as our customers," Harrison said, "is the decisive link between production and distribution and the public. After reading this information-packed manual every exhibitor will know as much about 20th's production status as any officer of the company, here in New York or at the studio."

Harrison added that the exhibitors "have a right to know where they stand."

Buddy Adler
Charles Einfeld

Calls It 'Design for Perpetuity'

In his message, called "Design for Perpetuity," Skouras admits that the goal of pre-TV patronage "is no small undertaking in these times" especially in light of the diminished audience of the previous decade.

"But," he adds, "I am convinced that it will be a success in every sense of the word, if there is a continuously working unit among the three branches of our industry: production, distribution and exhibition. There is no alternative, for unless we work together as a team we will needlessly, but seriously jeopardize the future of our industry."

"Therefore, 1960 and the decade it inaugurates are a challenge, but also, they present new opportunities for exploitation of a great industry," he adds.

Skouras pledges to exhibitors that 20th-Fox will discharge its "responsibilities to exhibition through a long-range program and that it will "spon-

pany's merchandising organization throughout the U.S. and Canada will be renewed. It is a predomina-

young group," he says, "led, as ought to be, by well-seasoned experts, whose thinking is every bit as 
effective as that of the youngest man in the staff."

Expressing pride in the group's "unbeatable combination of marketing know-how," he says "that kind of a force does not make speeches, lower the boom on the competition, or wash the industry dirty linen in public."

"Voices Resolve for Next Decade"

A general article on future pla

nections and the Foxes are celebrating a 45th anniversary this year and will strive in the next decade "to mal history anew."

Company trends for 1960 are listed as follows:

Investment of greater money in television exploitation of product, both domestically and locally.

"Toilet" of family patronage through films of this specific appeal.

Development of new talent in segments of picture-making.

Outlining plans beyond the Dynamo list the following:

Spectacular research for further advancements in the physical scene image.

Perfection of Eidophor (theatre 3 system) with a trade demonstration "in the not distant future."

"Further streamlining of distributing and merchandising facilities and procedures."

Further company diversification.

The special "exhibitors report" being distributed also to leading new paper, syndicates and financial agents, throughout the nation.

The Dynamo is prepared and edited by 20th-Fox home office executive Roger Ferris.

MCA Sales, Earnings

Set New High in 1956

Sales and net earnings of MCA Corp. of America for 1959 set new records, it was announced by Joel C. Stein, chairman of the board. According to the annual report issued to stockholders, net earnings in 1959 were $1,314,000, as opposed to $328,412 in 1958.

Stein said that the net earnings of the company for 1959 represent an increase of about 20 per cent over 1958. Gross income increased $57,786,006 in 1959 as compared to $43,129,749 in 1958.

After preferred dividends, the earnings in 1959 were $1.28 per share on 3,995,735 outstanding shares, as compared with $1.18 per share on 3,995,735 outstanding shares in 1958. Adjusted for the same number of shares outstanding in 1959, net earnings per share were $1.06.

Film Company Dividends

$1,314,000 in February

From THE DAILY Boston

WASHINGTON, March 21—Motion picture companies paid $1,314,000 in cash dividends in February, the Commerce Department reports. A year ago, they paid $1,725,000. For the first two months of the year, dividends paid by firms in the industry totalled $3,081,000 compared with $3,513,000 in the same period of 1959.

In the economy as a whole, publicly reporting corporations paid dividends of $420 million in February, up about 9 per cent from February, 1959. Most of the increase is attributed to the finance, utility, and chemical industries, but almost all other lines registered limited gains.

Skouras Will Address Texas Drive-In Meet

Special to THE DAILY

DALLAS, March 21—Spyros Skouras, 20th Century-Fox president, will address the ninth annual convention of the Texas Drive-In Theatre Owners Ass'n, next February, it was announced by Tom Ferguson, president.

The board of the Texas group will convene here April 12 at the Sheraton Dallas Hotel. At that time they will select the date, place and convention of the 1961 meetings.

Scaremanship!!!

BACKED BY COLUMBIA'S SCARE-SELL ADS, POSTERS, LOBBIES, TRAILERS!

"THE STRANGLERS OF BOMBAY"

IN STRANGOLSCOPE

Play BOMBAY in May...FROM COLUMBIA!!!
Hyman Sees 1960 As Best Theatre Business Year Since 1956; Lauds Forthcoming Product

Based on current prospects of product to be made available throughout the year and on the trend of theatre attendance nationally, Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, expects 1960 "will be a better year than any since 1956."

Meeting with trade press representatives at luncheon in the AB-PT home office dining room, Hyman expressed his "extreme optimism for our industry this year. He noted that, "as a general matter, the trend of business for AB-PT Theatres is usually indicative of the trend for exhibition around the country."

"Our company's results in the first quarter are well ahead of the same period last year. Barreling a protracted strike by the Screen Actors Guild, our analysis of the product available for the second quarter, sparked by the April-May-June drive of exhibition, makes us confident that this momentum will continue through the second quarter.

"Release for the summer months are little less than sensational, so we anticipate continued improvement during the third quarter. Releases to be available for the last quarter, plus exhibition's annual fourth quarter drive, leaves no question but that the upward trend will continue," Hyman said.

O'Connor Heads Catholic Charities Film Division

John J. O'Connor, vice-president of Universal Pictures, has been appointed chairman of the Motion Picture Division, Special Gifts Unit, of the Cardinal's Committee of the Layly for the 1960 Fund Appeal of New York Catholic Charities. He has been associated with Catholic Charities Fund Appeal since 1956, when he was asked by Frank C. Walker, then chairman of the Motion Picture Division, Special Gifts Unit, of the Cardinal's Committee of the Layly for the 1960 Fund Appeal of New York Catholic Charities.

Review Denied in NSS Poster Case

From THE DAILY BUREAU

WASHINGTON, March 22 - The United States Supreme Court yesterday denied a writ of certiorari to review the decision of the United States Court of Appeals for the Third Circuit. Handed down by that Court last May the decision affirmed the district court's dismissal of the Lawlor-Pautz antitrust action against National Screen and the eight leading motion picture producers and distributors.

The Supreme Court's refusal to grant certiorari, which in substance constitutes an affirmance of the decision, in the case of William Goetz Production—Columbia

HOLLYWOOD, March 22

It took courage to make a significant film of such magnitude, and producer William Goetz accepted the risk of presenting what should be regarded as daring screen entertainment. No punches have been pulled in the characterization of an American army officer who suddenly finds an opportunity to experience a sense of power he never had before by...
PERSONAL MENTION

HOWARD STRICKLING, M.C.M., vice-president in charge of advertising-publicity, and Morgan Hed- 
cans, of the studio staff, have arrived in New York from the Coast.

DAVID A. Lipton, Universal Pictures vice-president, will arrive in New York tonight from Hollywood, and will leave here at the weekend for London.

Irving Luftig, president of Buena Vista, has returned to New York from the Coast.

ARTHUR HORNBLOW, jr., producer of "The Captive" for Universal, has returned to New York from the Coast.

DARBY F. ZANUCK left New York last night for Paris.

GERM OASTADT, director, has arrived in West Berlin, Germany, from Los Angeles via the Polar route.

John Barton, owner of the Nile Theatre, Mitchell, Nebr., has become a grandfather with the birth of a 
dughter to his daughter-in-law, Mrs. Floyd Brehm. Father is 
salesman for National Screen Service in Denver.

Steinway, 'Song Tie-In

Special posters highlighting the forthcoming William Goetz production for Columbia release, "Song Without End," the Story of Franz Liszt, will be offered by Steinway & Sons Piano Company to its retailer dealers in 500 
major cities throughout the country for use in window and in-store displays. The full-color posters will be 
distributed by the Steinways at the National Association of Music Merchants and Piano Manufacturers convention in Chicago, July 18-22.

Expect N. Y. Vote Today
On License-Fee Bill
Special to THE DAILY

ALBANY, N. Y., March 22. — The Assembly-approved Savarese bill, redu-
ing the license fees collected by the State Education Department's 
notices, purchase division, was whis-tled, on third reading in the Senate 
today, for the companion March act.

A final Senate vote on the measure, 
which is strongly advocated by a 
number of industry organizations, 
may come tomorrow.

The upper house last year unanim-
ously adopted a somewhat similar 
proposal, introduced by Sen. John J. 
Markert, D-Syracuse, and Assem-
blman Anthony P. Savarese, Jr., Queens Borough, co-sponsored this year's legislation, as he did that of 1959.

Mundi Scores Sinatra For Hiring Maltz

FROM THE DAILY EURON

WASHINGTON, March 22—Strong 
criticism was hurled at Frank Sinatra 
today by Sen. Mundt (R., S.D.) who 
called the actor-producer's hiring of 
Albert Maltz as "Messing Muriel," one 
of Hollywood's "Unfriendy Ten" of 
12 years ago, was signed to do the film adaptation of "The Execution of Private Slovik," which Sinatra will produce and direct.

"In these uneasy times," Mundt said, 
it is hard to understand that people 
will grant new opportunities for the 
infusion of communist propaganda 
into motion picture fare," Mundi is 
the only member of the House Un-
American Activities Committee of 
1947 still in Congress.

The senator also referred to the 
hiring of "block-listed" writers by Otto 
Preminger and Stanley Kramer.

Frank Sinatra's hiring of Albert 
Maltz was criticized by the New 
York American. America yesterday in an editorial entitled "Wrong-Way Frank."

"By hiring him," the editorial stated, 
"Mr. Sinatra, however much he may 
delve himself to the contrary, has 
not struck a blow for freedom of 
expression. He has struck a blow 
AGAINST the "interests of the industry 
to prevent enemies of our country from 
using the powerful medium of the 
movies for an insidiously shunted 
Communist line."

Gunsberg Named Exec. 
Assistant to Reade

Sheldon Gunsberg has been ap-
pointed executive assistant to the 
president of Walter Reade, Inc., it 
was announced today by Walter Reade, 
Jr. Gunsberg will retain his position as 
vice-president of both Walter Reade, 
Inc. and Continental Distributing, Inc., 
the company Gunsberg has worked closely with me in 
all of these areas. The immediate 
prospects and opportunities for 
growth of the Walter Reade group 
require an executive assistant to 
work with him in the formulation and administration 
of over-all policy. He will assume 
that responsibility and authority.

Six years ago Gunsberg joined the 
Beach Circuit and as general manager of 
specialized theatre interests and di-
rector of advertising and publicity of 
Continental Distributing, Inc. In 1955, 
he was appointed director of adver-
sising and publicity of the Reade 
Circuit and in 1956 became vice-presi-
dent in charge of advertising and public-
ity of Walter Reade Theatres and 
Continental Distributing.

Gunsberg entered the picture in-
dustry in 1945 as a publicist for 20th 
Century-Fox. He spent two years as 
the field representative for United Art-
ists and joined the company in 1952 as 
Continental Pictures, Inc. in 1948 for the 
road show engagements of "Hamlet."

One year later he became assistant to 
Jeff Livingston, then director of advertis-
ing and publicity of J. Arthur Rank 
films released through Universal.

Remodel Granery Here

Rugoff & Becker's Granery Thea-
tre on East Twenty Third Street here 
has been closed temporarily for exten-
sive renovations. The theatre was 
redecorated, with new seating and 
new lighting, at an expense of $800-
900. The interior and architectural 
design was the work of James McN-
air and Ben Schlanger. It is sched-
uled to reopen tonight.

Younglove Bill

(Continued from page 1)

and mailed communications la-
mented that the Assembly, in spite of some legis-
lation, was not as effective in the state as in the 
respective districts, others said they had received none of this kind, at all.

Surprisingly, for a measure which has attracted so much attention, "pro" mail on the Younglove-Da 
act is comparatively light.

The memorandum of approval that was sent to the commission of the 
State Council of Churches (Protestant) 
was widely distributed.

The State Catholic Welfare 
Committee also favors the bill—according to reliable sources—but its position 
has not been published.

Senators Principal Targets

Senators appeared to be the 
targets of appeals for defeat. A 
Dufty act, companion to Assem-
blmen Joseph R. Younglove's, appeal 
was defeated. The White House (General ord) calendar, but it was not "moved."

Every Senator and Assembly-
man has received a four-page "fact 
she prepared by the Motion Picture 
soc and citing reasons why film 
classification should be enacted. A copy of Eric Johnstone, 
titled "The Free Screen " which has made the Grand 
postal operations subcommittee. 
Washington, on Feb. 2, has also been 
forwarded to legislators.

Distributed some time ago was a plan 
by which the Council of Motion 
Picture Organizations, directed 
the joint legislative committee on 
fascist and obscene material (which 
later freed the pending Younglove 
Duffy bill), the Assembly public 
committee, and the Senate public 
committees.

Court Decisions Quoted

This memo set forth arguments 
cited in court decisions in opposition 
to legislation aimed at classification 
act; the Matter bill for "adults of 
classification (with a $25 fine 
to be levied on any theatre managing 
person to a person under 18 years 
old to witness such a film); the Af-
er bill (identical with Younglove's 
the Connecticut-three categories 
class act.

Three initially listed will 
the Three, a floor vote. The Cot 
was a Senate one; as such, it 
is trivally "alive" until adjournment. 
However, for all practical pur-
poses is believed to be "dead."

Predictions vary as to the 
fate the Younglove-Duffy measure. 
Assemblyman favoring the bill 
believing it is putting his proposition 
day, passage.

Some observers believe S-
adaptation is likely. Others qu-

Gems of showmanship...

Special Trailers

by National Screen Service

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief, and Publisher; Horwin Kahn, Editor; James D. Orens, Managing Editor; Richard Gerner, News Editor; Herbert V. T. Advertising Manager; Gus H. Faust, Production Manager, TELEVISION TODAY, Charles S. Janson, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Bi-
weeks; Vise-President, Samuel B. Beren, 1567 Broadway, New York City; New York Editor; Correspondent, at the Alden Hotel, New York City; Assistant to the Publisher, 1567 Broadway, New York City.

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as a section of Motion Picture Herald; Television Today, published daily as part of Motion Picture Almanac, Television Almanac, Fame. Entered as a 

second-class matter Sept. 21, 1928, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies.
Hyman Sees 227 Releases

(Continued from page 1)

with key production executives in Hollywood, following a pattern he established several years ago in a continuing campaign for orderly distribution of quality product throughout the year.

His findings will be given to the annual meeting of AB-PT theatre affiliates to be held at the Conrad Hotel, Klamath Lake, N. Y., tomorrow and Friday. In addition, his compilation of release information from the last quarter will be distributed to those theatre and exhibitors in all parts of the country who are cooperating in the orderly distribution campaign.

A key phase of the campaign is an exhibition drive during April, May and June to promote maximum business for the quality releases of the period. Business promotion ideas for the campaign have been developed for specific pictures by AB-PT advertising-publicity men working with sales representatives of the picture distributors.

Hyman noted that his product forecast does not include M-G-M’s report of the last quarter of 1960, because information on them is not available at this time. Given those releases, plus 18 reissues already announced, and foreign-made acquisitions, plus some additional releases which the companies may add before the end of the year, Hyman believes it is reasonable to assume the total number of available ‘61 releases will be closer to 300.” However, Universal and Allied Artists may have several fewer than now estimated, he pointed out.

This compares with approximately 230 pictures released last year. In addition, there is an important improvement in quality in 1960 releases over last year’s, Hyman finds.

Hyman emphasized that despite “the loud cries about the scarcity of product” to be heard, “in my opinion, numbers mean nothing. Only quality counts.”

Hyman’s tabulation of 1960 releases by company is as follows: Columbia, 47; 20th Century-Fox, 46; UA, 36; RKO, 21; Paramount, 22; M-G-M, 13; excluding “Can-Can”; Warners, 21; Paramount, 22; M-G-M, 13 (excluding “Ben-Hur”); and through September of United Artists, 27; United Artists, 28 (excluding “Spartacus”); Buena Vista, six; Allied Artists, 16, and American International Pictures, 10. (This does not include foreign films.)

Obviously, additional pictures will be available during the year from smaller independent distributors and importers of foreign films.

Hyman Skeptical of Pay-TV Success Story

Chains of “success” for the Tele- meter pay-tv operation in Eitelboke, Ont., are premature in view of a number of still unanswered questions, Edward L. Hyman, American Broadcasting-Paramount Theatres vice president, told a trade press conference here yesterday.

Stating that, like other “exhibitors everywhere, I have spoken out against toll tv,” he said, “It is much too early to tell whether the Canadian operation will be successful as the receipts have not yet been counted.”

“IT must be remembered,” he continued, “that in choosing the site for the experiment, the area chosen is naturally populated with prospective patrons who will be able to afford the expenditure necessary. One must ask this question: What will people who are not affected think of when they are confronted with the costs of pay-tv? Is it bound to have repercussions?”

Hyman posed the following questions:

“Will there be a steady flow of attractive and diversified programs? Will Telemeter be patronized equally in the spring and summer, or will people who are not content to stay at home? Will there be censorship problems such as has already made an appearance, as in ‘Room at the Top’? And, last of all but still important, will the sponsors of pay television be able to absorb the tremendous expenditure needed to effectively saturate any large area?”

Many AB-PT Theatres Being Rehabilitated

Rehabilitation of numerous AB-PT theatres has been completed recently and is under way in others on a larger scale, Edward L. Hyman, vice-president of the company, stated yesterday.

A $250,000 rehabilitation project is under way at the Indian Head Drive-In, Phoenix, he said. Other projects mentioned included the Paramount, San Francisco, the Madison, Detroit, and in the Boston, Iowa-Nebraska and up-state New York areas.

Shelton Domestic Head For ‘Windjammer’ Sales

William Shelton has been appointed domestic sales manager for “Windjammer,” it was announced by Oliver A. Unger, executive vice president of Cinemannre Production Corp., a subsidiary of National Theatres and Television, Inc.

Shelton has been an executive of National Telefilm Associates for the past year. He was formerly vice president in charge of distribution for Times Films. He has handled road show pictures as well as foreign imports.

Shelton will have his headquarters in the NTA offices here.

Coast Publicists Again Nominate Dan Thomas

F rom THE DAILY BULLETIN

HOLLYWOOD, March 22 — Dan Thomas, Universal-International publicist, was nominated without opposition for his third successive term as president of the Publicists Association, Local 815, IATSE, at regular membership meeting of association last night.

Election of officers will be by secret mail ballot in May, with new officers being installed at June membership meeting.

Fox ‘Sons’ Is British Cannes Festival Entry

“Sons and Lovers” has been selected as the official British entry in this year’s Cannes Film Festival. The 20th Century-Fox production, adapted from D. H. Lawrence’s novel, was filmed entirely in England by director Jack Cardiff. Jerry Wald produced the CinemaScope film.

The annual Cannes affair will take place May 4-20 with stars from many countries participating in the event.

312 ‘Pirates’ Bookings

Universal Artists has set 312 bookings beginning April 6 for its Easter saturation release of Bert I. Gordon’s “The Boy and the Pirates,” the studio announced.

“Pirates” will play in 312 theatres in the Midwest, including Chicago, Cleveland, Detroit, Columbus, Milwaukee, Toledo, Indianapolis, St. Louis, Kansas City, St. Paul, Minneapolis, Oklahoma City, and Dallas, Texas.
Roach’s Plan

Continued from page 1

the future threat of the sale of theatrical features to television.

Hal Roach told the press today, at an informal luncheon in the studio bearing his name, that he has made a proposal to trustees of Roach Studios, now in receivership, that he would like to reactivate the studios and turn it into a “comedy” factory; that he has a financial interest who would purchase the studio and lease it back to him.

Roach outlined plans for production of various hour-length comedy television shows which would be sold to television stations on the basis that the programs would be supplied free to the station in exchange for three minutes of the six minutes allotted for spot sponsorship, with the station having the other three minutes to sell the sponsor interest. Upon acceptance of the proposed programming and sales plan by at least 40 stations, Roach said he would be able to set his production plans in motion.

The sale format of the hour show, in which the producer retains half of the commercial time, was suggested as a strong attraction to station operators who prefer to sell spot time and were the first to buy old theatrical films for its medium. Roach viewed the possibility station managers would also give the nod to producers of hour-long dramatic features to be made express for television with payment in commercial time for such programming.

“If enough film producers offered such a format as a source of product to television stations, the motion picture industry, especially exhibition interests could breathe a sigh of relief,” Roach said. He stated he would sign numerous comedians who would appear for more than seven minutes in any television show and would, under a ten contract, appear in one or two of the four theatrical features he plans to make annually.

The television films will be distributed through nine national offices of Valiant Films.

Schottenfeld Ass’t.
To Peyser at U.A.

Herbert T. Schottenfeld has been appointed Assistant to the General Counsel of United Artists Corporation, it was announced by Seymour M. Peyser, vice president and general counsel of UA.

A member of UA’s legal department since March, 1951, Schottenfeld has been in charge of the legal affairs of UA’s television operations for the past five years. In this connection, Schottenfeld continues as vice president of United Artists Associated, Inc.

New Murphy Film Set
HOLLYWOOD, March 22—“Seven Ways From Sundown,” based on an unpublished novel by Claire Huf- taker, has been set as Audie Murphy’s next starring vehicle for Universal International, it was announced by Edward Muhl, vice-president in charge of production. Gordon Kay will produce the picture, scheduled for production early in May, as one of the commitments under the pact between U-I and Gordon Kay and Associates.

‘Murder’ Shooting Here Resumes Without Actors

The filming of “Murder, Inc.,” which was completed the night before the actors’ strike became effective, is scheduled to resume today for two weeks in the metropolitan period. It will not be necessary, however, for Screen Actors Guild members to participate if the strike isn’t settled before the production begins, since so much of the picture takes place in the New York City area, additional location sequences will be photographed in such locales as Caney Island, Sheephead Bay, Pennsylvania Station and the garment district.

