CinemaScope 55 to Be Demonstrated In 59 Major Cities

A world-wide program introducing 20th Century-Fox's new CinemaScope 55 will commence with a series of exhibitor and press demonstrations of the process in 59 major cities of the United States starting on Jan. 23, it was announced over the weekend.

The enhanced CinemaScope system, to be introduced with the filming of Rodgers & Hammerstein's musical, "Carousel," will be demonstrated between Jan. 23 and Feb. 21 to some 200,000 opinion makers at special morning showings in leading theatres in each of the 59 cities.

Invited with exhibitors and representatives of the general and film industry press to one-hour showings of scenes from Rodgers & Hammerstein's "Carousel" and "The King and I" will be TV and radio executives, editors of technical magazines and (Continued on page 6)

Winikus to Move To Europe for UA

Frank Winikus, executive assistant to Max Youngstein, vice-president of United Artists, will move to Paris on a permanent assignment in the Spring. Winikus and Youngstein will go to Europe for a six-week survey trip on Jan. 10. Shortly after his return to New York, Winikus is slated to move to Europe.

Under the setup, Winikus will be (Continued on page 6)

Television Today

IN THIS ISSUE

→ Top executives of four of the television industry's major corporations have a word or two to say about the year now stretching so long before us.

→ Television Today's Hollywood man has a talk with Rod Serling of the fabulous film contract. Several blocks away, Robert Welch discusses NBC-TV's forthcoming New Comedy Hour.

→ Names Making News in Television Today.

RKO to Advertise Show-Time Start

RKO Theatres tomorrow will begin to include in all New York City advertising the starting time of every performance in its metropolitan circuit houses. In addition, on weekday nights, show schedules will be arranged in order to start the final performance at approximately 9:30 P.M. in order to let patrons out of the theatre not much later than 11:30 P.M. On weekends, the customary late shows will be continued.

The changes, according to Harry Mandel, RKO Theatres advertising-publicity director, are designed to meet frequently heard complaints of difficultly encountered in determining the starting time of shows and of the late hour at which some performances end on weekday nights.

The new policy starts with the (Continued on page 9)
Personal Mention

WALTER LOWENDAHL, executive vice-president of Transfilm and president of the New York Film Producers Association, left here over the weekend for Amsterdam, Holland.

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising and publicity, became a grandfather again. His daughter, Mrs. Marvin Pressky, on Wednesday, gave birth to a son, Peter Daniel, at University Hospital, Philadelphia.

THOMAS GERREY, Universal Pictures assistant insurance manager, will be installed as master of Winyah Lodge No. 866, F. & A. M. at the Polkman, N. Y., Masonic Temple this evening.

MELVIN HAYMAN, of MGM’s publicity department, has announced the engagement of his daughter, MYRNA JEAN, to ROBERT LEONARD GREENHALL of East Orange, N. J.

JACK H. LEVIN, president of Certifilts Reports, is in Atlanta from New York.

GEORGE E. LANDERS, Hartford division manager for E. M. Loew Theatres, has returned here from Boston.

EDWIN KNOPF, M-G-M producer, and his wife, will arrive here today from the Coast.

Rites for Kreier

Funeral services for the late Robert A. Kreier, who was managing director of 20th Century-Fox interests in Germany, will take place at St. Mary’s Church, Greenwich, Conn., on Saturday morning, at 11 o’clock. The body will be in repose at the Frank Reilly Funeral parlor, Greenwich, Thursday and Friday.

Videoscope Price

Walter Futter, president of Videoscope, advises, that due to an unfortunate error, the new price of Videoscope 35mm amorphous magnetic was incorrectly printed in recent advertising. The correct price to theatres is $2.95 per pair.

$1.40 for ‘Guys’

HARTFORD, Jan. 2—The 1,200-seat Parsons, playing Connecticut premiere of “Guys and Dolls,” Samuel Goldwyn release via MCM, is charging $1.40 as top admission.

Previews

(Continued from page 1)

been selected for the “Anything Goes” special preview in New York City, to which trade personnel were invited. Paramount has contracted to take over the entire theater, as well as a selected theater in each of the other branch cities, for the special preview showings.

Balaban to Attend

The New York showing on Jan. 13 also will be attended by many leading figures of the entertainment world, as well as a large group of home office executives headed by Barney Balaban, company president.

Paramount division and branch managers will be hosts to the theatre men from their respective marketing areas at the special screenings in the other branch cities. The screenings will signal the commencement of the maximum penetration promotional campaign on “Anything Goes.” Paramount has set up simultaneous national and local levels. The picture was produced in VistaVision and Technicolor.

The following theaters have been selected for the exhibitor-prestige special previews:

Des Moines, Des Moines; Denham, Denver; Criterion, Oklahoma City; Fox, St. Louis; Capital, Baltimore; Press, Philadelphia; Orpheum, Omaha; Saenger, New Orleans; Imperial, Charlotte; Florida; Jacksonville; Strand, Memphis.

At Wilters in Los Angeles

Also, Palace, Dallas; Oak Park, Kansas City; Garden Hills, Atlanta; Wilters, Los Angeles; Paramount, Portland; Fifth Avenue, Seattle; Paramount, San Francisco.

Also, Strand, Albany: Metropolitan, Boston; Paramount, Buffalo; Paramount, New Haven; Tower, Philadelphia; Loew’s Palace, Washington; Loew’s Correct, Pittsburgh; Stillman, Cleveland; Albee, Cincinnati; Michigan, Detroit; Indiana, Indianapolis; Town, Milwaukee, and Radio City, Minneapolis.

Chicago Tribune' Hits All-Time Record

For Amusement Ads in Holiday Issues

FROM THE DAILY BUREAU

CHICAGO, Jan. 2—Amusement advertising hit an all time high in the 1955 holiday edition of the Chicago “Tribune” which carried more than 11,000 lines, the largest volume of amusement advertising to appear in a single issue, the newspaper’s promotional department announced.

The heavy lines, according to the Tribune,” seems to show that people just don’t stay home the way they used to during the Christmas holidays. More and more families seek entertainment outside of their own homes.”

The record volume included a full color page announcing the opening of the Hollywood Ice Review, a full page ad for M-G-M’s “Silk Tomy Tomorrow” at the United Artists Theatre and copy for night clubs, concerts, ballet and other amusements.

AA’s Drive

(Continued from page 1)

blat was witnessed by each of its 31 domestic exchanges, starting early next week, for on-the-spot discussions with branch personnel implementing March of Progress plans outlined by Goldin.

Participating in the prizes will be division managers E. L. Goldhammer, Eastern; Nat Nathanson, Midwest; James A. Picharo, South and Harold Wirthwein, Western, as well as all AA branch personnel.

The March of Progress will be spearheaded by the national release of “Invaders from the Gymnopede” ColorScope and Technicolor production starring Fred MacMurray, Dorothy Malone and Walter Brennan, and which will be launched with a key city tour by MacMurray and June Haver, his wife, starting in Chicago on Jan. 9. In addition to “At Gymnopede” the drive will be highlighted by “Invasion of the Body Snatchers,” “Crime in the Streets,” “The First Texan,” “The Come,” “World Without End,” “Thunderstorm,” “The Four Seasons,” “Mother’s Stocking,” “Screaming Eagles” and “Shack Out on 101.”
Most of Them Stayed Open

Theatres in Northern Cal. Survive Floods and Storm

Special to THE DAILY

SAN FRANCISCO, Jan. 2.—Despite a deluge of rain and rampaging flood waters, most of Northern California theatres remained open for the holidays. The storm caused only negligible damage. Theatre executives reported that their buildings were getting in touch with managers of the circuit houses.

With the exception of the Great in Redwood City, owned by Fox West Coast of the Northern California division had been able to change their bills.

Two Forced to Close

Two T&D theatres closer to the rampaging Truckee river had been forced to close. Fox West Coast theatres in Burlingame and San Mateo closed for a day or two in order that roofs might be repaired. Booker Pete Myers, that flood-stricken houses in Vista, Salinas and Watsonville continued operations.

George M. Mann, operator of the 30-theatre Redwood chain, for several days lost control with NTA's three houses in Eureka, three in Klamath Falls, Ore., and theatres at Ukiah and Arcata. He said that all his theatres are now okay and operating. Mann solved the problem of shipping films to his three Eureka houses by flying in with phone equipment and disaster relief officials.

Drive-in Flooded

Nate Blumenfeld reports that his Napa drive-in is flooded out of operation. Blumenfeld drive-ins at Sacramento and San Rafael were damaged but are now back in operation. The film's hardtops were not damaged.

San Francisco theatres were affected and there was a drop in grosses. Small leaks were reported at the Orpheum, Vogue and Rio. Neighboring houses in San Francisco took the brunt of the storm but came through with little business lost.

Holidays Perk up Omaha
Theatres; Dolls Very Strong

OMAHA, Jan. 2.—Boxoffice business, in a tremendous spurt here the first three weeks of December, perked up considerably during the holiday week as good weather and three strong entries brought out SBO throngs.

"Guys and Dolls" mounted strongly at Ralph Goldberg's flagship, the State, and was heading for a record-breaking $40,000 for the 800-seat house, with prices $1.25 and $1.50.

"Mitchell," "A & M Strong

"Artists and Models" had a strong $16,000 at the 2,900-seat Orpheum and "Court-Martial of Billy Mitchell" was a brisk $10,000 at the 1,000-seat Brandeis. Only fakirish figures in the $6,500 at the 2,000-seat Omaha for "A Lawless Street."

Seven Rated Class B As Legion Reviews 19

Seven films have been placed in the Class B sector list at Forest Lawn Cemetery for Ralph Like, 65, former producer and founder of the Charles Bay studios, which are now owned by Allied Artists, who died here last week. Like is survived by his widow.

Nat'l Teliefim Adds 'Intermezzo' to List

National Teliefim Associates, Inc., added 11 films to its David O. Selznick package through the purchase of "Intermezzo," starring Ingrid Bergman and Leslie Howard, it was announced by Oliver A. Unger, NTA executive vice president, and Frank I. Davis, Jr., president of the Selznick Company.


Grainger to Return To Own Production

HOLLYWOOD, Jan. 2.—Edmund Grainger plans to put the first of his own Edmund Grainger Productions for 1956 into production immediately upon the completion of "Every Mother Should Be Married," which he'll make for RKO with Eddie Fisher and Debbie Reynolds as co-stars. The producer has four properties in the initial stages of preparation.

More Progress

Aboaf Predicts Big Overseas Year for 'U'

By LESTER DINOFF

A continuation of substantial progress in the foreign market was forecast here at the weekend by Americo Aboaf, vice-president and general manager for OverseasInternational Films, Inc., who reported that his company "would have another happy new year" primarily due to the irrefutable product "which satisfies the greatest number of motion picture exhibitors in countries abroad."

Recently returned from a six-week tour of Europe, Aboaf stated that Universal-International would score in the expansion and progress in that market because of its varied line-up of product, its utilization of top foreign talents and faces in films, and by putting as much money as possible on the screen.

Feels Progress Assured

"I have come back from Europe with a clear feeling that we will continue to make substantial progress," Aboaf said.

On the whole, the U-I executive stated, American motion pictures are very much in demand in the foreign market. "We are sharing in the rapid progress of expansion in Europe and now we must put more attention on the development of the Far East and South American markets," Aboaf said.

Aboaf said that the biggest and most rapid growth could be found in Germany, where theatre construction is "booming." He said that in general, European construction of new theatres is always going on. He said that in Italy the construction of theatres has more than doubled during the past few years.

Predicts Standardization

Aboaf also stated that many big theatres have installed stereophonic sound equipment and that a standardization in motion picture sound will soon take place as technological developments, such as dual magnetic-optical prints devised by the industry's research organizations, are further advanced.

In discussing the Motion Picture Export Association's attempt to formulate a global license plan, Aboaf said that it is his hope that something could be worked out within the industry and not have an outside party step in and set the import quotas, as happened in Japan.
you'll be blowing the loudest horn in town with this

itches will have you in stitches!

20th Century-Fox presents

Tom Ewell • Sheree

THE LIEUTENANT WOES

COLOR by DE LUXE CINEMASCOPE

co-starring RITA MORENO with RICK JASON • Produced by BUDDY ADLER • Directed by FRAS
North SKIRTS

Script by ALBERT BEICH and FRANK TASHLIN

Story by ALBERT BEICH
Columbia

(Continued from page 1)
our title to the pictures and to all residual rights.

"It does, however, take cognizance of the changing character of our business and the need for all companies to remain fluid and flexible," the statement went on. As a matter of good business judgment, our management has decided that it wants to study at first hand the potential of the television market as it relates to feature pictures which have already been released theatrically and are now dormant in a so-called 'backlog.'

Sees Expansion Accelerated

"This move will also provide us with additional working capital for expanded theatrical production programs in which we are now engaged and which will be further accelerated in the years to come." The statement concluded.

Columbia or Screen Gems officials could not be reached at the weekend for further elaboration. According to unconfirmed reports, however, most, if not all the pictures involved in the group were made prior to August, 1948, the cut-off date of various guilds in determining fees for pictures sold to TV.

Say Major Studios

Seek TV Co. Backlog

Hollywood, Jan. 2.—Negotiations for the sale of Four Star Productions TV film library for a reported $2,000,000 has been confirmed by one of the unidentified bidders here. The unidentified bidders are said to be two major theatrical film studios, television, networks and television film distributing companies.

Commenting on the projected deal, acting company president William A. Crulishank said it was a question of whether the stockholders will profit most from an assured price now, or from securing out returns through sales on a syndicated basis over the future years.

Winickus to Europe

(Continued from page 1)
active in all phases of publicity, possibly concentrating on personalities. It is understood that Ben Halpern, recently appointed to a top publicity-advertising-exploitation post for UA in Europe, will devote most of his time to exploitation for the foreign department.

Rep. Shorts in '55

Hit Peak in Chicago

Chicago, Jan. 2.—Republic here reports a new all-time high record in 1955 for short subject bookings and collections. Bob Lewis, branch manager, attributes the peak business to improved Technicolor processing and such short subject releases as "Venezuela."

Ransom!

Metro-Goldwyn Mayer

A TENSE AND DRAMATIC story which deals with the kidnapping of a millionaire’s heir, and the trials and tribulations which confront the family of friends and family in the ensuing period is the theme of "Ransom!", which offers Glenn Ford and Donna Reed as the top marque names. This powerful drama, which should keep audiences in suspense throughout, stacks up as a sure-fire office winner.

Ford, who comes through with a most able performance, which, in this reviewer’s opinion, is more than sufficient to the demands of his character. He is the masterfully written and directed film. Ford is in top form as the only son of a wealthy, but broken-down family. He is in the midst of the troubles that come with the inheritance of a fortune.

Industrialist Ford, who has many enemies in the business world who would steal his shirt, but not his child, returns early from work one day to find out that his eight-year-old son, Bobby Clark, has been taken from private school by a nurse, presumably at the family doctor’s orders. After checking, he reaches the inevitable dreaded conclusion that the boy has been kidnapped. In short time, despite precautions by police chief Robert Keith, the story is out, and panic sets in. A hard-bitten newspaper reporter finds out about the kidnapping, but agrees to hold back with Ford and the police in keeping quiet for a while.

Ford, after much thought and many arguments, following the "contact" call, goes on television and coldly announces his fear decision— not to pay the half-million dollar ransom but to put the money up as the reward for the capture of the kidnappers, dead or alive, if his son is not returned. In an electrifying climax, in which public opinion and his wife assail him for his stand—to Ford, a calculated risk—the family is happily reunited.

Others capable supporting the principals are Leslie Nielsen, the reporter; Annie Pryor, Richard Gaines and Juanita Hernandez.

Running time, 104 minutes. General classification. For January release.

LESTER DINOFF

Winickus to Europe

(Continued from page 1)
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Diabolique

United Motion Picture Organization

EXHIBITORS who ordinarily do not play foreign product would be wise to have this picture screened for them and to weigh its possibilities for their patronage. “Diabolique” is extraordinarily successful in depicting both mystery and horror as French producer-director H. C. Clouzot commences his assault on the audience’s nervous with a gruesome murder, but that shouldn’t be too much of a barrier to enjoyment, however, for some whose idea of a good time is in being scared half to death. This play is particularly effective as the more cold-blooded of the murderers. Vera Clouzot provides a strong contrast as her weak and unwilling accomplice, and Paul Muni is odious as their victim.

The story is one of a private boy’s school in a French village is de- spised for his tyrannical ways by everyone—but by no one so much as his wife and mistress, both of whom are teachers in the school and fast friends. Fed up with his many abuses, the two women decide to murder him, which they do forthwith. But then the corpse mysteriously disappears, and the rest of the film is concerned with their efforts to track it down. The solution lies in a surprising gimmick that is worthy of Agatha Christie, and the build-up to it seldom lets up the suspense.


Text of "CinemaScope"

(Continued from page 1)
newspapers, educational figures, civic, social and women’s club leaders and stockholders of the film company.

A team of 20th Century-Fox executives, headed by assistant general sales manager; Alexander, Western sales manager, and Glenn Norris, will host the programs.

A report giving explanations of CinemaScope 55, and its application to theatres of all sizes and types, to be given by the executives at all programs will be a narration in the rear projectors by David F. O’Brien, 30th Century Fox production head.

January demonstrations have been scheduled as follows: Roxy, New York (9:15 a.m.); Village, Los Angeles; Uptown, Chicago (23); Memorial, Boston; Fox, San Francisco, Indiana, Indianapolis (24); Fox, Philadelphia; Fox, Portland; Albee, Cincinnati; Palace, Washington; 5th Avenue, Seattle; Fox, Detroit (26); Carolina, Charlotte; Fox, Spokane and Palace, Cleveland (27); Palace, Dallas; Fox, Kansas City; Capital, Milwauke; Poli, New Haven (7); Criterion, Oklahoma City; Paramount, Wilkes Barre Bar (8); Orpheum, Kansas City; Tennessee, Knoxville; State Theater, 9; Louis, St. Louis, Tivoi, Chattanooga; New, Baltimore (10).

Wind-up on Feb. 21

Also Lincoln, Springfield, Ill., Capitol, Little Rock; Byrd, Richmond (13); Paramount, Ft. Wayne; Don Shoemaker; Granada, Roanoke (14); Parkway, Great Falls, Houlton, Maine, Imperial, Birmingham; Kearse, Charleston, W.Va. (15); Palace, Columbus (16); Miller, Wichita; Ben Aft, Lexington (17); Haltal, Louisiville (18); Sun, El Paso, Albuquerque (19); and 3 Fox, Phoenix (21).

‘Goodman Story’ to N. Y. Capitol Theatre

Universal’s “The Benny Goodman Story,” which will have its world premiere at the Chicago Theatre in Chicago on Feb. 2, has been booked into the Capitol Theatre in New York to follow “Gys and Dolls” and is scheduled to open early in Feb.

Sports Note in Premier

Leading sports writers from the eastern seaboard will attend the premiere of David Butler’s “Glory” o Jan. 15 at the Kentucky Theatre, Lexington, it has been disclosed by W. A. Branson, KMO Radio vice-president in charge of distribution.
what picture
is Motion Picture Daily talking about when it says:

“A film to be remembered!

It requires no oracle to predict that it will provide a financial feast at box-office situations of all sizes across the nation!”
"picnic" is the picture that Motion Picture Daily predicts: "...will provide a financial feast at box-office situations of all sizes across the nation!"

COLUMBIA PICTURES presents
WILLIAM HOLDEN in
picnic with
KIM NOVAK
BETTY FIELD • SUSAN STRASBERG • CLIFF ROBERTSON
AND CO-STARRING
ROSALIND RUSSELL
AS ROSEMARY
Screenplay by • Based upon the play "Picnic" by • Produced by
DANIEL TARADASH • WILLIAM INGE • THEATRE GUILD, Inc. • JOSHUA LOGAN
Directed by JOSHUA LOGAN • Printed by FRED KOHLMAR
CINemascope
TECHNICOLOR

"PICNIC" WILL HAVE ITS PREMIERE AT RADIO CITY MUSIC HALL IN FEBRUARY 1956
SSBC Hearings Start Feb. 2

(Continued from page 1)

Six Majors Sued by N. J. Drive-in

Special to THE DAILY

PHILADELPHIA, Jan. 2.—The Dick Drive-In Theatre in Bordentown, N. J., has sued six major film distributors for an unspecified amount in damages and for the right to license pictures "on a proper and normal basis." Plaintiffs are Michael J. Zaitser and Sara Zaitser. Defendants are Columbia, Loew's, Inc., Paramount, RKO Radio, United Artists and Universal.

Competition Deuced

It is claimed that the named defendants refuse to license pictures to the 1,000-car Dick Drive-In on a run earlier than 28 days after first run exhibition in Trenton, N. J. However, it is alleged that the distributor-defendants do license pictures to the Shorem Theatre, about two miles away in such small towns as Whiting, N. J., for a run of 14 days after first run exhibition. If this is claimed, moreover, that the Dick Drive-In is not in substantial competition with first-run theatres in Trenton.

Breakfast

(Continued from page 1)

Brandt Closes Deal For Britannica Films

The deal between Trans-Lux Pictures and Encyclopedia Britannica Films, under which Trans-Lux Pictures for a 10-year period gets exclusive TV and theatrical distribution rights of the educational film firm's library, was closed Friday, it was announced by Richard Brandt, Trans-Lux Pictures vice-president.

Under the deal, Brandt explained, "we have a right to choose" which educational films that will be marketed. He went on to say that in addition to the library, estimated to consist of some 500 films in 700 shorts, Trans-Lux Pictures will have access to the current and future production of Britannica Films, which makes from 50 to 60 educational shorts per year.

Will Get TV Rights Later

The TV distribution rights will accrue to Trans-Lux in from six to eight months from now, while theatrical distribution rights go into effect immediately, Brandt added. In regard to theatrical distribution, special speakers and stars who will be guests at the breakfast will be announced soon.

The Communion Breakfast idea for members of the film colony in New York six years ago and now has spread to Hollywood, Canada and many of the principal exchange cities.


LATRE Represented


Brandt said that Trans-Lux Pictures will begin production of a series of 10 to 20 films, some of which will be marketed in conjunction with the firm's feature films.

Way Clear to Appeal Sablosky Verdict

Special to THE DAILY

PHILADELPHIA, Jan. 2.—In order to give the defendant-distributors an opportunity to appeal the decision of the Al- lian Grin of District Court for the eastern district of Pennsylvania has entered a final judgment of $1,275,000 in the Sablosky case against the major film companies. This judgment is three times the amount of the jury verdict rendered in the case last April, and the damages have been tripled pursuant to provisions of anti-trust law.

Rights of respective parties to de- cision of outstanding claims and remedies are not foreclosed by the order. But the court must go ahead and have determination of their counter- claim that plaintiffs under-reported grosses on percentage pictures. Question as to time from which interest is to run will be determined later also.
### Allied Artists

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<th>UNIV.-INT'L</th>
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<td><strong>A LAWLESS STREET</strong>&lt;br&gt;(Dec. Releases)&lt;br&gt;Frank Lovejoy&lt;br&gt;Richard Denning&lt;br&gt;Robert Middleton&lt;br&gt;Una O'Connor&lt;br&gt;Robert Lowery</td>
<td><strong>THE SPY IN THE CABIN</strong>&lt;br&gt;(Dec. Releases)&lt;br&gt;William Tabbert&lt;br&gt;Robert Lowery&lt;br&gt;Sonya Petrovna&lt;br&gt;Sara Shane&lt;br&gt;Douglas Wood</td>
<td><strong>I'LL CRY TOMORROW</strong>&lt;br&gt;(Dec. Releases)&lt;br&gt;Susan Hayward&lt;br&gt;Richard Conte&lt;br&gt;Joan Leslie&lt;br&gt;Robert Hutton</td>
<td><strong>ARTISTS AND MODELS</strong>&lt;br&gt;(Dec. Releases)&lt;br&gt;Don Murray&lt;br&gt;Jerry Lewis&lt;br&gt;Jackie Gleason&lt;br&gt;Joan Blondell&lt;br&gt;Marjorie Lord</td>
<td><strong>RAINS OF RANCHIPUR</strong>&lt;br&gt;(Dec. Releases)&lt;br&gt;Lana Turner&lt;br&gt;Richard Burton&lt;br&gt;Michael Rennie</td>
<td><strong>BUENA VISTA</strong>&lt;br&gt;(Dec. Releases)&lt;br&gt;William Castle&lt;br&gt;Manny Van Doren&lt;br&gt;81 min.</td>
<td><strong>THE LITTLEST OUTLAW</strong>&lt;br&gt;(Dec. Releases)&lt;br&gt;Gary Cooper&lt;br&gt;Robert Cummings&lt;br&gt;Charles Bickford</td>
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<td><strong>THE CHOICE WEB</strong>&lt;br&gt;(Dec. Releases)&lt;br&gt;Frank Lovejoy&lt;br&gt;Mari Blanchard&lt;br&gt;Richard Denning&lt;br&gt;Una O'Connor&lt;br&gt;Robert Lowery</td>
<td><strong>FLAME OF THE ISLANDS</strong>&lt;br&gt;(Dec. Releases)&lt;br&gt;Theodore von Eltz&lt;br&gt;Shirley MacLaine&lt;br&gt;Carroll Baker&lt;br&gt;Rex Reason&lt;br&gt;Robert Lowery</td>
<td><strong>THE FIGHTING CHANCE</strong>&lt;br&gt;(Jan. Releases)&lt;br&gt;Red Buttons&lt;br&gt;Ben Cooper&lt;br&gt;Juila Lockwood</td>
<td><strong>GLORY</strong>&lt;br&gt;(Jan. Releases)&lt;br&gt;Margaret O'Brien&lt;br&gt;Walter Brennan&lt;br&gt;Joan Fontaine&lt;br&gt;John Hoyt&lt;br&gt;300 min.</td>
<td><strong>SECOND GREATEST</strong>&lt;br&gt;(Jan. Releases)&lt;br&gt;Edmund Gwenn&lt;br&gt;Joan Crawford&lt;br&gt;Robert Stevenson&lt;br&gt;Joan Fontaine&lt;br&gt;300 min.</td>
<td><strong>THE RETURN OF DON CARMEL</strong>&lt;br&gt;(Jan. Releases)&lt;br&gt;Fernando&lt;br&gt;Gino Cervi</td>
<td><strong>THE COMING OF WASHINGTON</strong>&lt;br&gt;(Jan. Releases)&lt;br&gt;Robert Taylor&lt;br&gt;James Cagney&lt;br&gt;Spencer Tracy&lt;br&gt;200 min.</td>
<td><strong>THE RETURN OF DON CARMEL</strong>&lt;br&gt;(Jan. Releases)&lt;br&gt;Fernando&lt;br&gt;Gino Cervi</td>
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### Keys

- **SYSTEM**: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.
- **SOUND**: S—Four track magnetic stereophonic sound; S(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D)—Drama; (M)—Musical; (C)—Comedy; (O)—Outdoor action; Production Numbers Are in Parentheses. [Rev.] Motion Picture Daily Release Date.

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**NOTE:** The table content is based on the image provided and has been transcribed accurately. It includes film titles, involved artists, and additional details such as release dates and formats. The keys and notes at the bottom provide context for understanding the types of sound and systems used in film production at the time.
HAPPY NEW YEAR!

ANYTHING GOES FOR 1956

Bing

Donald

Jeanne Marie

Mibi

Phee
Eight New Films, Four Reprints Scheduled

M-G-M to Release 12 in First 4 Months of '56

A WIDE variety of entertainment makes up M-G-M's release schedule of eight new productions and four reprints which has been set for the first four months of the new year. Drama is well represented on the list but there is also a musical, a comedy, outdoor and Western attractions.

The schedule is notable, too, for its strong representation of name players, among them top stars, well known supporting talent and a significant representation of "new faces."

The name list includes Lana Turner, Glenn Ford, James Stewart, Gene Kelly, Van Heflin, June Allyson, Robert Taylor, Spencer Tracy, Gregory Peck, Jane Wyman, James Cagney, Leslie Caron, Lloyd Nolan, James Mason, and such potentially popular players as John Kerr, Roger Moore, Liliane Montevecchi, Debra Paget, Leslie Nielsen, Juano Hernandez, Irene Papas and Pedro Armendariz.

FOUR MONTHS SCHEDULE


The reprints to be available are: "The Stratton Story," "Northwest Passage," "The Three Musketeers" and "The Yearling."

"The Stratton Story," featuring James Stewart and June Allyson, was the highly popular story of the heroic comeback of the Chicago White Sox pitcher, Monty Stratton, who after losing a leg in a hunting accident, persevered to return to major league baseball. Release in 1949, it did much to help popularize the Stewart-Allyson team which has figured in many film successes since. It was produced by Jack Cummings and directed by Sam Wood. It will be available in February, as well as "The Three Musketeers."

HAS ALL-STAR CAST

The latter, first released in 1948, had a star cast consisting of Lana Turner, Gene Kelly, June Allyson, Van Heflin, Gig Young and Angela Lansbury. It was produced by Pandro Berman and directed by George Sidney.

In March, "Northwest Passage" and "The Yearling" will be re-released. The former, originally released in 1940, stars Spencer Tracy, Robert Young, Walter Brennan and Ruth Hussey. It was produced by Hunt Stromberg and directed by King Vidor.

"The Yearling" was originally released in 1946. It stars Gregory Peck, Jane Wyman and Claude Jarman, Jr. It was a Clarence Brown production, directed by Sidney Franklin. It is in color by Technicolor.

Below, left, Dan Dailey introduces his newest girl friend, Cyd Charisse, to his mother, center, Agnes Moorehead, in a scene from the forthcoming "Meet Me in Las Vegas." At right, Lana Turner and Roger Moore, lovers, in a wedding rehearsal for Moore's impending marriage to Marisa Pavan, as Catherine de Mèdeki, in "Diane." His father, Pedro Armendariz, right, as Francis I, with Ronald Green, left, as the Dauphin, watch the proceedings.

Irene Papas, new Greek star, shown above with Stephen McNally in M-G-M's "Tribute to a Bad Man," in which James Cagney also is starred.

Lucille Ball and Desi Arnaz in a scene from "Forever, Darling," the first film from their newly formed Zanata Prods., released by M-G-M.

Leslie Caron and John Kerr, above, in "Gaby."
You, Mister Exhibitor, are the “X”... the unpredictable factor... the man who meets the public... the man whose interest makes the difference!

Keep shouting about your shows with the excitement and enthusiasm that builds a patron-pulling pitch and the “X” in your boxoffice will equal more profits!
Spotlighting the News

Acres and Acres

The successful conclusion—expected momentarily—of two separate series of negotiations bring to television no less (and probably more) than 2,700 short subjects—literally acres and acres of them—which were originally released theatrically. Charles M. Amory, president of U&M, Inc., said in New York Wednesday he was “close to a deal” with Paramount Pictures for the acquisition of 1,000 shorts for TV syndication. The sale price is about $3,500,000 and the shorts, running from seven to 22 minutes each, include Betty Boop, Little Lulu, Grantland Rice sports series, as well as a Robert Benchley series. Not to be outdone, CBS-TV announced Thursday that it was in process of buying Terrytoons, Inc., the company headed by Paul Terry and which for years has released its cartoons through 20th-Fox. By paying some $5,000,000, CBS would get the entire stock of Mr. Terry’s characters—about 1,100 cartoons, plus merchandising rights. The network already has been buying Terrytoons for its “Mighty Mouse Playhouse.”

Insatiable

The insatiability of the wide-open marketplace which is Television is significantly cited by implication in the report, just issued, of Reub Kaufman, president of Guild Films. He says in his annual review that the company produced 250 TV program films in 1955, with plans afoot for a “greater than ever” 1956. Confidential File, I Spy, The Goldbergs, are cited as some of the outstanding series, of which there are 11, Mr. Kaufman reports. New series are planned. More activity: commercial division, educational and public service unit, foreign sales. Big appetite, TV.

Live Location Drama

That NBC-TV’s international, vista-searching, “live” Wide Wide World was not and is not an end in itself will be apparent January 11 when the network telecasts “live” and in its entirety from location in the San Fernando Valley the experimental drama, “All the Trees of the Field.” Use of actual locations for “live” drama has been coming for a long time and may well be one of the exciting television innovations of 1956. The idea has been kicked around before—most notably in a drama starring Julie Harris several years back and more recently in last week’s Hit Parade show, both of which made use of the live grandstand that is Rockefeller Plaza. This kind of show, of course, compounds everything but nothing of costs, and inevitably it must become part of the television medium’s particular exciting identity. Alan Neuman, producer of the San Fernando show, also is developing plans for an undertaking called “The Hollywood Story,” to take place live in a two-block Hollywood location, perhaps sometime in the coming 12-month.

Going West

The pious pronouncements from civic officials and various chambers of commerce notwithstanding, more and more television film activity—especially in commercials—seems to be moving to the west coast from New York and Chicago. At hand is a statement from the Hal Roach Studios to the effect that more than 70 per cent of its new commercial film business in 1955 originated with eastern or midwestern agencies “who could have, if they wanted to, placed their business with non-Hollywood firms.”

52-Week Prize

Having its premiere tonight on CBS-TV is a new jackpot quiz show, Don Fedderson’s filmed “Do You Trust Your Wife?” with Edgar Bergen as host. Featured in the show is a Trust Fund Question, the payoff of which is $100 a week for a year, with the winner having the opportunity of competing on the show the following week to raise his prize to $100 a week for two years. The producers emphasize that “there is no limit to the number of times a contestant may return and there is no risk of losing any annuity by returning.” Two trends thus are in evidence: the helping of a winner to get a better tax break, and the lengthening of suspense, danger, excitement, etc., as the contestant moves toward the big money. The ultimate goal is a quiz show without questions.

NBC Stations Report

The final, year-end report of the owned stations (radio and television) of the National Broadcasting Company will reflect, “a record-shattering 12 months,” Charles R. Denny, vice-president of NBC owned stations and NBC spot sales, predicted last week as figures for November sales were tabulated. Local sales on the NBC owned stations in November rose 29 per cent over last year, Mr. Denny said, and national spot sales climbed more than 15 per cent. National spot sales in television for the first 11 months rose more than 14 per cent, while local sales in television went up 19 per cent.

CBS-TV’s Coup

CBS-TV scored a coup last week when it signed Sidney Kingsley, one of America’s most important contemporary dramatists, to a five-year contract calling for his services as producer, director and writer. Although his specific plans have not yet been announced, it seems certain that Mr. Kingsley will supervise the television adaptations of at least several of his own works, including “Men in White,” “Dead End,” “The World We Make” and “The Patriots.” His Broadway adaptation of Arthur Koestler’s “Darkness at Noon” won a television highlight a couple of seasons back—on NBC.

As the new year of 1956 dawns it is time to glance backward and, to look ahead. Probably the most notable development of the year past has been the rapid strides made in the implementation of color on television. Chiefly responsible for that movement, of course, have been the National Broadcasting Company and Radio Corporation of America. What the future holds in that direction is reasonably obvious: color is en route, without question, and matters of price, high service charges and the like, currently the chief deterrent to widespread color set purchase, will be ironed out in time. They must and will be, because the consumer desire exists—even though it requires some stimulation.

The other interesting, significant and consequential matter is that stemming from the sale of the RKO film library for television use, a matter which came to a head only within the past few days. With that announced disposition, plus the indications of other somewhat similar situations, covering short subjects and/or features, came the cry that the TV-film market is about to become glutted, that prices of such films will be forced down and that an over-supply of that material is immediately at hand, what with the extensive production afoot and planned in Hollywood, plus the release of all these many older theatrical films.

In the long run, taking the long range perspective view, that situation probably will be all to the good, with respect to the television industry and its future welfare. The reason is utterly simple. Where there is a short supply of any commodity, anything, of any quality, will do because it has to do—there’s not enough to go around. But where the supply is more than adequate, quality will be the criterion of value, quality will come to the fore, and the unsatisfactory will drop out of sight, because it is no longer needed. And that must necessarily redound to the benefit of the whole industry and institution of Television.

—Charles S. Aaronson
CRYSTAL BALL (1956):

TV’s TOMORROW GETS ONCE OVER LIGHTLY

In all aspects, 1955 was a big year for the television industry. Not so oddly perhaps, the word “boom”—with its immediate connotations of “hust”—has been studiously avoided in almost all of the authoritative reports on the last twelve months. Some branches of the industry, notably the TV film producers, distributors and syndicators, now face a year of progressively intense competition, the knowledge of which has colored all statements from that segment published in recent issues of TeleVision Today. Below leading executives of four major industry corporations have their say about 1956. Each, in being immediately concerned with his own specific activity, has something important to say about the whole:

Robert E. Kintner, president of the American Broadcasting Company: “The American Broadcasting Company in 1955 marked the midpoint of its five-year plan of growth and expansion with achievements and progress that speak for themselves. The plan during this past year closed substantially the gap between the two other network chains. In the past year the ABC-TV network registered a 45 per cent gain in the average audience for its programs, a gain greater than that of any other network; registered an increase of nearly 45 per cent in gross billings for 1955 over 1954, and looks to this trend to continue in 1956; and entered into the big daytime programming category with Walt Disney’s Mickey Mouse Club, a policy that will be implemented still further with the inauguration of the Afternoon Film Festival this month.”

Dr. W. R. G. Baker, vice-president of General Electric Company: “We have every confidence that the electronics industry will have a more than equal 1955’s record activity. Sixty-five new television stations will go on the air in 1956, bringing the total to 555. More than half of these will be able to transmit color. Industry retail sales of color receivers should total approximately 150,000 in 1956. Sales of monochrome sets in the 1956 period should total 7,100,000... Because of further progress desired on the picture tube itself, it is unlikely that General Electric color receivers will be marketed before the second-half of 1956. For the long run, however, color television will occupy a dominant place in G.E.'s television plans.”

J. L. Van Volkton, president of CBS Television, (from an article in the “International Television Almanac,” published this week): “During 1956, the CBS television programming pattern will reflect integration of two highly successful policies: program continuity on the one hand, and periodic presentation of only the very best of the new TV broadcasts. Over the past several years, our policy of program continuity and frequency—which briefly gives a program a reserved spot on the CBS Television schedule and presents it at the same time on the same day week after week—has resulted in establishing CBS Television as the single advertising medium in the nation with the majority of the most popular programs day and night... We do not believe in the arbitrary scheduling of one-time broadcasts irregularly for the sake of one-time broadcasts. We are continually devising new program ideas which we hope will become a part of the regular viewing pattern.”

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**Showson the Mark**

Front Row Center is the apt name of the new show to come from Hollywood via CBS-TV, weekly, hour and live, with the first of the new drama series, January 8, Sunday, 4 P.M., EST, to be "Finney's Fan Club," original by Robert Dozier, starring Diana Lynn and Eddie Brucken. The series was seen briefly from June to September, 1955. Edgar Peter son is the program boss.

Draget and People's Choice are switching important time spots on the NBC-TV network, according to Richard A. Pinkham, vice-president in charge of programs. Effective January 5, Thursday, Draget will go at 8:30 P.M., EST, while People's Choice will take the 9 P.M. slot. Coincidentally Draget will launch a new series of programs, with a "new look," it says here. The new format of the time switch is to pack the 8-9 time with Draget thus following immediately on the popular Groucho Marx You Bet Your Life. Make your programming sense.

Ted Mack and the Original Amateur Hour has gone to a full hour, as of the past Sunday, over the ABC-TV network, 9:30 P.M., EST. He had nine variety acts to offer and saluted Enid, Oklahoma. There seems to be an enduring interest in the series.

The CBS Public Affairs interview program, Face the Nation, will be shifted to a new time over the CBS-TV network, Sunday, January 8, at 3 P.M., EST. Producer Ted Ayers and his staff of the half-hour show are rubbing their hands in anticipatory glee, for here comes a great big potentially fruitful election campaign coming up, which makes for lively material.

The program, Faith for Today, opened its new dramatic series Sunday last at 12:30 P.M., EST, over WABC-TV, Channel 7 in New York. Pastor William A. Fagal produces the series.

Captain Kangaroo, which seems happily to have what the youngsters like, is stretching into a sixth day of the week. The Monday through Friday show also will be spotted on Saturday, 9:30-10:30 A.M., EST, beginning January 7, over CBS-TV, of course. The Monday-Friday is 8 to 9 A.M.

Should be a high spot of viewing, this next Ford Star Jubilee, over CBS-TV Saturday, January 14, 9:30 P.M., EST. The hour-and-a-half will offer Noel Coward's "Blithe Spirit," starring himself, Lauren Bacall, Claudette Colbert and Mildred Natwick.

**COMMERCIALS ON THE SPOT**

Continued activity on production of new commercial spots, to refresh the advertising appeals for a variety of products, included the following:

At ACADEMY PICTURES, Inc.
Chevrolet Cars (Campbell-Ewold)
Gulf Piston Oil (Y & R)
Sylvania TV Sets (J. Walter Thompson)
Hudson Paper Napkins (Bioe Bein-Toigo)
Plymouth Cars (N. W. Ayer & Son)
Gillette Razors (Mazoz & Co.)

At AMERICAN FILM PRODUCERS
Tide (Benton & Bowles)
Progresso Food Products (Carbo Viola)
Bendix Home Appliances (Earl Legin)
Armstrong Floor Coverings (BBDO)
Hunt's Dog Food (Ted Bates)
Armstrong Cork (BBDO)

G. E. Appliances (BBDO)
Schaefer Beer (BBDO)
Jello Pudding (Y & R)

At CARAVEL FILMS, Inc.
Nabisco (McCann Erickson)
U. S. Treasury Savings Bonds (McCann Erickson)
Geritol (Ed. Klettner Associates)

At DYNAMIC FILMS
Dean Martin-Jerry Lewis Muscular Dystrophy Fund (Direct)
Feature Wedding Rings (Direct)
Coty's Lipstick (Franklin Bruck)

At PETER ELGAR PRODUCTIONS
Woodbury Soap ($Robert W. Orr)$
Arvid (S. S. & C. E.)
Hide-A-Bed (Y & R)

Listerine (Lambert & Feasley)
Sweet Dog Luggage (Grey Advertising)

Anacin (Bioe-Bein-Toigo)
At TED NEMETH STUDIO
Grunwatches (Grey Adv.)
Chesterfield Cigarettes (Cunningham & Walsh)
Scotts Bitter (Lecanc & Newell)
Old Spice Lotions (Direct)
Elgin Watches (Y & R)

At SARRA, Inc.
Pet Milk (Gardner Adv.)
St. Joseph's Aspirin (Lake-Spire-Shurman)
Cook's Paints (R. J. Potts-Calkins & Holden)

At SCREEN GEMS
Budweiser Beer (D'Arcy)
RCA Records (Kenyon & Eckhardt)
Kraft Fort Lotion (BBDO)
Vicks Cough Syrup (BBDO)
Nabisco Toys (Kenyon & Eckhardt)

At TRANSFILM
Camel Cigarettes (Wm. Esty)

**HOLLYWOOD**

HOLLYWOOD: Robert Welch, one of TV's top comedy producers, who for many years supervised the production of Bob Hope's films at Paramount, finds the New Comedy Hour the most challenging assignment of his career. The show replaces the Colgate Variety Hour over the NBC-TV network January 8.

The name of the show, New Comedy Hour, dreamed up by the sponsors, was one old, poses a tougher problem for the producers. Mr. Welch, Ernest Glueckman and executive producer Sam Fuller, than meets the eye. Mr. Welch parceled his concern over the development and title of the new show as one where a group of first rate comedians are introduced to an audience who challenge them with the remark, "all right, make me laugh!"

"Here's one show that will be put together without a format. Leo Durocher will just be Leo Durocher, without regard for the usual formalities connected with the title of emcee or host. There will be a wide assortment of acts and personalites in the comedy field, with sketches, blackout, quickies, musical quickies, and enough material to make this, we hope, one of the fastest moving shows ever presented," Mr. Welch explained.

Each show will contain at least 24 different bits, elements or items, designed to find a target among every type of viewer. Three of four of these will kill em, 10 ought to get good wholesome laughs and 13 or 14 of them ought to prove at least mildly pleasing to Mr. Welch suggested, "All right Mr. Welch, make a laugh!"

Raid by film companies at stage producers on the television talent pool should cause the networks and TV film production organizations to create their own talent stock companies, believe Barry Sullivan, star of Ziv TV's "The Man Called X."

"Simple economies have forced some of our best talent to desert the television field. There's no simple panacea to prevent television talent from becoming itinerant," declared Mr. Sullivan. "It is possible enough for television not only to develop its own performers, as it is doing an excellent job, but to bring new faces to the television screens. The problem is to hold them to it."

Martin Ragway signed with D. Feldershower for a long term head writer on the new TV film quiz series, "Do You Trust Yo Wife?" Marty severed his connections with the Bob Hope and the Skelton TV shows. -- Jan R. Valle about rife for a TV show of his own, fashioned after the successful format he used in radio so many years ago. -- KTTV may be the telecast of the Midget Bowl championship for the East-West youngsters' football league best the Redondo Beach Crusaders and the invading squad of "All-American" gridders from Meriden, Conn. -- SAMUEL D. BER

**Motion Picture Daily**

Spray (Poote, Cone & Belding)
Comet Deodorant Soap (Leo & Newell)
Gains Dog Food (Benton & Bowles)
Pontiac Cars (McCann, John Adams)
End Curl Permanent (Kenyon & Eckhardt)
G. E. TV Sets (Maxoz)

At UPA PICTURES
Ipana (D. C. S. & S.)
Sorden's Instant Coffee (D. C. S. & S.)
Crisco (Conpton)
Minute Rice (Y & R)

At UNITED WORLD FILMS
Philip Morris (Bioe-Bein-Toigo)
Spic & Span (Bioe-Bein-Toigo)
Du Pont Anti Freeze (BBDO)
Marlboro Cigarettes (Leo Burnett)
Tony Home Permanent (Leo Burnett)
Joy (Leo Burnett)
ROD SERLING PERSONIFIES YOUNG VIGOROUS FOUR-MEDIA WRITERS

by WILLIAM R. WEAVER

HOLLYWOOD: Talk with Rod Serling, a while long and you find your- self beginning to believe there are no real differences between television and theatrical motion pictures — even between radio and stage. Serling's are but superficially separated parts of a single thing which goes by the name of entertainment. You tell yourself it can't be that simple, and Rod Serling doesn't tell you in so many words that it is. But his record does.