Producer-director Burt Balaban says that if it is necessary to use people in these scenes, he will utilize doubles (non-actors).

Frank F. Hool, 76

SEXTILE, March 22—Frank F. Hool, who with his brother, the late George T. Hool, were managers of the old Grand Opera House here, died in his home at the age of 76. He was a member of Local B-22, Theatre Employees Union.

(Continued from page 1)

AMPP-SAG

(Continued from page 1)

strong statement issued by the heads of directors of the SAG in which they group criticized the AMPF for what characterized as an effort to impede negotiations which emphasized the urgent need for “continuous negotiations.”

Text of Statement

To this message, Boren replied:

“We agreed thoroughly with SAG that it is needed if we are to resolve the problems of the current strike and make it possible for the displaced workers of the industry to return to work.”

“We have asked the guild to continue negotiations sessions starting at 2 P.M. on Thursday, the resumption of our program.”

“Since our last meeting with SAG the producers have given general consideration to a demand for second payments of the 1960 films exhibited on television which could have dire consequences on the future of our industry.”

“The guild seeks additional payments on all post-1960 theatrical features, even those which may not cost their costs, even those which may cost as much as $2 million, even those which may not pay off their bank loans.”

“Difficult to Accept”

“Find it difficult to accept principle of additional payment being sought. We made an offer to the studio for television royalties profitable post-1960 pictures. The guild has not given us a counter proposal to our offer.”

“We regret this strike. We war end it. We desire to carry on negotiations. We hope to the guild equally willing.”

“Following is the text of a statement issued by the guild board:”

“At the time of the guild members meeting on March 13, it appeared that production with diligence and honesty on the part of both sides could be settled in a day, the strike ended and production resumed.”

“Postponed by Producers”

“Immediately after the meeting, negotiations were scheduled to March 15 was postponed by the producers.”

“At the meeting last Friday, M. Bresch, the producers, said, by saying ‘we will let you know we are ready to resume’.”

“It’s now the morning of March 15 and we have not heard one word from the producers.”

“Sporadic negotiations will not the strike. Unless the producers continue negotiations immediately, we will call on the Federal Mediation and Conciliation Service to take action to end the stalemate caused by the producers.”

“We want all studio employees know that it is the employers who prolonging the strike—not the gu
AROUND THE TV CIRCUIT

with PINKY HERMAN

IT MAY sound singy-songy—but Tiko Taki is the name of a 20-year-old Japanese beauty who is headed for stardom. Tiko, not only is an exotic dancer but has a song delivery that is charming and unique AND is about one of the most enchanting pianists in this or any other country. Van Fox will direct Franchot Tone in John Block's "The Green Wound," seg of "Frontiers of Faith," Sunday, April 3 TVia NBC. . . . When she appeared last month as participant on the "Dough-Re-Mi" quizzer, she garnered such an enthusiastic reception that songwriter Mint Stein was asked to make a return visit yesterday. Again she scored with her ad-glib but this time she also sang an original number titled, "Women." . . . Dean of American songwriters, former prefix of ASCAP and one of the oldest members of the Lambs Club, Otto Harbach will be honored by the Lambs Sat., April 9 with an "Otto Harbach Night." Incidentally ASCAP was born in the mind of Victor Herbert in the southwest corner of the Lambs' Grill Room. . . . Sunday's CBS special, "Valley of Decision," kicked off a new and effective ad campaign (Gen. Motors) which included the Harold Spina's ditty, "It's So Nice To Have A Man (cake) Around the House," written by Gene Kohner and Bill Conner of the BBDO Minneapolis branch in collaboration with Bernie Ryan of the N.Y. BBDo. . . . Alan King, star of the new situation-comedy series, "Open All Y'ar," flew to the coast with the pilot to personally show it to Executive Producer Phil Silvers. We hear from the "Tape"-vise that this is one of the funniest new shows in years.

Andy Williams, host and star of the full hour NBCcoloncast, "Pontiac Star Parade," seg titled "Man In The Moon," which will be seen Saturday, April 16 (8:30 P.M., EST) will have opposite him songstress Lisa Kirk. The Kerry Production will be directed by Bob Wells and Mel Brooks with Wells' (Lisa's husband) Producer. Barry Shear will meg. . . . The young and talented Mari Lynn will be featured as "Lita" in Monday's "Jive" vehicle, "The Case of Lita and Arnold Robb," of the "A Day In ABCCourt." . . . After 15 years with RCA Victor, Robert Merrill will make an album for Everest Records, featuring tunes by Cole Porter and Vincent Youmans. . . . Norman Jewison, who directed the "Fabulous Fifties" and the bell-ringing "Harry Belafonte Special," has been signed to produce-direct an "Eddie Hodges Special" as well as another for Ingrid Bergman. The Canadian-bom producer leaves for Europe in May for a few weeks with Lars Schmidt and to prepare for filming the Bergman show in Monte Carlo and London. . . . Paul Taubman's next album for Columbia will feature his original music which backgrounds his many TV programs. . . . Currently heard five times a week on his own radio CBS show and starred on Broadway in "Destry Rides Again," Andy Griffith will have his own TV series this fall.

MAGIC—
PUPPETS

For Children All Ages

WGA Web Strike May Be Widened

FROM THE DAILY BUREAU

HOLLYWOOD, March 22. — Authorities for a new strike action against the networks which would pull out writers of live TV, radio, staff continuity and news may be sought by the television-radio branch of the Writers Guild of America at a special membership meeting on March 31 at the Beverly Hilton Hotel.

Last Friday evening the Writers Guild called out all writers of television films who are working for networks ABC, CBS and NBC. It was noted at that time that the guild contracts covering live, radio, staff continuity and news writers did not expire until March 31.

The strike, under the same authorization, could also be widened to embrace some 50 independent TV film companies. Negotiations with these producers are still continuing but it is believed that authorization affecting "independent TV film negotiations" would be designed to provide for use of the strike weapon should negotiations break down. The authorizations which may be sought at the March 31 meeting would embrace remaining non-struck areas.

Previously struck, on January 16, were the major studios and the Alliance of Television Film Producers.

NRC, RKO General Sign Station Exchange Agreement

WASHINGTON, March 21. — In a statement amplifying its views on "sponsorship identification of broadcast material," the Federal Communications Commission has made direct reference to the motion picture industry.

Clarifies View on Violation

In discussing "pluging" and "sneaky commercials," FCC says that it believes "such practices as perodically playing a song from a current motion picture, when such is inspired by an express or implied agreement with a local theatre or distributer to do so (or as a bonus for purchasing a number of spot announcements advertising the movie) and is not accompanied by an appropriate sponsored announcement" violate the Federal Communications Act.
Pre-Selling

ADVANCE CAMPAIGN FOR EXODUS

EL AL, ISRAEL AIRLINES is now flying Preminger and company to Israel for the filming of "Exodus." Paul Newman, Eva Marie Saint, Peter Lawford, Hugh Griffith, John Derek, Lee J. Cobb, Sal Mineo, David Opatoshu, Michael Wagner, and Sir Ralph Richardson, cast, create cameras—the whole shooting works—are being airlifted 5,000 on the split-second timetable for which Hollywood is known, and EL AL too.

Above is a reproduction of a page which appeared in the "New York Times" on March 7. It is an example of an effective pre-selling campaign. When this Otto Preminger production "Exodus" is ready for release in December prospective patrons' two most sensitive areas will have been appealed to—their minds and emotions.

THE readers of "Life" March 14 issue have an opportunity to decide themselves, from production photos alone, whether "Can-Can" is as naughtily as Nikita thought it was. Hollywood professes not to be sure about just what Khrushchev really thought. As it tells the story, he seemed delighted with the Can-Can dances he saw at 20th Fox Studios until after he was spoken to by Mrs. Khrushchev. Then he decided he did not like it.

Striking ads on "The Fugitive Kind" starring Marlon Brando, Anna Magnani and Joanne Woodward, also on "Home from the Hill" starring Robert Mitchum and Eleanor Parker, now playing at Radio City Music Hall, appear in the March issue of "Seventeen."

A pictorial and text profile of the French actress, who will have a leading part in "Song Without End," based on the life of composer Franz Liszt, appears in the March 15 issue of "Look."

Her name is Cappucine. This is the French word for Nasturtiums, a Co-Production Interest Indicated by Taiwan

The newly reorganized government-owned Central Motion Picture Corporation of Taiwan has indicated an interest in co-production of top quality films in color and featuring outstanding players, according to the Motion Picture Export Assn. MPEA has just received word from the U.S. Embassy in Taiwan that they had been informed by the Formosa Government's Committee for Industrial Development and Investment that the recently formed Central Motion Picture Corporation will be glad to lease their facilities to foreign producers at a low rental charge.

The new government officials are eager to cooperate with producers apparently has already taken hold. An American company which recently visited Taiwan to do a few outdoor scenes found the new conditions so favorable that they stayed on to complete the film, MPEA said.

"Deseo' Booked in Miami

MIAMI, March 22—Mario Barral, president of El Deseo Film Corp.," he released by Hoffberg Productions, will open on April 17 here for an indefinite run at the Rivoli Theatre. Barral, the director, will appear on the opening day under arrangements made by Nat Sanders, Hoffberg representative.

Charles A. Eyrieh, 71

ATLANTA, March 22—Charles A. Eyrieh, veteran projectionist, who served at the world premiere here of "Come with the Wind," is dead at 71. He is survived by his widow, two daughters and three sisters.

Flower she is very fond of. She says, "I came to America like Christopher Columbus but I didn't know what I would find here. But like Columbus, it was my most successful trip."

Before she went to Hollywood she was in charge of the NY. World-Sports section on a ship sailing to the Canary Islands. One of the acts she introduced was Brigitte Bardot, who at the time was a dancing girl.

Richard Marek in the March issue of "McCall's" says "A Dog of Flanders" is the best movie about a boy and a dog since "Lassie Come Home." The film made in the Netherlands is immensurably enriched by the muted and exquisite photography of Holland. The windmills, houses, Dutch costumes, greens of the countryside as though they have been painted by a great Dutch landscape artist. This 20th Fox film is in Deluxe color.

Reporting in the March issue of "Good Housekeeping," it is Ruth Harbert's opinion that "Chances Meeting" is an entirely different type of picture. Its theme is the detecion of a crime, not the committing of it. The film has suspense, with a climax, in excellent whodunit fashion, which is both plausible and surprising.

WALTER HAAS

Fox Records to Record 'Andersonville Trial'

A dramatic reading of the Broadway play, "The Andersonville Trial," by Saul Levitt, with accompanying music and song, will be recorded by 20th-Fox Record Company for its new Master-Art Series, it was announced by Henry Onorati, president of the record firm. While dramatic readings have been recorded before, this is said to be the first time music and songs have been especially added to impart a "visual" image of the play.

The album will be produced by Henry Onorati, in association with Alan Adler. Formerly with M-C-M studios, Adler will be affiliated with the record company in the development of future similar projects.

Special 'Snow' Drive

An organizational and educational campaign has been developed by Universal-International for its release of "Snow White," it was announced by Philip Corrad, East Coast sales manager and publicity director of Universal Pictures. It includes local support of the film by the Federation of Motion Picture Councils, distribution of posters displaying the Parents Magazine award, distribution of a Photoplay guide and letters sent out to women's clubs, libraries, schools by the MPA.

Titans Gets 'Floyd'

An outright sale to Titans Films for the Italian distribution rights of "Pretty Boy Floyd" was made by Loew-Naz Productions, it was announced by Maurice Sachson, producer of the picture. While the sale involved was not disclosed, a spokesman for the Italian company stated that it is one of the highest sales ever paid by Titans for an American picture.

'Planet' Big in Three

"The Angry Red Planet," an American International Pictures release, is doing top business in three cities, the company reported. At the RKO Pan in Minneapolis it took in $8,500 for the first week; at the Paramount Theatre in Boston, $12,500 for the first week; and at the active Drive-In at Phoenix, opening day was $834.

Small to Film 'Pike'

Producer Edward Snell announced that he will film a story of the Civil War, tentatively titled "Sergeant Pike," to be released by United Artists in 1961, the year of the Sesquicentennial. This brings to six the number of films on the producer's schedule, all to go before the cameras in the next twelve months for UA release.

Hawks in Para. Deal

HOLLYWOOD, March 22—Howard Hawks will produce and direct "Tanganyika," adventure drama to be filmed on location in East Africa, for Paramount release, it was announced today by Jack Karp, studio head.

Deny Review

(Continued from page 1) missal of the action against National Screen and the motion picture distributors, rings a final curtain upon the legal and political actions which have been pending in United States Courts for almost years.

Both the United States District Court as well as the United States Court of Appeals has determined that there never was any conspiracy to t fen the motion picture production and National Screen, and that National Screen had not engaged in any unfair trade practices.

O'Connor Named

(Continued from page 1) tion. Picture Division, to participate Two years ago O'Connor succeeded to the chairmanship.

Catholic Churches last year help nearly 600,000 poor and needy sons in the fields of family service, child care, health and hospitals, youth activities, and youth counsel. O'Connor pointed out. The not prominent decision to give substantial financial support for these programs.

"Funds contributed by our to New York Catholic Churches' rent appeal," O'Connor stated, "be used to continue and expand the organization's multiple welfare aces."

Senate Bills Would U. S. Investors Abroad

WASHINGTON, March 22—series of bills designed to help investors establish businesses in underdeveloped nations has been introd by Sen. Jacob Javits (R., N.Y.), Javits measures incorporate the deferral features found in Rep. Joe Boggs' (D., La.) H.R. 5, the tax on foreign investment incentive tax act. However, the full committee voted to act on Boggs measure on March 29.

Javits would supplement Boggs' bill by permitting capital loss deductions foreign business corporations to pass on to stockholders, who could use them as tax deductions against ordinary income. He would also make the authority of the government development loan fund so that it could make equity investments abroad or in dollars or in local currencies make business loans in foreign countries to U.S. citizens abroad.

Lemmon Forms Firm

HOLLYWOOD, March 22—Lemmon has formed an independent company, Jalem Productions, moved to an office stage and television. Initially, Lemmon has panted arrangements with producer Leonard Osterman for Jalem to produce a pilot for the TV series "Face of a Hero," now being rev for a Broadway bow in the fall, Lemmon headlining.

Alexander MacKendrick will direct the production.
See Democratic-Republican Coalition
To Pass N.Y. State Minimum Wage Bill

SAG Call for Action
Seen Expediting Talks

By SAMUEL D. BERNs

HOLLYWOOD, March 23. — The Screen Actors Guild warning note yes-
terday that it would step away from the bargaining table and request the
Federal Mediation Service to take
over further negotiations with major
film producers if the producers
showed laxity in setting a time for
further meetings may have been the
spark needed to expedite an agree-
ment.

(W.S.J.) Strike Report
Sees No Early Crisis

A generally moderate picture of
the Hollywood strike situation and its
probable effects was presented to
readers of the Wall Street Journal
yesterday in a detailed news roundup
headed “Struck Movie Studios Say
Operations Suffer Little as Filming
Continues Abroad.”

The foreign production activity re-
tained in the heading is that pre-
viously approved by the Screen Actors
(Continued on page 6)

Hopes for Broad Ruling
In Times’ Censor Case

Hope that the U. S. Supreme Court
deciding Times Film Corp.‘s ac-
tion against the Chicago censor board
will accord motion pictures the full
protection of the Bill of Rights is ex-
pressed by Herman M. Levy, Theatre
(Continued on page 4)

Vote Is 120-to-23
Classification
Bill Is Passed
By Assembly

Measure Still Must Face
Action in the Senate

Name Skouras Chairman
Of Red Cross Division

Spros P. Skouras, president of
20th Century-Fox, is serving as chair-
man of the Entertainment and Mo-
tion Pictures Division for the 1960
American Red Cross campaign in
Greater New York, it has been an-
ounced by William J. Hegen,
(Continued on page 4)

3-D Medium Due for
New Test by 20th-Fox

Public receptivity to 3-D (with
glasses) is due for another test this
summer when 20th Century-Fox sets
up several pre-release engagements
of “The Girl in the Red Bikini.” The pic-
ture, an Edward L. Alperson produc-
tion completed before the strike, is
also in CinemaScope, marking the
first time a film has been made in
both processes.

General release policy on the film
will be decided after the test dates,
but it will also be made available in
(Continued on page 2)
John Flinn to Phoenix

HOLLYWOOD, March 23. — John C. Flinn, Columbia studio director of advertising and publicity, and Bob Goodfried, studio publicity manager, will leave here by plane for Phoenix tomorrow to set up final details for the world premiere of “Because They’re Young,” Drexel Pictures film.

Jack L. Warner, president of Warner Brothers, has arrived in New York to attend a meeting of the company’s board of directors tomorrow.

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, has left New York for Europe.

Jonie Taps, Columbia Pictures studio executive, will arrive in New York today from Hollywood.

Charles Winckell, president of Minnesota Amusement Co., has arrived in New York from Minneapolis.

Charles Schwartz, attorney for 20th Century-Fox, and Mrs. Schwartz will leave here tomorrow aboard the “Cristoforo Colombo” for Italy.


Murray Silverstone, president of 20th Century-Fox International, and Mrs. Silverstone will leave here today for Naples.

Morton Springer, president of M-G-M International, has returned to New York from the Coast.

Hap Barnes, president of ABC Booking Service, Atlanta, has left there for Valdosta, Ga.

Ted Mann, associate producer of the Michael Todd, Jr., “Scents of Mysteriya,” has left New York for Europe.

Gloria Hatling, booker’s clerk for M-G-M in Minneapolis, will leave there tomorrow for the Coast.

R. L. Bostick, of the National Theatre Supply office in Memphis, has returned there from Atlanta.

Ted Vanett, advertising-publicity director for William Goldman Theaters, Philadelphia, has returned to his duties there following surgery.

Leon Back, general manager of Brone Theatres, Baltimore, has left there with Mrs. Back for New Orleans.

Lee Remick and her husband, television director William Colloran, are on a two-week Caribbean cruise.

Murray-Wood to Make ‘The Hudlom Priest’

From THE DAILY Bureau

HOLLYWOOD, March 23 — Don Murray and Walter Wood today announced “The Hudlom Priest,” as their first feature under their newly formed Murray-Wood Productions Inc.

Murray will star in the title role of the film, based on life of Father DAMAS Clark, the St. Louis Jesuit priest, who devoted his life to the rehabilitation of convicts.

The production is slated to go before the cameras in May, from Joseph Landon’s screenplay. All of the principal photography will be shot on location in St. Louis. No distribution arrangements have been made.

Mrs. Maurice Grad Dies

Selma Grad, wife of Maurice Grad, Columbia Pictures sales executive, died Wednesday. Funeral services will be held tomorrow at 12:30 P.M., in Riverside Chapel, Brooklyn.

Mrs. Grad is survived by her husband and three children: Judith, Samuel and Mrs. Charlotte Schiff.

Pass Fee Bil

(Continued from page 1) unaniomously, but went down to 20 cents to 30 cents in the Assembly.


A.I.P., Cinematic Sign

For Handling of Three

From THE DAILY Bureau

HOLLYWOOD, March 23 — American International Pictures has turned into a distribution agreement with Sid Pink’s Cinematic, Inc., distribution of three motion pictures to be produced by Pink. Properties include "Shad of Satan," "Gateway to Gaza," and "Beggars of the Seventh Planet,"

Pink discloses that each of these features is to have an approximate budget of $40,000 and will be released in Europe in CinemaScope and co James H. Nicholson and Samuel Arkoff, heads of A.I.P., said they hoped to have the three features release before the end of the year.

A.I.P. is currently handling "The Angry Red Planet."

Beth Guest Speaker a

Lodge Luncheon Ted

Nathan C. Beth, national pul relations director of the Anti-Defamation League, will be the guest speaker this afternoon at a luncheon in the Coral Room of the Hotel Astor when Cine Lodge B’nai B’rith will hold its annual elections for a new presidency with vice-president, a treasurer and a secretary.

The announcement was made yesterday by Martin Lev chairman of the nominating commit tee. Co-chairmen are: Jack Levin, J. H. Hoffberg, Mr. Green and Saul E. Rogers and Robert S. Shap.

This year the lodge commemorates the 21st anniversary of its founding.

Independent Ohio Bd

Will Meet on April 7

Special to THE DAILY

COLUMBUS, O., March 23 — important meeting of the board of rector of the Independent The Owning of Ohio will be held Thursday, April 7, at the Deshler-Hill here, it was announced by Ken F. kett, executive secretary.

The board’s meeting at the national Allied board meeting in Chicago, immediately preceding the C meeting, will be discussed. Paid ITOO members are invited to attend the board session, which will start at 1:30 P.M.
Have space suit... will travel!

When he's going to go on his trip is still anyone's guess, but chances are whenever the assault upon space is made, Eastman film will be there. Reliability, of course, is one reason—you can always depend upon Eastman film. Technical leadership in films of every type for every purpose is another—higher speeds, black-and-white and color, too—greater ability to place maximum data in minimum area. And, finally, highly appreciated in every effort is the Eastman Technical Service for Motion Picture Films, developed to work with users everywhere.

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ALWAYS shoot in color—

... Eastman Color Film ... You'll be glad you did!
N. Y. Assembly Passes Classification Bill

(Continued from page 1) Assemblyman Joseph R. Younglove, chairman of the Joint Committee on offensive and obscene Matter (which prepared the bill), asked only one question, of Assemblyman Podell. The veteran lawmaker was prepared to make a brief statement on the measure’s behalf, but decided to forego this, in view of the lateness of the hour and his certainty it would prevail by a preponderance of ‘aye’s.”