So does a new contract with MGM paying him $100,000 for writing two scripts—not necessarily his own—in the next two years, without limiting in any way his activities in other media. Hollywood hasn't written a newcomer a contract which that since Orson Welles flew west on the tails of his Martian radio cast with "carte blanche" to write, produce, direct and star in RKO's "Citizen Kane." That was in 1941, when Serling was 27.

This same kind of impresario record says the Serling deal could be another.

Since the first Serling story to come to theatrical exhibition is the latest of the "Patio," produced by Michael Meyerberg with most of the original cast plus Van Heflin—the jury ought not to be out long on this question.

Writer-Serling—who, by the way, has no ambition to produce, direct or act, as Wells had, but contends stoutly that a writer's forte is writing the theatrical motion picture offers a vantages unavailable in TV.

The time equation is more favorable, obviously, with retakes, reruns and even sneak-previews as safeguards against error. And in the matter of budget there is no tolerable comparison. But, in all fairness, Rod is a very particular respect to a writer whose special forte is anguishful suspense, the TV screen does the best job, he says. That is in creating intimacy between actors and audience.

In the past year Writer Serling has sold 21 television scripts. He could have sold as many more as he could have written. He can write more now than he could before he switched from typewriter to tape-recorder, which he says doubled his output. (He is yet to learn from his fellow-writers in the motion picture field that this rate of production is regarded as unseemly, if not downright un-fraternal, in these parts.)

Radio, television and motion picture writing now safely accounted for, Red Serling is about to undertake the writing of a play for Broadway production. If it be granted, as it is being freely granted around Hollywood, that this young man is ranking representative of the procession of robust young talents wending its way westward, the circumstance wakes the four major audience-media begin to look strikingly like one medium with four windows open, optionally, to the onlooker, two of them for free and two for fee.

Small world.

The people who'd been caught without his trousers and was determined to make something of a basically embarrassing situation.

ARMSTRONG CIRCLE THEATRE: "Nightmare in Red," NBC-TV, 1 Hour, EST, Saturday, December 27, 1955. Film. For Armstrong Cork Company.

"Nightmare in Red," the highly touted and supposedly controversial incident from the popular NBC's Project 20 series, was something of an anti-climax. After at least one sponsor had turned down the show for the presumed reason that he didn't want to alienate a customer, Armstrong Cork picked up the tab and thereby received a lot of well-meant congratulations. It's hard to see how anyone was about. A history-on-film—predominantly newsreel with a liberal sprinkling of clips from some of Serge Eisenstein's classic films, "Nightmare in Red," was supposed to be involving pictorial presentation of Russia from 1905 through the Stalin regime. It was not, however, a penetrating history. The narration was too general and light on data and facts which might have given the tale dramatic point. What it did provide, and well, were some seldom seen newsreel shots of such as Czar Nicholas II and his family, Lenin, Trotsky and Stalin, and a sense of the continuity between the prostrate Russia of the czars and the formalizing giant of the Communist overlords. It's a frightening story, but not one to be told in random newscast footage cut and spliced to run less than 60 minutes. In any case, producer-director Henry Salomon has something unusual in his Project 20 series and it beats watching.
It's Loaded with Boxoffice Action!

Cinemascope pulls the trigger...
and blasts open a new dimension in Suspense!

Allied Artists presents
Fred MacMurray, Dorothy Malone, Walter Brennan

At Gunpoint!
Print by Technicolor

With Tommy Rettig, Skip Homeier

Produced by Vincent M. Fennelly - Directed by Alfred Werker - Story and Screenplay by Daniel B. Ullman

From Allied Artists the Industry's New Boxoffice Power!

Watch Allied Artists March of Progress Jan. 28-May 24
34-Picture Lineup Announced
20th-Fox Will Invest More Than $70,000,000 in '56

Twentieth Century-Fox will invest in excess of $70,000,000 in 1956 for the production or release of 34 motion pictures in 35mm, or the new 55mm CinemaScope processes, it was announced by Darryl F. Zanuck, vice-president in charge of production, following conferences with president Spyros P. O'Shea.

O'Shea Leaves Para. For Executive Post With Magna Corp.

E. K. (Ted) O'Shea has been named vice-president and world sales manager of the Magna Theatres Corp., it was announced yester-
day by George P. Skouras, president; O'Shea, a vice-president of Paramount Film Distributing Corp., terminates a nine-year association with that company and will assume his new duties within a few weeks.

A veteran sales executive, O'Shea became associated with Paramount when the company purchased control of Liberty Pictures. Prior to his affiliation with Liberty Pictures, he was Eastern and Southern sales manager of Loew's, Inc., for many years.

Skouras, in making the announce-
ment, revealed that under O'Shea's (Continued on page 7)

Rites Tomorrow for Loew's E. C. Dowden

A Requiem Mass will be offered at 10 A.M. tomorrow at St. Gerard's Church, Hollis, L. I., for Edward C. Dowden, public relations director of Loew's Theatres, who died Sunday at the age of 61.

Dowden had been with Loew's theatres for 27 years. Born in Brook-
(Continued on page 6)

Rules Suburban Houses Not Injured
28-Day Clearance Pattern in Minn. Upheld; Special Status is Denied

MINNEAPOLIS.—Holding that "there is convincing evidence that an extensive or move-over run builds a picture and the suburban theatres are aided in their box office gross rather than Nordbye upheld the existing 28-day clearance pattern and denied to William and Sidney Volk, operators of the deluxe suburban Minneapolis Terrace Theatre, a special "move-over" status for the house. Judge Nordbye's decision, almost

(Continued on page 7)

After Dull Start
Good Grosses Usher in 1956 In U.S. Houses

Broadway, Key Cities Report Sharp Uptrends

By MURRAY HOROWITZ

Strong New Year's weekend grosses boosted holiday business along Broad-
way here, with outstanding box-office performances chalked up at many first-run situations for the Christmas-New Year's holiday season.

A wonderful $190,000 is indicated for the fourth week of "Kismet" and the traditional Christmas show at the Radio City Music Hall. At the nearby Roxy, a splendid $122,000 is forecast for the third week of "Rains of Ranch-
pur," with an ice show on the stage.

Broadway showmen, commenting (Continued on page 7)
PERSONAL

MENTION

HERBERT H. GREENBLATT, RKO Teleradio Western sales manager, will leave New York today for Chicago.

STEPHEN BOSUSTOW, president of United Productions of America, and ENNIS SCANLAN, treasurer and business manager, has arrived in New York from Hollywood.

H. M. BESSEY, Allied Service Corp. executive vice-president, and MARY WATSON, sales manager, will leave New York at the end of this month for Charlotte.

ERIC JOHNSTON, president of the Motion Picture Association of America, returned to Washington yesterday from Spokane.

GEORGE GAUGHAN, field representative for Theatre Owners of America, will arrive here tomorrow from Milwaukkee.

JACK BRONSTEIN, president of Bronstein Drive-In Enterprises, Hartford, has returned here from Scranton, Pa., and Trenton, N. J.

MARYLYN SMITH, daughter of MARTIN G. SMITH, former president of Allied States, was married in Toleda, Ohio, to Jack Bock, attorney.

MARSHALL W. PETKIN, son of Barry PETKIN, branch manager for RKO Teleradio in New Haven, was married there to Michele Selcon.

MANNY REINER, I.F.E. Releasing Corp. general sales manager, is in Detroit today from New York.

ANN STRAUS, M-G-M's studio publicity department will arrive here tomorrow from Hollywood.

NOON LIEKE, M-G-M press representative in Minneapolis, has returned there from Hartford.

Schultz Takes Over DuMont Presidency

David T. Schultz yesterday assumed the office of president and chief executive officer of Allan B. Du Mont Laboratories, Inc., succeeding Dr. Allen B. Du Mont, who will devote full time to his duties as chairman of the board.

Both men have been key figures in the expansion of the electronics industry over the past quarter century. Schultz has been senior vice-president, treasurer, and a director of Raytheon Manufacturing Co. for many years.

TV Corp. Acquires First Option Rights To Para.'s Shorts

U. M. & M. TV Corp. has been granted first option rights on two short subjects. These programs are Paramount Pictures. A release of the two shorts, which are a feature for the New York theatrical community.

This was disclosed here yesterday in an announcement made by U. M. & M. and the studio that made the deal will be announced in the near future.

The films cover Paramount's short subject output, and the studio is expected to make several more films during the next year.

The films included in the deal are "Betty Boop," "Lulu," "The Hound," and "The Spanish Lady." The latter film is scheduled for release next month.

Hart and Seaton to Goldwyn Award Unit

A change in the composition of the board of directors of the second annual Samuel Goldwyn Creative Writing Award at the University of California at Los Angeles was announced on the Coast yesterday by Chancellor Bayard Rustin.

Moss Hart, Broadway playwright and president of the Authors League of America, was appointed to the vacancy created by the recent death of Robert Sherwood.

Another change on the board was the selection of George Seaton, recently elected president of the Academy of Motion Picture Arts and Sciences, replacing Charles Brackett, last year's president.

The board will start reading and judging the creative literary efforts of U. L. A. students for the 1948 award of $1,000 which motion picture producer Samuel Goldwyn established last year as an annual incentive for the development of new writing talent.

Theatres Abroad, TV Here to Get 'Quixote'

HOLLYWOOD, Jan. 3—Desi Arnaz has purchased Orson Welles' adaptation of Cervantes' "Don Quixote" for Desilu Productions, which he will co-produce for Vadny as a 90-minute color film for television in the United States and theatrical release abroad.

The picture will be filmed at the motion picture center here in March and will be submitted upon completion to the networks. The cast has not yet been selected.

Wayne Starts Tour

Wayne is due here today to start publicity and promotion activities on RKO's "The Conqueror." He has announced that he will start the tour on Jan. 11, Wayne will sail for Europe where he will attend premieres in Paris, Berlin, Rome and London, winding up the tour on Feb. 2.

Goldwyn-FWC Trial Set for Tuesday

SAN FRANCISCO, Jan. 3—The new trial date for the Samuel Goldwyn Productions, Inc., anti-trust action against Fox West Coast National Theatres and eight other defendants has been set for next Tuesday, it was announced by Federal Judge Edward P. Murphy, United States District Court, Northern California, Southern Division.

The trial was set for yesterday but postponed until next week at the request of FWC attorney W. B. Priest.

RKO's N. Y. Branch Absorbing Some of New Haven's Duties

NEW HAVEN, Jan. 3—RKO Pictures is transferring part of distribution activity from New Haven to its New York office, effective on Jan. 15.

Letters to the exchange territ Barney Pitkin, branch manager, closed that henceforth box office affairs, collection and account matters will be handled at the 1 York exchange, Pitkins will continue manager of sales here.

Shipping will continue from New Haven.

Find Fire Violation in 57 Houses Here

One out of the 13 theatres inspected yesterday by the New York City Fire Department was found to have violations of fire laws, according to Commissioner Edward F. O'neary, Jr., who reported that 155 violations were found in the five houses that were inspected.

Commissioner Cavanagh said the Harlem Grand Theatre in Manhattan had to have excess material in the stage area.

The Fire Department had some of the theatres found to violate laws so far, 35 of these had already corrected the excess faults.

Filmak in Its New N.Y. Headquarters

Filmak Trailer Co. has moved into the former home of the Film Co Bldg. Irving Mack, president, that the move was necessary box of the increased business volume.

Sales and executive staffs are in new quarters, while the laborat and studio remain in the old Max Herschman is in charge of operations. Mack is in charge of the television sales division and Sapirstein is in charge of production.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kune, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. V. Leder, Production Manager; G. H. Fuchs, Production Manager; William R. CORNTELLI, Managing Editor; Dale WINKER, Business Manager; NELSON M. MORENO, Advertising Manager; RICHARD PARRISH, Business Manager; William FAY, News Editor. Correspondents in the principal capitals of the world. Syndicate, a daily newspaper division of the Motion Picture Corporation. Copyright, 1948. All rights reserved. Editorial and classified matter, Sept. 21, 1938, at the Post Office at New York, N. Y., under act of March 3, 1879. Subscription rates per year, 65 in the Americas and 182 foreign: single copies 50.

THEATRE SERVICE, Inc.

Three Channel interlock projection 15, 16, 17, 18 & 35 mm tape projection 15, 16 mm interlock projection CUTTING & STORAGE ROOMS
To Serve as 'Advisor'
Italian Industry Will Retain
A Hollywood Story 'Editor'.

By Lester Dinoff

The Italian motion picture industry will act as an advisor to producers market, according to Seymour Poe, IFE deal, who also indicated yesterday that his company had hopes of releasing 13 pictures in this country in 1956. Poe, who recently returned from a three-week trip to Rome and Paris, stated that the IFE board of directors at Rome that a Hollywood story editor should be retained as an advisor to help overcome the lack of definite story value in Italian films.

"Technically, the Italian film industry is on a par with the Hollywood production industry, but Italian films, in my opinion, lack definite story values and this is the chief reason for the misses in this market," Poe said. He reported that in discussing this issue with the IFE board, it was suggested that ANICA, Unitalia or IFE retain a Hollywood story editor who would help in tailoring films for the U.S. market.

Poe, in commenting on the line-up of IFE releases for 1956, said that thus far six films are definitely set and that he hopes to acquire three more Italian pictures and possibly three French pictures, for 1956. He said that the IFE board in Rome had "given IFE New York a vote of confidence for the future." The IFE releasing official hopes that co-production deals with American producers could be stimulated. He said that the Italian industry has hopes that "War and Peace" will also attain success here.

The six pictures which are definitely set for releasing distribution in 1956 are "Lease of Life," "Lost Continent," "Madellina," "Riviera," "Madame Butterfly" and "Return of Don Camillo."

Fairbanks, Altec's N.E. Engineer, Dies

Robert D. Fairbanks, veteran Altec Service field engineer in the New England area, died suddenly at his home in Wellesley Hills, Mass.

Fairbanks, associated with ERPI, had engaged in theatre sound service activities for many years. More recently, he had been a member of Altec's New York headquarters engineering staff. In retirement, in Boston, was private. Fairbanks is survived by his wife.

Al Ackerman, 49

DETROIT, Jan. 3.—Al Ackerman, 49, operator of the East Side Theatre here, died in Northwest Grace Hospital here following injuries sustained recently in an automobile accident. He is survived by his wife, Dorothy, two daughters, his father, and two sisters.

For 1956

Fitzgibbons Says Canadian Outlook Good

By M. L. Schwartz

OTTAWA, Jan. 3.—Despite the spread of TV throughout Canada and the admitted effects on theatre attendances during 1955 from this development, earnings of better grade motion picture theatres in 1956 may be above those of 1955 and the outlook for such theatres is better now than a year ago at this time.

Cites High Quality

In fact, J. J. Fitzgibbons, president of Famous Players Canadian Corp., Ltd., has indicated this viewpoint, too, in a year-end forecast now suggesting that his company should record improved earnings in 1956 compared with 1955 due in part at least to the high caliber of pictures scheduled to be shown in his company's theatres in the year ahead.

Federal officials here believe that economic conditions in Canada will not only continue to be as good in 1956 as in 1955, particularly in the first half of the year, but there are hints that they may be even better so that Canadians will likely spend more for their leisure time, more earnings and more people now getting over the initial enthusiasm about TV at home, Canada's theatres may attract more attendances in 1956, particularly because, as Fitzgibbons has stressed, pictures are expected to be of better quality in direct competition with TV.

Theatre Decline Expected

For economy reasons, it is expected that the number of screens in Canada may decline somewhat due to the trend of more Canadians patronizing the larger, higher grade theatres and the general shortage of good pictures which has affected adversely multiple change policies and raised length of runs of films, it is said. In addition, the number of cars in operation now in Canada has increased spectacularly so that many more Canadians travel many more miles to see a good picture.

In any case, Fitzgibbons' forecast of better earnings for Canada's theatres in 1956 is strongly supported by responsible opinion here.
Act fast! The release date of "FOREVER DARLING" is February 10th and the most complete campaign ever devised, with brand new ticket-selling ideas, is synchronized with its national saturation distribution. M-G-M's previous Lucille Ball-Desi Arnaz success "The Long, Long Trailer" had terrific exploitation tie-ups that ballyhooed it into a box-office money-maker, but you haven’t seen anything like this. The Quaker Cereal tie-up alone with its "free movie ticket for junior with paying adult" will boom box-offices everywhere. Study the details that follow, get the press book with even more ammunition and get your share of the gravy! Preliminary promotion starts below.

LUCY-DESI "IN PERSON" TOUR
They can’t go everywhere but they’ve picked key places where the penetration will spread the widest. Here's just their beginning. Starting Sunday, Jan. 29th, a 1-day appearance in Chicago, Cleveland, Detroit, Pittsburgh, Philadelphia and 2 days in Jamestown, N.Y.

JAMESTOWN WORLD PREMIERE
Full scale World Premiere in Jamestown, N.Y., birthplace of Lucille Ball, on Feb. 7th. Rousing "Welcome Home!" with radio, newsreels, TV and wire services blanketing the nation. Backed by City Fathers, with entire town participating.

PRESS PARTY ON U.S.S. CONSTITUTION
On Feb. 9th aboard the U.S.S. Constitution in New York harbor, a special press party to honor Lucy-Desi in person, with 150 people prominent in newspaper, TV, radio, civic, fashion and society worlds.

BROADWAY PREMIERE
Following that, and on the same night, Lucy-Desi will attend a gala Broadway premiere of their big new comedy attraction.

SOMETHING NEW
FREE MOVIE TICKETS INSIDE QUAKER CEREAL PACKAGES
M-G-M's sensational and unprecedented national tie-up on "Forever Darling" ("Forbidden Planet", too!) put money right into your till. Every package of Quaker Oat or Mother's Oats, Quaker Puffed Wheat or Quaker Puffed Rice, Muffets Shredded Wheat and Quaker Pack O-Ten will carry a free movie ticket for youngsters under 12 years old, provided he or she is accompanied by paying adult. This "Free Movie" offer is the best shot in-the-arm for business in years. Quaker Oats in tremendous national advertising campaign will use newspaper and magazine ads and many kinds of display accessories for supermarkets and grocers. Its staff of 7 merchandise men and 485 salesmen will cooperate with M-G-M and theatre playdates. Following is the stupendous newspaper, magazine, TV and radio penetration which covers the nation:

1. FULL PAGE LOOK AD (on sale February 7) Readership 19,500,000.
2. SUNDAY COMICS—in 124 Sunday newspapers across the nation on Feb. 12th, a 4-color ad with 100 million readership.
3. SUNDAY SUPPLEMENTS—Family Weekly, Feb. 1 issue, in 101 newspapers with 7,500,000 readership.
4. TV's "SGT. PRESTON OF THE YUKON"—On CBS-TV at 7:30 to 8:00 P.M. EST every Thursday over 72 stations starting Feb. 2 and for 10 weeks plug for the movie offer reaches 15 million viewers.
5. RADIO's "HERE'S HOLLYWOOD!"—On 50 Mutual radio stations from 12:05 to 12:10 P.M. daily EST, Mon. through Fri., from Feb. 1st through Apr. 2, an estimated 962,000 listeners in 740,000 homes.
6. EXTRA! SUNDAY COMICS—In 88 newspapers nationwide March 18 a second 4-color ad with 85 million readership.

Imagine: $400,000 Extra Plan
Additionally, Quaker Oats has made an allocation of $400,000 as a display allowance in a special plan to obtain the strongest possible dealer assistance. Deal materials to span America: 7,500 grocery store Spectactulars, in the form of a theatre box-office. 50,000 commercial Stack Cards featuring the movie offer. Flash Sheets f salesmen. 7,500 Spectacular Robots. 50,000 Stack Card
000 DEPARTMENT STORES IN BIG NATIONAL TIE-UPS

AMAZING TIE-UP! Join the hundreds of theatres whose play-dates synchronize with M-G-M's terrific St. Valentine's Day promotion. "Forever Darling" is the perfect title for it! 5,000 department stores participate. A special tie is available to them which incorporates your theatre tie-in. Imagine the benefit your box-office will get from the following:

DRESS — MUNSINGWEAR. "Forever Darling" dress and peignoir. Inspired by Lucille Ball's wardrobe, tuxed in full color in February Harper's Bazaar. Ideal forentine's Day and subsequent promotions.

NDY — ROSEMARIE DE PARIS, INC. "Forever Darling" dy. Special assortment for your Valentine's Day tie-up, for other play-dates. Contact: Rosemarie de Paris, Inc., New Street, East Boston 28, Massachusetts.


DE'S MAGAZINE — BRIDE'S MAGAZINE. Offering free ornamental material, cards and ad reproductions on "Forever Darling" to stores who write directly. Contact: Wels Boll, Jr., Bride's Magazine, 527 Fifth Ave., New York 17.


SESSES — WESTOVER FASHIONS, INC. "Forever Darling" ses. Contact: Westover Fashions, Inc., 1400 Broadway, New York 18, N. Y.

A VICTOR RECORDS — RCA VICTOR recording by the Bros. Brothers with Hugo Winterhalter & Orchestra of the "Forever Darling" plugged in the picture. 45 or 78 rpm. Contact: No. RCA 20/47-9400.

PERIES — WEVERLY BONDED FABRICS. 2 "Forever Darling" patterns in Glosheen fabrics for draperies. Contact: Weverly Bonded Fabrics, 60 West 40th St., New York, N. Y.

DOSPEADS — MARCUS BESDREAP & DRAPERY CORP. "Forever Darling" bedspread sets. Contact: Marcus Bed-ead & Drapery Corp., 261 Fifth Ave., New York 16, N. Y.

ULLS — ALEXANDER DOLLS. "Forever Darling" bridal 4, 21" tall miniature of Lucille Ball dressed in wedding on, jewelry and bridal veil. Contact: Alexander Doll Co., 153 East 24th St., New York, N. Y.


A CHAIR — JAMESTOWN ROYAL UPHOLSTERY CORP. specially designed "Forever Darling" arm chair. Contact: nestown Royal Upholstery Corp., Jamestown, N. Y.


DELL COMIC BOOK — DELL PUBLISHING CO. "Forever Darling" 10c comic book, on sale January 12, 1956. 100 Dell sales promotion men, coast-to-coast will help with tie-in displays and other promotions. Contact: Dell Publishing Co., 261 Fifth Ave., New York, N. Y.

WEDDING GOWN — MURRAY HAMBURGER & CO., INC. "Forever Darling" wedding gown adapted from the fabulous $4,000 gown worn by Lucille Ball. Also matching cap; bridesmaids' gowns. Advertised in January Bride's Magazine. Contact: Murray Hamburger & Co., Inc., 498 Seventh Ave., New York, N. Y.


Other Tie-Ups:

DODGE DEALER — DODGE CARS. New 1956 model seen in the picture to be featured in street ballyhoo, salesroom windows, other extensive promotions.

SHEET MUSIC — LEO FEIST, INC. "Forever Darling" sheet music with movie-credit cover. Contact: Leo Feist, Inc., 799 Seventh Ave., New York, N. Y.

NATIONAL M-G-M AD SATURATION

In addition to the countless millions reached by the many tie-ups, M-G-M will blast the national and fan magazines with ticket-selling ads, plus a teaser and display newspaper campaign geared to the Feb. 10th national release date. "Picture of the Month" column alone will have a readership of close to 50 million, in Good Housekeeping, True Story, McCall's, Woman's Home Companion, Parents', Redbook and Seventeen. TV Guide's 5 million readers will be reached through the 38 regional editions keyed to national release and actual play-dates.

M-G-M WEEK — FEB. 5-11 "An M-G-M Picture on Every Screen of the World"

M-G-M presents LUCILLE DESI JAMES BALL • ARNAZ • MASON in "FOREVER DARLING" Co-Starring LOUIS CALHERN with JOHN EMERY • JOHN HOYT • NATALIE SCHAVER Screen Story and Screen Play by HELEN DEUTSCH Photographed in EASTMAN COLOR • Print by TECHNICOLOR Directed by ALEXANDER HALL • DESI ARNAZ • JERRY THORPE Produced by A Zanra Productions, Inc. Picture Filmed in Hollywood by Desilu

(Available in Perspectives Stereophonic or 1-Channel Sound)
The significant developments in television and their meaning...

Every Monday in Television Today

Published every Monday in conjunction with Motion Picture Daily
Clearance

(Continued from page 1)

The Daily

(Continued from page 1)

John Knight, who died before he could render a verdict after 13 weeks of litigation. Government sources said the sec-

dial, plans for accelerated distri-

tion of "Oklahoma," throughout the United States would be formul-
ated. The government is reported to be in the final stages of negotiations to acquire a paramount share of the company. It is under the leadership of Barney Balaban, who was appointed as the new head of the company.

Concurrent with the announce-

"Shea to Magna"

(Continued from page 1)

BOSTON, Jan. 3—Services for the week. Monday, while New Year's Eve was described as "good" but not outstanding.

Many theatres had advertised prices from 25 cents to 30 cents for the evening's performance.

"Guys and Dolls" at the Capitol is due to register a chunky $75,000 for its ninth week there.

At the Paramount, a healthy $65,000 is expected for the second week of "Artists and Models." "The Rose Tattoo" at the Astor is expected to hit a sturdy $59,000 for its third week. At the neighborhood Victoria, a great $51,000 is seen for the third week of "The Man with the Golden Arm." While over at the Criterion, a fine $40,000 is predicted for the second week of "The Court-Martial of Billy Mitchell."

Cinerama, "Oklahoma! Popular." Extras show for the roadshow engagements of "Oklahoma!" and "Cinerama Holiday" swelled grosses at the Rivoli and Warner, respectively. An extraordinary $63,000 is seen for the 12th week of "Oklahoma!" and a sizable $54,000 is estimated for the 47th week of "Cinerama Holiday."

"The Littlest Outlaw" broke a house record at the Trans-Lux 52nd Street, with a big $24,300 seen for its initial seven days. The "Indian Fighter" at the Mayfair, it is indicated, will do a good $29,700 for its second week, while a fairly nice $22,000 is forecast for the second week of "Man with the Gun" at Loew's State.

"The Prisoner" is Strong

Excellent business is being chalked up by "The Prisoner" at the Plaza, with $16,100 indicated for the third week. Only a fair $14,000 is due for the second week of "Dance, Little Lady!" at the Plaza, while a somewhat disappointing $4,000 is estimated for the second week of "It's a Dog's Life" at the Trans-Lux Normandie. The second week of "The Night My Number Came Up" at the Sutton is heading for an all right $15,400, while a fair $8,800 is estimated for the first week of "Too Bad She's Bad" at the Bijou.

Regarding neighborhood business in the city, many circuit officials described it as good, but in some instances not living up to expectations. Nationally, an official of American Broadcasting-Paramount Theatres said business this holiday season is comparable to the sizable business done by ABPT theatres last year.

Meanwhile, Motion Picture Daily field correspondents told of strong business's weekend business in most situations. Reports from key cities follow:

Chicago: New Year's weekend was a very profitable one for leading Chicago houses in some instances exceeding the previous holiday weekend. Among those submitting sizable figures were State Lake, where "Artists and Models" grossed $50,750 for its second week; "Guys and Dolls," $47,000 for its seventh week at Chicago; "Quentin Durward," $12,300 for its second week at the Monroe; $48,600 for "Man with the Golden Arm" at the World; $14,000 for "I'll Cry Tomorrow" for its second week at United Artists; $8,500 for "Diabolique" at the Ziegfeld; $31,500 for "Second Greatest Sex" at the Oriental; $22,500 for "The Littlest Outlaw" at the Loop Theatre. Ticket reservations for "Oklahoma!" at the McVicars indicate capacity business for several weeks to come.

Washington: Motion picture theatre business in the nation's capital picked up considerably during the holiday week and over the New Year's weekend. After disappointing receipts over the three-day Christmas weekend, both first-runs and neighborhood theatres reported that business became quite good during the week and was excellent over the three-day New Year's weekend.

Charlotte: The box-office lift spurred by a number of good Christmas attractions continued over New Year's Day. Among those films enjoying top business were "The Court-Martial of Billy Mitchell," "Guys and Dolls" and "Second Greatest Sex."

Baltimore: Theatre managers, encouraged by the holiday business, look forward to 1956, seeing a greater supply of quality product.

Boston: The Sunday midnight shows staged by nearly all first-runs in downtown Boston were disappointing. The old Boston blue laws with a curfew on liquor and entertainment, plus the peculiarities of the weekend holiday, was given as the reason. Yet the over-all weekend business was strong and satisfactory, although not up to last season's figures.

Des Moines: Holiday business has been excellent in Des Moines with "Guys and Dolls" setting the pace.

Portland, Ore.: All downtown Portland theatres reported increased attendance from ten to 20 per cent above normal. "Guys and Dolls" at the Broadway broke all house records.

Minneapolis: After a disappointing Christmas weekend, business gained steadily throughout the week and was climaxed by capacity crowds over the three-day holiday. "Guys and Dolls" continued strong at the RKO Orpheum and "The Lieutenant Wore Skirts" and "Artists and Models" also did very well at the State and Radio City, respectively. "Antuana" and "Running Wild" grossed an amazing $10,000 at the Pan Theatre.

Los Angeles: In its first week at the Fox Beverly, "The Man with the Golden Arm" earned an all-time high of $25,234, topping by more than 40 per cent the former house record set in 1946 by "The Best Years of Our Lives."
For the first time in history!

PUBLIC and CRITICS AGREE

JENNIFER JONES
No. 1
Star of the Year

Winner of Both Film Daily’s National Critics Poll and Annual Audience Awards!

PLAY HER TO WIN FOR YOU!

Now Current
GOOD MORNING, MISS DOVE
co-starring
ROBERT STACK

LOVE IS A MANY-SPLENDORED THING
Her Award-winning Performance
co-starring
WILLIAM HOLDEN

And for Easter
co-starring with
GREGORY PECK in
THE MAN IN THE GRAY FLANNEL SUIT

All 20th Century-Fox Hits in CINEMASCOPE
COLOR by DE LUXE
Hugh Owen Named Para. Eastern Sales Head; Deneau Takes Western Division

Following the resignation of E. K. (Ted) O'Shea as vice-president and Eastern sales manager of Paramount Pictures, a realignment in the domestic distribution setup was announced here yesterday by George Weltner, world-wide sales chief.

Hugh Owen, until now vice-president and Western manager, has been named Eastern sales manager, replacing O'Shea. Sidney G. Deneau, who had been assistant to O'Shea, has been appointed Western sales manager.

Deneau joined Paramount in 1953 after serving in both distribution and exhibition, starting his industry career with Fox Films in 1926 in New York. He subsequently held executive posts with the Brooklyn Paramount Theatre, Fox Theatres, Fabian Theatres and the Shine circuit. After his Army service, he became distribution manager for Selznick Releasing Organization.

Owen has held top sales and executive posts with Paramount and Vanguard Films.

First 48 Runs Still Going

'Guys and Dolls' Gross $4,200,000 In Under 60 Days; Tops 'Best Years'

Samuel Goldwyn's "Guys and Dolls" is piling up some records in its first 48 engagements (all of which are still in progress) which give weight to the argument that only the big ones will do big business in today's market.

The Goldwyn picture has grossed $4,200,000 to date. Eight of its engagements began in November; the other 40 on Dec. 23—just two weeks ago tomorrow.

Not only is "Guys and Dolls" swiftly and impressively backing up the viewpoint of those who go along with the "fewer but bigger" production theory, but in a number of distress.

(Continued on page 8)

Second Schine Trial May End Tomorrow

Special to THE DAILY
BUFFALO, N. Y., Jan. 4.—The second Schine trial on charges of criminal and civil contempt started today before Federal Judge Harold P. Burke and it is expected that it will end on Friday. Both sides have stipulated to receive in evidence for this trial virtually the entire record of the first trial.

The only new material will be testimony of Fine.

(Continued on page 8)

Succeeds McGee

K.E. Anderson
Cooper Circuit
General Mgr.

McGee to Buyer-Booker Post for Foundation

Special to THE DAILY
OMAHA, Jan. 4.—Kenneth E. Anderson yesterday was named general manager of the Cooper Foundation and its subsidiaries, Cooper Foundation Theatre Companies, by president T. B. Strain. Anderson succeeds Pat McGee, who becomes buyer and booker for all of the Cooper theatres.

Cooper circuit members include houses in Lincoln, Neb.; Greeley, Colo.; Oklahoma City, Okla.; Grand Junction, Colo.; Pueblo, Colo., and Colorado Springs, Colo. The Lincoln (Continued on page 8)

Browning, Glidden
Leave N.E. Theatres

Special to THE DAILY
BOSTON, Jan. 4.—In a reorganization of personnel of New England Theatres, Inc., and an apparent cut-back in operations, Harry Browning, vice-president and district manager, and Hubert Glidden, treasurer, are leaving the organization. Browning had been with the company for 40 years and Glidden is a 30-year veteran.

(Continued on page 8)

N. Y. Bill Would Start D.S.T. Month Earlier

Special to THE DAILY
ALBANY, N.Y., Jan. 4.—Daylight saving time would begin in New York on the last Sunday in March, rather than on the same day in April, under terms of a bill introduced by Sen. Pliny Williamson, Westchester Republican, at the opening of the legislature today.

Williamson authored last year's act which extended daylight saving time from the last Sunday in September to the last Sunday in October, and made DST state-wide, rather than permissive via local option.
PERSONAL MENTION

SEYMOUR SCHUSSEL, Eastern division sales manager of I.F.E. Releasing Corp., will return to New York tomorrow from Boston.

DARLIE NELSON, of the Warner Brothers branch office in Omaha, was married in that city to Ed Feoirre, manager of the RKO Brandies Theatre.

DAVE CANTOR, RKO Radio Pictures exploitation manager, and left New York for Cincinnati, Lexington and Louisville.

LARRY MARCOLIN of the Warner Brothers branch office in Pittsburgh, a younger brother of the girl born a father of a girl born to Mrs. MARCOLIN at Lebanon Hospital here.

A MONTAGUE, Columbia Pictures vice-president and general sales manager, is vacationing in Stuart, Fla., from here.

GEORGE E. LANDERS, division manager for E. M. Loew's Theatres in Hartford, has left here for San Francisco.

EVELYN DIAMOND, animation artist at Famous Studios, was married here to Robert Firestone, film editor at Transfilm.

FRED R. GREENWAY, manager of Loew's Poli Palace, Hartford, is a surgical patient at Hartford Hospital.

SUZAN HAYWARD will arrive in New York from Hollywood on Tuesday.

NAME VANE TO NBC AUDIENCE POST

Television Edwin Vane has been named assistant manager of audience promotion for NBC, NBC manager of national audience promotion, John H. Porter, manager of national advertising and promotion for the network, announced.

At the same time, Porter announced that Donald Foley has been appointed manager of sales promotion for NBC. Foley resigned his post at CBS-TV spot sales as director of advertising and promotion.

‘U’ PREFERRED DIVIDEND

The board of directors of Universal Pictures has declared a quarterly dividend of $1.0625 per share on the 4½% cumulative preferred stock of the company. The dividend is payable March 1, to stockholders of record on Feb. 15.

MEXICAN UNIONS TO PRODUCE 10 FILMS

MEXICO CITY, Jan. 4.—Mexico’s two film labor unions, the National Cinematográfic Industry Workers (STIC) and the Picture Production Workers (STPC), are to join forces this year for the production of 10 feature pictures. STIC will produce and STPC will provide players, technical, manual and other help. This agreement was made in 1951, but lack of sufficient capital prevented its consummation. STIC said enough money is now available.

BUFF, EXHIBITORS FILE $32,100,000 ACTION

A bid for damages totalling $32,100,000 was made in five separate anti-trust suits filed in New York Federal Court by Michael Pecuny and Marie Koneyakovskiy, operators of five theatres in Buffalo.

The plaintiffs charge discrimination in rates in favor of affiliated branches are Loew’s, Warner Brothers, Loew’s, the 20th Century-Fox, Buffalo Theatres, Inc., American Broadcasting-Paramount Theatres and Buffalo Paramount Corp.

The plaintiffs operate the Marlowe, Regent, Circle, Senate and Grand theatres in Buffalo.

REPORT ‘MITCHELL’ SCORES IN FIELD

Reports received by Warner Brothers from the 267 key situations now playing “The Count-Martial of Billy Mitchell” continue to tell of hooligans and exceptional grosses, the ad campaign avowed.

Typical of such reports are the following figures, representing the box office takes at the cities listed: Stanhope, N. J., $2,641; Baltimore, $2,520; four-day weekend, $1,351; Stamford, Conn., $2,011; five-day weekend, $2,011; Peoria, Ill., four days, $1,386; Philadelphia, four days, $26,159; Staten Is., $26,011, and Majestic, Providence, three days, $9,575.

STOCK DIVIDEND TO REPUBLIC HOLDERS

Republic Pictures stockholders began receiving their stock dividends yesterday, voted by the board of directors on Oct. 27.

The stock dividend is equal to five per cent of the common stock outstanding and consists of a dividend of business Dec. 7, 1955, exclusive of shares of common stock held by the corporation.

TIME’S AD

(Continued from page 1)

New York “Times,” the Rank Organization published large stills from four of its productions, “The Cruel Sea,” “Sunja,” “Renevede” and “The Purloined Prince.” Columbia, each of the four stills told of each picture’s popular reception elsewhere around the world, other than in the United States. A half page ad for Four for the British Movietone Millions of Americans will never see.”

The text set forth the most frequently heard objections to British film going abroad, played in a foreign language, and how much of them will be in color. Most producers have scheduled five of 10, with others being made by American companies.

DIPOPSON SELLING ONE

The Erlanger Theatre in Buffalo, in the process of being sold by Dipson interests of Batavia, N. Y. house, has been sold to the theatre chain of that city, while the Dipson interests of Buffalo, has been taken over by the Bisons for 15 years. The buyer not been disclosed, but it is reported that the negotiations have been interests in Rochest.

The property has an assessed valuation of $251,000.

FLORIDA HOTEL SLEATS FILING

Fred Lee, district manager for Florida State Theatres, has announced that the Hollywood Beach Hotel in Hollywood, Fla., will show classic art films in the hotel twice a week during the winter months.

CANADA HEARINGS APR. 30

The three-man Royal Commission on Television and Radio will hold public hearings in Ottawa April 30, though the deadline for filing written briefs will be April 15, is hoped to complete hearings by June.

BUIES DRIVE-IN THEATER SITE

Property in Georgetown, Md., has been purchased by Adam Rizzo, president of the National Construction Co., for an 800-car drive Philip L. Lowe of Theatre Candy has drawn plans for a four-lane concession building. The theatre will be used for a late Spring opening.

To Make 10 in Mexico

Ten pictures will be booked by the cameras to start off the new production activities in Mexico, 10 of them will be in color. Most producers have scheduled five of 10, with others being made by American companies.

“MARTY” SETS NEW MARK

Hecht-Lancaster’s “Marty” has rolled up the biggest single week’s business in 10 years at Loew’s Metropolitan Theatre, Brooklyn, with a gross of $40,894, a new high for the United Artists, distributor. The film recently concluded an all-time 36-week record run at the Sutton Theatre here.
People

Julie Levy of National Screen Serv- 
ices has been elected president of 
the Stamp Collectors for 1956. 
J. Bamberger of IKO Radio, 
has been president for two years, 
became chairman of the execu-
tive committee. Other officers 
elected were: Milton Zucker, 
first vice-pres- 
ident; Sidney Weiner, second vice-
dent; Seymour Glassner, third 
secretary; J. H. Harvey, recording 
secretary; Bert N. Ohrentz, cor-
ing secretary; Eli Sandberg, 
reporter, and Jack Hoffberg and Dr. 
Lawrence, committee members.

Bly Keaton, former bookkeeper 
of the Variety Club, Tent No. 
of his wife, Reggie, have started 
new program on radio station 
AM in Kenmore, N. Y., titled "The 
One." They were a feature on it for many years.

Max Metz has been appointed 
sales manager of Radio Corp. of 
America.

Brotherhood Posts 
Five Exhibitors

ve theatremen have accepted the 
posts as local exhibitor chair-
man of the amusement industry's 
herald Drive for 1956, it was 
announced by William J. Heitman, 
national chairman of the campaign 
sponsored by the National Conference of 
isters and Jews.

The exhibition officials who will 
journey the phases of the Brotherhood 
are: Henry Pilt, Paramount 
Theatres, New Orleans; Ted 
anger, Stanley-Warner, Philadelphia; 
Sol Strausberg, Interboro Civic 
New York; David Wallerstein, 
ban & Katz, Chicago, and 
Zabel, Fox West Coast Theatres, 
Angeles.

Marilyn Monroe to the Four for Fox

LYWOOD, Jan. 4—Marilyn 
will make four pictures for 
Century-Fox in the next seven 
s. The signing of this new 
exclusive contract with the Marilyn 
Productions, Inc., was an-
counced by Darryl F. Zanuck today. 
Monroe reports to 20th Century-
Film in February.

Sessions Start Tomorrow

20th-Fox to Set Releasing Policies 
At Two-Day Sales Convention Here

Releasing policies and plans for 1956 product and the launching of 55mm. 
CinemaScope will highlight the two-day 20th Century-Fox sales convention 
which will begin at the home office here tomorrow, it was announced by 
Al Lichtman, 20th-Fox director of distribution.

Participating with Lichtman, who will pres- 
 unpredictably, will be William 
C. Gehring, executive asso-
ciation sales manager; Arthur Silver-
stone, assistant general sales manager; Alex Harrison, 
Western sales manager, and Glen 
Ness, Eastern sales manager.

President Spyros S. Skouras will also join in many of the sales con- 
ferences which will continue through Saturday.

Will Discuss 'Carousel'

The first day's meetings will cover 
ideas for the new year and will 
introduce the conclave to large-scale 
plans for the launching of Cinema-
Scope 55. Plans for the release of 
Rodgers & Hammerstein's "Car-
ousel" will also be discussed.

On Saturday, vice-president Charles 
Einfeld will present long-range cam-
paign plans for the lineup of pictures 
slated to arrive during the first half 
of this year, among them being "The 
Lonesome Child," "The Bottles of 
The Bottle," "The Man Who Never 
Was," "On the Threshold of Space," 
"The Man in the Gray Flannel Suit." 

U Magazine Campaign

Universal has announced an ex-
ten national magazine advertising 
campaign on "The Benny Goodman 
Story," in which ads will appear 
during January and February 
"Parade," "This Week," "Family 
Weekly," "Redbook," "Seventeen," 
"Coronet," "Scholastic Roto," "Me-
ricanes," "78 R.F.M. at Home," 
"Photoplay," "TV Radio Mirror," 
"Motion Picture," "Screenland" and 
"Weekend Magazine.

Arm Sets Mark

Otto Preminger's "The Man 
With the Golden Arm" has set the all-time 
boxoffice record for a single week's 
next at the Woods Theatre, 
Chicago, with a gross of $59,227, 
according to William J. Heineman, 
vice president in charge of distribution 
for United Artists. In establishing this 
new high, the United Artists release 
topped the previous record held for 
years by "Jolson Sings Again," he said.

Says Youngstein: 
U.A.'s Largest Overseas Ad Drive Planned

What is said to be the largest for- 
ign advertising-publicity-exploitation 
program in United Artists history 
will be announced in Europe next 
week by vice president Max E. Young-
stein, who will leave for Paris 
over the weekend with Francis 
M. Winkus, his newly ap- 
pointed executive assistant.

The record overseas promotion is 
expected to be approxi-
mately 25 per cent higher than the biggest previous 
U.A. outlay, has been set because of 
the increased importance of the for-

to market, and will back U.A.'s out-
standing product program for the 
coming year, Youngstein said.

Youngstein, with Winkus, will 
meet with the company's European 
distribution and promotion executives 
to detail the merchandising program 
as well as to outline the production 
program for 1956 and plans for 1957.

During the three-week series of 
conferences in Paris, London, Rome, 
Madrid and Stockholm, Winkus will 
be introduced to key foreign per-
sonnel.

No Fire Violations 
In 20 N. Y. Theatres

Twenty motion picture theatres in 
New York City, which were inspected 
for possible violations by Fire De-
partment inspectors yesterday were 
given a clean bill of health, as "no 
faults were uncovered," according to a 
representative of the Fire Depart-
ment.

Thus far in the 12 days of inspec-
tions of the municipality's film thea-

tres, representatives of the Fire Pre-
vention Division of the Department 
visited 178 theatres, uncovered violations 
in 57 houses of which 56 already have been corrected.

Boston TV Set Sales 
Increased in Nov.

Special to THE DAILY

BOSTON, Jan. 4.—The sale of te-
levision sets in the Boston coverage 
aera, the nation's sixth largest mar-
cket, showed an increase of 15,662 
sets sold during the month of No-
ember, bringing the total set distribu-
tion to 1,392,021, according to 
figures released by WBZ-TV and 
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tion to 1,392,021, according to 
figures released by WBZ-TV and 
WNAC-TV.
Time was running out for Steve Rollins—and so were his friends!

Those were his fingerprints on his wife! The story of a man that turned into "Hell or..."
WARNER BROS.
PRESENT

ALAN LADD
A fall-guy who got up...

EDW. G. ROBINSON
Czar of the bay-front...