The companion Duffy act was “starred” on today’s third reading Senate calendar. This meant the bill would be considered only on the motion of the introducer. Senator Thomas A. Duffy, Long Island City Demo- crat, was waiting for Assembly action. He will move for a vote next week, perhaps Monday night.

Calls Precedent Dangerous

Stressing that he “opposed the principle of pre-censorship of motion pictures,” Kassal declared, “the pre- ceedent we are establishing by this bill is a dangerous one.” He argued that the motion picture division, if authorized by the Regents, could act as a self police force and that the Regents should have the same power of classification, so that parents can be assured their children should see a particular picture.

Kassal, quoting Life and Bosley Crowther of The New York Times on censorship, declared, “The motion picture producers should be governed by the same laws as other industries.”

After a detailed report of the joint legislative committee’s efforts and achievements in the field of comic books and offensive magazines, Murphy observed the Younglove bill would not protect parents with an authoritative guide on the pictures their children should see.

Taking up a point made by Kelly on the act “it all stems from the home,” Podell added, “This is where it belongs in the home.” He added: “This bill is completely and totally innocuous; it has about as much ef- fect as if there were no bill.”

Podell raised the matter of enforceability; jocularly suggested that youngsters be furnished with “pads” showing their age.

“I am against taking censorship out of the home and putting it into the hands of four or five reviewers,” Podell continued. “Generally 90 per cent of the reviewers are bachelors,” he stated.

After the vote had been recorded, an Assemblyman commented, The debate reminded one of Jimmy Walk- er’s immortal words: “The record shows no woman was ever seduced by a book or a picture.

‘Nurse’ Strong in L.A.

“Carry On, Nurse” came close to breaking the box-office record at the Sunset Crest Theatre in Los An- geles with a gross of $6,500 for the first week and a $7,000 gross for the second week, according to Dave Zinnam, president of Governor Film Company.

‘Post’ Praises Sinatra For Hiring of Maltz

Frank Sinatra’s hiring of writer Albert Maltz, one of Hollywood’s “Unfriendly Ten” of twelve years ago to do the script on a new film was lauded by the New York Post in editorials.

Under the heading “An Oscar Sinatra” the Post said: “Frank Sin- tra has joined the select company of Hollywood valiant who have declared that nothing is more dangerous to their industry than the prestige of more than a decade, Sinatra—Stanley Kramer and Otto Preminger before him—has rendered a large serv- ice to the cause of artistic freedom and Maltz has been signed to write the film adaptation of “The Execution Private Slovik,” which Sinatra will produce and direct.

Times Film Case

(Continued from page 1) Owners of America general coun in commenting on the case to The motion pictures

“While the Supreme Court has held in previous decisions that motion pictures come within the protection of the Bill of Rights, it has not held that motion pictures are entitled to full protection,” Levy asserts. “It is absurd to have a law which protects freedom of speech from prior censorship” asks.

The irrebuttable argument is that there are ample laws in this country to punish those who show indecent and obscene films. There is no justifiable basis for censoring them but such pictures are shown. To do means in effect that a single per or a group of persons may determine on the basis of their own subject taste what everybody else may not see.

Highly Praised by Levy

“Times Film is to be applauded,” Levy says, “for pursuing this case to the highest tribunal of the court. There are now only five states which have prior censorship laws. Further the number of cities that have pre-censorship ordinances has been drastically reduced.”

Skouras Named

(Continued from page 1) chairman of the advertising, publis- ing and entertainment section.

The New appointee Skouras named John Shubert, of Shubert Theatres, as chairman of the LA Division, and Kerman Lenrow, president of Lo- s Angeles, president of the AFL Division.

The American Red Cross is seeking $5,300,000 in New York City to carry on services for the year.

SANDRA
DEE
and
ANTHONY
QUINN
in one of the white hot moments from...
Minimum Pay

(Continued from page 1)

if the measure were to be adopted, the 22-page bill specifies that the definition of "employees," permits exemptions by the wage boards to be established, of several categories, two informed sources expressed the opinion that movie-picture theatre ushers would not be among those outside the measure's new whom it is presently written.

Increased in March

of March 1, the minimum hourly rate fixed by the Amusement and Theatre Minimum Wage Board increased to one dollar for cashcleaners, porters and matrons (other than children's matrons) in motion picture theatres. They had been paying a minimum of 90 cents an hour.

The pay of ticket-takers and men in film houses was also up to $1 from $0.85. Matrons, children's matrons, candy checkroom attendants, other unclassified service staff workers and managers in motion picture theatres are paid a minimum of 75 cents an hour.

The daily minimum rate for ushers for at least four hours pay, if the employment is to work by full-time basis. For shows open only from 11 A.M., the minimum is two hours Uniforms, if required, shall be supplied by the employer.

Appeal by Compo

ampo, in a six-page statement Feb. 24 with the Senate and another labor and industries committee, requested an exemption of a picture theatre state, all proposed amendments to the labor law prescribing minimum wages and maximum hour standards which have been, or will be, introduced. A minimum of one dollar an hour should prove a heavy burden to small theatre chains, an inspector stated.

Pacific in London

loses $2,000,000

South Pacific" in Todd-AO has been closed to $2,000,000 in 100 acts at the Dominion Theatre in London, England, it is announced by a Theatre, Corp. here. The gross of what many films do the entire United Kingdom, it was said.

be 100th-week anniversary celebra in London was attended by Lord Rodgers and Oscar Hammer. The picture is still playing capacity crowds for the end of run not yet. South Pacific" is also enjoying rebreak engagements in other cities throughout the United Kingdom. It has now in its 59th week at the gmont Theatre in Manchester and its 78th week at the West Theatre, Birmingham, the Queens are in Newcastle and the Cae Theatre in Glasgow.

UA Acquires "Pompeii"

United Artists has acquired foreign distribution rights for "The Last Days of Pompeii" for Britain, Australia, New Zealand, South Africa, India, Pakistan, Japan, Norway, Denmark, Sweden and Iceland, it was announced by Arnold M. Picker, UA vice president in charge of foreign distribution. UA already owns the domestic rights for the film for the Grand Slam and Canada. The wide-screen Technicolor spectacle stars Steve Reeves and was directed by Mario Bonnard as a feature production of Cinemont Producions-Transocean.

"Unforgiven" Here Apr. 6

Hecht-Hill-Lancaster's "The Unforgiven," a United Artists release, will be open at Loew's Capitol Theatre here on April 6.

Boston "Can-Can" Opens To $50,500 Advance Sale

Special To THE DAILY

BOSTON, March 23. --- "Can-Can" in Todd-AO debuted last night in a gala premiere at the Gary Theatre to a $50,500 advance sale, reported to be a record figure for any motion picture ever to play the city. The benefit event for the Heirloom Uni

ter Foundation, raised over $1,000 for the fund, and was presented by Chairman, Judge John Pappas and his brother, prominent philanthropist, Thomas A. Pappas. The Vessel affair, at which the official city band welcomed State of Massachusetts Governor, Foster Furcolo and his top admirals, jammed the colorful, downtown Boston area foreign machine to rope off the surrounding four blocks.

Wake Me When It's Over

CONTINUED FROM PAGE 1

seduction, and Nob John McCarthy who, despite her surname is of Japanese extraction. Miss McCarthy, a former "Miss Toyo," is a lovely-looking girl.

Richard Breen's snappy screenplay does not defect from the premise that without a weapon in his hand the American serviceman can be as dangerous as he is in the line of fire. Just have him start on a six-pack and park him next to a pin-up picture and he will advance toward trouble. Yet most of Kovacs' men are too drunk, too lazy or too sun-struck to occupy any territory but the sack or the beer cooler. And although he is only a misfit on the ground Kovacs is a calamity in the air, each day his low-altitude tricks shake the island through with the mad world Shawn enters after he is mistakenly recalled to active duty, leaving behind his wife, their two children and a profitable pub in Manhattan.

But Shawn is hopeful. He proposes to Kovacs that they build a luxury hotel on the island of Shima and employ the pretty native girls--Miss McCarthy among them--to brighten the venture. Kovacs is sold, and Warden does his bit by requesting the services of Miss Moore. When Kovacs sees her, the first American girl to arrive on the island since the Flood, he flips his cigar over her. But she is all business.

A beautiful hotel is built with surplus equipment which looks more like it came from Conrad Hilton than from tam paraphernalia, old oil cans and discarded beams. Each flyer on the island is made a partner in the partnership of attorney, Kovacs and Warden go to Tokyo to publicize the hotel through a magazine writer. The hotel is a gold mine until the writer arrives there and gets the brush from a girl and falls into the swimming pool. He dictates a story home: Shima: Sin Center of the Orient.

The inspector general arrives and so does a lusty congressional. Shawn is dumped into the stockade to await court martial. His trial drags on and on, "Doc" Warden defending him. Kovacs, who has been transferred off the island, flies back again, parachutes down a flagpole and goes to bat for Shawn. Although he is judged guilty on one count Shawn gets off on a technicality--the technicality being that according to certain Air Force records he's been considered officially dead since World War II.

He is freed and starts back to the States. Kovacs and Miss Moore--she is considerably warmer to him by this time--plan to get married, and the 54 native girls employed at the hotel retain their chaste reputations. Supporting performances are strong: Don Knotts, a regular on the Steve Allen TV show, as a droopy sergeant; Marvin Kaplan as a crass company clerk, and Tommy Nishimura, a Brooklyn-born Japanese-American GI with an excellent command of Yiddish. But Kovacs certainly can do more than he's asked to do in this film and the general tenor of the picture suggests that more could have been better if other individual performances had not been suppressed.


SAUL OSTROVE

Who's Where

Appointments of Bernard Irwin Paulson as NBC director, design, art, scenic and lighting from April 4, was announced by Robert L. Stone, vice-president, facilities operations, National Broadcasting Company.

Barton H. Hanft has resigned as vice-president and treasurer of Screen Gems to join the National Broadcasting Corporation's television stations, it was announced by Bennet H. Korn, executive vice-president in charge of television activities.

TV Trial Witnesses

(Continued from page 1)

attorney Leonard Posner is supposed to limit his prosecution witnesses. The defense, however, immediately went on record by stating it does not want the government to claim later its case was impeded because it was not permitted to call as many witnesses as it pleased.

Houston Official Heard

In other events yesterday, Jack Harris of KPRC, Houston, said he bought a package of old theatre films from National Telefilm Associates because he wanted to beat opposing stations to the features. The government alleges NTA, along with C & C Super Constructions, Inc., Associated Artists Productions, United Artists and Loew's, Inc. (MGM), "bookhooked" their pictures for television sale in violation of existing anti-trust laws.

Screen Gems Action

(Continued from page 1)

strike the testimony of John J. Corson. He had testified that movie pictures are only one of a number of important factors in television programming. At issue is the acquisition by Screen Gems of more than 600 pre-1945 Universal pictures for TV distribution. Columbia is the parent company of Screen Gems.

ASCAP Annual Meeting

Set Here on Tuesday

The general annual meeting and dinner of ASCAP will be held on Tuesday evening, April 4, at the Waldorf Astoria Hotel, it was announced by Stanley Adams, president.

The dinner for the membership, held in the evening, will feature such performers as ASCAP writer George Jessel, who will encore the show, harmonica virtuoso Larry Adler, Miss Beverly Sills and Chester Ludgin, who will also excerpt from the "Ballad of Baby Doe," Dominique, the magician, and singer Johnny Nash.

Today, March 24, 1960
PEOPLE

Leroy Anderson, Lou Alter and Virgil Thomson — all writers — have been elected to the new Board of Review of the American Society of Composer, Authors and Publishers. Publisher members elected to the board are Richard Ahlert, Arthur Israel and Charles Folky. Thomson is the only holdover from the old Board of Appeals.

James and Jack McMullan, operators of the Variety Theatre, Akron, Colo., have acquired the closed Ritz Theatre, Las Animas, Colo., and will reopen it on April 15.

Ann Dillon, Jane Davis and Mary Newport have been named by Women of the Motion Picture Industry, Jacksonville chapter, to be hostesses for the organization's screening of "Please Don't Eat the Daisies," to be held at the Studio Theatre on March 29.

Leonard Louks has announced the reopening of the East Sprague Drive-in Theatre, Spokane, Wash., a unit of the Favorite Theatres circuit.

Constance Wuebbenhorst, president of the Denver chapter, Women of the Motion Picture Industry, has accepted on behalf of the organization, a Citation of Merit bestowed by the Muscular Dystrophy Association.

M. C. Moore, former Jacksonville exhibitor who operated the Riverside Theatre there, has been appointed the city's box-office commissioner.

Jim Levendusky, for the past 10 years booker for M-G-M in Cleveland, is leaving to join the sales force of American International Arts, for the Cincinnati and Indianapolis areas.

Ted Markoff, partner with his brother Joe, in Markoff Brothers Theatres, Colchester, Conn., has been named to the Republican town committee of that community.

NEW SOUND CARTOONS INTRODUCED BY AAP

Associated Artists Productions announced here yesterday it has introduced complete synchronization sound strip in color and black-and-white cartoons for home motion picture entertainment.

Fred Hyman, general manager of AAP's 8mm home-entertainment movies division, who is presenting the sound innovation this week at the annual Master Photo Dealers and Finishers show in St. Louis, also is providing sample sound films to companies exhibiting 8mm sound projectors at the show. The AAP booth there is showing new films in the 8mm catalogue which is being expanded at the rate of three a month.

REVIEW:

THIRTEEN FIGHTING MEN

API—20th-Fox—CinemaScope

HOLLYWOOD, March 23

Jack Leece has produced an intriguing, suspenseful, and better-than-average program feature, with a variety of interesting character portrayals drawn from a Civil War story which plays up greed as a motivating force in human behavior. It serves also as a good showcase for Harry Gerstad's début into major film production as a director, after a career as a film editor for Stanley Kramer.

Featured prominently in the Robert Hammer-Jack Thomas screenplay are Grant Williams, captain of a 13-man Union to valiantly protect a box of $50,000 in gold coin which has been returned to Washington by treasury agent Rich-ard Graue, Brail Dexter, as an unscrupulous Confederate major who turns renegade when he learns of the gold and the end of the war from a Southern turncoat; and Carole Mathews, the director's sister, in the cast, who construes her husband's pacifism as cowardice, and tries her hand at some cunning maneuvers to share the gold with the Confederate major when the Union patrol uses her house as a fort against Dexter's men.

Most of the action is instigated by determination of the men on both sides who show personal anxiety to get their hands on some of the gold. The situation is resolved when Rex Holman, outstanding as a half-starved Union escapee from a Confederate prison camp, uses his knife-wielding ability to cut down a few of rebels as well as Dexter, whose campaign for the gold is over when Robert Dix, a conscience strike Confederate makes his way to assist Holman in stopping Dexter. Running time, 71 minutes. General classification, Release, in April.

SAMUEL D. BEINS

LION INT'L., JOINS IFIDA

Lion International Films has become a member of Independent Film Importers & Distributors of America and will be represented on the latter's board by Michael D. Bromhead. Lion International will release the British production, "I'm All Right, Jack," in this market soon.

150 'UNFORGIVEN' DATES

Hecht-Hill-Lancaster's "The Unforgiven," will open in more than 130 key theatres across the country for the Easter holiday period, it was announced by William J. Heineman, United Artists vice-president.

NEW DATE FOR 'HEARTS'

"Conspiracy of Hearts," Paramount release, will open at the Victoria and Trans-Lux New Orleans theatres here on April 7 instead of April 8, as previously announced.

THE GREAT CARUSO NEXT EXHIBITION IN RUSSIA

WASHINGTON, March 23 — The next program picture to be released by the Associates of Motion Picture Industries, distributed, with an immediate offer to meet with the guild negotiators tomorrow at 2 P.M., is a motion picture with B. Kahane, one of AMPM's negotiators. The Columbia Pictures vice-president indicated that tomorrow's meeting would probably stretch into a full day session.

"Package" Deals Possibility

One independent producer, lurking at the Hollywood Brown Derby today, voiced the possibility that the negotiations process might be rapidly moved along by the coming meetings, this we provide impetus for some of the majors to change their operation to tract independents with packages, combining their interest to purely an entertainment distribution, as well as a form of finance. Overheads will be sharply reduced, and producers could claim ownership to the films upon fulfillment of the exhibition agreement.

W.S.J. REPORT

(Continued from page 1)

Guild in deference to some member contractual provisions.

The report points out that the more than 100 completed pictures on hold will carry most companies into fall but that if the strike continues into next month effects will begin to feel almost at once.

A "veteran movie official" quoted as saying that "production of about 15 to 20 films will be set if the strike isn't settled soon. It means that these pictures, which we have released this year, will set back until 1961." The story of that at average costs, 20 delayed productions would represent deferred penditures of $32 millions.

SEES REVENUES SPREAD

It adds that "almost certainly lease schedules will be cut back slowly if no settlement has been reached next month. By spacing films over a longer period, the struck studios will be spreading their revenues so money would be coming in though production would be pended."
**MOTION PICTURE DAILY**

NEW YORK, U.S.A., FRIDAY, MARCH 25, 1960

TEN CENTS

**Continue Today**

**MPP-SAG**

Barley Is Still

unconclusive

Voted Voiced for Accord

Interim Production

By SAMUEL D. BERNs

HOLLYWOOD, March 24. — No

current or report of today's meeting

is issued by either faction as rep-

resentative of the Screen Actors

Guild and the Association of Motion

Picture Producers. The negotiations by

which they hope to agree on an ac-

cord which would end the current

strike by the actors against the major

producers will continue tomorrow.

Observers here have voiced the hope

that tomorrow's session will conclude

(Continued on page 6)

**ol. Spring Product Is

utilized at AB-PT Meet**

Special to THE DAILY

KIAMESHA, LAKE, March 24.—

F更大s's "Big C." program of

spring releases was outlined to the

annual meeting of American Broad-

casting-Paramount Theatres Northern

affiliates here today by Henry Spiegel,

marketing and publicity director of

the New York Paramount Theatre.

Spiegel presented Columbia's mer-

chandise plans for eight pictures to

be released within the next three

(Continued on page 6)

Say-Bill Vote Monday:

IMPTA Voices Plea

Special to THE DAILY

ALBANY, N.Y., March 24. — The

Assembly today deferred until Mon-

day night action on a rules committee

bill—advocated by Governor Rocke-

eller—which would amend the labor

laws to establish a statewide mini-

mum wage of $1 per hour, effective

July 1. It was the second consecutive

day that a vote was postponed.

Legislators reported receipt of a

(Continued on page 6)

**See Insufficient Votes to Defeat Film

Classification Bill in N.Y. Senate**

Special to THE DAILY

ALBANY, N.Y., March 24.—There will not be enough Senate votes to defeat

the film classification bill passed Wednesday by the Assembly, a highly-placed

source said here today. "All censorship measures coming to the floor in recent

years have been defeated," he ob-

served.

Meanwhile the motion picture indus-

try continued its efforts to corral

enough votes for rejection of the

measure by the Senate. Some "nays" were picked up in the 24 hours pre-

ceding action by the lower house.

Checking today revealed that the

Assembly vote was 24 to 25. These

recorded in the affirmative included Assemblyman Harold I. Tyler, former

Chittenango exhibitor and a Repub-

lican; in the negative, minority leader

Anthony J. Travis, Brooklyn Demo-

crat. A curious angle of the debate was

that none of the participants men-

tioned any specific organization as en-

dorsing the measure, nor did they

state the position of the Regents and

of the State Education Department.

It is believed that the Education

Department at least tacitly favors the

bill. Without this, the measure

would not have been initially reported by the Assembly Education Committee,

according to a reliable informant.

**First in Year**

ACE Meetings

Set for April

25-26 in N.Y.

Six Project Committees,

Executive Group Convene

A two-day series of meetings of the American Congress of Exhibitors and

its so-called "family organizations" has been called for April 25 and 26 at the Park

Sheraton Hotel here by S. H. Fabian,

chairman of ACE.

The meeting, first full-scale gathering of ACE working groups in more

than a year, will review all of the organization's activities and shape

plans and recommendations for furthering them, or for substituting new

ones for those which are regarded as being of secondary import in exhibi-

tion's current affairs.

The plans for the meeting call for an all-day session of the ACE execu-

(Continued on page 2)

**Edward Durwood Dies;**

**Kansas City Pioneer**

Special to THE DAILY

KANSAS CITY, Mo., March 24. —

Edward D. Durwood, 74, long a fam-

iliar name in motion picture circles in

Kansas City and surrounding areas,

died Wednesday night in a hospital

here. He had suffered from cancer

for 10 years.

Associated with two brothers in

the operation of two shows that toured

(Continued on page 3)

**Say Public Is Getting**

Films It Ordered

Special to THE DAILY

DALLAS, March 24. — Hollywood

will produce the type of films the

public will support and many of the

so-called "fanatic-type" films are

financially failures currently.

This was the message given to the

Tyler, Tex., board of review for ju-

venile offenders at a public meeting at
city hall by Robert Fry of Fry Thea-

tres, and Paul Hudgings of Inter-

state Theatres.

Fry denied that Hollywood pro-

(Continued on page 3)
PERSONAL MENTION

A BE SCHNEIDER, president of Columbia Pictures, will return to New York today from Hollywood.

JACK L. WARNER, president of Warner Brothers, will return to the Coast by plane at noon today from New York.

MAX E. YOUNGSTEIN, vice-president of United Artists, will arrive in New York on Tuesday from the Coast.

JAMES V. FRENH, Southern division manager for Continental Distributing Inc., Atlanta, has left there for Miami.

JOSIAH L. BEECH, former director of the Motion Picture Code Administration, is scheduled to leave Methodist Hospital, Houston, Tex., tomorrow, following a checkup. He will return to his home in Phoenix, Ariz.

BURT BALABAN, producer of 20th Century-Fox’s “Murder,” left here yesterday for Hollywood, with a print of the production.

JAMES E. CLAY, Georgia exhibitor, is hospitalized in Atlanta.

LAURENCE HARVEY returned to Hollywood yesterday from New York.

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has left there for Knoxville, Tenn.

Lee Castleberry Dead

NASHVILLE, March 24—Lee L. Castleberry, 64, manager of the Fifth Avenue Theatre here since 1931, died in Veterans Hospital following a long illness. He is survived by his widow and a brother.

Hall Date for ‘Daisies’

M.G.M.’s “Please Don’t Eat the Daisies,” starring Doris Day and David Niven, will open as the Easter attraction at Radio City Music Hall on Thursday, March 31.

NEW YORK THEATRES

Radio City Music Hall Starting

ROBERT MITCHELL - ELEANOR PARKER

Radio City Music Hall, 1260 Sixth Avenue, opens on March 9 with a triple bill: ‘Shadow of the Thin Man’; ‘The Big Sleep’; ‘The Great Gun Race’.

PA CENSORS

(Continued from page 1)

representing major film companies; William Goldsmith Theatres and the Pennsylvania Association of Amusement Industries, both of Philadelphia.

In addition to making the initial decision on whether the act is constitutional, Judge Sohn must also determine whether the industry to cripple the board, 20th-Fox seeks to cut off all state funds while the case is being argued; exhibitors seek an order of preliminary injunction to keep the agency from acting.

Judge Sohn, who said from the outset he wasn’t going to be hurried in the decision, said it will be at least two months before he makes a ruling, indicating even this span of time was tentative.

Examining Court Records

Noting there are “hundreds of cases” on the subject, the jurist said he has already begun to delve into court decisions in the cases. He added there are some “15 to 20” questions to be answered in the case including whether the constitutional guarantee of due process for the industry has been served.

Next step in the proceedings, now that transcripts are in, is to submit them to attorneys for opposing sides who will seek “findings of fact and conclusions” covering existing laws and judicial precedents, and only upon which these submitted can Judge Sohn act at a decision.

‘Sapphire’ Chosen ‘Best’

“Sapphire,” a Universal-International release, has been chosen as the “best import” of the year by the All-American Press, a group of multi-lingual newspapers covering four states on the Eastern seaboard, it was announced by Lee Posner, director of the group. The award to “Sapphire” was made at a dinner held by the All-American Press at Alfredo’s of New York Wednesday, at which time accolades for various other film categories will be tendered.

Berlinger on Tour

Warren Berlinger, top-featured actor in Dreyfus’ “Because They’re Young,” a Columbia Pictures release, will begin a five-city tour in behalf of the film this weekend. Leaving from Hollywood with him will be his recent bride, Betty Lou Keim. They will visit San Francisco, Portland, Seattle and Salt Lake City in March, and on April 2, he will go to Phoenix for the world premiere of the film.

Brice’s Father Dies

VIDALIA, Ga., March 24—The father of the popular vaudeville and motion picture amusement man, died at his home here.

‘Oscar’ Contest Tie-In With Indiana Paper

Eleven Indiana theaters, located in Hammond and seven surrounding towns, have joined with the Hammond Times in promoting an Academy Award “Guess the Winners” contest, Charles E. McCarthy, executive sec-
tary of the Hammond Theatre Owners, announced Thursday by Cornelius Szakaszi, manager of the Faribault Theatre, one of the participants.

The campaign got off to a flying start on March 20 with the publication of a double truck advertisement in the Sunday magazine section of the Times, announcing the rules of the contest, the six categories to be voted upon and showing the pictures of the nominees for the best actress, best actor and the best motion picture.

Passes as Prizes

Theatres will be awarded at more than $17,000 and good in all participating theatres, are being awarded as prizes. If the entrant guesses all six winners he will be given a 30-day contest ticket, five winners will receive a 15-day pass and those guessing four winners will receive a seven-day pass. Last year a similar contest attracted 6,255-theatres.

The ballots will be printed daily in the Hammond Times to April 3, and may be deposited in the lobby of any participating theatre before midnight, April 3.

Report ‘Can-Can’ Ahead Of ‘Pacific’ Grosses

Grosses of “Can-Can” are running way ahead of “South Pacific” in every Coast town since its premiere, according to George Skouras, president of Magna Theatres Corp. “Can-Can” opened to a $132,200 advance at the Rivoli Theatre in San Francisco, $95,500 in Los Angeles, $82,200 in San Diego and $61,000 in Oakland. “Pacific,” in its fifth week, has grossed $203,770, according to the Billboard.

Equipment Firm Folds

NEW ORLEANS, March 24—Southeastern Theatre Equipment Company of Louisiana, Inc., will close its doors permanently on March 26. It is a branch of Southeastern Theatre Equipment Company of Atlanta, which the late J. B. Dusemple purchased in January, 1930, from John Elzy. It was then known as Delta Theatre Supply.

‘Bongo’ Opens April 5

“Expresso Bongo,” a Continental Film Corporation production, opened its American premiere on Tuesday, April 5, at the Sutton Theatre here.

Motion Picture Daily

Friday, March 25, 1944

ACE Meeting

(Continued from page 1)

tive committee on Monday, April 1. The following day, ACE’s six working committees will go into individual ses-
sions in the morning, followed by joint meeting in the afternoon which reports of each committee will be made to the main group, and the chairman of each executive committee be required as a result of the work of the other committees, it will be held on Wed-

The six ACE working committee members indicate that each session will have under discussion and to be reported upon:

The industry-government relations committee of 18 members, who Sol A. Schwartz and Emanuel Fren are co-chairmen, the industry research committee of 24 members, chaired by Harry Brantl and Max A. Cohen; the post-1948 films on television committee, 11 members, chaired by William H. Rosenberg and Henry Arthur, the producer-distributor-exhibitor relations committee of 11 members, chaired by Al Myrick, or Alternates Horst Adams, Irving Dollinger or Ben M. Cobes.

Will Report on Eotechnique

Also, the toll television committee of which Al Fickus and George Ko- notes are co-chairmen, and which is expected to prepare a report on Teletomer operation in Eotechnique Out., and, lastly, the committee ways and means to increase not picture production, of which Fub Smith and others are co-chairmen, the latter committee consists of members. Some ACE officials members of more than one committee since industry research is one of activities that has been assigned Conom, a report thereon is said to be made to the main ACE meeting on Tuesday by Charles E. McCarthy, Conom executive director.

‘Wind’ Set to Bow at Berlin Film Festival

Stanley Kramer’s “Inherit the Wind” will be the American international try at the annual Berlin Film Festival which begins June 24. Festival showing of “Inherit the Wind,” scheduled for June 28, will mark the world premiere for United Artists release.

The invitation was extended to Kramer by Dr. Alfred Bauer, festival rlector. Details for the participation “Inherit the Wind” were outlined the producer-director by Kurt Buek, the Festival Representative Hollywood.

Kramer plans to travel to Germany to attend the event and invite international participation to the star “Inherit the Wind,” Spencer Tracy, Fredric March and Gene Kelly.

The invitation was extended to Kramer by Dr. Alfred Bauer, festival rector. Details for the participation “Inherit the Wind” were outlined the producer-director by Kurt Buek, the Festival Representative Hollywood.

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Universal Has 30 Films in Stages of Production; Pledges Continued Flow

Universal Pictures has 30 new films in various stages of preparation and production, according to Milton Rackmull, president. While all of these will not necessarily go into production during calendar year 1960 they are evidence of the company's determination to provide a steady flow of product, he said.

Presently Universal also has three pictures ready for release: "The Snow Queen," which is set for Easter; "Portrait in Black," for early summer; and "Spartacus," for September.

Of the 30 new films 15 are definitely set to go into production in the next six months.

Now shooting on the Universal lot is "Midnight Lace," and it will be followed by "Day of the Gun." At the same time in London "The Grass Is Greener" will begin. To start in a few weeks are "Romanoff and Juliet" and "The Great Imposter."


Now in production are "College Confidential" and "Dinosaurs." To start in May is "Seven Ways to Sundown."

Universal also has five other pictures to be released between now and July. They include "Othello," "The Head of the Tyrant," "Brides of Dracula," and "The Leech Woman."

Milwaukee Council Will Be Federation Host

Special to THE DAILY

MILWAUKEE, March 24 — The Better Films Council of Milwaukee County will be host to this year's convention of the Federation of Motion Picture Councils, Inc., May 4 and 5 at the Hotel Pfister here. Topics to be discussed include the Production Code, Council programming, the "exhibitor and his customers," film advertising, trends in film content, and the changing audience, among others.

The Milwaukee council, which was organized in 1946, has more than 200 members.

Screenings Scheduled

Other events on the agenda are a panel discussion on screening trends, film festivals, Federation awards to the best films of 1959, a tour of the Pabst Brewery.

Durwood Dies

(Continued from page 1)

The mid-west in the early part of this century, Durwood started in the motion picture business in 1920 with the purchase of the Regent Theatre in Kansas City.

He was at the time of death president of Durwood Theatres, Inc., which operates eleven theatres in Kansas City, Leavenworth, Kan., St. Joseph, Mo., and Jefferson City, Mo. In 1932, the company reached a peak theatre ownership of 40 theatres.

Say Public Is Getting

(Continued from page 1)

Distribues its films with two types of endings, one for cities without review boards, the other for cities which have them. "We are, in a retail business to make money," he said. "We have to sell what the people buy."

Both theatre executives said they would post ratings of current films as published by the Dallas board of review, the National Legion of Decency and other organizations.

Parachute 'Babette' Print into Cleveland

Special to THE DAILY

CLEVELAND, March 24 — The delivery of a motion picture print for the opening of a film made the front pages for the first time in Film Row history before it was actually released. The print was Columbia's "Babette Goes to War," which Brigitte Bardot is parachuted behind the German lines to the Free French. It was destined for Hippodrome Theatre— and aired by parachute.

An ex-paratrooper, hired for the mission by Columbia, plummeted out plane at 10,000 feet with the 60 print and strapped to his chest. It landed right on the target, Cleveland Airport, with a bevy of reporters and photographers on hand to greet it.

Program Is Set for Arkansas ITO Meet

Special to THE DAILY

LITTLE ROCK, Ark. (APTS) March 24— The 41st annual convention of the Independent Theatre Owners of Arkansas will open at the Music Hotel here Monday. Presiding will be Mrs. Nona White, president, first woman ever elected to head the state organization.

A screening at 9:30 A.M. in the in the Hotel Theatre will precede a lunch at Marche Hotel, officially opening the convention. The local Chamber of Commerce convention chairman, K. Dietz, will give the welcoming address. Ray Parker, president of the Missouri-Illinois Theatre circuit will speak on "This is Show Business," and D. M. McCor, owner of United theatres and the legislative committee chairman, will talk about regulation.

Following the dinner Tuesday evening, a floor show "Fabulous Fifties" by the members of the Jerry Nelson Dancers will depict the United States, Alaska and Hawaii.

Equipment on Second Day

The convention's second day will open with an awards breakfast and business meeting where the best in industr, equipment and advertising will receive recognition through prizes at cash awards.

The main speaker at the noon luncheon will be Douglas Lightner, ex-president of Commonwealth Theatres of Kansas City. His subject will be "Publicity and Promotion."

Other convention speakers, George Moore and Phil Harling of Theatre directors of America will conduct question and answer sessions on the ITOA means to the industry. A banquet and dance with a seven-piece orchestra will close the two-day affair.

Vendell Welch, 49

DALLAS, Ga., March 24— Vendell Welch, owner of the Dallas Theatre, died at his home here. He was 49.

Fox 'Flanders'

(Continued from page 1)

ture when he saw it here last November he decided immediately to negotiate with Fox, Reade told the trade press yesterday at the Fox home office.

"We can capitalize on a great, untapped family audience for this picture," he said. "With the right kind of merchandising this could be a film with an unlimited gross."

Reade praised Fox's "mastery of television exploitation, citing the company's recent successes, "Journey to the Center of the Earth" and "Sink the Bismarck!" Both of these films received heavy TV exploitation and "Journey" especially could be done with "A Dog of Flanders." Furthermore, he intends to do a selling job of his own on the picture.

The executive, who is also board chairman of Continental Distributing, Inc., said "A Dog of Flanders" could outdistance the gross recorded by "Bloom at the Top," which was distributed by Continental and to date has drawn $2,000,000.

Sees 'New Strength'

"The industry's new strength lies in its recognition of the fact that separate audiences exist and that the company must act as thoroughly as possible. So the panacea for the industry is not family films alone but films of interest to specific groups," Reade stated.

"It's a mistake to make and then try to sell a picture to everyone. The middle-ground no longer has a place in the industry. With a potential weekly audience of 50,000,000 in the country, it's up to the film-makers to produce more expressive pictures."

Reade said he is opposed to film classification. Instead, he thinks it's up to the heads of a family to dictate choice of films.

People

William A. McClure, assistant branch manager for Universal Pictures in Charlotte, has been promoted to the post of sales manager in Jackson ville, succeeding Buford Styles.

Robert Blitz, of Warner Brothers, Cleveland, has been elected president of the Salesmen's Club of that city, succeeding Jerry Lipow, of United Artists. Justin Spiegel of National Screen Service is the new vice-president, while Sam Lichter, of Century-Fox, continues as secretary-treasurer.

Boosly Croother of the New York Times, Justin Gilbert of the New York Mirror, Archer Winston of the New York Post and Jesse Zanier of CUE, all prominent motion picture commentators, will be guests of Mitch Miller on his CBS Radio program Sunday.

Robert L. Stone, since 1957 manager of the fountain syrup sales and service department of the Dr Pepper Co., Dallas, has been named vice-president, in charge of the fountain division. Others elevated to vice-presidencies are John C. Simmons, advertising; William L. Tully, operations, and William H. Roberts, franchising.

Lt. Col. Paul Vogel, co-owner with his brother of the Midway Drive-In Theatre, Ravenna, O., has completed a two-week communist strategy course at the State Department's Foreign Service Institute, Washington, D. C., and has returned to Ohio, where on April 7 he and his brother will open the Salem Drive-In Theatre in Salem.

Al Sherman has resigned, effective March 31, as assistant to Leon Brandt, sales manager and director of publicity for the independent film company. Sherman's plans call for a three-theatre group for the showing of specialized films under the sponsorship of civic and industrial organizations.

Pantages Books 'Wake'

LOS ANGELES, March 24—Mer vyn LeRoy's "Wake Me When It's Over," a 20th-Fox release, will open at the RKO Pantages Theatre here starting Tuesday, April 5.

'Africa' Opens April 4

"Come Back, Africa," the new film by Lionel Rogosin, is scheduled to open on Monday, April 4, at the Bleeker Street Cinema, 144 Bleeker St. here.

'Planet' Wednesday

Hal Wallis' "Visit to a Small Plan et," Paramount release starring Jerry Lewis, will open Wednesday, at the Brooklyn Paramount Theatre.
THE SENSATIONAL SPY STORY
it's shot with real bullets...AND
WITH THE BIGGEST MULTI-STATE

WATCH Columbia
GO INTO ACTION
AROUND THE COUNTRY
WITH
★ Two Big Ad Campaigns!
★ FREE McLendon Radio Spots
★ TV Trailers Narrated by Ernest Borgnine!
★ FREE Teaser Trailer—
  available at Columbia Exchanges!
PLUS
★ A Sensational Personal Appearance
Tour by Borris Morros—The Man
On The String Who Actually
Lived The Most Shocking Spy
Story Of Our Time!

TRUTH,
NOT FICTION!
FROM
THE AUTHENTIC
BEST-SELLING DIARY
OF A
DOUBLE AGENT!

My Ten Years
as a COUNTERSPY
by BORIS MORROS
as told to Charles Kuralt
WHAT ACTUALLY HAPPENED...

SHOOTING FOR RECORD GROSSES

CAMPAIGN OF THE YEAR!

MAN ON
A STRING

ERNEST BORGnine
Kerwin Mathews

OLON DEWHURST - ALEXANDER SCOURBY - GLENN CORBETT

Produced by LOUIS DE ROCHMONT - An RKO/Radio Pictures Production
Variety Clubs (Continued from page 1) Lications also voted the Detroit Tent’s campaign second prize, which is a week’s stay at the Riviera Hotel, Las Vegas. This prize goes to Arthur Herzog, Jr., who was both press guy and Variety Week chairman for the tent.

Third prize, a four-day stay at the Fontainbleau, Miami Beach, went to the Memphis Tent’s Herod Jimerson, who also was both Tent Press and Week chairman. A fourth prize of an Ampro recorder was voted to the Cleveland Tent’s campaign, submitted by William Dougherty, press guy, and Ted Levy, Variety Week chairman.

Honorable mention was voted to the campaigns submitted by the Miami, Chicago, Las Vegas, Buffalo and Indianapolis tents.

Now Observed Annually Variety Week, now being observed annually, is designed to call to attention the imme-
diate area of each tent the work it is doing among underprivileged children and for other Variety Heart projects. Observance this year from Feb. 8 through 14, is regarded as having attained a high mark in pro-
viding the public with information of the Variety Club’s activities.

Dickstein Named (Continued from page 1) dent’s are Jack H. Hoffberg, Leonard Kaufman, Milton Livingston, Joseph R. Margulies, Howard Minsky, David Picker, Sol Rissner, Cy Sondheim, Nor-
man Robbins, Howard Shulman, Rabbi Ralph Silverstein and Jack Weiss-
man.

The eight new trustees are Max B. Blackman, Sidney Burdick, Julius Collins, Leo Jaffe, Joseph Maharam, Samuel Rosen, Hon. Arthur H. Schwarz and Karl Tauss.

Wolff Treasurer Louis Wolff was elected treasurer and Leonard Rublin secretary. Chair-
man of the nominating committee is Martin Levine. Co-chairmen are Levin, Hoffberg, Irving H. Green-
field, Saul E. Rogers and Robert K. Shapiro.

Guest speaker at the luncheon was Nathan C. Bethel, national public rela-
tions director of Anti-Defamation League of B’nai Brith, who also is a specialist on German affairs and au-
thor of special articles on neo-Nazi and modern German education. Bethel returned recently from a three-weeks visit to Germany and Western Eu-
rope where he met with top government officials in assessing the signifi-
cance of recent anti-Semitic vandalsm abroad.

Installation April 21 The local Cinama luncheon is marking the 21st anniversary of its founding by Schwablog. All officers were elected for one year. An installation luncheon will be held April 21 at the Astor.

Pay-Bill Vot (Continued from page 1) memorandum by the Metropolitan Picture Theatres Association and the Independent Theatre Owners of America,(triggering a picture taking campaign among employees from terms of measure. Usiers, ramp attendants, several other minor categories, a paid 75 cents an hour, would be staged by the bill presently down.

Meanwhile, a compromise act, presented by a rules committee, also for amendments to the law, has been appointed by the Governor, and with the ad-
and consent of the Senate— insisted of the industrial commissioner, would, as soon possible, investigate the problem of inadequacy of wage employees not covered by minin wage orders and proceed to es-
lue such orders for the protection of workers.

The wage board is directed to view existing wage orders as to of minimum pay. The bill appropriates $40,000.

Bill for N. Y. Council on the Art Is Passed and Sent to Governor ALBANY, N.Y., March 24— assembly today approved, by a vote of 40 to 40, the Mitchell-Lawrence bill creating a temporary New State Council on the Arts. The meas-
ure establishes a 15-member commission “broadly representative of the fields of the performing and fine arts to be appointed by the Governor, the advice and consent of the Sen-
ate. They would be selected from an private citizens ‘widely known for their professional competence and perine in connection with the performing and fine arts.”

The council, with fixed term office, would make a “comprehensive survey of public and private ins-
ations engaged within the state artistic and cultural activities.”

Based on results of the survey council would recommend “app utility methods to encourage participation and appreciation of the arts, to meet the legitimate needs and aspirations of persons in all parts of the state.”

The bill, which appropriates $40,000 and which had the Sen-
ate now goes to Governor Rockefeller action. He is on record as favoring

SAG and AMPP (Continued from page 1) with at least a semblance of a b b and a gesture that will prove to the producers of those features we were before the cameras when strike action was issued to work on them and so bring their completion.

Today’s meeting, which was ad be by prevariances in a session that lasted for than three hours, the largest so since the bargaining began, is at the conclusion of today’s proceedings was promised to conclude continuing private, own review of the discussions. This consumed another half hour.

Columbia Slate (Continued from page 1) Columbia Slate Report Large Increase in Eastman Stock Owners Special to THE DAILY ROCHESTER, N.Y., March 24— There was a large increase during 1959 in the number of people who own Eastman Kodak stock, the larg-
est increase for any one year accord-
ing to the company’s 1959 Annual Report, which is now being mailed to shareholders.

At year end there were nearly 112,000 owners of Kodak preferred and common stock—about 13,500 more than the year before and twice as many as there were 10 years ago.

Own 50% of the Common A survey of the company’s Septem-
ber 4, 1959, shareholder list indicates that about 88 per cent of Kodak shareholders are individuals or joint owners. They own approximately one-
half of the common shares. The other half is owned by institutions and other representatives of individuals and organizations, who make up 12 per cent of the share owners.

Review: (Continued from page 1) Review: Jazz on a Summer’s Day Bert Stern—Galaxy ADHERING to the oft-repeated contention that the screen audience will flock to the unusual filmed entertaining, a 30-year-old New York still photographer, one Bert Stern, with a top-notch reputation in advertising and allied fields, has come up with an attraction that should appeal to aficionados of the novelty film, the music-lovers, and the curious, in that order. It figures that, generally speaking, he has a motion picture that may do surprisingly well in an amazingly large roster of situations.