JOANNE DRU
She went one guy too far...

gun—those weren't his fingerprints
his pride—his anger—and vengeance

"FRISCO BAY"

frisco bay-front in CINEMASCOPE and WarnerColor

PLAY BY SYDNEY BOEHM AND MARTIN RACKIN MUSIC BY MAX STEINER A JAGUAR PRODUCTION
匍匍匍匍匍匍匍匍

PRESENTED BY WARNER BROS.
Greatest Show on Earth...

Every week—everywhere—spectacle follows spectacle across the wide, wide screen. Figures, action—near life in size—have new "closeness."

Street scenes, sports, wonders of nature—all "live" and "breathe" with reality.

New, changing technics of production, processing and projection make all this possible... technics which the Eastman Technical Service for Motion Picture Film is proud to work with the industry in solving. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.
National Pre-Selling

THE review of "I'll Cry Tomorrow" in the Jan. 9 issue of "Life" started on page one with a photo of Susan Hayward (Lillian Roth) peering helplessly at a whiskey bottle on her home bar during her 16-year spell of drunkenness. "Life" reports "Susan Hayward does a superb portrayal of Lillian from spotlight to blackout, including some unexpectedly fine, throaty singing."

Writing in the current "Collier's," Steve Allen tells how he felt portraying Benny Goodman in the upcoming U. I. film biography of the king of swing. "That Old Gang of Mine" titles a complete story by Benny Goodman, with Richard Gehman of the great orchestra, whose name is associated with the victory in the 10,000-seat 1957, Canada Tour, and now the Higgenbotham, photo member of the Michigan State University band. "McCall's." Its series of pictures is intended to represent the executive's trip as a fact. It is, of course, continuing there indefinitely, as it is everywhere else.

Browning, Glidden (Continued from page 1)
both having been with M&P Theatres which was split to form New England Theatres and American Theatres Corp.

Browning's district, which consisted of theatres in Connecticut and Vermont, will be taken over by Robert Sternburg. Joseph Plunkett, auditor, moves in as treasurer.

Several bookkeepers, secretaries and the receptionist have had their duties absorbed by others and the company's small screening room has been closed down.

Martin J. Mullin, president of the circuit, said it was necessary "to consolidate various departments and to make several personnel changes" in order to streamline the company "to conform to present day conditions."

Browning, as head of M&P's publicity department, won national recognition for his work in the industry's War Bond drives during World War II. He has not announced a new affiliation.

Hartford Area Hikes Adult Ticket Prices

HARTFORD, Jan. 4.—The boost in adult admission prices at two Hartford Theatre Circuit deluxe suburban houses, the Central, West Hartford, and Colonial, Hartford, seems to be developing into a regional trend. The Burnside Theatre, East Hartford, has increased its adult admission from 65 to 70 cents. Formerly its new charge at the Central and Colonial. Other suburban operators are understood planning comparable changes.

Schine Trial (Continued from page 1)
A timely of several witnesses who were not permitted to testify by the late Judge John Knight during the first trial.

The defense will finish tomorrow and the government on Friday. It is expected to be a long time before the jury arrives because of the lengthy testimony he must wade through.

The principal defendants are J. Myer Schine and his brother Louis. Former Commonwealth Council president Elmer F. Lux, one of the original defendants, won a judgment at the conclusion of the government's case before Judge Knight.

Korda to Produce for Television in UK

From THE DAILY Bucos

LONDON, Jan. 4.—Sir Alexander Korda is to commence production for television early in 1956. Distribution has already been secured in the U. S. for the program.

In a press announcement, Sir Alexander says that London Films (Television Services) Ltd. will start early in January on a series of TV films, in black and white, recorded factual trials. It is intended to shoot one film a week. There will be two series: "Famous Trials" and The Lord Chief Justice. The subjects will concern the most famous dramatic trials brought before Britain's courts. Casting, it is added, will be announced shortly, but the role of Lord Chief Justice will be offered to Sir Ralph Richardson, it has been announced.

TOA, TEMS

(Continued from page 1)
equipment organization's current conventions which are on Tuesday and reported plans for the 1957, 1958 and 1959 conventions will be met besides routine business. Black next week, for example, is expected to name TOA representatives who will app at the Senate Small Business committee hearing on Feb. 2. The committee, which is headed by Sen. Hubert Humphrey (D., Minn.), will hear obiter complaints against distribution trade practices.

TOA leaders next week.

Booking-Buying Un

The exhibitors organization seat for an executive director is also of prime importance as Blank is report to have received a number of inquiries and personnel recommendations. He may also announce retention of the executive director during his conferences with other TOA leaders here next week.

Monday Deadline

Yankwich's findings of fact in the 10mm. suit against five major companies, which was decided in favor last month.

The formal stipulation, which temporarily postpones enforcement of the provisions of the Republic cons Stock Purchase Agreement, were filed today in Federal court.

Republic attorney Harry B. Swer low said that both the Governor and Judge Yankwich have agreed to the stipulation.

Anderson Named

(Continued from page 1)
theatre's are the Capitol, Lincoln, Nebraska and Stuart.

Anderson, an attorney for 17 years and a member of the Lincoln firm of Bourgois, Anderson for 10 years, withdrew from the firm to accept his new position. Strain said the law firm will continue to represent the Cooper Foundation for which the firm has been counsel since the formation of the foundation in 1934.
RKO to Get $12,000,000 in Resale of 2 Films to Hughes

At Meeting Today

Release Slate Of Fox for '56 To Be Outlined

Announcing a complete release schedule for the entire year, 20th Century-Fox sales heads will provide ammunition for long range sales and campaign planning today and tomorrow when company distribution executives assemble at the home office at the convention call of Al Lichtman, director of distribution.

The full year’s roster of CinemaScope pictures will be highlighted by two releases in the new CinemaScope 55, “Carousel” and “The King and I,” and is expected to include many of the top productions recently

Screen Gems Policy Pliable

By LESTER DINOFF

The 104 motion pictures which were leased to Screen Gems by its parent company, Columbia Pictures, for distribution to television “will be sold under a flexible policy” which includes hand-tailoring for individual station programming requirements.

FOR THE RECORD

Battle Cry (W.B.)
Blackboard Jungle (MGM)
The Bridges at Toko-Ri (Par.)
The Country Girl (Par.)
Lady and the Tramp (Disney)
The Left Hand of God (20th-Fox)
The Long Gray Line (Col.)
Love Is a Many-Splendored Thing (20th-Fox)
Love Me or Leave Me (MGM)
A Man Called Peter (20th-Fox)
Mister Roberts (W.B.)

Not As a Stranger (U.A.)
The Seven Little Fays (Par.)
The Seven Year Itch (20th-Fox)
A Star Is Born (W.B.)
Strategic Air Command (Par.)
To Hell and Back (U.S.)
There’s No Business Like Show Business (20th-Fox)
20,000 Leagues Under the Sea (Disney)
Vera Cruz (U.A.)

[The pictures above are listed alphabetically by title.]
**Personal Mention**

**MILTON R. RACKMIL**, president of Universal Pictures, will leave New York today for the Coast.

**ARTHUR SILVERSTONE**, assistant general sales manager of 20th Century-Fox, is in Mt. Sinai Hospital here for minor surgery. He expects to return to his office next week.

**MANNY REIBER**, general sales manager of I.F.E. Releasing Corp., will return to New York today from Detroit.

**F. J. A. McCARTHY**, Universal Pictures Southern and Canadian sales manager, will leave here Monday for Miami.

**JACK H. HAAN**, president of Screen Guild Productions, has left Philadelphia with Mrs. Haan for a vacation in the West Indies.

**LEO GREENFIELD**, Buena Vista district manager in Cleveland, has left here with Mrs. Greenfield for a vacation in Florida.


**'Golden Arm' Booked By 24 Loew Runs**

Otto Preminger's "The Man With The Golden Arm" has been booked by the Loew's national circuit for 24 key engagements starting January 26, it was announced by William J. Heineman, United Artists vice president in charge of distribution.

The Loew's dating follows premier engagements of "The Man With The Golden Arm" in New York, Los Angeles and Chicago.

**NT Declares Dividend**

LOS ANGELES, Jan. 5 -- The board of directors of National Theatres, Inc. today declared a quarterly dividend of 12½ cents per share on the outstanding common stock of the corporation. The dividend is payable Feb. 18, 1950 to stockholders of record at close of business on January 19, 1950.

**Altschuler Succeeds Goldstein as Head Of MPAA Sales Unit**

Richard W. Altschuler, vice-president and director of world wide sales for Republic Pictures, was unani-

mously elected chairman of the sales managers committee of the Motion Picture Association of America, it was announ-

ced yesterday following a meeting of the group.

Altschuler succeeds Morey Goldstein, vice-president and general sales manager of Allied Artists.

At the time of the election of Altschuler, the MPAA committee also commended Goldstein for his "out-

standing service" as chairman of the committee during 1955.

**Skouras to Preside At Havana Meeting**

Releasing plans for the 1956 season will be formulated at a two-day Latin American sales convention for 20th Century-Fox International managers which will begin on Sunday in Havana, Cuba, according to Murray Silverstone, 20th - Fox International president.

Silverstone yesterday said Spyros P. Skouras, president of 20th Century-Fox, would preside at the sales convention.

Silverstone and Edward D. Cohen, Latin America supervisor, will leave here tomorrow for Havana and return to New York early next week.

**Chas. Moses Heads Bel-Air Ad. Dept.**

Charles A. "Chuck" Moses has been appointed director of advertising, publicity and exploitation for Bel-Air Productions, it was announced by Aubrey Scheck and Howard W. Koch, executive producer and pro-

ducer, respectively of the company. Moses was for two years United Artists European publicity supervisor, with headquarters in Paris. He holds major publicity posts with Eagle-Lion Films and RKO Radio Pictures before joining United Artists international publicity department.

**'Diane' to State**

Lana Turner's new M-G-M starring picture, "Diane," will open at Loew's State Theatre here on Thursday.

**Screen Gems**

(Continued from page 1)

and syndication, according to Ralph Cohn and John Mitchell, president and vice-president of Screen Gems, respectively.

Cohn, in discussing his company's production and sales plans for the 1956-57 television programming season, stated, at a press conference held at 21 Riverside Drive yesterday, that it is very possible that the Columbia features, all produced prior to 1948, may be played on television at the same time that a Columbia film is playing in a neighborhood theatre.

**Admits Competition**

"Sure, they will be in competition," Cohn declared, "just as the current TV fare is competing for the entertain ment attention of the public. It was disclosed by Cohn, and elaborated upon by Mitchell, that Screen Gems originally planned to acquire a group of 13 feature films from its parent company for distribution to television. Among the pictures that were such films as "The Awful Truth," "You Were Never Lovelier," "Mr. Smith Goes to Washington," "Cover Girl," "Here Comes Mr. Jordan," and a Romany Rye picture.

Mitchell said that Screen Gems planned to use the above films as a "test group on television." He pointed out that "this is now old thinking," and that the company has acquired 91 more films from Columbia, selected from a film library which includes about 1,000 films. Cohn disclosed that it has been decided that Screen Gems acquired the 104 films for TV, "I hope to announce shortly the names of the films and the sales policies under which they will be sold.

**Sees Programming Aided**

The Screen Gems head said that he plans to sell the films to advertisers and stations to provide "needed programming." Mitchell said that some of the pictures will be syndicated on a national basis and that they would "be tailored for station programming requirements.

Mitchell also recounted the history and success of Screen Gems since the company's founding in 1952, and disclosed that within 10 days the company would expand its foreign activities to the Central and South American markets by opening an office in Mexico City. He said that Screen Gems already has offices in Great Britain and Canada and has sold a film program for exhibition on TV in Thailand.

**Expansion Planned**

He also said that Screen Gems would shortly expand its domestic production for TV activities by producing 60 or 90 minute dramatic spectacles by utilizing motion picture turn-overs and properties owned by Columbia Pictures, original stories, and by re-making successful Columbia features.

**NEWS ROUNDUP**

**TV Drama to RKO**

RKO Radio has purchased "To Our Son" from Robert Dow. Under the title of "Deal a Blow," story won the Christopher Award, the outstanding dramatic play of the season when it was presented on CTVs. "Climax."

**Special 'Oklahoma' Shows**

The Rivoli Theatre here will inaugur special Saturday morning "Oklahoma" show for "Oklahoma," start tomorrow. Prices have been set at $1 for balcony seats, $1.50 for orchestra and $1.50 for loges, included.

**Acquire Chicago Houses**

Two Chicago neighborhood theatres have changed ownerships. Dan Newman, who owns Chicago for 30 years, and Elmer Harland, has acquired the Astor until it was torn down. The Astor, which served as a Lake Shore, assumed the operations of the Crawford.

**More Foreign Films**

In submitting its report on foreign reviewed in December, the Chicago Censor Board reported that per cent of the product consisted foreign pictures. Of the 73 pictures reviewed, 50 were Mexican films, three were Greek, three Italian, one French and Russian.

**Display Japanese Relics**

Relics of feudal Japan will be played in the lobby of the Little City negre Theatre here during the run of "Samurai." Borrowed from Japanese families, the display will be continued every night at the Century battle mask, weapons and other relics ancient times.

**NEW YORK THEATRE**

**RADIO CITY MUSIC HALL**

Rockefeller Center

KISMET

in Cinemascope and Color starring

HOWARD KEEL \ ANN BLYTHE \ DOLORES GRAY \ VIC DAMO

AN M-G-M PICTURE

And The Music Must Go On!

**NATIONAL THEATRE**

820 Madison Ave.

ROBEY THEATRE**

2012 W. 28th St.
To Stimulate Attendance
Texas COMPO to Launch 4 Participation Programs

Special to THE DAILY

DALLAS, Jan. 5.—Plans for four joint theatre-public participation programs, one to be executed quarterly, by Texas Council of Motion Picture Organizations were announced here today by Kyle Rorex, executive director.

Rorex stated that the programs have been planned and designed in response to exhibitors requesting campaigns which will sell the industry in general and at the same time stimulate boxoffice attendance.

No Interference
These theatre-public participation programs will be conducted in addition to, and will not interfere with, the usual duties of Texas COMPO which this year include an extensive legislative program, the pursuit of a reduced fire insurance rating for the industry and the handling of charity collections for the industry in Texas, Rorex said.

Rorex outlined each of the four theatre-public participation programs as follows:

During the first quarter, "The Oscar Race" will be conducted. "The Oscar Race" is a plan devised to permit the theatre patrons to participate in Academy Awards by attempting to select from the Academy nominations the Oscar winner in each of six categories. A survey of last year's results reveals that the percentage of ballots increased from six per cent to 21 per cent during the actual voting.

"Teacher of the Year" Slated
In the second quarter, the "Teacher of the Year" campaign will be initiated. This campaign will entail the selection of the "teacher of the year" in each individual town and will permit the motion picture theatres in that town to participate in the teaching profession. This campaign will require the support and participation of all the school students, such that they will give the "teacher of the year" for their town; however, voting will not be limited to students.

Official ballots will be given to each patron attending the theatre during a designated two-week period. Each person will write on the ballot his selection. This campaign was tested by the Phil Isley circuit in Texas and the appeal was enormous, and the participation was extensive, and stimulated the boxoffice, Rorex said.

Will Mark Drive-in Anniversary
Drive-in Theatre Week will be held during the third quarter. Due to the overwhelming success of the week last year and as a result of hundreds of requests to repeat the campaign, the 23rd anniversary of the first drive-in theatre will be observed during the week of July 1, Rorex explained.

Cash prizes will be awarded to drive-in theatre managers for the best exploitation of individual pictures in addition to cash prizes for the best augmented campaigns.

During the fourth quarter, the Manager's Award will be instituted. A theatre manager simply selects a picture after Sept. 30 which he personally endorses and guarantees as good entertainment and states that if patrons are not fully satisfied their money will be refunded. This campaign has been created for the express purpose of stimulating confidence in the motion picture industry and forthcoming product and is based on the premise of Lever Bros., who, for years, have unconditionally guaranteed their products. It was said. A special trailer has been produced by Texas COMPO to follow the regular trailer of the selected picture. This special trailer will state in effect that this is a "Manager's Award Picture" and merits the viewing of all persons who enjoy good entertainment.

Urges Frequent Use
Rorex suggested that these trailers be used at least eight times periodically during the ensuing year of 1957 whenever the manager is extremely proud to be showing a particular picture.

All materials necessary to execute the four-theatre-public participation campaigns are copyrighted by Texas COMPO.

These theatre-public participation programs have been created and prepared for the exhibitors in Texas, but will be made available to theatres throughout the world, Rorex emphasized.

Hawkins Appointed
GPE Ad Manager

Barry J. Hawkins has been appointed advertising manager of General Precision Equipment Corp., a newly-created post. Hawkins joins GPE after associations in the advertising and sales divisions of Potter Instrument Corp., Fairchild Camera & Instrument Corp., and Sitter Corp. Robert T. Binear, who will continue to supervise all advertising and public relations activities of the corporation which controls 22 subsidiaries supplying precision equipment for industry and defense.

'Shuttle' Plans to Be Told
Stanley Kramer on Wednesday afternoon will outline his plans for the production in Spain of "The Pride and the Passion" at a cocktail party to be held at the offices of Associated American Artists. Also on display at the time will be hundreds of sketches and drawings which will serve as visual aids in the description of the production plans.

Schine Trial Closes; Briefs Due by Mar. 5

BUFFALO, Jan. 5.—The second Schine trial ended here this afternoon before Federal Judge Harold P. Burke. The government put on the stand only one witness in a rebuttal of testimony offered by the Schine attorneys.

Judge Burke ordered briefs to be filed by March 5. The judge will give a decision based on these briefs, but he gave no indication when this decision will be handed down. The decision will be based on the briefs and it is not expected to be forthcoming for at least six months after the filing date.

Shattuck Treasurer Of Technicolor, Inc.

David Shattuck, treasurer of Technicolor Motion Picture Corp., since 1936, has been named treasurer of Technicolor, Inc., succeeding Lester C. Clark, Dr. Herbert T. Kahan, president and general manager, announced. Clark remains on the board of directors of both organizations.

Shattuck was also elected a director of the board of directors of Technicolor, Inc., joined the company after an association of eight years with the law firm of Loeb, Walker and Loeb.
"Get your dates in fast
I'm ready for your best playing
time in January"
HERBERT J. YATES presents

YVONNE DE CARLO

"FLAME OF THE ISLANDS"

TRUCOLOR BY CONSOLIDATED FILM INDUSTRIES

HOWARD DUFF ZACHARY SCOTT

with KURT KASZNAR • BARBARA O'NEIL • JAMES ARNESS • FRIEDA INESCORT

SCREENPLAY BY BRUCE MANNING

STORY BY ADELE COMANDINI

ASSOCIATE PRODUCER-DIRECTOR EDWARD LUDWIG

A REPUBLIC PRODUCTION

Hear YVONNE DE CARLO sing
"Take It or Leave It"

and
"Bahama Mama"
Fox Releases

Zukor Stresses Quality

(Continued from page 1)

(Continued from page 1)

the industry line-up of outstanding pictures.

The industry pioneer was interviewed here on the occasion of his 53rd year in business yesterday. The interview also marks his 53rd year in the industry and his wedding anniversary.

During the course of the interview, Zukor expressed his sentiments regarding the "bigger, but fewer" approach to production, the need for more extensive advertising by exhibitors, the need for better understanding of the intelligence of the motion picture audience and other industry matters.

Sees Production Not Reduced

He rejected the contention that there is any deliberate attempt by the film companies to reduce production. He held that out of necessity fewer pictures are being made, with the selective producing companies are showing as to story material, casting, directing and other factors in the attempt to make outstanding pictures. With the competitive factor of TV, only outstanding pictures draw the audiences away from their homes, Zukor stated.

The veteran showman and producer acknowledged that some pictures, although made with the best intentions of being outstanding, do not hit the mark and are failures. That is nothing new in show business, he added. However, he went on, if the industry can turn out outstanding pictures, 75 per cent of which are successful at the boxoffice, though 25 per cent of them may be disappointing, it will mean survival for the producer, distributor and exhibitor.

Recalls Objections of the Past

At one time, he recalled, exhibitors complained that they were forced to buy a larger number of pictures the public did not want.

He said that such pictures as "Ten Commandments" and "War and Peace," both to be released by Metro as a bellwether for the entire industry, attracting both new and regular audiences to theatres. He said he foresaw more and more of such big undertakings, providing they show sufficient business to justify the investments.

Zukor blamed last year's post-Sep-

tember box-office dip to the lack of sufficient number of pictures. He said this lack occurred despite the intense efforts of production-distribution which "put its best foot forward" only to find the public did not respond.

Lauds Patrons' Intelligence

In regard to the public, Zukor contended that the audiences are ahead of the industry in their intelligence. "We must study the trends and tastes change and offered his opinion that the public today wants in films a strong dramatic story that carries with it human drama and is suitable for all ages," he declared. Within that framework, Zukor continued, the subject can deal with science, politics, big business, world affairs, or other matters.

Demands Showmanship

The industry pioneer warned exhibitors that showmanship is mandatory in today's market. He also warned exhibitors against "sitting back" when they get the big pictures, saying that they must do more than just show big pictures if they are properly advertised on the local level. In this regard, he pointed out that TV today takes one-quarter or one-half pages in newspapers and magazines, "for something they give away." In contrast, he contended it "takes a magnifying glass" to see some of the motion picture advertisements, with some papers only giving a brief line in the classified section, and even that may not carry a newspaper to announce their attraction.

 Asked about the relationship of the TV and motion picture industries, Zukor said there is nothing new here. "We have had the same thing to deal with," Zukor said, "in every walk of life."

Wage Law

(Continued from page 1)

of Labor urged Congress to consider extending coverage to interstate circuits and to other out-of-town branches of motion picture companies. The President's message today promised that the Labor Department was again ready to work with Congress on details of expanded coverage. Other recommendations of interest to the industry in the President's message were these:

Q. That Congress approve U. S. participation in the Organization for Trade Co-operation, the international agency set up to administer tariff-cutting agreements.

Q. That Congress simplify still further U. S. customs procedures and reduce U. S. taxes on income earned overseas.

Q. That appropriations for the U. S. Information Agency be increased substantially.

Q. That Congress approve an experimental program of government flood damage insurance.

Q. That the administration's previous recommendations for revision of the Taft-Hartley Law be approved.

Change Rites Time

Funeral services for Robert A. Kreider, former managing director in features and exploitation, will be held at St. Mary's Church, Greenwich, Conn., tomorrow, will take place at 10 a.m. instead of 11 a.m., as previously announced.

Compo Drive

(Continued from page 1)

reduction. In the meantime, he said, "We do not present corporate or excise tax relief must be continued.

In an official White House statement yesterday, Coyle said: "We have the greatest respect for President Eisenhower's judgment as we realize he is beset by many grave problems. We cannot believe, however, that his position in respect to excise taxes is so inflexible that if we prove our need, it will be impossible to change it."

"We intend, therefore, to move forward with our campaign for complete elimination of the Federal's mission tax, confident that when this has been accomplished with the full support of both the Congress and the Executive, we will see the necessity for giving the industry tax relief."