Using Eastman color and stereophonic sound, Mr. Stern has concen-
trated on what has evolved as one of the world’s best-acclaimed jazz festivals, the Newport, R.I., function, accorded a whopping amount of space in the opinion-making newspapers and journals of the U.S. and across the seas. If ever an attraction was meant for merchandising, ag-
gressively, compactly, appealingly, “Jazz on a Summer’s Day” seems tailor-
made.

This is an independently-made feature length compilation of what transpires—the performance by such headliners as Louis (Satchmo) Arm-

With the assistance of cameramen Courtney Hafela and Ray Phelan, Stern shot 130,000 feet of film and the actual sounds and dialogue of the four-day fest. Subsequently, six months of precise editing got the property into its present 85-minute, 7,690-foot length. Such activity, cer-
tainly, is an indicative of Stern’s bright promise in the screen world of tomorrow.

There’s no effort to “dress up” perfection-wise; Stern shot into the lights, shot distortion, shot whatever he felt was related in spirit to the event. What he has gotten on film is a rare documentary of an essentially American atmosphere.

Arnold Perl was responsible for script continuity, and some other ele-
ments contributed to various facets. But in the final analysis, “Jazz on a Summer’s Day” is director-photographer Bert Stern’s film and right proud he should be of same.


A.M.W.
Bills Would Prohibit Payola; License Wars

From THE DAILY BUREAU

WASHINGTON, March 24. — Rep. Oren Harris (D., Ark.) has introduced in the House legislation to outlaw the rigging of television quiz shows and other irregularities in the broadcasting industry. Harris is chairman of the House special subcommittee on legislative oversight, which investigated the quiz show scandals and is now studying payola.

Two bills introduced by Harris would require, among other things, that television and radio networks be licensed by the F.C.C. as individual stations now are; would make it a criminal offense for any person to rig or fix radio or television programs involving a contest of knowledge or skill with the intent of deceiving the public; would direct the F.C.C. to establish rules and regulations requiring the networks to exercise supervision and control over all material they supply to affiliated stations. This is designed as a solution to the sub-committee's charge that networks have surrendered control of programming to sponsors and advertising agencies.

The new legislation also would prohibit payments to promote any product in a television-radio program without an announcement telling who made the payment. This provision is designed to outlaw payola.

Television and radio networks here declined to comment on the proposed new legislation yesterday.

320 Advertisers on Network TV During '59

Network television advertisers totaled 320 during 1959, it was announced by the Television Bureau of Advertising. During 1958 269 advertisers used network TV.

Procter & Gamble was the leading network advertiser for 1959 followed by American Home Products Corp., and Lever Brothers Co. Of the 320 companies investing a total of $607,311,-530 in network TV advertising, 103 advertisers spent more than one million dollars each.

The top ten network television advertisers were: Procter and Gamble (1) $30,435,322, Lever Brothers Co. (2) $32,734,955, American Home Products Corp. (3) $28,109,-458; Colgate Palmolive Co. (4) $22,-478,524, General Foods Corp. (5) $20,021,744; R. J. Reynolds Tobacco Co. (6) $16,123,827; Gillette Co. (7) $13,642,174, Sterling Drug, Inc. (8) and Colgate-Palmolive, Inc. (9) and Queen Mills, Inc. (10) with $12,019,237.

In a recent survey of the American Marketing Association's Midwinter Conference in Dallas, 96% of the respondents said they planned to increase their advertising budgets in 1960.

ASCAP Makes Changes In Distribution Rules

Stanley Adams, president of the American Society of Composers, Authors and Publishers, is informing ASCAP members that the Society has made a change in its distribution rules to curb incentives for artificial stimulation of performances, whether by "payola" or other means.

The companies are charged to all 7,000 members of the Society, Adams is announcing that as of January 1, 1960, performance credits will be reduced sharply for background and theme music used on certain types of network programs. This change, which results from ASCAP's continuous re-examination of its distribution system, has been presented to the Department of Justice, which concurs in the action.

Credit Reduced

Under the new rule, credit for non-feature (theme and background) uses of members' music on network programs appearing twice or more weekly have been reduced to 25 per cent of the maximum credit earned for similar uses on programs appearing only once a week. The rule does not apply to feature uses on such programs, or to non-feature uses on once-a-week programs.

Deny Move to Ban Screen Gems Testimony

A government motion to bar testimony and exhibits offered earlier this week by a professional economist in defense of Universal, Screen Gems and Columbia Pictures was denied by Judge William B. Herlands in New York Federal Court yesterday.

John J. Corson had told the court that motion pictures are only one of a number of important factors in television programming. The three film companies are being sued for restraining competition in the sale of pictures to TV through the acquisition of Screen Gems by more of 600 pre-1948 Universal pictures for television distribution.

E. K. Mills, Jr. to Replace Doerfer As FCC Member

From THE DAILY BUREAU

WASHINGTON, March 24. — Edward K. Mills, Jr., former deputy administrator of the General Services Administration, has been nominated by President Eisenhower to fill the unexpired term of John C. Doerfer on the Federal Communications Commission. Doerfer resigned as F.C.C. chairman recently at the President's request after acknowledging he had accepted the hospitality of a licensed broadcaster.

Mills has no background whatever in the broadcasting or television fields, and is reputed to hold views on regulation of the media which are completely opposed to those of his predecessor. However, the F.C.C.'s influence on programming would violate constitutional guarantees of free expression, but Mills is said to be an advocate of "persuasion" within the F.C.C.'s regulatory function.

Nevertheless, Mills is known to be an avowed enemy of Federal censorship in any form.

UAA Creates New Sales Division

United Artists Associated has created a new, highly specialized national sales division, headed by Leonard E. Hammer, who has been named director. It was announced yesterday by Bob Rich, vice-president and general sales manager.

The new division will follow up and assist stations in obtaining full sponsorship for the UAA features and cartoons already purchased. This sales approach will be handled on a national, regional and local basis by the operation's sales staff. In addition, the new division will negotiate with networks, agencies and advertisers in setting up national sales on future product. Additional staff announcements are expected to be made shortly.

Joining in 1957

Hammer, who will report to Donald Klauber, national and station sales manager, has been with the company since 1957. During his tenure at UAA he has been a station sales coordinator and has supervised many special projects including national sales activities.

Gov't Witnesses Tell Of Buying Old Films

Four government witnesses called in the "block-booking" case against six motion picture and television companies yesterday testified before the U.S. Senate investigating cross-examination in New York Federal Court, relative to their dealings for bulk packages of old theatre films.

Charles Vanda, of WCAU-TV, Philadelphia, admitted under cross-examination that he was allowed to select films he wanted from a 100-picture package offered to him by Screen Gems. Franklin Cotlette and David Baltimore, both of WBRE-TV, Wilkes-Barre, Pa., and Harold Schilder of WTVR-TV, Norfolk, Va., testified that they were satisfied with deals for bulk amount offered to them by Loew's, Inc. (MGM). Other companies who have been called "block-booking" old theatre films to television are C & C Super Corp., National Telefilm Associates, Associated Artists Productions and United Artists.
Paramount Pictures proudly announces the premiere engagement of a new experience in exciting drama. It is one of humanity's great, great stories of courage in the face of evil, violence and hate. It will make you feel anger, shame, pity, rage and fear. It will make you proud you are a member of the human race.

LILLI PALMER • SYLVIA SYMS • YVONNE MITCHELL • RONALD LEWIS

in

CONSPIRACY
OF HEARTS

NEW YORK—VICTORIA and NORMANDIE THEATRES, APRIL 7 • CHICAGO—ESQUIRE THEATRE, APRIL 8 • PHILADELPHIA—ARCADIA, APRIL 11.
List Says No Deal Made
To Sell Glen Alden

Albert List, chairman and president of Glen Alden Corp., parent company of RKO Theatres among a number of other diversified enterprises, authorized release of a statement Monday that he "has made no arrangement or commitment to sell any Glen Alden Corp. stock."

A spokesman for List said that ordinarily he declines to comment on offers for the company that are not made in writing. (Continued on page 6)

MGM May Distribute
Levine’s ‘The Law’ Here

Negotiations are being held between MGM and Joseph E. Levine, head of Embassy Pictures, for MGM to distribute "The Law" in the U.S. and other countries, it was learned at the weekend. MGM is already handling the French picture in Latin America and several other countries abroad.

"The Law" stars Gina Lollobrigida and Yves Montand and was directed by Jules Dassin. It has been dubbed into English for dates in the U.S.

Strong Campaign Behind
Clark’s ‘Young’ Film

By SAUL OSTROVE

Columbia Pictures’ "Because They’re Young" will have behind it a thorough exploitation and cross-plugging campaign timed to coincide with the opening of the Dick Clark film in 350 situations beginning this Saturday, April 2, in Phoenix, Ariz., said of the picture.

Clark, whose Drexel Pictures produced the film, told the trade press Friday at the Columbia home office here that his own ABC-TV disc jockeys will telecast six days a week for 133 local markets will be a major force behind the selling drive.

Beech-Nut Corn, Clark’s TV sponsor, will also be used.

(Continued on page 3)

Loew’s Acquires American Theatre, St. Louis;
Turns Over Orpheum to Become ‘Legit’ House

Loew’s Theatres at the weekend received permission in New York Federal Court to acquire the legitimate American Theatre in St. Louis for motion picture exhibition. The order was signed by Judge Edmund L. Paloueri.

Under the order the Loew’s circuit must turn back the Orpheum Theatre in St. Louis to the landlord. The Orpheum, at present a legitimate theatre, is to be converted to a motion picture operation.

The same landlord is the one who will turn over to Loew’s the American, at present a legitimate theatre, to become a motion picture operation.

Application for the theatre swap was made by the circuit in February and a hearing on the proposal was held earlier this month.

Freeman Withdraws
Weekend Talks
Bring SAG and
AMPP Closer

By SAMUEL D. BERNs

HOLLYWOOD, March 27.—The possibility of settlement of the Screen Actors Guild strike against the major producers moved closer to an actuality here at the weekend as both factions scheduled successive meetings on Friday and Saturday in what appeared to be a determined effort to resolve their differences.

The joint negotiations between representatives of the SAG and the Association of Motion Picture Producers were preceded by three-hour private meetings during which both factions discussed among themselves all aspects of the situation.

The differences dividing the two factions are considerable and of great complexity. To the original demand of the SAG for a share in the residuals of post-1948 films sold for television use has been added the matter of payments for video sale of post-1950 features, as well as the subject of pension and welfare benefits. The latter, the AMPP has continually emphasized is will ing and even eager, to consider.

Thus far, representatives of both sides have been reluctant to reveal to the press exactly what progress, if any, has been achieved during the negotiating sessions. However, their expressed determination at this time to hold weekend meetings would seem to augur well for the industry which since the inception of the walkout in March 7 has hoped for a settlement satisfactory to both sides.

It was announced on Friday that Y. Frank Freeman, one of the negotiators for the AMPP, has withdrawn from the meetings under doctor’s orders limiting his working day.
**PERSONAL MENTION**

**JOSEPH L. MANKIEWICZ, 20th Century-Fox writer-director,** has returned to New York from Argentina after having served as a judge at the Mar del Plata Film Festival.

**ILYA LOPERT, president of Lopert Films,** will arrive in Paris today from London.

**LESTER SANSOM, associate producer on "Hell to Eternity" for Allied Artists,** has arrived in Tokyo from Okinawa, enroute back to Hollywood.

**SPENCE PIERCE,** city manager for Family Drive-in Theatres, Knoxville, Tenn., has left here with Miss. Pierce for St. Petersburg, Fla.

**RICHARD WILSON,** producer-director, has returned to Hollywood from New York.

**LINDA CRYSTAL** arrived in New York on Friday from the Coast and left for Germany to attend the Film Festival in Frankfurt.

**MRS. ERNEST DE LAMATER** has given birth in Atlanta to a girl. Father is manager of the Scott Drive-in Theatre there.

**CARY GRANT** arrived in New York on Friday from Hollywood, and left here yesterday for London to start work on "The Grass Is Greener."

**JEAN SIMMONS** has arrived in London from Hollywood via the Polar route.

**J. STANLEY MCINTOSH,** director of educational programs for the Motion Picture Association of America, is in Washington from New York at the invitation of President Eisenhower to attend the White House Conference on Children and Youth.

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**Allied Meet Will Stress Unity**

(Continued from page 1)

other subjects are on the agenda, uppermost in the minds of the directors are the questions: Can the Western Pennsylvania and New England Allied, together, with units be brought back into national Allied and the gap closed, or will one or more additional units follow those two out of the national organization.

**Future Seen in Balance**

On the answers to these questions hangs Allied’s future, many of the directors believe.

It is known that Al Myrick of Lake Park, Fla., who was elected president at the turbulent Miami Beach board meeting, this month to represent the "moderate" group on the board, is dedicated to an all-out effort to bring the "moderate" and "liberal" groups together again in an effective truce or, at least, a durable working agreement. In his endeavor, he will have the aid of such experienced and influential trouble-shooters as Ben Marcus of Wisconsin Allied; Jack Kirsch of Illinois Allied, Irving Dollinger of New Jersey Allied, and Milton Long of Michigan Allied, all whom are regarded as either in or leaning toward the "moderate" group.

**Myers Considering Retirement**

Although Abram F. Myers, Allied chairman and general counsel, about whom much of the internal dissension has centered, has left the board, he has been considering retirement for some time, insiders say the meeting here is not the place or the time to expect it.

Prior to his departure from Washington, his home base, to attend the board meeting, Myers declined to comment on his retirement plans. In response to other questions, he said the board will take up many of the subjects which have been discussed in the recent series of bulletins issued by Allied’s Emergency Defense Service. These, he said, have been complaints of late release of films to subsequent run theatres as a result of what E.D.C. calls "inadequate print supplies, unrealistic terms and the certain shadowing of territory." Nevertheless, directors interviewed here agreed that no subject will overshadow the effort, sure to be made by the company, Inc., 1276 Sixth Avenue, Rockefeller Center, New York, to solve this external break in Allied is so final it cannot be healed.

Some "Independents’ Very Large**

"The result will tell," one director said, "whether Allied will be able to speak for the independent theatre owners. They in the industry have much to do with the 'small' theatre versus the 'independent' theatre. Nowadays, the latter includes some large houses, circuits and organizations. But despite their size and importance, they are nonetheless 'independent'. This meeting may tell whether Allied will ignore them or become involved with and of and for 'small' theatres only."

New Jersey Allied had urged the calling of a special board meeting in February to attempt to heal the internal Allied differences. However, Myrick said an insufficient number of units supported the request and consequently, that no emergency existed.

**With Name Goldman Successor**

Indications today were that neither Western Pennsylvania Allied nor New England Allied would send representatives to the meeting. Carl Goldman, of New England Allied, has resigned as national Allied secretary. The board is expected to elect his successor.

**Weiss, Storck to Boston**

On ‘Masters’ Premiere

Nat Weiss, 20th Century-Fox public relations manager, who produces "Masters of the Congo Jungle," are in Boston from here today to set plans for the premiere of the film there to be held on April 6 for the Peabody Museum. The museum is affiliated with Harvard University. The publicity manager and the producer will meet with Dr. Joseph Brew, director of the museum, and Robert Gurner, chief of the National Film Section of the institution, on the list of guests to be invited to the benefit affair.

Weiss and Storck will hold a joint press conference at the Statler-Hilton Hotel tomorrow with the resident Belgian Consul and his wife, who will participate in the bow at the Paramount Theatre.

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**筛查 with ...**

**National screen service for the best in SPECIAL TRAILERS**

**MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gettmann, News Editor; Herbert V. Advertising Manager; Gen. H. Faust, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor; Hollywood in Corps; Vice-President, Samuel D. Berger, Manager; 230 West 48th Street, New York, N.Y. Credit: 6, D, C, L; London Bureau, Bear St., Leicester Square, W. 2; Hope Walter Bums, Manager; Peter Burns, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, 230 West 48th Street, New York, N. Y. Telephone: 1902. Cable address: Quiglozine, New York. Martin Quigley, President; Martin Quigley Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gable, Vice-President; Leo J. Brady, Secretary, 1055 Broadway, New York, N. Y. 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 30c. Allied Bulletin Asks Industry Unity Now From THE DAILY BUREAU WASHINGTON, March 27, ing a parallel of automobile dealers who prior to 1931 took allegedy wanted cars from manufacturers at the end of a season and just to the appearance of new models Allied States’ emergency defense motion picture bulletin suggests that the industry could profit by using of the corrective measures adopted by the auto industry. The Allied bulletin says that, though movies are an even perishable commodity than are being relegated to dusty-musty, showproof the film companies. This is accomplished by means of inadequate supplies, unrealistic terms, the quoted exercise and practices set forth in these bulletins.

**Points to Auto Industry**

The auto industry, Allied found a remedy for its trouble working in unison with its dealers and by solving the latter’s problem, improved service the public in turn benefited the manufacturer.

The bulletin says that Allied has “visualized a united price policy” with each bringing in cognizant of the other’s problem, eager to cooperate in the setup to the end that, with equal internal stresses and strains, the industry might bring its full weight in bearing in meeting challenges from outside.”

**Enter BOAC Films**

Two travel films produced and distributed by British Overseas Air Corp. have been selected for screening in the 1930 National Association of Visual Aids convention in Chicago in April, according to G. A. W. of BOAC. The films, both in color, are “Gateways to Europe” and “Circles.”

**33 Key ‘Orpheus’ Debut**

“Black Orpheus,” Academy Award winner for “best foreign film of the year,” has been booked into only three key situations beginning this week at 12 theatres. It was announced by Brandt, in charge of distribution for Lopert Films.
Clark's Film (Continued from page 1) will award 1,200 prizes to winners of its Fourth Dog Contest. The dog is featured in the film. First prize goes to a 14-year-old Phoenix resident who, in addition to receiving a $250 gold-plated and diamond ring presented by himself and 100 guests, also has the privilege of seeing the film open at the popular Westlake Theatre.

Hagan, the manager of the establishment, was present at the premiere. The other prize-winners will be selected from most of the 300 opening cities. The odds on the winner of the dog contest, according to Jonas Rosenfeld, executive in charge of advertising for Columbia.

National Contest Set

A national contest keyed to local screenings has been arranged with Modern Screen magazine. It is tied to a layout featuring the honeymoon of Warren Berlinger, cast in the picture, with his wife Coni, who offers the winners a vacation to Miami Beach and the complete wardrobe featured in the layout. Additional prizes of vacation trips also are offered.

Other promotion aspects of the package include Dick Clark book covers for nationwide distribution, records featuring music from the film, stamps bearing the names of the film's stars for use by exhibitors, and book written by Clark. His merchandising includes dolls, loose leaflets, toys, rings, charms, key chains, hats, jewelry, shoes and socks.

TV Spots Carefully Chosen

Columbia, according to Robert S. Ferguson, national director of advertising and publicity, has arranged to use its television-spot privilege at stations directly preceding and just following Clark's show. Clark's 1,200 club will also assist in the drive. The plan is to use the film's names in more films, he informs them of Columbia. Because of his television commitments, Clark said he would be unable to appear in more than one of them. However, through his network, he intends to produce all of them. His next project will commence this summer.

Pleskow Named (Continued from page 1) to establish his own business in New York.

Pleskow has served as assistant continental manager since October, 1938. He was formerly U.A. manager in Germany for five years, and, prior to that, acted in the same capacity in South Africa. From 1948 to 1948 Pleskow was employed in the U.S. military film section in Bavaria and subsequently was assistant general manager for the Motion Picture Distriubutors of Germany from 1948 to 1950. He then represented in Europe the U.S. motion picture until 1951 when he joined the home office of United Artists.

Pleskow's appointment as continental manager is effective June 1.

Penn Park. Court

Penn. Court (Continued from page 1) which will require Viking to pay all unpaid film rentals plus interest and other fees.

The claim for film rentals arose from four pictures which had been licensed for exhibition at the Viking Theatre in Philadelphia. The Viking had asserted in its defense that the availability of one of the pictures had been improperly delayed; that film rental adjustments had been promised and that the company was promised to license "Away All Boats" to the Viking, but had refused to do so.

Held Improper by Jurist

The Honorable Peter F. Hagan, trial judge in the Pennsylvania Court of Common Pleas, held that these various defenses were improper. The action of the Pennsylvania Supreme Court last week affirmed this judgment which had been rendered in favor of Universal Film Exchange, Inc. against the Viking Theatre in connection with a claim for unpaid film rentals.

Unlawful Contract

A law suit brought by Arlin M. Adams of Schneider, Harrison, Segal & Lewis, Viking was represented by Harold E. Kohn.

Levy Acquires

French and German film stars to portray the central figures of the Allied forces, the enemy they fought, and the civilians caught up in the epic struggle of D-Day. Levy will seek the cooperation of the British, French and German War Offices, as well as the U.S. Department of Defense, in recreating the events immediately preceding the Allied invasion of the Continent, and D-Day itself.

Will Film on the Beaches

The production will be filmed on the beaches of Normandy and England in the Spring and Summer of 1961. It is tentatively budgeted at $6,000,000 and will be filmed in color and in one of the big screen processes, Michael Mindlin, Jr. will be co-producer.

AIP to Handle 10 From Italian Int'l Pictures

AIP to handle 10 From Italian Int'l Pictures (Continued from page 1) picture in Okinawa had been completed when the S.A.G. strike was called and Levin's company was returning here for final camera work. Production will be resumed on Thursday. "Hell to Eternity" will be distributed by Allied Artists.

In announcing the agreement, the two parties to the pact stated that they are "in the process of formulating a collective bargaining contract providing payments to actors for their television rights in theatrical pictures, reversionary payments for pictures to be paid for by the producers, plus increases in salary minimums and other improvements in actors working conditions.