Points to Mason Bill

"It must be remembered that getting the first session of the 81st Congress to pass the Mason Bill would indicate to the Administration and to Mr. Eisenhower, we did an educational job that made it much easier at the next session to obtain special relief that was not accorded any other industry. We must and we must be found in the first session of the 81st Congress. If the majority and the Congress did not agree with the Administration's policy, we would not have been granted the first session of the 81st Congress. If the majority and the Congress did not agree with the Administration's policy, we would not have been granted anything that we have."

"We are completely confident it will be accorded the tax relief we so desperately need. The only question is how long we have to wait while Congress and the Administration settle the many other important issues that come before them."

Goldhammer Holds AA Meet in Cleve.

L. E. Goldhammer, Allied Art Eastern sales manager, will meet tweek-end with key personnel of AA branches to discuss plans for the 17-week "March of Progress" drive which starts on Jan. 25.

Participating in the sessions, will be held at the Statler He Cleveland, will be chairman of the department; Mill A. Linsner, Washington; A. I. Wr-er, Pittsburgh; Sam Schulz, Cle-land; Milton H. Gurion, Cincinnati and Nathan D. Levin, Detroit.

RKO in 2 Foreign Production Deals

RKO Radio Pictures is negotiating two deals with foreign producers. Daniel T. O'Shea, RKO Radio Films president, disclosed here yesterday. One of the productions is a Tarzan picture made in England, associated with Sol Lesser, O'Shea added.

Ko's Week End: "Stop, Thief!" (From Intellicent)
RKO in Deal to Re-Sell Two Films to Hughes

O'Neil Says Cash Will Aid in Production

(Continued from page 1)

T

HE unique feature of yesterday's press conference called by Tom O'Neil, RKO Teleradio president, and Daniel T. O'Shea, RKO Radio president, was the announcement of the just completed sale to Howard Hughes of his "Jet Pilot" and "The Conqueror" for $8,000,000 in cash and approximately $4,000,000 additional, to be paid out of Hughes' share of distribution receipts from the films. That would be for some as yet undetermined costs of the films, plus advertising, print and distribution costs.

"What was the motivation for the deal? a puzzled reporter asked.

"Our motivation," O'Neil replied, "was to acquire some cash.

"And Hughes'?

"Sentiment perhaps," said O'Neil, and added, "And his chance to make a profit, I imagine."

RKO Radio will distribute the pictures worldwide, and will have full control of sales policies, terms, advertising and release, O'Neil said.

Thus, Hughes, who made the films when he was in control of RKO Radio, and sold them along with the company only last July, buys them back now. At the same time, he returns in payment therefor $8 millions of the $32 millions he received from O'Neil in July. The $8 millions from Hughes now will go into the new RKO Radio owners' treasury to finance new production, something that Hughes refrained from doing in his last years as owner of the company.

WHAT if Hughes fails to turn over the two pictures for release? a reporter asked, no doubt thinking of the years Hughes held "Jet Pilot" without releasing it.

"Well," said O'Neil, "that's up to him. But we have the money, if you know what I mean."

It is the second $12 million-dollar deal to be concluded for RKO by O'Neil in less than two weeks, the sale of the company's old film library to C & C Super having taken place on Dec. 23.

Relieving Howard Hughes and Matthew Fox of those amounts of cash clearly establishes the O'Neils as the champion film salesmen of this or any other age.

O'Neil, moreover, is a good booster for motion pictures. He's not only optimistic but enthusiastic about their future. Asked yesterday how he feels about his pictures "competing on TV with his pictures in theaters," O'Neil replied, significantly, "I don't accept that asumption. New films with their new techniques, better production, color and other advantages have nothing to fear from old films on television, and are no more affected by them than they would be by the program material on TV the films replaced."

EDiTORiAl

Hughes Buys What Hughes Sells

By Sherwin Kane

O'Shea Reveals Releasing Plan For 20 Films

O'Shea has announced that he and his management group purchased RKO from Hughes with the sole intention of operating the company as a going concern. He said the new Hughes deal and the recent C. & C. Super agreement represent moves which General Teleradio, the broadcasting and TV branch of the merged company, had contemplated from the start. The reason the two deals were consummated, O'Neil went on to say, was to "accelerate" the cash return inherent in the investment.

Asked to explain Hughes' motives in re-purchasing his "Jet Pilot" and "The Conqueror," O'Neil said Hughes acted out of sentiment and the commercial potential of the two pictures. O'Neil estimated the cost of the two pictures at $8,000,000.

Will Seek Pact with SAG

In regard to the C. & C. Super deal, O'Neil said that pictures made after August, 1948, will be released to TV until RKO works out an agreement with the Screen Actors Guild and various other guilds. August, 1948 is the cut-off-date provision of guild contracts with studios, under which the guilds demand extra compensation for post-1948 pictures shown on TV.

O'Neil, taking cognizance of his post as president of the parent company, denied, however, that he will actively operate RKO Radio Pictures, which, he said, will be operated as a separate unit of RKO Teleradio Pictures.

Asked whether RKO reissues will also be available on TV at about the same time, O'Neil replied in the negative. He pointed out that under the C. & C. Super deal, RKO retained 20 pictures for theatrical distribution in the U.S. for six years, in addition to 20 pictures in every nation abroad for eight years.

RKO Near Break-Even Point, O'Neil Says

RKO Radio Pictures "is not far from the break-even point" in its operations now, according to board chairman Thomas F. O'Neill.

O'Neill prefaces his remarks by saying that the factor of amortization of properties has a large effect in determining profits of motion picture companies, a factor, he said, with which he has become more familiar since General Teleradio's acquisition of RKO.

5,000,000 Profit for General Teleradio

General Teleradio, which owns over 5 radio stations and operates six stations in the U.S., will show a profit of $5,000,000 before taxes for 1956, Thomas F. O'Neil, GT president, disclosed here yesterday.

companies, RKO Radio Pictures and General Teleradio, also disclosed the following:

- The $15,000,000, received in the two transactions, has been applied in repayment of loans procured from the Chase Manhattan Bank. In this connection, it was recalled that the bank loaned General Teleradio $25,000,000 when the latter company purchased RKO from Hughes.
- An estimated $5,000,000 accruing from the deal will go into working capital of RKO.
- Another $7,000,000 to $8,000,000 from the reserved rights of RKO in "Jet Pilot" and "The Conqueror" for working capital also was estimated.
- "The Conqueror" will have a world premiere Jan. 31, as planned.
- The Hughes deal came on the heels of the announced conclusion of the C. & C. Super agreement, under which C. & C. Super was granted TV rights to RKO's film library, with a number of exceptions and reservations, in addition to licensing rights for the pictures abroad. C. & C. Super paid RKO Teleradio $12,390,000 (2) in cash for these licenses, with an additional payment of $3,000,000 to be made within the next 24 months.
- O'Shea asked whether he had met any exhibitor resistance since the sale of the RKO film library, replied in the negative.
- O'Neil, questioned on the competitive aspect of the sale, denied "the supposition" of the question. O'Neil contended that the motion picture medium and the TV medium operate in "two different areas" and such factors as the producing dates of the pictures, the new techniques and color, or offered by motion picture theatres, and the programming that feature films replace on TV must be considered in answering the question.

Hughes Buys What Hughes Sells

By Sherwin Kane

RKO Radio Pictures will invest $19,000,000 in product this year. The election schedule calls for 17 pictures, half of which will be made by studio and the remainder by independents, O'Shea disclosed.

Asked about releasing plans, O'Shea said that RKO plans to release about 50 films in 1956.

Must Be Ready by June

O'Neil, questioned on the release plans of "Jet Pilot," said that an agreement could be completed between Hughes and RKO to enable "Jet Pilot" to be released in June. If Hughes fails to meet the June commitment, "Jet Pilot," as the picture, O'Neil responded to a question, indicating that RKO will no longer be committed to the picture.

The RKO board chairman stated that $20,000,000 in cash resulted in the Hughes deal, which is believed to be the "Jet Pilot" ready for distribution in June. If Hughes fails to meet the June commitment, "Jet Pilot," as the picture, O'Neil responded to a question, indicating that RKO will no longer be committed to the picture.

Hughes, who made the films when he was in control of RKO Radio, and sold them along with the film only last July, buys them back now. At the same time, he returns in payment therefor $8 millions of the $32 millions he received from O'Neil in July. The $8 millions from Hughes now will go into the new RKO Radio owners' treasury to finance new production, something that Hughes refrained from doing in his last years as owner of the company.

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O'Neil's second press conference since oral Teleradio's purchase from Hughes of the picture company last April. Daniel T. O'Shea, RKO Radio Pictures president, who sat alongside O'Neil at the press conference, took opportunity to announce that
"The Court-Martial of Billy Mitchell" has opened in over 300 theatres. It is a smash in each and every one of them!

Warner Bros. present Otto Preminger's

"The Court-Martial of Billy Mitchell"

Starring

Gary Cooper • Charles Bickford • Ralph Bellamy • Rod Steiger • Elizabeth Montgomery

Co-starring

Fred Clark • Story and Screen Play by Milton Sperling and Emmet Lavery • Music Composed and Conducted by Dimitri Tiomkin

A United States Pictures Production • Produced by MILTON SPERLING • Directed by Otto Preminger • Presented by WARNER BROS.
Sales Heads Told of Industry Service

Fox to Release 24 Studio-Produced Pictures at Rate of Two Per Month

(Picture on page 3)

Service to the motion picture industry by the production of more CinemaScope production and the expenditure of additional money per picture to achieve the highest possible quality was the keynote of an address rendered on Friday by Al Lichtman, 20th Century-Fox director of distribution, at the opening of a two-day national sales conference here.

Lichtman, in discussing the application of $70,000,000 toward the 1956 production of 54 features, said that the company plans to release

(Continued on page 3)

COMPO Meet To Begin Work On Ticket Tax Plans Shortly

By MURRAY HOROWITZ

The inauguration of plans to eliminate the Federal admissions tax will get under way in a week or 10 days, with the slated convening of the antitrust steering committee, it was disclosed here by Robert Coyne, Council of Motion Picture Organizations special counsel.

Coyne said the steering committee will meet here or in Washington to map national and local strategy. The group, he explained, will be composed of delegates from COMPO charter member organizations.

Meanwhile, COMPO is gathering statistics as to the present state of the industry in preparation for its appeal to Congress, Coyne added. In answer (Continued on page 2)

Fleetwood Theatre Action Is Dismissed

An order has been signed by Judge Lawrence E. Walsh in the U. S. District Court for the southern district of New York, dismissing with prejudice, an action brought under the anti-trust law by the operator of the Fleetwood Theatre, Bronx, against various motion picture distributors and J. J. Theatres, Inc., to recover $450,000 in treble damages.

Lippert Plans 4 New L. A. Area Theatres

(Continued on page 3)
Many Can’t Recall Last Film: NT Poll

HOLLYWOOD, Jan. 8.—Approximately 25 per cent of the adult population cannot remember the last time they attended a motion picture theatre, according to a poll conducted by National Theatres, Inc. through poll cards in 500 families, with 1,286 individuals interviewed.

The survey results, appearing in NT’s “Showman,” showed that a relatively high percentage of teenagers are frequent film-goers. The poll indicated, however, that in total numbers adults make up the major market for motion picture theatres.

The poll was conducted in their frequency in attending theatres in 1955 as compared to the previous year, 15 per cent said “more frequently”; 36 per cent said “less frequently,” and 49 per cent said “about the same.”

Minn. Trust Action Settled Out of Court

Special to THE DAILY

MINNEAPOLIS, Jan. 8.—An out of court settlement has been signed in the $1,911,000 Federal anti-trust triple damages suit brought by the owners of the suburban Minneapolis Edina Theatre against eight major film companies and two theatre circuits.

According to an authoritative source, the settlement which is not to be made public, is a tremendous achievement and is the result of a number of years of hard work by Mr. Kirn over.” He added that he was impressed by the company’s flexible policy of giving each picture “broad-shouldered sales and promotion treatment.”

Told left for the Coast on Friday.

Columbia Changes

(Continued from page 1)

the service department, has been named to succeed Kane as executive in charge of the copyright protection department. Morton Saltzman has been assigned as manager of the service department, which will operate as part of the purchasing division, headed by Herb Smith, director of purchases. Saltzman will report to Fred Izzo, Smith’s assistant.

Compo Meet

(Continued from page 1)
to a question, Coyne said the steering committee undoubtedly would invite an Allied States representative to join the committee’s work, if Allied wished to do so.
Al Lichtman, 20th Century-Fox director of distribution, right, and William C. Gehring, executive assistant general sales manager, presiding Friday at company's national sales convention at the home office.

**Fox Plans Two Per Month**

(Continued from page 1)

24 studio-produced films, at the rate of two per month, this year. Other outstanding Cinemascope and standard pictures will be acquired by the company during 1956 to assure theatremen a continuous flow of top-quality pictures, the sales head told the meeting of some 75 domestic sales personnel.

President Spyrros P. Skouras, who also addressed the conclave, reviewed the past year, and announced the plans for the world-wide launching of Cinemascope 55 production of "Carousel" and "The King and I." He urged a dynamic and creative program of merchandising by the sales organization, a positive project meeting the needs of exhibitors and the company alike.

Vice-president Charles Einfeld, assisted by members of his advertising-publicity-exploration departments, detailed comprehensive promotional plans formulated to pre-sell all 1956 releases and the huge project of the company introducing "Carousel" in February.

Regional applications of national merchandising plans covering the year's product were discussed at meetings held on Saturday.

**FJP Luncheon**

(Continued from page 1)

sion; Grace Kelly, motion pictures; Mary Martin, legitimate theatre; Mitchell Miller, recording industry; Arthur Schwartz, music world, and a special award to Patti McCormack for her performance in "The Bad Seed."

In announcing the climax event, Schine of pointed out that Federation this year must raise $18,100,000, of $2,600,000 more than was raised last year.

**B. J. Bird Acting Ad Chief of Technicolor**

HOLLYWOOD, Jan. 8.–B. J. Bird has been named acting director of public relations and advertising for Technicolor Motion Picture Corp., Dr. Herbert T. Kalins, president and general manager, announced.

Bird joins Technicolor after four and a half years as a staff executive with the Los Angeles office of the National Association of Manufacturers. He is a graduate of the University of Southern California, and is chairman of the education committee of the Advertising Club of Los Angeles.

**Fox Sales Divisions**

(Continued from page 1)

and will make his headquarters in Boston. Succeding Levy as head of the Boston exchange is Weldon Waters, formerly home office sales representative.

Robert L. Cohn, presently Indiana branch manager, is being shifted to the company's Chicago exchange where he will work with branch head Tom R. Gilliam. Succeeding Cohn in Indianapolis is Ray Schmerz, salesman in Cleveland.

**Detroit Strike Sheet Now Has 16 Pages**

DETOIT, Jan. 8.–The Detroit "Reporter," emergency newspaper and principal source of printed motion picture advertising and publicity during the now 35-day-old newspaper strike, has finally secured an additional supply of newpaper. By Saturday the publication reached a size of 16 pages and circulation will probably be considerably increased from the current 100,000 to which the paper shortage has limited it. This is good news for Detroit's motion picture industry since all newsletters now become bare long before the day is far gone.
YES—Friday, the 13th of January, 1956, is the lucky day when everyone goes to one big nationwide screening — to be held simultaneously in theatres in 32 exchange cities. Exhibitors, press and opinion-makers will all be there to see the only musical ever to rival “White Christmas.”

Invitations for “Anything Goes” screenings are in the mail now. If yours doesn’t reach you soon, call your Paramount branch... for this is an industry festival no one wants to miss. Dazzling stars — opulent production — marvelous music — make “Anything Goes” the greatest attraction theatres have ever been offered for Easter playing time.

BING CROSBY • DONALD O’CONNOR
JEANMAIRE • MITZI GAYNOR
PHIL HARRIS in
“ANYTHING GOES”

In VistaVision and Color by Technicolor • Music and Lyrics by Cole Porter • Produced by Robert Emmett Dolan • Directed by Robert Lewis • Musical Numbers Staged by Nick Castle • Jeanmaire ballet and “I Get A Kick Out of You” Staged by Roland Petit
Screen Story and Screen Play by Sidney Sheldon From the Play by Guy Bolton and P. G. Wodehouse (Revised by Howard Lindsay and Russell Crouse) New Songs by Sammy Cahn and James Van Heusen
A Paramount Picture
My sincere gratitude—
to the Television Editors, Columnists and Critics
for voting me the "most promising new female star"

jeannie carson
**television Today**

**A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS**

**spotlighting the News**

**VINTAGE YEAR**

A monumental 45 per cent increase in gross annual billings for C Television during the rarefied year of 1955 for the upcoming industry was quite characteristic of the whole number of Program audiences increased, many up measurably and by key factors, boon to C Television, total figure for all media is in the stratospheric billions, their evidence to hand is the end report which the National Television Company released that year. In the year just concluded, the NBC television network pulled up an unprecedented increase of 34.6 per cent in total billings and a gain of 22.5 per cent in overall income compared with 1954. Other NBC milestones: a 50 per cent increase (to $20 a month) in color programming, and a new record number of advertisers using network television, 231. Close to bingo.

**VOCALISTIC**

The problem of so-called "vocalistic" writing for television has been resolved to some degree David Dortort, president of the Writers' Guild Television Branch, in a publication, answers charges made that the guild is "widespread" speculative writing. Dortort says the problem not being ignored, that a committee is and has been studying "the matter, policing where it can; that since TV has mushroomed, so, it is hard to organize, writing-wise, and that there are still many writers outside the guild, in TV. He claims satisfaction with present progress in negotiation and administration of contracts, and a new film TV contract, now sought, would eliminate the problem. Time will tell.

**TIME TO CHANGE**

- The Turner-Parivar Association, operators of a southern Illinois theatre circuit as well as television station owners, aren't waiting for any sweeping allocation policy change from the Federal Communications Commission. They have asked the FCC for permission to shift their Harrisburg, Illinois TV station from UHF channel 22 to VH channel 13, now authorized for Bowling Green, Kentucky.

**WHEN'S A DEBUT?**

- To raise a point, with no brickbats intended; the publicity people recently were making the welkin ring with the news that Bette Davis is about to make a "double TV debut." It seems that she is going into production at 20th-Fox on a 45-minute TV film adaptation of "Phone Call from a Stranger," for CBS-TV's 20th-Fox Hour, to be followed shortly by a 30-minute film, "A Day in the Life," for CBS-TV's General Electric Theatre. Now Miss Davis actually has been on television (film) for years, first in a 1952 British effort, "Another Man's Poison," and more recently in the 1953 feature, "The Star." Her real debut will come when some lucky sponsor brings her "live" into TV drama for the first time. That will be news.

**WIDER, WIDER**

- NBC's Wide World is getting more and more to be just that, and the men behind the men behind the show are to be credited with challenging and bold steps forward which in the ultimate can do the television industry only the greatest possible good. Now it is planned, for the program of Sunday, January 29, to have TV traverse the Atlantic Ocean to visit the British Crown colonies of Bimini and Cat Cay in the Bahamas. Producer Robert Bendick reports the necessity of practically building a station on Bimini, which lacks even a telephone.

**NEW BOSS**

- NBC, after some litigation, finally has taken over ownership of WBUP-TV, television station in Buffalo, N. Y., and plans are proceeding apace for major expansion of the ultra high frequency service on Channel 17. Moving day and new facilities are ahead.

**ELECTRONIC FUTURE**

- Electronically and technically the industry must gain in years ahead from the new first team which has taken over the reins of ATV, DuMont. To these new partners, DuMont president, the former vice-president and general manager, reports plans for a concentrated sales expansion drive.

**He Sure Doody**

- That ubiquitous, lively, hoot-and-holler young fellow, Howdy Doody, last Friday marked his 2,000th performance over the NBC-TV network. This show for youngsters (and some oldsters have been known to peak) has been handled by Bob (Buffalo Bob) Smith, his best little friend, Howdy, and Roger Muir, the executive producer. Salute!

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**In Our View**

On the following pages is recorded the lineup of the winning team, so to speak. Here are the winners of the seventh annual poll conducted for "Fame" by "Motion Picture Daily" and now also by "Television Today," among the hundreds of Television editors, critics and writers who are most competent to judge fairly, accurately and intelligently. To them, all thanks for a worthwhile service.

To these winners, a deep bow and a salute, for here are the top echelon of the varsity team, here are the men and women who by their skill, their personality, their warmth, their artistry, have helped carry Television itself to the high position of which it is inherently capable, and to which it has attained and is retaining and let it be recorded that although there can be no gainsaying that the first position, the top spot in each category of performance is the ultimate achievement for the year, those in each division coming to the wire in second or third place share, too, in the honor, and not by reflected glory, since to achieve a position in the first three is in itself, in the face of the severe competition of the field, high honor and great distinction. From the Ed Sullivan and the Lucille Balls of tried and proved experience in the fine art of winning critical and influencing sponsors, to the Johnny Carson and Jeanne Carson of such outstanding promise, there is honor enough and for all.

Television, with the new year, is climbing to new heights and greater endeavors. These personalities, upon whom the accolade is so happily bestowed, are in large measure responsible for that achievement of the medium. Theirs is a stern responsibility, as well, to maintain a high quality which will not "let down" either the medium or their legions of followers. To all of them, a hearty and sincere "Well done!" and Good Luck.

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**APPRECIATION**

**Mr. Aaronsen:**

I have just read your recent editorial on our TV survey of the Beverly Hills schools, and would like to express my appreciation of your thoughtful analysis of Dr. Rose's findings. These comments will be of great help to us in our work. — Peter Goelet, President, National Audience Board, Inc., New York, N. Y.
the effect, the
Richard
special
roll
of
the
vision medium. As Best Television Performer, rating Champion of Champions, was
Sullivan, whose amusingly resourceful Sergeant Bilko of "You'll Never Get Rich" mad-
ness throughout the year and sent millions of us into gales of happy hilarity. The Silvers show, too,
rated Best Comedy Show of 1955.

The high degree of consistency which is so char-
acteristic of success in the entertainment media, again
apparent in the editors' poll. George Gobel, the
man with the winningly amusing manner, once
copied the Most Prominent New Male and
Most Prominent New Female Star, were, re-
tively, Johnny Carson and Jeannie Carson. The
larity of name, although they are no kin, doubtless
send many rushing off to study the name book,
quality cannot be found in a book.

Also in the comedy line, George Burns and G
Allen copped the top place as the Best Comedy T
Number two in this category went to Desi Arnaz
Lucille Ball, the latter, of course, a winner on her
as the Best Comedienne. In second and third pl
after Phil Silvers' You'll Never Get Rich as Best
edy Show were, respectively, the George Gobel 3
and I Love Lucy. Clearly, this kind of voting req
the splitting of hairs on the part of the voter.

The ambitious and provocative Playwrights '56,
ter-minded by producer Fred Coe and which is brin
on television the talents of some of the country's
writers and actors, was named Best New Dramatic
gram introduced this season.

Voted Most Unique New Program (other than dr
was another precedent-shattering show, Wide
World, literally as big as all outdoors. The phenom
successful $84,000 Question placed number two in
category, which was a sort of dividend, since it
won the number one spot as Best Quiz Show (audia
participation).

Best Dramatic Program award went to Studio 5
which has parlayed top scripts, original staging
huckstering by Betty Furness into a real winner. It
ners up in the usual order were Robert Montgomery
Presents and Climax, a comparative newcomer.

Max Liebman Presents was named number one
Making Most Effective Use of Color, followed by
ducers Showcase, which was also number two as a
etwork Program. Ford, co-sponsor of Producers Sh
case, also was given the nod for Best Commercial.

Perry Como, whose show, new this season, rank
second as Best Variety Show, was himself named B
Male Vocalist. Dinah Shore, in turn, was Best Fem
Vocalist. The Voice of Firestone's simulcast took
honors as Best Classical Musical Show, while The
Parade, with its fresh sense of humor, was named
Best Popular Musical Show. The comparatively
the-TV-network, Grand Ole Opry, was number 1
Best Country Music Show.

Z7 TV made special mark in the poll, with 1
Led Three Lives and Highway Patrol taking, respec
ively, first and second places in Best Syndicated S
Continuing to roll along in history is WLS
My Line?, voted Best Quiz Show (panel).
The Roster of "Fame" Television Winners

**THE ELITE ON TV SCREEN**

A glance at the archives containing the results of the six previous "Fame" polls on the best in Television reveals some startling instances of longevity, both in program and personality. No less than 18 shows and/or performers have won top position in their respective categories for three or more consecutive times. The leader of them all is Studio One, which has taken a top spot for each of the seven years the poll has been in existence. Winners for no less than six times are The Voice of Firestone, John Cameron Swayze and Meet The Press, Four-time winners include Perry Como, Dinah Shore, Your Hit Parade, What's My Line? and Mel Allen. This year's Champion of Champions, Ed Sullivan, has been tops in his set for three consecutive years, and appears at present good for another 30.

| 1. George Gobel Show (NBC-TV) |
| 2. I Love Lucy (CBS-TV) |
| **BEST VARIETY PROGRAM** |
| 1. The Ed Sullivan Show (CBS-TV, see Best Network Program) |
| 2. The Perry Como Show (NBC-TV) |
| 3. The Colgate Variety Hour (NBC-TV) |
| **BEST PANEL DISCUSSION PROGRAM** |
| 1. Meet the Press (Pan American-Johns Manville Corp., NBC-TV, Sundays, 6:00-6:30 P.M., J. Walter Thompson) |
| 2. Face the Nation (CBS-TV) |
| 3. The American Forum of the Air (NBC-TV) |
| **BEST NEW DRAMATIC PROGRAM (Introduced This Season)** |
| 1. Playwrights '56 (Pontiac Motor Division, NBC-TV, alternate Tuesdays, 9:30-10:30 P.M., MacManus, John & Adams) |
| 2. Alfred Hitchcock Presents (CBS-TV) |
| 3. NBC Matinee Theatre (NBC-TV) |

**BEST MYSTERY PROGRAM**

1. Alfred Hitchcock Presents (Bristol Myers, CBS-TV, Sundays, 9:30-10:00 P.M., Young & Rubicam) |
2. Dragnet (NBC-TV) |
3. The Lineup (CBS-TV) |

**BEST VOCALIST (Male)**

1. Perry Como (The Perry Como Show, NBC-TV, Saturdays, 8:00-9:00 P.M., multiple sponsors & agencies) |
2. Eddie Fisher (NBC-TV) |
3. Harry Belafonte (All nets) |

**BEST VOCALIST (Female)**

1. Dinah Shore (The Dinah Shore Show, Chevrolet Motor Div., General Motors Corp., NBC-TV, Tuesdays & Thursdays, 7:30-7:45 P.M., Campbell-Ewald Co.) |
2. Patti Page (All networks) |
3. Giselle Mackenzie (NBC-TV) |

**BEST CLASSICAL MUSIC SHOW**

1. Voice of Firestone (Firestone Tire & Rubber Co., ABC-TV, Mondays, 8:30-9:00 P.M., Sweeney & James Co.) |
2. NBC Opera Theatre (NBC-TV) |
3. Liberace |

**BEST POPULAR MUSIC SHOW**

1. Your Hit Parade (American Tobacco-Warner Hidmut, NBC-TV, Saturdays, 10:30-11:00 P.M., B.B.D.O.-Kenyon & Eckhardt) |
2. The Perry Como Show (NBC-TV) |
3. The Lawrence Welk Show (ABC-TV) |

(Continued on following page)

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**A GALLERY OF MORE WINNERS**

![John C. Swayze](image1)

![Mel Allen](image2)

![Gerry Moore](image3)

![George Fenneman](image4)

![Hal March](image5)

![John Daly](image6)

![Albert McCleery](image7)

![Lawrence Spivak](image8)

![Walt Disney](image9)

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**THE NETWORK PROGRAMS (Cont'd)**

1. Ed Sullivan Show (Lincoln-Rey, CBS-TV, Sundays, 7:30-8:30 P.M., EST, Kenyon Eckhardt)
2. Producers' Showcase (NBC-TV)
3. TELEVISION PERFORMER OF THE YEAR (Cont'd)

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**THE PROMISING NEW STAR**

- TONY CARSON (CBS-TV)
- NATHAN WINTERS (NBC-TV)
- CHUCK SHAW (NBC-TV, CBS-TV)

**THE PROMISING NEW TELEVISION STAR**

- ANNIE CARSON (NBC-TV)
- GEORGE KING (NBC-TV)
- ANNETTE FABRAY (NBC-TV)

**MAKING MOST CREATIVE USE OF COLOR**

- LEIBMAN PRESENTS (Oldsmobile Division, General Motors Corp., NBC-TV, 9:00-10:30 P.M., every 4th Saturday, D.P. others & Co.)
- Producers' Showcase (NBC-TV)
- Star Jubile (CBS-TV)

**COMEDIAN**

- GEORGE GOBEL (The George Gobel Show, Armour Co., NBC-TV, Saturdays, 10:00-10:30 P.M., Gardner Advertising-Foote, Cone & Belding)
- BILL SILVERS (CBS-TV)
- D. CAESAR (NBC-TV)

**COMEDIENNE**

- JACQUELINE COHEN (I Love Lucy, General Foods-Procter & Gamble, CBS-TV, Mondays, 9:00-9:30 P.M., Young & Rubicam-Blow, Stin, Toigo)
- ANITA RAYE (NBC-TV)
- ANNETTE FABRAY (NBC-TV)

**COMEDY TEAM**

- GEORGE BURNS & GRACIE ALLEN (Carnation Co., General Mills, CBS-TV, alternate Mondays, 6:00-6:30 P.M., Erwin, Wasey Co., B.B.D.O.)
- BILL BALL & ISAIH ARNAZ (CBS-TV)
- IAN MEEKIN & JERRY LEWIS (NBC-TV)

**COMEDY SHOW**

- I'll Never Get Rich (CBS-TV, see Best Performers)
Television Today
Monday, January 9, 1956

ROSTER OF WINNERS

(Continued from preceding page)

BEST COUNTRY MUSIC SHOW
1. Grand Ole Opry (Ralph Purina, ABC-TV, every fourth Saturday, 8:00-9:00 P.M., Guild, Bascom & Benfigy)
2. Ozark Jubilee (ABC-TV)
3. Midwestern Hayride (NBC-TV)

BEST SYNDICATED FILM SERIES
1. I Led Three Lives (Ziv)
2. Highway Patrol (Ziv)
3. Confidential File (Guild)

BEST QUIZ SHOW (Audience Participation)
1. The $64,000 Question (Revlon Products, CBS-TV, Tuesdays, 10:00-10:30 P.M., Norman, Craig & Kummel)
2. You Bet Your Life (NBC-TV)
3. People Are Funny (NBC-TV)

BEST QUIZ SHOW (Panel)
2. I've Got a Secret (CBS-TV)
3. Masquerade Party (ABC-TV)

BEST MASTER OF CEREMONIES
1. Garry Moore (Multiple shows, sponsors, agencies, CBS-TV)
2. Hal March (CBS-TV)
3. Ed Sullivan (CBS-TV)

BEST ANNOUNCER
1. George Fenneman (Multiple shows, NBC-TV)
2. Jack Lescolie (NBC-TV)
3. Tony Marvin (CBS-TV)

BEST NEWS COMMENTATOR
1. John Cameron Swazye (NBC-TV)
2. Douglas Edwards (CBS-TV)
3. John Daly (ABC-TV)

BEST SPORTSCASTER
1. Mel Allen
2. Jack Drees (ABC-TV)
3. Lindsey Nelson

BEST DAYTIME PROGRAM
1. NBC Matinee Theatre (Motorola-Procter & Gamble, NBC-TV, Fridays, 3:00-4:00 P.M., Leo Burnett Co. - Benton & Bowles)
2. Today (NBC-TV) and The Traveler

HOLLYWOOD, U. S. A.:

HOLLYWOOD: The cycle of quiz shows has not passed its peak, and the question-and-answer programs will attain new heights of popularity during 1956, predicts Jim Morgan, TV director.
"In the spirited competition to woo viewing audiences away from each other, the sponsors keep increasing the cash prizes, and are adding other special inducements to further stimulate the popularity of these audience-participation shows," said Mr. Morgan, who directs the new no-limit CBS quizzer, "Do You Trust Your Wife?", starring Edgar Bergen, with Charlie McCarthy, Mortimer Snerd and Effie Klinker. The Don Fedderson filmed show followed the $64,000 Question and it looks like the new show will grow and grow.

Fred Hamilton brings 10 years of experience in the agency field (MCA and Jaffe) with him as he joins the program department of NBC's television network, Pacific Division. Fred did a great job handling Donald O'Connor for both the Jaffe agency and NBC-TV's "Colgate Comedy Hour."

With more than 100 TV stations around the country replacing little theatres as a source of new talent, John Conte, host-star of NBC "Matinee," views this as an excellent opportunity for the network to use smaller stations and stations as "farms," similar to method employed by major league baseball clubs in grooming players via the minor league route.

Robert B. Raisbeck, who produces the Ruggles telefilm series, one of the earlier family-type programs seen over the ABC net, joined recently formed North American Film Corporation as director of sales, and completed plans with Edgar Yuh! president of the company, for the formation of a city distribution organization.

Frank Gruber, who has had of his 38 novels converted into feature films, disagrees emphatically with the current out that folks are surfeited with Westerns in motion pictures and "The rugged frontier lore of America," like the Westerns, will always be, will always be a fruitful source of material for popular entertainment—for stage, radio and TV. This type drama has always had, and continue to have, a universal appeal, in every popular medium entertainment," he says.

—SAMUEL D. BEL

WALLACE A. ROSS, televi-

EDWIN VANE has been appointed NBC manager of national radio promotion, it is announced.

JOHN H. PORTER, manager of national advertising and promotion for NBC.

JOHN M. COOPER, director of radio and television news for International News Service since 1947, will become newsfilm ducer for the Columbia Broadcast System, it is announced.

SIG MCKELSON, CBS vice-president, news and public affairs.

Who's Where

CHARLES C. BEVIS, JR., has been named general manager of WBUF-TV, Buffalo, UHF television station owned by the National Broadcasting Company. He is appointed by CHARLES E. DENNY, vice-president of NBC owned stations.

MORTIMER WEINBACH has been promoted to the newly-created post of ABC director of personnel and labor relations, it is announced by ROBERT E. KINTNER, president of the American Broadcasting Company.

HENRY DABROWSKI has been named technical director of engineering for television station WATV, Channel 13, and Radio Station WAAAT and WAAAT-FM, it has been announced by FRANK V. BREMER, vice-president in charge of engineering.

BENNET H. KORN, FRANCIS A. O'DRISCOLL, DAVE BAYLOR, WALT PLANT AND DAVID WIL- LIS have joined the sales staff of Television Programs of America, Inc., in a major expansion announced by MICHAEL M. SILLERMAN, TPA executive vice-president.

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PREVIEW THEATRE, INC., 10 East 46th Street, New York, N. Y., Phone: E. 3-6038
Passing in Review

SPECIAL EXCITEMENT in live television drama, the essence of which can never be duplicated on film or on the live and supposedly "real" stage, was brilliantly demonstrated last week in three consecutive evenings by three of the top shows in the business. Chronologically, the end-off item was NBC-TV's "Robert Montgomery Presents" Men from Tomorrow," Monday night. As written by Robert Shaw, collection of three one-act plays, having as their theme the 97 per cent of the nation's youth which is not delinquent, was a moving and aptly conceived study of personal valor.

A day earlier came NBC-TV's "Playwrights' Playhouse" presentation of Harry Levin's "The Day the Trains Stopped Running," starring Joseph Sweeney, the gable old codger who just couldn't accept retirement. Mr. Sweeney's mischance was the stuff of which awards are made, while Elizabeth Wilson, long of Hollywood, gave the role of Sweeney's wife a variety, intimacy and humor that made it a little less effective. "The Studio style as the ill-fated lovers in The Steel Hour's "Bring Me a Rose" on CBS-TV. This John Vlahos script, while written in a rather far framework and employing the kind of dialogue wherein inarticulate characters keep repeating the endings of sentences, was nevertheless captivating and essentially supportable life. More importantly, however, and in comparison with the other two shows, it was a medium doing a job that can be done by no other.

WABC-TV ushered in the New Year with all the standard accoutrements, including NBC-TV's coverage of Guy Lombardo and family at their annual New Year's Eve, The Roostertown Hotel. The oldest New Year's show was the one by WABC-TV from midnight to 1 a.m., in which Constance Bennett, nearly empty theatre, was mistress of ceremonies to a grandfathers of dancers and singers a brace of Ehlers coffee commercials, in clarity two, but these commercials by the middle of the show, though irregularly. In keeping with the season, two of the week's highlights were on ice—each one by NBC-TV. The first was the debut of Barbara Ann Scott-Dick Button interlude in the New Year's Eve event, "Happy New Year Show," and the second a remote from Stowe, Vermont, Wednesday's "Today Show," featuring skater Tenley Albright, a pretty champion who on not so incidentally overcame a bout with complicated but not too simple format and an entertaining master of ceremonies, Edgar Bergen, Mr. Bergen, in the company of his articulate friends, Charlie McCarthy, Mortimer Snerd and Edie Klinker, interviews and quizzes his married couple guests, the title gimmick being the husband's perennially negative to answer the question or to trust his wife to do so. A special feature is the so-called Trust Fund Question, the prize for which is $100 a week for one year. Being on film, the show, of course, is able to be edited, which accounts for its breezy pace and the happy absence of the inconsequential. The fact that the questions are fairly rudimentary makes no difference.


Perhaps just a little too heavy and warm, even though in "The Boy Who Walked to China," a tale of a Korean war orphan by hook and crook rescued his dream of getting to the United States. As in the worst of the "Academy" series, this story also in an obtrusive moral: the little white horse is certainly the saddest human being I've ever read about. His name is Robert Montgomery, a land of plenty, it comes to realize that the country's material wealth is, after all, second—second to the spiritual strength. In the role, Danny Chang is warm and receives able support from Beaumont and John Dennis, who are so of the various Americans to help his cause. Warren Lewis,producer and Laslo Benedek the director. The physical production especially the photography is the best in any TV series.

YOU TRUST YOUR WIFE? (remake). CBS-TV, 1/2 Hour. 9:30 P.M., EST., Tuesday, January 3, 1956. Film. For Frigidaire.

Producer Don Fedderson may well have a winner in his filmed quiz program, "Do You Trust Your Wife?" Tuesday night was a fair ale—and there's no reason to suppose it wasn't—a bright, saucy half-hour having an uncomplicated but not too simple format and an entertaining master of ceremonies, Edgar Bergen. Mr. Bergen, in the company of his articulate friends, Charlie McCarthy, Mortimer Snerd and Edie Klinker, interviews and quizzes his married couple guests, the title gimmick being the husband's perennially negative to answer the question or to trust his wife to do so. A special feature is the so-called Trust Fund Question, the prize for which is $100 a week for one year. Being on film, the show, of course, is able to be edited, which accounts for its breezy pace and the happy absence of the inconsequential. The fact that the questions are fairly rudimentary makes no difference.

THE PERRY COMO SHOW. NBC-TV, 1 Hour, 8 P.M., EST., Saturday, December 21, 1955. Live, from New York. For participating sponsors.

The well-publicized nonchange of Perry Como sets the tone for this high-styled, uncluttered and extremely easy-to-take variety show. Unlike other shows of the same genre, this one, however, is not necessarily only as good as its guests, for the encore himself, in deceptively easy fashion, could alone make an entertaining hour singing, waging a few steps or just wearing funny hats (which he doesn't). Last week's guest contributed top-notch entertainment, both by nature of their various abilities and the fact that they aren't overly familiar to TV audiences. Lee Cooley is the producer and ultimately must be responsible for the over-all taste in sets, music and material.

The Show-Makers

Dan Dailey will star in "Paris in the Springtime," Max Lieberman's next color Spectacular on NBC-TV, January 21. Co-starring will be Gale Sherwood, Helen Gallagher, Jack Whitling, Bambi Linn and Rod Alexander. This show replaces "The Cat and the Fiddle," originally scheduled for that time.

Gloria Talbot stars in "The Prison Within" to be presented on the Du Pont Cavalcade Theatre over the ABC-TV network January 17. In support are Claire Colton, Joli Lansing and Mark Danton.

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"Costly Battle" Predicted

KANSAS CITY, Jan. 9.—The already scrambled and unsettled motion picture situation in Kansas City promises to become even more jittery as a result of the action of last week of the Paramount Theatre, operated by Tri-States Theatre Corp., in bidding on and acquiring M-G-M’s "Ransom."

The step by the Paramount conceivably may touch off a spirited and costly battle among the local first-run houses, which have been increasingly plagued by a shortage of product.

Since the advent of the Roxy Theatre, owned by the Durwood interests, as a first-run theatre about two years ago, and the Federal government’s legal moves that opened the way for Kansas City, Kansas, theatres to open pictures day and date with those in Kansas City, Mo., the film business here has been in constant unrest.

Despite the leeway on bidding resulting from the government’s action, the Kansas City theatres, with the exception of the Roxy, generally have followed the practice of hewing to a line followed before the Federal court rulings.

With only minor exceptions, the (Continued on page 6)

German, Klein Urge Support by Industry At VC 35 Installation

An appeal for more membership and industry support for Variety Clubs and its New York Tent No. 35 was rendered here yesterday by retiring chief Barker William J. German and new chief Barker Harold Klein, who declared during his installation that "the main purpose of my office is to bring the membership closer to the activities of the tent."

German in addressing some 225 industry figures who attended the Toots Shor’s Restaurant luncheon meeting here yesterday, stated that "Variety has (Continued on page 7)
Increased Theatrical Outlets to Be Asked By USIA Abroad

From THE DAILY Bureau

WASHINGTON, Jan. 9.—The U.S. Information Agency will seek increased theatrical distribution for American films abroad to the extent possible, according to Turner J. Shelton, chief of U.S.A.'s motion picture division.

In previous years, the agency, which carries on the government's overseas information and propaganda program, distributed only a handful of its films in theaters abroad through the established foreign distribution chains abroad of the industry. Last year, Shelton said, industry cooperation stepped up the number of U.S.A. features getting theatrical distribution by 15 per cent to 20 per cent, a figure the agency hoped to increase the percentage even more this year, thus reaching a greater cross-section of people in foreign countries.

Visited at Studios

Shelton just returned from 10 days on the West Coast, where he conferred with producers Cecil B. De Mille, film consultant to U.S.I.A.

The motion picture division, Shelton said, hopes to have its budget for the fiscal year starting July 1 substantially increased over the almost $4,000,000 allotted the program this fiscal year.

Kelmer Retires; Shift RKO Circuit Mgrs.

Leo Kelmer, who retires as manager of the RKO Albee Theatre in downtown Brooklyn, yesterday announced that he had tendered a luncheon yesterday at Rumpenhaver's by RKO Theatres' home office executives and associates including Sol A. Schwartz, president; William W. Howard, vice president; Thomas O'Connor, Harry Mandel, Thomas Crehan, Charles Horstman, division managers Michael Edelstein, Sigurd Veso and Evelyn, and Pat Grosso, Albee publicist.

With Company 35 Years

Kelmer has been with RKO Theatres for 35 years. He is leaving shortly with Mrs Kelmer for a three-month stay in Miami, then for an extended tour of Europe.

With the retirement of Kelmer, Howard announced the following promotions effective immediately: Clayton Pruitt of the Coliseum becomes manager of the Albee; Jack Reiss of the Royal replaces Pruitt; Rocque Casamassina from the Franklin to the Royal; Richard Reynolds from the Alhambra to the Franklin; Sulzberger to the Greenpoint to the Alhambra, and James Crawford, assistant at the Columbus, Far Rockaway, becomes manager of the Greenpoint.

Fox Starts Regional Sales Conferences

Plans for the handling of key city demonstrations of CinemaScope 55, merchandising-promotion programs covering releases between January and June, and long-range policy on the recently announced expanded mid-year provincial distribution program of 34 CinemaScope pictures this year will be covered at a series of meetings this week at all 20th-Century-Fox domestic and Canadian exchanges.

Following through on last week's national sales conference at which president Sypros P. Skouras, distribution director Al Lichtman, and other executives introduced executive assistant general sales manager W. C. Gehring described the company's $70,000,000 program, the meetings will implement plans set at the home-office roundtable.

Commencing on Jan. 23, demonstrations are expected to be more heavily attended than those staged more than two years ago to introduce CinemaScope and "The Robe." Invited to programs to be held mornings, initially in 59 cities, will be more than 200,000 exhibitors, trade journalists, and TV and radio executives, educational figures and leading citizens from many walks of life.

"Troy" Premiere to Honor Press Club

The New York premiere of Warner Bros.' CinemaScope and Warner-Color film "Helen of Troy," to take place on the evening of Jan. 25, at the 20th Century-Fox Theatre, will be attended by an audience of internationally famous stars, society leaders and dignitaries, WB announced.

Nov. Craft Earnings Down from October

HOLLYWOOD, Jan. 9.—Average earnings of studio craft workers in November were down slightly from the October level, California Department of Industrial Relations revealed in its monthly report. The November average was $125.60. October averaged $128.81. November work was down one hour, from 45.6 to 42.6.

29,213 Installations Of CinemaScope At Reported Worldwide

More than 29,000 theatres throw out the world are now equipped present CinemaScope attractions either magnetic or optical sound, according to the latest 20th Century Fox tabulations on domestic and foreign installations.

The latest 20th-Fox weekly also disclosed that in the domestic run the U.S. and Canada, 16,295 were equipped for CinemaScope with foreign installations numbers 12,918.

Of the domestic tabulations, 12 theatres were conventional box office, 5,124 were drive-ins, 589 were set installations and 170 were theatrical situations.