Adding significance to this announcement is the fact that this is the first contract negotiated under a new policy adopted by the guild's board of directors, by which the guild will sign new contracts with independent producers even though such producers are financed partly by major studios and those of which the guild is on strike. Such contracts will not contain a "favored nations" clause but are final and binding on both parties.
IS 1960's MASS-TERROR-PIECE!!

ROTTIC ASIA!!

BACKED BY
SATURATION
COVERAGE
CAMPAIGN
...HIGHLIGHTING
THESE
SOCK-SATIONAL
SELLEMENTS!

Spectacular strangler
tour for press,
radio and TV coverage!

Scare-scream tabloid herald!

Monarch Books
paperback novelization!

Spectacular sight 'n'sound
float! Animated display!

Blood-freezing lobby spots,
radio spots, TV trailers!

Sensational showman's kit:
with gags, giveaways
and gimmicks!

FROM THE PRODUCERS OF
"CAMP ON BLOOD ISLAND"

FROM COLUMBIA!!
No Deal: List

(Continued from page 1)

reports of this kind but because of the regard with which the newspaper which had published it (N.Y. Times) is held in the financial community he felt it incumbent upon him to authorize the statement.

There was no amplification of the statement, nor was there confirmation or denial that talks concerning a sale of the List controlling interest in Glen Allen were being held. Financial district reports were that the talks are in an advanced state but that so many angles of the proposed deal are affected by Securities and Exchange Commission regulations that considerable time will be required to endeavor to work them out, should it be found possible to do so.

The report published by the Times on Friday was that a group headed by Mishilam Bikis, president and chief executive officer of B.T.L. Corp., will acquire more than 1,500,000 shares of Glen Allen from the List interests, giving the group working control. The List holdings are said to total 2,068,707 shares, or 37 per cent of the total.

B.T.L. Corp. is the former Butler Brothers company. It recently sold its retail stores to the City Products Corp. for $30,000,000. It recently acquired from H. L. Green Co. for $7,000,000 large stock holdings in United Stores Corp.

G-E TV Projector to Rejuvenate Old Films

Special to THE DAILY

CHICAGO, III., March 27. — General Electric Company is marketing a continuous television film projection system which, it is stated, "injects new life into old films." It was designed by Eastman Kodak Company for G-E, for use with the Vidicon camera.

The projector incorporates a new "diffused light" system designed to eliminate the effects of scratches and dirt particles on 16mm films, and to project an image comparable to sharp, clear images attainable from 35mm films used in major network productions.

Improvement Described

The improved images are achieved through the projector's optical system consisting of tilting, rotating mirrors. These follow the film as it passes over the projection gate, reflecting an immobilized, stable image into the system. Also contributing to image steadiness is the projector's capacity to compensate automatically for film shrinkage.

WB Dividend 30

The board of directors of Warner Bros., in a special meeting on Friday, declared a dividend of 30c on the common stock, payable May 5 to stockholders of record April 15.

Two Sales Meetings Set For CBS Films Staff

Two sales meetings of the CBS Films, Inc. staff have been scheduled this week, it was announced by Sam Cook Digges, administrative vice-president. On Thursday and Friday, prior to the NAB convention, the entire CBS Films sales force, with the exception of the New York-based salesmen, will meet in Chicago at the Hotel Ambassador for the New York staff will meet in New York on Monday, April 11.

In each case the sales staff will hear from Merle S. Jones, president of CBS Films; Digges; Robert F. Levine, vice-president, programs; William M. Weiss, vice-president and general sales manager of Tarrytowns; Joseph Jesin, director of business affairs; Howard Kany, director of international business relations; John M. Cooper, manager of new film; Eugene Ness, manager of sales promotion; and James T. Victory and James H. McCormick, Jr., account supervisors.

WGA Extends Its Pacts With 50 Independents

From THE DAILY Bureau

HOLLYWOOD, March 27. — Writers Guild of America today extended its contracts with some 50 independent television film producers with whom it is now conducting negotiations.

The contracts due to expire tomorrow night, on a previous extension, will be continued under the status, which negocites proceed subject to cancellation on 48 hours notice.

The guild negotiating committee meets again Friday with representatives of unaffiliated independents, and further meetings are scheduled. Meanwhile, a stalemate status continues in the guild's strike against the majors, the Alliance of Television Producers and the networks.

TV Producer Morros Set Up Own Offices

TV producer Richard B. Morros has set up his own offices at 424 Madison Avenue here for purposes of expanded activities in the syndicated TV and film field. Morros, son of motion picture producer Boris Morros, devised and produced the successful "Almanac" package of Official Films.

The Morros plans include a new filmed series that will be tailored to fit both educational and entertainment slots as has "Almanac," which is produced in conjunction with Hearst Metrotone News. He has also been approached to co-produce a few other properties that are already on the market, an announcement of which will shortly be forthcoming. In addition, Richard B. Morros has several properties for feature film production.

Television Today

DuPont TV Awards G To WNTA and KOLN

From THE DAILY Bureau

WASHINGTON, D. C., March 27. — Television stations WNTA-TV Newark, N. J., and KOLN-TV of Lincoln, Neb., and CBS news commentator David Schoenbrunn were named winners of Alfred I. du Pont Radio Television Awards for 1959 here today night. Leaders of the radio-televisiion industries joined the du Pont Foundation's awards committee honoring winners at a banquet at Mayflower Hotel.

The event marked the 18th year which the du Pont Foundation cited stations and individuals meritorious service to the Ameri- people.

Engrossed plaques and checks $1,000 were presented to represent- the Columbia Broadcasting System Dr. Fred Carrington Cole, president of Washington and Lee University, Lexington, Va., which administers annual du Pont competition.

WNTA-TV Lauded

WNTA-TV, winner in the large station category, was praised for "s and imaginative programming" which included the much-publicized "Play of the Week" and extensive comprehensive reporting of poll events and issues.

KOLN-TV, winner in the small station competition, impressed judges with its "close sense of identity the social, political, cultural, and economic interests of the people in urban and rural areas served."

Commentator Schoenbrunn, chief CBS News' Paris bureau, was cited for "his knowledge and sense of irony, his insight into the motivat- of men and movements, the humility his thinking and the clarity of sty..."
THIS CAN CAN!

Here's the can that puts kicks into your grosses.
The Trailer makes your audience want to see more.
It's the one-step that starts your box office dancing.
The Trailer... c'est magnifique!
STARTS SHOOTING TODAY IN HAIFA, ISRAEL

OTTO PREMINGER PRESENT

EXODUS

with

PAUL NEWMAN  EVA MARIE SAIN'T
RALPH RICHARDSON  LEE J. COBB
PETER LAWFORD  SAL MINEO
JOHN DEREK  GREGORY RATOFF
HUGH GRIFFITH  DAVID OPATOSHU
ALEXANDRA STEWART  MARIUS GORING
FELIX AYLMER  MICHAEL WAGER
JILL HAWORTH

NEW PANAVISION 70* TECHNICOLOR
N. Y. Senate Action on Classification Bill
Now in Doubt; Referred to Rules Committee

Special to THE DAILY

ALBANY, N.Y., March 28. — A hitch may have developed in Senate action on the Younglove film classification bill, which passed the Assembly last Wednesday night by a vote of 124 to 23. The companion Duffy act was “starred” on third reading in the upper house, but when the Younglove measure reached there, it was not substituted for the Senate bill. Instead, the Assembly act was referred to the rules committee.

This means the proposal must be favorably reported from committee, advanced to third reading and move for a vote—before the scheduled adjournment of the legislature late this week.

“At this stage, referral to the Senate rules committee does not look good for the bill,” an informed source said today. Subsequent developments could change such an appraisal, of course.

Silver Services Held;
Was S.W. Zone Manager

Special to THE DAILY

PITTSBURGH, March 28. — Services were held today for Maurice A. (“Moe”) Silver, zone manager for the 55 Stanley Warner theatres in the Tri-State area. Burial was in Bedef Shalom Cemetery.

Silver, 67, returned recently from
(Continued on page 7)

Name Production Staff
For ‘Oscar’ Telecast

From THE DAILY Bureau

HOLLYWOOD, March 28. — Members of the production staff for 32nd annual “Oscar” show April 4 were announced by general chairman Valentine Davies. Those named will
(Continued on page 6)

Protestant Unit Backs
Younglove Committee

Special to THE DAILY

ALBANY, N.Y., March 28. — The legislative commission of the State Council of Churches (Protestant) has filed a memorandum urging continuation of the Joint Legislative Committee
(Continued on page 5)

First Tapes Collected Show 90% of
Telemeter Subscribers Bought Debut

Special to THE DAILY

TORONTO, March 28.—Early results of Telemeter’s operation here indicate 90 per cent of the 1,000 subscribers paid to watch it opening night.

First tapes were being examined this week. With a little over 300 already collected, a trend is indicated. Officials say a bad blizzard the night of the opening, Feb. 26, and the novelty of the pay-TV system account for the initial high showing.

With the operation of Telemeter expanded, there are now 20 crews working on installations and connec-
(Continued on page 2)
**Personal Mention**

Martin Moskowitz, 20th Century-Fox assistant general sales manager, is in Chicago today from New York. From there he will go to Des Moines.


Joseph Hazen, partner in Wallach-Hazen Productions, has returned to New York from the Coast.

Adrian Wokker, managing director of Shepperton Studios, London, left yesterday for Cleveland where he will confer with Carl Foreman on "The Cans of Navarone."

Deno De Laurentis arrived in New York on Sunday from Rome.

Sanford Goldstone, vice-president of Zenith International Film Corp., arrived in New York at the weekend from Belgium.

Oscar Galanter, office manager for Universal in Denver, is a patient at General Rose Hospital there.


Bon Nelson, owner of the Liberty Bell Theatre, Leadville, Colo., is convalescing at his home there following a heart attack.

'Lady' Big in L. A.

Columbia's "Who Was That Lady?" grossed a big $19,150 in its first three days at Grauman's Chinese Theatre in Los Angeles, the company reported here. The theatre management said that the three-day gross was the biggest registered by any film in recent months.

**Exodus' Seats on Sale As Film Starts**

Advertisements appearing yesterday in fifteen major newspapers in New York, Baltimore, and reaching nearly 30,000,000 families, announced that Otto Preminger's "Exodus," which went before the cameras yesterday in Israel, will open in these cities in December. The ad also placed tickets on sale for the opening engagement.

**Believed to Be First Time**

This is said to be the first time in motion picture history that premiere ticket reservations were placed on sale the same day that filming of the production began. "Exodus" will open Dec. 15 at the Warner Theatre, New York; on Dec. 16 at the Cine-Stage in Chicago, and on Dec. 21 at the Wilshire Theatre in Los Angeles. Reservations for opening day are being accepted by these theatres. The two-a-day engagements are unlimited.

**Don Foster Is Head Of Intermountain Club**

Special to THE DAILY

SALT LAKE CITY, March 28.—Don Foster, Paramount Pictures branch manager, has been elected president of the Intermountain Motion Picture Club, Dou. Tibbs, branch manager of the Amuse, has been chosen first vice president; C. R. Wade, Universal branch manager, second vice president; Keith Pack, Warner branches manager, secretary, and K. O. Lloyd, Twentieth-Fox branch manager, treasurer.

Committee Heads Named

Committee chairman appointed were John J. Kriec, vice president and general manager, Intermountain Theatres, legislative committee; public relations and publicity, Tom Phillips, Intermountain, and charity and welfare, Clyde Blasius, Associated Amusements Co.; entertainment, Harry Swenson, Paramount; and education, Glenn Hill of the Daily. The board of directors and committee chair men will meet April 11.

**'Susie Wong' Ship Sails**

HONG KONG, March 28.—20th is augmenting the international promotional campaign for Ray Stark's "The World of Susie Wong," a Paramount Technicolor release, a 41-foot schooner named Susie Wong has left for a round-the-world voyage to New York City. The schooner, manned by four American ex-servicemen and a Hong Kong sailor, is expected to reach the United States in time for the release of the picture in late 1960.

**Bell & Howell Earnings 15% Ahead 2nd Year**

Chicago, March 28.—Net earnings of Bell & Howell were 15 per cent ahead for the second successive year and sales increased 4 per cent in the first quarter, according to the company's annual report released today. Net income for 1959 amounted to $3,460,798 with sales of $6,201,148, both new records, according to Charles H. Peny, president.

The annual report also covers 1959 results for Consolidated Electro-namics Corporation, or CEC, which was incorporated in January of this year, as well as combined reports for the two companies. On a combined basis, 1959 sales of Bell & Howell and CEC were $6,154,072, pre-tax earnings $9,930,534 and net earnings $4,904,343, or $1.34 per common share.

**Pepsi-Cola '59 Sales, Earnings Highest Yet**

Pepsi-Cola Company in 1959 had the highest sales and earnings in its history, Herbert L. Barnett, president, tells stockholders in the annual report released today.

Earnings, after provision for taxes and foreign activities, in 1959 were $13,873,543, a 20 per cent increase over $11,547,954 after taxes, as reported in 1958.

The 1959 net income is equal to $2.17 per share on 6,384,415 shares outstanding compared with $1.88 per share on 6,138,755 shares in 1958.

In addition, the company held in reserve and paid to preferred shareholders earnings for 1959 or 1958 certain income of foreign subsidiaries which in years prior to 1956 it had been the custom to report as earnings. Provision for this reserve in 1958 amounted to $791,063 or 13 cents per share on stock of the company outstanding at the end of 1956.

For the first quarter of 1959 the company paid to preferred shareholders a dividend of 13 cents per share, the same as in the corresponding period last year. The company this year added $2,089,881 to its general reserve fund, the same as in 1959, bringing the total reserve to $3,018,188.

**Plaza Books 'Fugitive'**

Tennessee Williams' "The Fugitive Kind," opened on the Plaza Theatre here, on Thursday, April 14. As previously announced the film will also open at the Astor Theatre on Broadway, the same day.

**Century to Springer**

The Arcade Theatre in Springer, Mass., has contracted for the international distribution of the 70/35mm project system of Century Projector Corp., it was disclosed on Friday by F. E. Cahill, Jr., Century Projector president.

**N. E. Meeting Slated**

BOSTON, March 28.—The independent exhibitors and Drive-In Theatre Ass'n. of New England will hold its annual regional convention 13 through 15 at the Chalfoun, Chatham, Mass.
Ready For Easter...
the great comedy of 1960

Mervyn Le Roy's

WAKE ME WHEN IT'S OVER

WAKE 'EM UP WITH THIS BIG, BIG PROMOTION!

FREE TV. TRAILERS RADIO SPOTS!
Biggest array of sell-spots yet! Riotous, off-beat attention-getters!

SENSATIONAL TITLE SONG!
Terrific ANDY WILLIAMS record... coast-to-coast playoff by nation's leading disc-jocks!

SMASH THEATRICAL TRAILER!
Features the film's crowd of comics! Hilarious! It SELLS!

HUGE BOOK SALE!
Bantam Books paperback special... timed to hit with maximum effect. First printing will be read by millions!
What Le Roy’s "No Time for Sergeants" hilariously did for (and to) the Army...what his "Mister Roberts" hilariously did for (and to) the Navy...he now does riotously, but riotously for (and to) the Air Force!
Younglove Backs Report's Findings

ALBANY, N.Y., March 28 -- Competing today on the findings of the Joint Legislative Committee to Study a Publication and Dissemination of Obscene and Pornographic Material in its report filed at the weekend, pending the "need for continuing and strengthening the motion picture industry's own concern with the problem"...Chairman Joseph R. Younglove said.

We realize motion pictures contribute greatly to cultural, educational and recreational values. While all motion pictures shown in this state is licensed by that division, there is some which have been given a "certificate of exemption" because of court decisions, and over the objections of the Board of Regents.

Favors Educational Pattern

"It is therefore apparent," Younglove continued, "that all motion pictures should not contribute to the desired educational admission. We would like to have motion pictures fit into that educational pattern but would like to see the motion picture division even more effective than it now is."

One of the ways to achieve the later, in the joint committee's opinion is to make it mandatory that every significant character in the motion picture division issue an advisory opinion to all films believed suitable for children attending elementary and secondary schools.

Now Pending in Senate

This is sought via the Younglove-Wiley Bill, which passed the Assembly last week, by a vote of 124 to 25, which passes in the Senate.

The Younglove-Wiley Bill referred to the Senate Rules Committee.

Referred to another recommendation by the joint legislative committee that "every effort be made to upgrade and promote effective self-censorship within the motion picture of publishing industries," Younglove intimated, "we would like to have seen a down a little harder but in the lines of accepted standards."

Indeed, he specifically mentioned the motion picture industry in this connection, and added:

No 'Decency Commission'

"No bill will be introduced at this session of the legislature for the establishment of a permanent decency mission" -- as recommended in the committee's report -- "but that measure would be presented "only after an exhaustive study," he declared.

The recommendation for a "decency commission" explained that it could be "charged with the duty of conducting a continuing specialized study of the mass media of communication, of reporting to the legislature relative to the same, of maintaining liaison with enforcement agencies and of recommending such legislation as may be appropriate."

The committee's report found that "the youth of this state is being bombarded by the mass media with descriptions and portrayals of crime, illicit sex, immorality, perversion and brutality," and also that "there is a rising tide of criticism and alarm relative to these practices which under mine moral values, foster disrespect for law and breed delinquency."

A third finding read: "that foreign and domestic pictures dealing with rape, homosexuality, pre-marital and extra-marital relations, nudity, juvenile delinquency, violence and terror are being exhibited in this state in increasing number."

The committee's report declared, "These pictures are unsuitable for viewing by juveniles." It also found an "urgent need to curtail the television display of these pictures, with brutality which readily serves as a factor in impairing the ethical, mental and moral development of impressionable youth."

Likewise, the joint committee held that "despite the efforts of police, business in outright pornography continues at a profitable rate and poses a growing danger to the people of the state; themes of sexual promiscuity, lust or perversion continue to dominate many best selling hard cover and paperback books. The latter are being displayed in vividly illustrated covers which adequately advertise the salacious nature of their contents: obscene and semi-obscene phonograph records are appearing on the market and more openly in various areas of the state."

Federal Law Seen Unnecessary

The committee asserted, "foul sentences rather than fines are the best deterrents to the peddlers of pornography. There is a need for additional Federal legislation to authorize the Post Office Department to deny second class mailing privileges to the peddlers of sex."

Finally, its report stated, "There is need for constant specialized study and evaluation by the legislature of the various and changing problems which arise in the course of the battle against filth."

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Strike Talks

(CONTINUED FROM PAGE 1)

in which they also said, "as evidence of this statement was a meeting of the strike committee which has been scheduled for 2 P.M. Monday in the AMPP offices to deal with special issues."

Saturdays were the usual time since the strike began March 7 that a statement of "progress" was made. On March 11, the actors agreed to back-track their demands on post-1945 films sold to television. The three main issues then taken under discussion were the actors' demands for a five per cent non-contributory assessment; that be paid by producers into a health and welfare and pension fund; the payment of a lump sum into a pension fund, recognizing actors past service credits to make them even with those in the industry that were on a pension fund plan since 1954; and payment for post-1960 films which may be sold to TV.


Protestant Unit

(CONTINUED FROM PAGE 1)

A committee to study the Publication and Asses- semination of Obscene and Obscene Material. A resolution extending its life to March 31, 1961, with an appropriation of $25,000, was recently introduced by Senator.

The memorandum stated: "We believe the continuing and thorny problem of dealing with offensive and obscene material must be within the narrow-minded tolerance of the pro's." It proposed, a license on the one hand and arbitrary censorship on the other.

"We believe that the Joint Legislative Committee to Study the Publication and Dissemination of Obscene and Obscene Material, under its present leadership, will exercise due precautions in its recommendations and should be continued."

WOMPI Telephoning 1,000

To Promote 'Oscar' Show

JACKSONVILLE, Fla., March 28--Each member of the local chapter, Women of the Motion Picture Industry, has been assigned a section of the city's telephone directory to make 1,000 notification calls in aid of the Academy Awards TV show the night of March 4.

Donald Hart, WOMPI president, states that the strong selling point when making the telephone contacts has been informing the person at the other end of the line that the program will have no commercials.
Television Today

**“Oscar” Show**

(Continued from page 1)

work under producer Arthur Freed and co-directors, Vittorio Minnelli and Joe Parker. John Houseman is assistant to Arthur Freed.

This year’s writing staff will consist of Dick Breen, the veteran Jack Rose and Melvin Shipek, writers for Bob Hope, who will serve as master of ceremonies, will be Mort Lachman, Bill Larkin, John Rapp, Lester White, Charles Lee and Norman Sullivan. Andre Previn will be musical director.

Preston Ames, Emile Kuri and Edward Stephenson are the producers. Business manager is Robert Metzler, and Thornton Sargent is chairman of committee arranging the dinner at the Beverly Hilton Hotel for the show.

Edith Head repeats as costume consultant and Alan Handel will represent NBC as television producer and director for the 59th annual open-end telecast of the awards, which starts at 7:30 p.m. (PST).

**26 Cleveland Theatres Aid in ‘Oscar’ Contest**

Cleveland, March 28. — The number of Greater Cleveland theatres which participated in the Plain Dealer - Academy Awards Coonst, originally announced as 16, was finally increased to 26.

The Plain Dealer publishes the ballot of Academy nominees in all categories for five days—March 23 through March 27. On March 27, the first prize to the contestant submitting the ballot most nearly duplicating the actual winners. Theatre contributed annual, semi-annual and monthly passes as subsequent prizes.

**ABC Appoints Mitchell**

John H. Mitchell, vice president in charge of KGO-TV and KGO Radio, San Francisco, has been appointed manager of the recently formed Central American Television Network, it was announced by Donald W. Goyle, ABC vice president in charge of the international division. In his new position, Mitchell will be in charge of the network which includes stations in five central American countries—Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. CATVN was formed when broadcasters from these countries met with ABC in New York last month.

**11 TV Series at W.B.**

Hollywood, March 28. — Production of a new television series under the title “Surfside Six” was announced by the Warner Brothers TV division yesterday, bringing to a total of 11 the number of weekly shows emanating from the Burbank studio.

**Booking Trial**

(Continued from page 1)

ness who produced the tape, William Putnam of WWLP-TV, Springfield, Mass., admitted the recording was made the same day he was visited by Department of Justice anti-trust attorneys who were the principal case against AAP, United Artists, National Telefilm Associates, C & C Super Corp., Screen Gems and Loew’s, Inc. (MGM).

Both the witness and government attorneys said yesterday, however, that the tape recording was coincidental to the visit. Judge Archie O. Dawson refused to allow it in evidence.

Putnam also testified that in 1950 United Artists’ salesmen refused to break up film packages that were advertising to his station, although he said he offered a premium if they would do so. Putnam was followed on the stand by Wallace Sawyer, the station’s program director, who also testified about film-negotiating with UA and NTA.

**O’Hare Named**

(Continued from page 1)

company since 1957. Prior to this, he was associated with the Century Theatres in their advertising department, free lanced for MGM and in 1955 joined the Distributors Corporation of America.

In making the announcement of the new appointment, Gunsberg noted that O’Hare’s varied career with both commercial and specialized films “will be particularly valuable to the distribution and production pattern at Continental.” During his tenure at Valiant, O’Hare was responsible for the advertising to his station, although he said he offered a premium if they would do so. Putnam was followed on the stand by Wallace Sawyer, the station’s program director, who also testified about film-negotiating with UA and NTA.

**Bill on Film Income**

(Continued from page 1)

ties, is not to be considered as income to a personal holding company.

A similar measure, which did not specifically exempt motion picture income, was earlier passed by the House. Informed sources expect the House to adopt the Senate version upon final passage.

**2 for Rugoff & Becker**

Rugoff and Becker Theatres announced it has been appointed by the new New Yorker Theatre, on Broadway and 86th Street, to serve as its house agent; in the selection and booking of films for this recently renovated and renamed theatre. Another addition to the Rugoff and Becker group of theatres is the Waverly Theatre on Sixth Avenue at 3rd Street. Rugoff and Becker will book the Waverly Theatre in association with its president, Sol Ravitz, who has joined the Rugoff-Becker organization, in the capacity of film booker and buyer, as part of the buying unit which is headed by Leonard Lightstone.

**Cinerama in Africa**

Cinerama will be seen for the first time on the African continent when a specially-constructed all-screen theatre is opened in December of this year in Johannesburg, South Africa. Construction will start in mid-June on a million-dollar, 1,200-seat theatre, which is being built by Drama Entertainment, Ltd. Deal for the exhibition of Cinerama pictures was concluded last week by B. G. Krigman, vice-president of Cinerama, Inc. and N. I. Fink of the Johannesburg company.

**Lasky Completes ‘Honour’**


**TENT TALK**

Variety Club News

CLEVELAND — For the benefit of Variety Club’s fund-raising program, a special family matinee will be held on April 12, during the spring vacation period in 16 key neighborhood theatres here. Other fund-raising projects are under discussion.

ALBANY— Tent No. 4 is expected to move by May 1 to new quarters in the Albany Club, in the downtown business section, adjoining a new restaurant and a parking lot.

The club’s present building on State Street, will be sold, according to present plans.

NEW ORLEANS — Tent No. 45 is considering moving its present quarters some time around the end of April, to a location in the French Quarter. At the same time a group from the club is making plans to attend the International convention in Toronto, May 31 to June 4.

**Tallahassee Theatre Destroyed in Fire**

Special to THE DAILY

TALLAHASSEE, Fla., March 28.—This city’s leading motion picture theatre, the downtown Florida, was completely destroyed by a $500,000 fire after closing last Friday night. Cause of the blaze was unknown.

Manager Tommie Hyde indicated that rebuilding plans may be announced shortly. The Florida was owned by Fred Kent, Jacksonville attorney, who also operates two theatres here and in the Jacks- ville area.

**Leading Firms Represented**


**Hickman, Davalos Win Star in ‘Blue and Gray’**

Darryl Hickman and Dick Davey will star in “The Blue and the Gray” at the full-length filmed dramatic series set in the American Civil War to be shown on the National Television Network during the 19-61 season, it was announced by Daryl Levy, vice-president, programs, for the exhibition.

Hickman will portray Ben Canfield, whose actions favor the North. Davalos will enact the role of brother, Jeff Canfield, whose sympathies lie with the South.
Telemeter

(Continued from page 1)

for apartments. The backlog of sets for which attachments are on order is decreasing all the time, according to officials.

Actual plans for expansion of the service in the city proper will be held out this coming summer. Center of operations at the moment is in Etobicoke, western suburb of Toronto, where the studio is also located.

A continuing survey is being made for Telemeter by Canadian Facts Limited. They are studying the viewing habits of those with Telemeter attachments, as well as their programming habits, age groups of those watching, and appraising the socio-economic levels of those with the sets.

Telemeter said they recognize that its operations will have a novelty value in the first six months, thus they must have a comparison in the two periods, to determine the direction of their operations.

Report 135 Films

(Continued from page 1)

scene stills around which any newspaper can build an interesting and timely feature story.

The Association plans to furnish similar stories on a regular basis to the daily press throughout the year.

Silver Dies at 67

(Continued from page 1)

an extended Florida vacation following hospitalization in Montefiore Hospital, Pittsburgh, for a heart condition.

He collapsed Friday night in the Pennsylvania Railroad Station, Pittsburgh, while enroute to New York with his wife to attend a Stanley Warner board of directors' meeting.

Silver began his show business career at Lowell, Mass. in 1916 and came to Pittsburgh in December, 1941 after working for Warner Bros. in New York, Los Angeles and Albany.

He was a past chief banker of Tent No. 1, Variety Club and chairman of the club's Camp O'Connell for 11 years.

He was national exhibitor chairman of the Will Rogers Memorial Hospital and was active in the National Conference of Christians and Jews. In addition to his wife, a daughter, Barbara, and three sisters survive.

Royalty Attends Bow

Of 'Can-Can' in London

FROM THE DAILY Bees

LONDON, March 28—“Can-Can,” in Twelv AO made its initial international debut here over the weekend at the Metropole Theatre with numerous members of royalty in the audience. "Can-Can" girls arrived in full costume, to the delight of thousands of cheering spectators and newsman.

A jeweled garter, worn by a famous London model was insured for 15,000 pounds (42,000) and was guarded more closely than the covey of distinguished diplomats.
For that "HOT" summer playing time...

The Champion Chiller of all time ...from UNIVERSAL!

starring
PETER CUSHING • FREDA JACKSON • MARTITA HUNT • YVONNE MONLAUR

Screenplay by JIMMY SANGSTER, PETER BRYAN and EDWARD PERCY • Directed by TERENCE FISHER • Produced by ANTHONY HINDS

Executive Producer MICHAEL CARRERAS • A Hammer Film Production • A Universal-International Picture
All the News That Is News

NEW YORK, U.S.A., WEDNESDAY, MARCH 30, 1960

TEN CENTS

Harling Urges 'Unremitting Warfare' On All Pay-TV at ITO Arkansas Meet

LITTLE ROCK, March 29.—Unremitting warfare on pay-TV, whether through the air or by wire, was recommended to the annual convention of the I.T.O. of Arkansas at the Marion Hotel here today by Philip F. Harling, assistant to the president of Theatre Owners of America, and chairman of ITO's anti-pay TV committee.

Harling's talk was one of the two principal addresses of the day, the other being delivered by Ray Parker, president of Missouri-Illinois Theatre Owners. The session was presided over by Mrs. Nona White, ITOA president.

To help achieve the desired aims of restraining pay TV, Harling asked exhibitors at the convention to enlist support for the bill sponsored by Rep. Oren Harris (D., Ark.) which would

Theatres Aid Downtown Business, Murphy Says

Special to THE DAILY
COLUMBUS, O., March 29.—First-run downtown theatres are of vital importance to all other businesses in the area, Frank Murphy, I.T.O.'s Central Division manager, said in a talk before the Columbus and Franklin County Motion Picture Council at the Morse-Console-Fashion department store restaurant.

He said he had heard people boast that "they hadn't been downtown in months." He added that those persons with families, friends and relatives dependent on the downtown area for their livelihood should

Wind Up Successful '60 Brotherhood Drive

The motion picture division's 1960 Brotherhood Campaign, under the chairmanship of United Artists vice president Max F. Youngstein, will be concluded tomorrow.

Youngstein reported that this year's fundraising and membership drive on behalf of the National Conference of Christians and Jews received the fullest support of exhibitors and distributors.

The Unforgiven

HHL—United Artists—Panavision

A formidable array of talent both in front of and behind the camera is responsible for this brilliant example of the cinema art. Produced by James Hill, who guided Burt Lancaster through "Trapeze" and "Sweet Smell of Success," directed by John Huston whose memorable successes include "African Queen" and "Moulin Rouge," and starring Lancaster and Audrey Hepburn with Audie Murphy, John Saxon and Charles Bickford as co-stars, the production has more than enough imposing credits to load any theatre marquee.

And there is more—a strong supporting cast headed by Lillian Gish, faultless and exciting photography by Franz Planer, and, in the area

See Early Break: Optimism Over Settlement of Strike Grows

Main Groups Meet Today; Agreement Rumor Denied

By SAMUEL D. BERNS

HOLLYWOOD, March 29.—Optimism over the outlook for a settlement of the 23-day-old Screen Actors Guild strike before the end of the week increased today as subcommittees considering special strike issues met for the second consecutive day following which further progress was reported.

Reports by the subcommittees are scheduled to be presented to a meeting of the main S.A.G.-Association of M.P. Producers negotiating committees tomorrow, and reportedly could

Home Is Youth's Guide, White House Meet Told

By E. H. KAHN

WASHINGTON, March 29.—A general feeling that mass media of all types are living up to their responsibilities and accurately reflecting today's American society was brought out at a forum on mass communications at the White House Conference on Children and Youth.

Experts on the panel—whose opin-

Roxy Theatre Closed; Demolition in 60 Days

The Roxy Theatre closed its doors last night in the same month that it opened 33 years ago.

Following last night's final performance of "The Wind Cannot Read" the famed Broadway theatre will stand for about 60 days when it will be torn down by Webb and Knapp, Inc. for a 900-room and 600-car garage addition to the Taft Hotel. Webb and Knapp purchased the theatre last month from Rockefeller Center Inc. for a reported $5,000,000.

ELEVISION TODAY—Page 6

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Special to THE DAILY

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Putnam had testified Monday that in negotiations for Warner Bros., features he had secretly planted a tape

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(Continued on page 7)
Film Newcomers at
Bow of ‘Comedy’ Here

“When Comedy Was King,” 20th Century-Fox’s omnibus presentation of the greatest names of the silent screen era, premiered last night at the newlyreburbished 68th St. Playhouse here to a bevy of today’s young film stars who came to pay homage to the famous stars of yesteryear.

Robert Youngson’s production drew 20th stars Margo Moore, who makes her debut in Mervyn LeRoy’s “Wake Up and Live,” today, and Sami Delany, a teenage idol, Fabian, Ina Balin, who stars in Mark Robson’s “From The Terrace,” John Gabriel, featured in “Story of Ruth,” Julie Newmar, starring in “The Bookie,” and many others, to the affair.

Industry notables and dignitaries from the arts converged on the Playhouse to see the film which institutes a new first-run policy at the theatre.

600 Travel Agencies
To Aid ‘Song’ Drive

Columbia Pictures has enlisted the aid of over 600 major travel agencies throughout the country to promote William Goertz’ “Song Without End,” the Story of Franz Liszt. The Franz Liszt Sesquicentennial Committee has asked the travel agencies to develop tours to “The Land of Liszt” as a highlight of the international celebration of the 150th birthday of the great 19th century virtuoso-composer, who is portrayed by Dirk Bogarde in the film.

Special Posters Planned

The cooperating travel agencies will receive special posters featuring Goerdze and co-star Capucinse, for use in windows and interior display. The “Land of Liszt” Tours and Pilgrimages are being arranged with the cooperation of the Austrian Government Tourist Bureau and are expected to continue throughout the Liszt Sesquicentennial, 1900-61.

Six Weeks for ‘Mouse’

NEW ORLEANS, March 29—Columbia Pictures “The Mouse that Roared” has just completed a six-week engagement at the Civic Theatre here which estimates the average weekly gross at $2,500. The run is the third longest in the history of the House.

Harry Lush, 69, Dead

DETROIT, March 29—Word has been received here of the death in Agua Cal., of Harry Lush, 69, retired Michigan exhibitor. He built and operated the Penn Theatre in Flint, Mich. He was a member of Variety Club of Detroit.

‘Ben-Hur’ Nears
$6,000,000 Gross

“Ben-Hur” has grossed close to $6,000,000 in less than five months, MGM reported yesterday. The film, now playing to virtual capacity in its 37 engagements, is set to open in an additional 45 cities before July 4.

Nuclear Unit Reception
At Youngstein Home

From THE DAILY Bureau

Hollywood, March 29—A reception for all sponsoring members of the Screen Committee of the National Committee for a Sane Nuclear Policy, will be held here on April 9 at the home of Max E. Youngstein, treasurer of the organization. The sponsoring committee of the group topped the 150 mark this week with the addition of Milton Berle, Grunche Marx, Red Buttons, Joanne Woodward, Jeff Chandler, Shelley Winters and Arthur Miller to the list of active members.

The group was formed some seven months ago and is backed by Ryan and Steve Allen to urge an effective permanent world-wide ban on the testing of nuclear weapons.

Set ‘Congo’ for 30
New English Theatres

Special to THE DAILY

Boston, March 29—Plans for opening "Masters of the Congo Jungle" in 30 theatres throughout the New England area, following a premiere in Boston on the night of April 6, were announced here today by Nat Weiss, 20th Century-Fox publicity manager, and Horii Stork, producer of the film.

The Boston opening will be at the Paramount Theatre for the benefit of the Peabody Museum at Harvard University. It will be backed by a New England-wide radio and TV campaign. Weiss and Stork held a press conference today at the Ritz Hotel with the Belgian Consul and his wife who will participate in the benefit.

Weiss and Stork return to New York tomorrow.

Award for ‘Flanders’

Alec Harrison, 20th Century-Fox general sales manager, yesterday received the National Achievement Award of the World-wide organization of The Boy Scouts, on behalf of "A Dog of Flanders." Presented at the Fox home office, the scroll and award lauds the film company’s policy of family entertainment and “continued vigilance for the highest possible advertising codes.”

Strike Crisis

(Continued from page 1) lead to an early or even immediate settlement of the strike.

So widespread and confident is the expectation of a breakthrough in the controversy that a report that an agreement had been reached today was immediately re-circulated by the news wire services before an official denial of the news reached the news services. For a few hours, AMPF S.A.G. and studio offices were swamped with calls, many from dictatorial points, inquiring about the reported strike settlement.

Before noon, however, Charlie Boren, head of the A.M.P.F. negotiating committee, and L. D. Dale, S.A.G. executive vice-president, took cognizance of the report and issued the following denial and clarification:

"There has not been any settlement of the S.A.G. strike against all producers of theatrical motion pictures. However, progress has been made by the negotiators in the last few days. Extensive discussions by the sub-committees of the two negotiating committees are proceeding. The meetings today have been held to work out the special technical issues. "The full negotiating committee will continue their negotiations at P.M.

Subcommittees concluded morning and afternoon sessions today without comment.

MPAA Meet Postponed

The annual meeting of the Motion Picture Association of America, scheduled for yesterday, was postponed in the face of a lack of a quorum. No new date for the meeting has been set yet.
Only 5 Days 'til OSCAR DAY
Tell your patrons and friends to tune in to NBC- TV or NBC-Radio for the biggest show of the year.

Technical Awards (Continued from page 1)

wards, (there will be no class I wards with statute this year), will be presented to: Douglas G. Shearer, M-G-M, and Robert E. Gottschalk, Panavision, Inc., for developing a system of producing and exhibiting side-film motion pictures known as Amera 65.

Wadsworth E. Pohl, William Evans, Yerner Hopf, S. E. Hove, Thomas Dixon, Stanford Research Institute and Technicolor Corp. for design and development of the Technicolor electronic printing timer.

Wadsworth E. Pohl, Jack Alfred, Henry Ives, Joseph Schmit, Paul Fasch, Al Losfist and Technicolor personnel for development and practical application of equipment for side-film printing.

Dr. Howard S. Coleman, Dr. A. rens Turner, Harold S. Schroeder, James R. Benford and Harold E. Stevens of Bausch & Lomb Optical Co. for design and development of Balcold projection mirror.


Certificates signifying honorable mention for class II1 awards will go to:

Ub Iverkes, of Walt Disney Productions, for design of an improved optical printer for special effects and matte shots.

E. L. Stones, Glen Robinson, Winfield Hubbard and Luther Newman of M-G-M constructions department, for design of multiple cable remote controlled winch.

Leonard Golos Services

Funeral services were held here yesterday at Riverside Chapel for Leonard Golos, free lance column writer for a number of major film companies.

Allied Board Resolutions Hit Trade Practices

(Continued from page 1)

protested the use of film companies of mechanical innovations such as those pictures to enlarge clearances as regards time and distance beyond any heretofore regarded as reasonable and legal regardless of intrinsic merits of the pictures. Film companies doing this旷 "clearance manipulation" were a wholesome admonition made on this very point by the Senate Select Committee on Small Business years ago.

Objectional Practices Spelled Out

Unethical exploitation practices. The board also protested methods being employed in many cases when exhibits of such pictures are advertised and exploited locally in towns and cities far removed from places of filming. Methods include these practices:

(A) Advertising that pictures will not be shown locally for a long time to come if ever.

(B) Offering tickets for sale in drug stores and bus terminals and enticing residents to travel miles to see these pictures.

(C) Urging educational, fraternal and other groups to form picture parties in remote cities. These tactics are condemned by the board as unfair and unethical. This protest was addressed both to the offending film companies and exhibitors.

The board unanimously congratulated Joseph B. Vogel, president of M-G-M upon his announcement that Ben-Hur will be made available on 35mm film in May.

[The source of the information regarding the above resolution concerning Ben-Hur was not revealed at a subsequent meeting in New York could not be reached last night for confirmation or denial.]

The board expressed hope that the Hollywood strike will end at the earliest possible time.

The following units of Allied reported increases in membership since Dec. 1, 1959. Ohio gained the most, with 52 new members. Others reporting increases were Michigan, Rocky Mountain, Iowa-Nebraska, Mid-Central and Mid-South.

The board called upon Al Myrick and Abram M. Myers to fix time and place of a summer meeting.

There was an open forum held in which information was exchanged on business conditions. A solemn moment was called in remembrance of departed member Ben Shore and Floyd Price at which time Myers gave a short eulogy.

No Further Defections From Allied Foreseen

CHICAGO, March 26. - While there was nothing to indicate that Allied States board of directors meeting here yesterday and today had come up with any formula likely to bring Allied M.F.T.O. of Western Pennsylvania into the 1962 convention of Allied's Motion Picture Investors, and of that organization. The board thanked Truek, Rimbach, chairman of Allied's Emergency Defense Committee, for his work in preparing and distributing weekly bulletins discussing exhibition problems. The bulletins will be continued, but incorporating suggestions to be made by the board.

White House Meet (Continued from page 1)

ions will shape the findings and recommendations of the committees—seemed generally agreed that responsibility for the molder of the young lies with the family.

An 12-year-old Ohioan, Eva H. Grant, editor, National Parent-Teacher, who excoriated TV programming and proudly threw TV shows.

The "euphoria" of TV, the movies, books and magazines "is not in their content, according to Rabbi Bernard Miehle, provost of the Jewish Theological Seminary, New York. All mass media, he said, "are faced with the challenge that confronts all of American life, namely resisting the idolatry that permeates our society."

Much the same views were stated also by L. Keith Tyler, director of the Ohio State University Institute for Education by Radio and Televisi

on the whole the group discussion of the effect of TV programming was focused on the fact that it was the home, and the guidance received (or missing) at home that set up the forces which might be triggered in the young person who "goes wrong."

No facts whatsoever were presented to back the notion that movies or other mass media were in a position to influence individuals wrongly if these people did not already have planted within themselves the seeds of deviation from accepted behavior.

Pay Bill Amended, Sons Benefit to Industry

Special to THE DAILY

ALBANY, N.Y., March 29.—Thirty-odd amendments were made today to the Assembly Rules Committee bill providing for a minimum state-wide pay of one dollar an hour, effective Oct. 1. A quick look did not seem to indicate that motion picture theatre employees would be exempted from the measure's terms.

The bill retained its place on the third reading calendar.
UNIVERSAL announces the stars

DORIS DAY - REX

JOHN GAVIN

from the beginning
HARRISON

MYRNA LOY

in a Ross Hunter-Arwin Production

“MIDNIGHT LACE” in Eastman Color

Produced by Ross Hunter and Martin Melcher
Directed by David Miller - Screenplay by Ben Roberts and Ivan Goff
Universal-International Release
Crowds gathered early to watch the sparkling celebration for 20th's "When Comedy Was King." Stars and notables arrived in vintage autos to pay tribute to the screen sensations of another era. Silent film greats mingled with the young stars of today at the event.

The Keystone Kop is flanked by beautiful Fox stars, Margo Moore (left) who makes her screen debut in Mervyn LeRoy's "Wake Me When It's Over," and Ina Balin, one of the stars of "From the Terrace."

Handsome John Gabriel, one of the stars of "The Story of Ruth," and voluptuous Julie Newmar, starring in 20th's "The Rookie," received appreciative applause from the crowd.

Pretty as a picture, Carol Lynley arrives for the festivities. Carol was one of the stars of Jerry Wald's "Hound Dog Man."

Twentieth-Fox vice-president Charles Einfeld greets teen-age Fabian, who stars in "High Time," with Bing Crosby. Fabian's lovely date is Joan Wynne.

Carmel Myers, charming as ever, was pleased at the ovation given by the throngs at the premiere.

Broadway and TV stars Peter Lind Hayes and Mary Healy present their tickets of admission to the Keystone Kop.
Both Parties Agree
Minimum Wage Bill Is Passed
By Assembly
Provides for $1 Per Hour Pay-Floor, Effective Oct. 1

Special to THE DAILY
ALBANY, N.Y., March 30. — The assembly passed today, by a one-sided majority, a Rules Committee bill prescribing a state minimum wage of one dollar an hour, effective Oct. 1. Governor Nelson Rockefeller advocates this minimum rate.

Director though favoring a $1.25 minimum, joined with Republicans in voting for the 222-page measure. A note to the bill stated that former Article 19 of the Labor Law is repealed by it. The old article pros
(Continued on page 4)

Duffy in Final Effort
For Classification Bill

Special to THE DAILY
ALBANY, N.Y., March 30. — Sen. Thomas A. Duffy, Long Island City Democrat, said late this afternoon that he was trying to have the companion Assembly-approved Younglove film classification bill reported by the Senate Rules Committee. It "could" come out, although Senator Duffy was not certain. There would be time for a floor vote before adjournment—scheduled for Thursday.

Senator Duffy's measure remained
(Continued on page 4)

Films Draw Support
At White House Meet

By E. H. KAHN
WASHINGTON, March 30. — The "Films and Plays" workshop of the White House Conference on Children and Youth today took an apparently sympathetic attitude toward the motion picture industry. It was clear that participants agreed that the industry had faults—but it was also clear that more fire is to be directed
(Continue on page 2)

TELEVISION TODAY—page 4

Predict "Oscar" TV Audience Monday
To Set New Mark on Basis of Publicity

The audience for the Academy Awards telecast Monday night should set another new high record on the basis of the number of tear-sheets of promotion activity received at the Compo office here. Charles E. McCarthy, executive secretary of Compo, said both exhibitor participation and newspaper cooperation in "Guess The Winners" contests are larger this year than ever before.

Four automobiles, all-expense trips to the Kentucky Derby and several resort centers, TV sets, electrical appliances, record albums and cash awards are among the thousands of gifts being offered as prizes to the winners of these contests throughout the country. Hundreds of theatre
(Continued on page 3)

Admit Right to Break Up
TV Film Packages Given

Two government witnesses called in New York Federal Court yesterday to testify against film and television companies charged with "block-booking" admitted during cross-examination that Screen Gems, C & C Super Corp., and Associated Artists Productions were willing to break up film packages for sale to TV stations.

Morton Greiner of KMBC-TV, Kan.
(Continued on page 4)

Brandeis Will Honor
Benjamin at Dinner

Robert S. Benjamin, United Artists board chairman, will be honored by Brandeis University and leaders of the motion picture industry at a dinner in the Sert Room of the Waldorf Astoria in Tuesday, June 7. Funds
(Continued on page 3)

Lawrence, Mass. Theatres Agree Not to Book
Objectionable Films After Meet With Mayor

Special to THE DAILY
LAWRENCE, Mass., March 30.—Theatre owners and managers here agreed not to book "sex" and "nudist" films in the city at a meeting with the mayor and other civic officials.

A conference with the exhibitors was called by Mayor John Buckley following an increasing number of complaints from citizens on the type of films being shown at one theatre in particular. The discussion, with representatives of the six local theatres was described as "extremely friendly" and the agreement not to play the objectionable films was the result.

Also attending the meeting in the mayor's office were Vincent Foley, commissioner of public safety, and Charles Hart, chief of police.

Record Gross
AB-PT '59 Net
Reported at
$7,967,000

Goldenson Says Theatre Division Profit Improves

Although no breakdown is provided in American Broadcasting-Paramount Theatres' annual report, the company's theatre operations contributed importantly to the record high gross income and 46 per cent increase in net earnings in 1959. AB-PT's net of $7,967,000, or $1.87 a share, was the highest since 1955, and compared with $5,344,000, or $1.21 a share, in the preceding year. The gross income was $287,957,000, an
(Continued on page 5)

Baltimore Committee
To Meet on Film Ads

Special to THE DAILY
BALTIMORE, March 30.—The Mayor's Committee on Decency, an organization originating with the city's former administration, will hold a meeting Monday, April 4, in City Hall to discuss methods to help control objectionable literature and advertising.

Motion picture ads are expected to be one of the topics during the meeting. Margaret M. Dudley is chairman.

Continental, Madera
To Co-Produce Film

Continental Distributing, Inc. will co-produce its first domestic feature, "Angel Baby," with Madera Productions, it was announced by Irving Wormser, president of Continental, and T. F. Woods of Madera, having
(Continued on page 2)
‘Comedy’ Rocks N.Y. at Radiant Celebrity Debut

Crowds gathered early to watch the sparkling celebration for 20th’s “When Comedy Was King.” Stars and notables arrived in vintage autos to pay tribute to the screen sensations of another era. Silent film greats mingled with the young stars of today at the event.

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Morton Greiner of KMBC-TV, Kansas City.

Bruce Young Elected I.T.O. of Ark. President

Special to THE DAILY
LITTLE ROCK, March 30.—Bruce Young of Pine Bluff, Ark., was elected president of the Independent Theatre Owners of Arkansas at the closing session of the organization’s two-day annual convention at the Marion Hotel here today. Young succeeds Miss Nona White of this city, who was named as re-elected vice-president.

Brandes Will Honor Benjamin at Dinner

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Also attending the meeting in the mayor’s office were Vincent Foley, commissioner of public safety, and Charles Hart, chief of police.
Washington Youth Meeting

(Continued from page 1)

at TV than at movies. Yet, it is understood that another panel in the conference will propose that pay-TV be investigated as a possibly fruitful method of improving the programming available on the American Broadcasting Co. Picture Code and the Advertising Code with the objective of providing the best guidance possible in the sincere treatment of the moral elements of the motion picture.

The group also suggests the creation of a cabinet-rank Department of Culture and Fine Arts. It would be for the responsible representatives of the various arts to work together in determining the policies of the nation and our world in cultural relations. There is no final answer to the question of the influence of media upon children. He conceded that the primary responsibility is with the home, but asserted that we do not know how at all or what extent that responsibility is being handled at home.

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Continental Deal

(Continued from page 1)
signed with the Screen Actors Guild, the West Coast independent organization will start shooting the picture in Los Angeles, some time early in April.

Major roles have been assigned to George Hamilton, Mercedes McCambridge, and Roseanne, all well-known television actresses. The title role has not, however, been announced.

Hubert Combsfield will direct.

'Sword' $132,000 in L. A.: May Top 'Rodan'

Valiant Films' "The Sword and the Cross" hit a top gross of $132,000 for the first five days of a Los Angeles engagement. The premier was announced here by Arthur Sandson, vice-president and general sales manager. The gross indicates a far greater potential than even "Rodan," which would make it "the biggest grosser we've ever had," he added. These figures were especially good in light of the rain that blanketed the Los Angeles area over the weekend.

Charge W. Hartford Film Man with Infringement

Special to THE DAILY

HARTFORD, March 30—Clarence B. Kent of Royce Bros. Ltd., West Hartford, will be summoned on April 11 to answer a six-count information charging him with illegally renting out copies of five motion pictures.

The films involved are "Pete Kelly's Blues," "Beau Brummel," "Broken Lance," "The Charge at Feather River" and "War Drums.""Applications Arrow Films Operates Arrow Films

Kantorowitz, who operates under the firm name of Arrow Films, is charged with copyright infringements following an F.B.I. investigation begun last August with the arrest of a Chicago tavern owner who claimed he rented the prints of the films for tavern showings at $10 a night, according to the records of the F.B.I.

Anna Bros., United Artists, 20th-Fox and Loew's, Inc. (M-G-M) were named in the Federal court charges as the legal defendants.

1st 3 'Hound' Cartoons

Due Here by April 10

By SAUL OSTROVE

The first three "Hound for Hound" cartoons to be produced by Cinematic Corporation International will be completed in Yugoslavia and ready for examination by American motion-picture critics and television network men by April 10, Arthur Epsteiin, president of Cinematic, said here yesterday.

Epstein and writer-producer P. Davis, who will depart at the weekend for another production trip to Zagreb Film Studios in Zagreb, said the active cycle of the "Hound for Hound" cartoon series will be shown in theaters throughout Europe. The six-to-seven minute films are now being dubbed in Italian, French, Spanish and German. Davis, vice-president of the corporation, said all 39 cartoon completed are in Eastman color and utilize full backgrounds.

He also said that plans have been drawn up to employ a new network television show of three of the same cartoon series, consisting of three-minute programs. The plan is to use 100 motion pictures at a cost far below those on foreign distribution for June 15.

Both executives emphasized the "adult concept" of the series. The said they are assured of enthusiastic reaction from all age groups, because each story has a moral. What ever violence must be used will be justified, they added.

'Can-Can' Advance in Toronto Sets Record

Special to THE DAILY

TORONTO, March 30, "Can-Can," in Todd-AO premiered tonight at the ABC Theatre here. At box office closing time it had amassed over $27,000 in advance sales, a new record for any motion picture in Canada.

A special preview was held last night for Variety Clubs where $7,109 was grossed.

At the premiere, held under the auspices of the Island Yacht Club newscast, live TV and radio coverage "caught" arriving dignitaries and celebrities. Among the airwaves was the Canadian Broadcasting Sys tem, and stations CKY and CHUM.

Denver 'Can-Can' Benefici

DENVER, March 30--Boy's Town of Colorado is the premiere location of "Can-Can," in Todd-AO the night of April 14, at the Alladin Theatre here. The benefit event will be headed by Colorado's former governor E. H. Hughes. The proceeds of "Can-Can" will be donated to the society.

Note: This article was written by the Denver Post and appeared in the March 30, 1956 issue. The information provided is a summary of the article's content and does not include the full text of the article. For more information, please refer to the original article.
**Strike Meet**

(Continued from page 1)

...production community has been hopeful that an agreement on the issues which would permit day-to-day scaling of the strike can be reached at the full committee meeting or an early extension thereof.

Settlement terms, subject to last minute revision, are expected to fall within the close realm of the following figures:

1. A lump sum of approximately $500,000 will be paid into a pension fund and for the actors in lieu of any residual interest in post-1948 films sold to television.

2. The striking will receive six percent after deduction of 40 percent distribution fee, or 3.6 percent of the producers' gross on all feature films made after 1960 sold to television.

3. Payment by producers of 5 percent of an individual actor's salary up to $100,000 on each picture into a jointly administered health and welfare and pension fund on all films made after January, 1960.

4. Higher minimum wage increase from $90 to $100 per week for play staff and from $300 to $350 to free-lance players on a weekly basis.

The exact figures should be reached before the end of week.

**Johnston Will Present Foreign-Tongue Award**

(Continued from page 1)

HOLLYWOOD, March 30. — Eric Johnston, president of the Motion Picture Association of America, will present the foreign language film award at the 32nd annual "Oscar" show on Monday night, B. B. Kahane, president of the Academy announced today.

**Solow Coming East**

HOLLYWOOD, March 30. — Sidney Solow, vice-president and general manager of Consolidated Film Industries and director of Republic Pictures Corp., will leave here Friday or New York to attend the board of directors meeting as a newly appointed member of the Republic board and consult with Ted Hirsch, Republic co-president and manager of Consolidated's eastern division.

**Register MGM Names**

ALBANY, N.Y., March 30.—Loew's Inc., a Richer corporation, has changed its name to Metro-Goldwyn-Mayer, Inc., and the new name will be used. The company, a M.G.M.-Loew's and Associated Pictures Corp., will be known as Metro-Goldwyn-Mayer, Inc., a new company owned by the Richer group. The Richer group, including the late Louis B. Mayer, will be represented on the board of directors, and the name change will take effect immediately.

**Another HOT one for summer from UNIVERSAL!**

**Cite Benjamin**

(Continued from page 1)

The dinner will be held on the University's campus in the evening of the dinner.

Will Aid Scholarship Program

The dinner will be attended by members of the entertainment, education, government and diplomatic fields, will spotlight Brandeis University's Wien International Scholarship Program. Under this grant, the University each year offers scholarships to outstanding foreign students, setting up a program of international student exchange.

**TV Featurette Will Ping 'Mountain Road'**

A special TV featurette has been made for William Goetz' "The Mountain Road," a Columbia Pictures release. By Globe Video Films, Globe will distribute the film to TV stations nationally.

The film shows how the production unit built an authentic Chinese village out of the Arizona desert and how they destroyed it on cue for the drama.

**Only 4 Days 'til OSCAR DAY**

Tell your patrons and friends to tune in to NBC-TV or NBC-Radio for the biggest show of the year.

**Van Lines and MGM in Tie-Up for 'Daisies'**

Exploitation plans between North American Van Lines and Metro-Goldwyn-Mayer's "Please Don't Eat the Daisies" have been completed and the Lines, which appear in the film, will promote the production during its run over the RKO circuit.

North American Van Line trucks will be equipped with banners on both sides carrying a "Please Don't Eat the Daisies" credit. Window displays and counter cards will be featured in all of the key offices across the country. Additionally, North American is including "Daisies" credit in its nationally-sponsored television shows.
Networks Launch Drive To Raise RFE Funds


Broadcasting personnel at network and independent stations throughout the United States via its special closed-circuit, videotaped television heard McGannon, W. B. Murphy, Goldenson, Sarnoff, Stanton, Howard K. Smith, Arlene Francis, Martin Block and Joseph Kozawa. Former mayor of Budapest, kick off a nationwide campaign to stimulate public awareness and interest in Radio Free Europe as a "vital and continuing force for freedom and truth."

Officially, the broadcasting industry's campaign for RFE funds runs from April 8 to May 8. The goal of the broadcasters is to raise $10,000,000.

NBC Films to Reinstate N. Y. Station Letters

The National Broadcasting Company has filed an application with the Federal Communications Commission asking for reinstatement of its call letters WBNC, WNBM-FM and WNMC-TV for its New York radio and television stations, it was announced by William N. Davidson, NBC vice president and general manager of the company's New York stations. "We feel that the proposed call letters better identify NBC's flagship station in New York."

Classification Bill

(Continued from page 1) "starred" on the third reading calendar. Dully is a member of the Joint Legislation Committee on Obscene and Obscene Material, which drafted the bill.

Meanwhile, it was learned the Citizens Union "strongly supported" the Younglove act. In a sheet distributed to legislators, the New York organization listed the bill with the symbol "0-2." This means "strongly opposed."

Observers believed the stand of the Citizens Union may have influenced some Senators in their opposition. The union is thought to have little influence with certain senators, including some from New York City. The opposition in the upper house and in the House rules reportedly has not been confined to Greater New York members.

The late introduction of the measure—on Feb. 23—and the delay encountered because of the necessity for re-printing, due to the inadvertent inclusion of "sacriligious" as a ground for licensing rejection by the State Education Department's motion picture division, contributed to the present senate situation, an informed source stated.

Savarese Bill to Governor

Meanwhile, the Savarese film-li- cense-fees-reduction bill will be among the Senate group of bills to be sent to Gov- ernor Nelson Rockefeller. The measure, strongly supported by industry organizations, had not reached the Governor's office up to late Tuesday night. It passed the Assembly March 16; the Senate March 23.

"Thirty-day bills" are measures on which the Governor has that period to sign or veto following adjournment of the legislature. The Savarese act would increase

Wage-Floor-Bill Critic

Tangles with Roosevelt

From THE DAILY Bureau

WASHINGTON, March 30.—Rep. James Roosevelt (D., Calif.), an opponent of his broad-gauged minimum wage bill got into a short but sharp controversy over the extent of his measure in coming before a House labor subcommittee.

The Congressman challenged Ber- nard A. Estes, spokesman for the National Editorial Association, an or- ganization of publishers, newspapers, and others, to shun the paper. Roosevelt saying that "false propaganda used over and over again" gets him to "point of complete exaggeration," declared the Esters' contention that his measure would bring newboys under the wage-hour act simply was not true. The bill would modify the present exemption, but not eliminate it.

No date has as yet been set for hearing witnesses from the motion picture industry. The subcommittee's schedule is crowded now, and the Easter recess soon will force an interruption to the hearings. In view of this, motion picture witnesses are not likely to appear until the latter part of April or early in May.

Pass Pay Bill

(Continued from page 1) voted for the establishment of minimum wages for women and minor through the pay bill procedure.

The amusement and recreation industry is presently included among those for which wage orders have been commenced. As of March 1, minimum of $1 an hour was made effective for all motion picture there employees, except ushers, ramb- attendants, and several other minor classifications.

Men are currently covered by the minimum rates, by virtue of the supplementary provisions of Section 463.

The new Article 19 proposed by the bill which the Assembly adopted to day would apply to all employees is the state, with certain exceptions. To latter do not seem to include motion picture theatre workers.

TV Film Packages

(Continued from page 1) Esca city, told Judge Archie O. Dawson that after he purchased C an AKO package consisting of 41 films, he was allowed to exercise an option and purchase 297 pictures from the same package.

Martin F. Mernol of WARM-TV Scranton, Pa., admitted that after he offered to pay Screen Gems a premium of $1,000,000, if they would break up with illegal "block-booking" films to TV stations.

To Honor Andersen, 'Snow Queen' Author

Civic officials around the country as well as libraries, schools, educa- tional associations and other culture groups are expected to participate in special ceremonies on Saturday mark- ing the 150th anniversary of the birth of Hans Christian Andersen-Danish author whose "The Snow Queen" is being released in a full-length animated version by Universal International at Easter.

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AB-PT ’59 Net Profit Reported at $7,967,000

(Continued from page 1)

increase of $43,130,000 over the $244,-

$21,000 in 1958.

Leonard Goldenson, AB-PT presi-
dent, reported that income from the
company’s 498 theaters amounted to
$91,130,000, which he said compared favorably with the $94,250,000 in
1958, considering the one less week’s
business in the 1959 fiscal year and the
two theaters that were operated.
He said 13 marginal theatre prop-
erties were disposed of last year, and one theater was acquired. Divestment
of unprofitable theaters will be con-
tinued.

Cites Improvement over 1958

“There was a much firmer tone to
the motion picture business in 1959
than in the previous year,” Goldenson
said. “Our theatre earnings were high-

er than those of 1958, which reflected
not only a better supply of quality
pictures but also a reduction in costs
of operation and the divestment of
unprofitable properties.

“The most significant factor in
theater business is the supply of qual-
ity motion pictures. Good pictures re-
tain a magnetism as public attractions.
While the movie-going public is
more selective than it was in previous
years, it continues to attend motion
picture theaters in substantial num-
bers to see films of its choice. Produc-
tion companies have concentrated
their efforts in making fewer and bet-
ter pictures and this has resulted in
a greater number of larger grossing
pictures than was true in prior periods
in the past decade.”

New Equipment Being Installed
Goldenson also reported that a
number of the company’s theaters are
being equipped with 70mm “to ac-


Foreign ‘Oscar’ Group

Welcome in Hollywood

From THB DAILY Variety

HOLLYWOOD, March 30. — Rep-
resentatives of the five films nominated
for foreign language film award of
32nd annual academy awards have ar-
tived here as guests of the Academy.

Guests and films they represent are
Mogens Skot-Hansen, “Paw,” Den-
mark, accompanied by Astrid Hen-
ning-Jensen, director; Sacha Gordin,
“Black Orpheus,” France; Dr. Hor-
mann Schwerin, “The Bridge,” Ger-
many; Dino de Laurentis, “The
Great War,” Italy; Steven Barnstijn,
“The Village on the River,” the
Netherlands.

Members of the Academy’s foreign
language film committee, chaired
by Luigi Larussi, will host the
group during its stay at the Beverly
Hills Hotel.

MRVYN LEROY
"WAKE ME WHEN IT'S OVER"

JERRY WALD
”SONS AND LOVERS"

ROBERT LIPPERT
"DOG OF FLANDERS"

ATTENTION:

JACK CUMMINGS
"CAN—CAN"

DARYL F. ZANUCK
"CRACK IN THE MIRROR"

ROBERT RADNITZ
"WILDFIRE"

HENRI STORCK
"MASTERS OF CONGO JUNGLE"

Robert Youngson
"WHEN COMEDY WAS KING"

ATTENTION:

GEORGE SKOURAS
RIVOLI THEATRE

WALTER READE, JR.
OMIILE AND BARONET THEATRES

EDWARD L. HYMAN
PARAMOUNT THEATRE

LEO BRECHER
58th ST. PLAYHOUSE

Unless 20th Century-Fox agrees to

settle its carriage agreement with the
homeoffice advertising and public-
ity employees, the Screen Publicists
Club will have no alternative but to

take action against your pictures and
your theatres beginning

Monday, April 11th, when its contract with 20th has

expired.

PLEASE USE YOUR INFLUENCE TO HELP US AVOID THIS

NEEDED TRAGEDY IN THE MOTION PICTURE INDUSTRY.

SCREEN PUBLICISTS GUILD — DISTRICT 65, RWDSU, AFL-CIO
performances by: MARLON BRANDO and JOANNE WOODWARD the words by: TENNESSEE WILLIAMS "THE FUGITIVE KIND" ...and now the screen is struck by lightning!