In the 20th-Fox tabulations, it revealed that in the foreign run preference in sound lenses, 8,998 theatres are equipped for CinemaScope installations and 4 houses have four-track magnetic sound equipment. Dome wise, the ratio is much larger, with 11,887 theatres utilizing optical equipment, 2,639 are magnetic instal- lations and 819 theatres have mixers.
Will Hollywood Leave Some for Us? UK Asks

Withdrawal of Sterling from Japan
By U.S. Worries British Producers

BY PETER BURNUP

LONDON, Jan. 9.—At its latest meeting, the council of the British Film Producers' Association was informed that American film companies in Japan had obtained from the Japanese government permission to remit in the form of sterling the equivalent of $15,000, in addition to their regular remittances.

The Board of Trade, it was stated, had confirmed this information and questions had been put to them by the association about the possible effect of this arrangement on the availability of sterling in Japan for the remittance of film earnings by the British Commonwealth Film Corporation.

Subsequently, Sir Henry French, the association's director-general, said to newsmen: "We are very disturbed about this. Our point is that the shifting of sterling to Britain in behalf of the Americans will not leave enough for us. We were told a short time ago that there was not sufficient sterling in Japan for full British remittances, and I am sure Japanese film companies blocked in Japan had now been unfrozen."

The present British agreement with the Japanese provides for the remittance of 25 per cent of gross earnings. The Producers' Association now fears that the latest consent given American interests may exhaust the balance of British earnings and that another serious shortage of sterling may develop in Japan.

Dual-Representation
Is Upheld

WASHINGTON, Jan. 9.—The Supreme Court refused to review decisions of the Second Circuit Court of Appeals on the qualifications of a particular law firm to represent two plaintiffs in an anti-trust case. The Circuit Court disqualified Arnold Malkan and his firm from acting as attorney for Laskey Brothers of West Virginia, Inc., in one anti-trust suit, but permitted Malkan and his firm to act as plaintiffs for the Austin Theatre in a second suit.

Malkan and Laskey appealed the first decision, and the distributors appealed the second, because both suits were today refused to upset either lower court verdict.

Isacson Association Dissolved

Malkan was once associated with the firm of Malkan and Isacson, and Isacson had represented major distributors in confidential matters. Malkan later dissolved his association with Isacson and set up the new firm of Malkan and Ellner. The appeals court held that Malkan and his firm should not be disqualified from representing the Austin Theatre because it was not employed by Austin until after the Isacson partnership was dissolved.

RKO Buys 'Prowler'

HOLLYWOOD, Jan. 9.—"The Lady and the Prowler" has been purchased by RKO from F. W. Durkee, Jr., and is scheduled for production in late June with an all-star cast of players.

Swiss Lose Suit Over
Gen. Aniline Control

WASHINGTON, Jan. 9.—The Supreme Court today refused to interfere with a lower court decision dismissing conditionally a Swiss suit to recover control of General Aniline and Film Corp.

The Swiss firm that owned 90 per cent of the General Aniline stock before it was seized by the U. S. government during World War II caveted to recover the stock. The U. S. government demanded certain Swiss government papers be provided for the U. S. defense, but the Swiss government refused to release the documents. A District Court here then ruled that the suit be dismissed unless the Swiss government provides the papers by May, 1956. It was this decision that the Supreme Court today refused to upset.

Shurlock's Mother Dies At Age of 99

HOLLYWOOD, Jan. 9.—Services will be held tomorrow at the Hollywood Cemetery Chapel for Mrs. Frances H. Shurlock, 99, who died Saturday after a two-day illness.

Mother of Production Code Admin- 
istrator, George Shurlock, the de-
ceased would have reached her 100th birthday on Jan. 15. Her daughter, Mrs. Olive Sjorland, had arrived from Sweden to attend birthday festivities. In addition to the 
PAC executive, another son, Allan, survives.

'Cry' Scores in Chicago

CHICAGO, Jan. 9.—"'Till Cry Tomorrow" wound up its second world premiere week at the UA Theatre here with a big $57,700, with an average of $11,540 a show. The same year's extra show, as gone "With The Wind," which ended the same week at the same theatre with $29,400.

At MPA Request

Copyright Case
Will Be Heard By High Court

BY J. A. OTTEN

WASHINGTON, Jan. 9.—The Supreme Court today agreed to review a lower court decision that the Motion Picture Association said could seriously interfere with the acquisition of musical copyrights for motion pictures.

The Ninth Circuit Court of Appeals ruled that children were equally entitled with the widow of a deceased copyright holder to grant licenses on copyrights. MPAA and other groups said this upset time-honored practice and opened the way for different courts to grant copyrights to different licensees. MPAA and the other groups want only one person to have the say about granting copyright licenses.

Involved De Sylva Works

The case to be reviewed by the Supreme Court involves the question of the ownership of the song copyrights by the late George De Sylva. His widow, Marie De Sylva, had renewed the copyrights and licensed them. As noted by the mother, Stephen W. Ballentine, the admittedly illegitimate child of De Sylva, for a share in control of the copyrights. The District Court said only the widow of the song composer could get these exclusive rights, the possibility of the use of the material by competing media would deter the acquisition and the use of the works in motion pictures. "The availability of exclusive rights encourages and makes possible the widest distribution of the work," MPAA said.

To Accept MPA Briefs

In agreeing to review the circuit court decision, the high court today said it would also accept the "friend of the court" briefs from MPAA and the other groups.

Jerrold Buys Company

PHILADELPHIA, Jan. 9.—Jerrold Electron Corporation, a Philadelphia manufacturer of electronic equipment, has purchased the Spanish Mountain Television Corp., which owns and operates the community antenna system in Ukiah, Calif.
NATIONWIDE DEMONSTRATION

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Below is a list of the cities, theatres and dates on which these demonstrations will be held:

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<td>WILKES BARRE</td>
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All showings begin promptly at 9:45 a.m., except Roxy, N. Y., which begins at 9:15 a.m.

"It's always a pleasure to do business with 20th!"
**REVIEW:**

**The Lone Ranger**

**Warner Brothers**

**HOLLYWOOD, Jan. 9**

"THE LONE RANGER" rides the screen as bravely, boldy, steadfastly as he's ridden all the other principal entertainment media, and he figures to rescue the distressed box office of the average theatre as readily as he saves, in this instance, the harried settlers, the oppressed Indians and, of course, the Western heroine and her small daughter whose distraught looks he worries. Daddy is the heavy of the piece. The bigger screen, the better sound, the WarnerColor, magnify and intensify the appeal of the Lone Ranger and his stories tremendously. To the young, according to a 10-year-old boy and 11-year-old girl interviewed at the scene of the press preview, the Jack Wather Production is "swell" and "wonderful," respectively, plus which a number of elders, measuring well past the mid-century age line, went along with the kiddies thrill-for-thrill and gave their verbal endorsement when it was over. Sailing under its own colors, with a title nobody can mistake, the picture looks like a sure fire attraction within the limits of that billing.

The Lone Ranger is played by Clayton Moore with the skill of experience and Jay Silverheels is again seen as Tonto, the two of them galloping around the beautiful Utah scenery on Silver and Scout in tireless pursuit of villainy and defense of virtue. Bonita Granville, portraying the unhappy wife of the scheming ranch owner played broadly by Lyle Bettger, supplies feminine interest competently. Others in the cast are Perry Lopez, Robert Wilke, John Pickard, Beverly Washburn, Michael Ansara and Frank de Kova.

The screenplay by Herb Meadow concerns the plot of frontier-capitalist Bettger to get the friendly Indians moved to a distant reservation so he can take possession of a nearby mountain containing fabulously rich silver ore deposits. His ruffians create much havoc before the Lone Ranger, aided by Tonto, succeeds in frustrating the rascals and rescuing their victims. Much movement, action and fighting takes place.

Production is by Willis Goldbeck and direction is by Stuart Heisler.

Running time, 81 minutes. General classification. Release date not set.

**WILLIAM R. WEAVER**

**TOA to Decide**

(Continued from page 1)

The ractor will be discussed by TOA officials at their meeting here this week.

Meanwhile, George Hoover, chief banker of Variety Clubs International, denied widely circulated trade reports yesterday that Lux, who ended a seven-year stint as president of the Buffalo, N.Y., company, would be succeeded this fall by Donald Wilkes, who is serving as the post of executive director of Variety International.

"If he were, I would know about it," Hoover said.

Lux had confirmed the reports in Buffalo, saying he had been approached in connection with both positions.

**TOA Leaders**

(Continued from page 1)

find out what is going on around the country and how TOA could best serve its exhibition interests," Blank declared.

Blank declared that a "multitude" of items are to be discussed during the week-long sessions.


Blank, is commenting on his previous statement that TOA is "for governmental regulation," said that he is still studying the regulations in force in foreign countries and has hopes that some of them can be adapted for utilization in the United States.

**Hotel Union Picksets NBC Coast Studios**

**Hollywood, Jan. 9**—Picket lines were formed in front of the NBC studios today by members of the Hotel and Restaurant Employees Union in protest to Steve Allen's scheduled week of telecasts from the Saxon Hotel, Miami Beach, where a labor dispute between its joint AFL-CIO-Miamial hotel is now in progress.

A telegram from Walter Cowan, secretary of the local joint board, advised NBC executives here that similar picket lines were being formed in New York and Miami.

**Gov. Lausche to Open Drive-in Convention**

**Columbus, O., Jan. 9—Governor James A. Lausche, candidate for the Democratic nomination for U.S. Senator in Ohio, will be the principal speaker at the opening day luncheon on Feb. 1 at the national drive-in convention at Hotel Cleveland, Cleveland, Horace Adams, convention chairman, announced.
**View:**

**Green Buddha**

*Pastel*

Mr. Morris again supplies his hysterically type-humorous character, again demonstrating his love of a rebus and an opening bearing the title refers to a priceless art object which is stolen from a London museum by intrepid bandit Wolf Frees and his mate, Percy Herbert. Frees breezes Herbert and forces him, under a threat of bodily harm to his wife, to return the daggar, struggles with the bandit and is still in the air and the plane leaves.

Learning he's at least entitled to the Green Buddha because of loss of plane, Morris takes off with the crew. In the course of his wanderings (and there is some excellent photography here), Morris falls in love with Mary Anne.

A rather familiar conclusion, it finds his quarry in an annoys Will. Later, he is interest to a man interested in a roller derby setting, Walter Rilla, a fellow after the treasure, is killed. William N. Boyle is hired as an assistant to producer, John LeMont. His presence and direction, Paul J. Sien, wrote the screenplay, running time, 61 minutes. General character classification.

**Rogman and Klein**

(Continued from page 1)

a tough time in New York City to the lack of interest on the part he industry as a whole. We all will see behind it solidly and help the 1956 International Variety is convention here the best in history.

George Hoover, international chieftain of WC, who was a guest speaker the installation, disclosed in his address that his home tent in his had thus far invested $432,000 the Variety Club's Children Hospital. In all business purposes of WC, Hoover stated, "If we take something from our munificence, we should put some thing back. Variety is the way I am doing this."

Coyne Presides

A. B. W. Coyne, special council Council of Motion Picture Organisms, who presided over the meeting, presented German with a comradely plaque for service to City Club Tent No. 35.

Alph Presley of ABC Vending was installation officer. He installed as secretary, chief, Martin Levine; assistant, Larry Morris, second stant; William H. Westphal, president; Jack H. Hoffberg, a,s, and, as canvassed, Charles B. L. Almen, George Brandt, Sydney Eggers, Joe Finley, Mae Fried, Carl Hare, David Levy, Martin Kornbluth, Ellis Okun, Harold Rinzer, Burton Rubin, Jack Rosenfield, Morris Sylvester, Silas Stabler, Cy Seymour, Bert K. Shapiro, Sypros S. Konrads, 638,652 from the $11,641,408 reported for the preceding year. Substantial grosses on two feature-length motion pictures, "20,000 Leagues Under the Sea" and "Davy Crockett, King of the Wild Frontier," accounted for much of the increase, Disney said. Other important factors were gross revenues from television and from the theatrical release of "Davy Crockett, King of the Wild Frontier." Disney pointed out that gross film rental income for the past year is not strictly comparable to that published years before because of the adoption during the year of the policy of distributing all pictures in the United States and Great Britain through wholly-owned subsidiaries.

The impetus of television also curbed with increases in revenues from character merchandising and two wholly-owned music publishing subsidiaries, Walt Disney Music Co., and Wonderland Music Co.

**Cities Major Activities**

Disney said several major activities launched during the past year had added strength and diversification to the company's overall operations. He mentioned:

1. The weekly one-hour television show, "Disneyland," which began on Oct. 27, 1954, on the American Broadcasting Co. network.

2. The wholly-owned subsidiaries Buena Vista Film Distribution Co., Inc. (U.S.A.) and Walt Disney Film Distribution Co. (Great Britain) expanded their activities and released their first major films.


4. Disneyland, the 160-acre amusement park at Anaheim, Calif., which opened last July 17. Disneyland is doing well, he reported, with results of the first four months of operation closely approximating earlier estimates. It was estimated that Disneyland would earn back its original investment in ten years. The accounts of Disneyland, Inc., which owns and operates the park, are not included in the financial statements of the company. In Production Corporation, which owns 34.48 per cent of Disneyland, Inc.,

The company's new activities drew heavily on the company's library, which desiscs $1,630,858 during the year. This was due principally to an additional investment in Disneyland, Inc., of $2,358,800, in addition to a stock investment of $500,000, and the writing down of the inventory of television programs in process by $2,-026,800 to value it at the amount of the fixed commitment payable to the producer by American Broadcasting Co. This latter amount, however, was substantially offset by revenue from the theatrical distribution of the Davy Crockett film. Originally shown on television, he said.

**Product Itemized**


Disney stated that a prime objective for the coming year is to take steps to replace a substantial portion of the short term borrowing with long term financing to secure improvement in the working capital position.

**Form Circuit**

(Continued from page 1)

that the organization's first theatre, the Golden Glades Twin Theatre, will open within two weeks in North Miami, Fla. He said that the Golden Glades will have room for 1,350 cars and 750 walk-ins.

It was also disclosed that Theatre Associates, Inc., which has been building the Golden Glades since last summer, would expand its operations initially through the South.

**New Camera Lens**

(Continued from page 1)

lens for the trade shortly, said the lens as a result of the "west coast" resolutions, definition and depth of focus."

Dr. Bender left today for the Superscope laboratory in Luzanne, Switzerland, following 10 days here.

Wilbur Snapp, Morton Sunshine, Saul Trauner and George Waldman.

Seated on the luncheon dais were Fred Schwartz, George Wolters, Howard, German, Coyne, Preis, Ed Fabian, Klein and Ed Lachman.

**Pa. Censorship**

(Continued from page 1)

wouldn't have been possible without passing on motion pictures for showing in Pennsylvania has been challenged in a case before the state supreme court.

Three Replacements Made

Gov. Leader also said the senate had refused to approve his nominations of three members to replace the present board which he made last March. Members at the present time receive $5,000 a year and the chairman, $10,000.

The governor had nominated Mrs. Louise M. John, West Chester; Mrs. Helen K. Masocco, Washington, Pa., and Mr. John S. Black, Harrisburg, to replace Mrs. Edna R. Carroll, chairman, and Mrs. Beatrice Z. Miller, both of Philadelphia, and Mrs. Jewel M. Frank, Pittsburgh.

**German to Coast**

William J. German, president of William German, Inc., will leave here Thursday for a six-week visit to the Hollywood production centers.

**In the THEATRE**

**EQUIPMENT and Refreshment WORLD**

...with RAY GALLO

"MAGNAPHONIC C-1" is the name of a single-channel magnetic sound system announced by the Magnaphone Manufacturing Company, North Hollywood, Calif. The system is delivered complete with two penthouse reproducers, one wall cabinet including self-powered premplifier, fader, projector changer, optical-magnetic selector switch and all cables for interconnecting reproducer and wall cabinet.

A new 500-watt in-car heater for drive-in theatre trade is a result of the activities by the Electromode Division of the Commercial Controls Corporation, Rochester, N.Y. Its heating elements are of finned aluminum. Safety features include a limit switch, heat-resistant handle, and an insulated, coiled extension cord. The latter is 11 feet long. Motor and bearings are stainless steel.

Especially designed for the theatre trade is this 1956 model, in which the tube amp is operated by the Ampex Corporation, Redwood City, Calif., as an assistant to George J. Long, Ampex president, O'Keefe will be in charge of employee, public and community relations and will be primarily concerned at the outset with formulating the company's recently announced profit sharing plan.

Something new in promotional material is being offered by Motograph, Inc., Chicago, to users of its "Servus-Fone" equipment. (This is an electronic reference ordering system for car-hop service at drive-in restaurants.) The new material is in the form of a special sales kit containing a large number of advertising ideas and schemes to attract the public. Fred C. Matthews of Motograph declares that use of the suggestions in the kit will not only "permit the operator to make his Servus-Fone installation an immediate money-maker but should result in his recovering his investment in an extremely short time."
SAMUEL GOLDWYN, Jr.'s
MAN WITH THE GUN
SCORES A BULL'S EYE EVERYWHERE AT THE BOXOFFICE!

at NEW YORK — Loew's State
at LOS ANGELES — Fox Beverly
at DETROIT — Palms
at TOLEDO — Loew's Valentine
at HOUSTON — Loew's State
at PHILADELPHIA — Goldman
at SAN ANTONIO — Majestic
at NEW ORLEANS — Loew's State
at MILWAUKEE — Palace

ROBERT MITCHELL
Man with the Gun
with KAREN SHARPE • HENRY HULL • EMILE MEYER • JOHN LUPTON
BARBARA LAWRENCE • TED DE CORSIA
JAMES WESTERFIELD • LEO GORDON

Produced by SAMUEL GOLDWYN, JR.
Directed by RICHARD WILSON

"A REAL HUMDINGER! A comparison with 'HIGH NOON' is the quickest and surest way to give a fair indication of the picture's quality and nature!" — M. P. DAILY
Board of Directors Decides—

**TESMA '57 Convention in Chicago; Seek Participation of Other Groups**

Theatre Equipment and Supply Manufacturers Association will hold its 1957 trade show and convention on Sept. 8-15 at the Hotel Sherman in Chicago, it was announced here yesterday following a meeting of the TESMA board of directors.

Merlin Lewis, executive secretary, said that TESMA will extend invitations to the national exhibitor associations, Theatre Owners of America and Allied States Association, and other industry associations, in the hope that one will stage its annual convention in conjunction with the TESMA show.

He also said that a formal contract between TESMA and TOA was

(Continued on page 5)

**Johnston, Corkery To Havana Today**

Eric Johnston, president of the Motion Picture Association of America, will leave today for Havana for a visit on the invitation of Cuba's President Batista. He will be accompanied by Robert Corkery, vice-president of Motion Picture Export Association, making his first trip to Cuba.

Johnston and Corkery will discuss motion picture issues with President Batista and other Cuban officials. They will return to the U.S. on Saturday.

It was reported yesterday that Johnston has tentative plans to leave for Europe and India next month on industry matters.

(Continued on page 5)

**$304 Millions Invested in TV Films in Five Years, 'Television Almanac' Reports**

More than $304,000,000 has been invested in the production of films for television since the season of 1949-50, according to the 1956 International Television Almanac, published by Quigley Publishing Co., now being distributed.

The investment made available approximately 7,600 hours of TV film, the Television Almanac estimates, which was exclusive of additional thousands of hours of theatrical film also available to TV.

The statistical data in the Television Almanac comprise one of 15 organized sections in the thumb-indexed volume of more than 700 pages. In the Who's Who section alone there are over 11,000 biographies of executives, producers, directors, writers, performers and others, covering television, motion pictures and radio.
Garrison Takes WB Suit to High Court

WASHINGTON, Jan. 10.—Jules Garrison appealed to the Supreme Court today when lower court decisions have set aside 1956-000 reward offered by Warner Brothers.

The reward was offered for anyone who could prove that Burt Lancaster didn’t personally perform all the dangerous stunts in “The Flame And The Arrow”. Garrison claimed that stunt man Don Turner did some of the stunts.

Lower courts threw out his claim, holding that Turner had done only minor bits and not any of the really dangerous stunts, and that in any event Warners had withdrawn the offer before Garrison entered his claim.

Powell to Rallyhoo 'Conqueror' Debut

Dick Powell, producer-director of Howard Hughes’ “The Conqueror,” will play an active part in the Washington premiere engagement.

The Washington debut, one of many which will take place in the capitals of the world late this month, will be held on Jan. 24 at Keith’s Theatre. In addition to appearing at the theatre festivities, Powell will be on the Jan. 21 WTOP-TV telethon.

The TV program, the first ever held for the sale of tickets to a premiere, will present prominent personalities from Capitol Hill. CARE, the international charity organization, will receive the proceeds from the debut.

Pressbook on 'Guys' Is Unusual: Dietz

The M-G-M pressbook on Samuel Goldwyn’s “Guys and Dolls,” which is being sent to exhibitors, is the most unusual and outstanding press book ever created for a motion picture, according to Howard Dietz, M-G-M vice-president and director of the company’s advertising, publicity and exploitation.

Comprising more than 100 pages, the “Exhibitors’ Promotional Portfolio” has a special envelope format 15 x 20 inches done in full color lithographic offset process, and features the film stars on the cover.

A message from Goldwyn discussing the promotional opportunities of the picture appears on the inside cover. Facing this is a special pocket for five individual sections—advertising, publicity, exploitation, accessories which include full color reproductions of dozens of standard and special material, and pictorial and copy presentation of initial campaigns, and showing actual application of accomplished stunts and tie-ups developed up to press time.

Goldwyn vs. FWC Trial Is Postponed

SAN FRANCISCO, Jan. 10.—The trial date of the anti-trust suit of Samuel Goldwyn Productions against Fox West Coast Theatres Corp., today was postponed for convenience of counsel by Judge Edward P. Murphy in U. S. Circuit Court of Northern California.

No new date was set.
ON ITS WAY TO FAME AND FORTUNE!

HONORED!

*ife:
"Realistic M-G-M movie, the latest and best of Hollywood's biographies. Susan Hayward superb!"

Look:
"Susan Hayward bids for an Academy Award."

Woman's Home Companion:
"Picture of the Month."

Redbook:
"Picture of the Month."

American Weekly:
"Salutes Susan Hayward."

Cosmopolitan:
Louella Parsons—"Susan Hayward, Best Female Performance."

M-G-M presents
"I'LL CRY TOMORROW"
Starring
SUSAN HAYWARD
Richard Conte • Eddie Albert
Jo Van Fleet • Don Taylor
Ray Danton

Screen Play by Helen Deutsch and Jay Richard Kennedy
Based On the Book "I'll Cry Tomorrow" by Lillian Roth, Mike Connolly and Gerald Frank
Directed by Daniel Mann
Produced by Lawrence Weingarten

(M-G-M presents)

FIRST TWO DATES ARE YOUR TIP-OFF!

CHICAGO: Tops every M-G-M picture including "GWTW" at United Artist Theatre.

LOS ANGELES: Breaks every record in the entire history of the 4-Star theatre.

NEXT: Long run forecast for Radio City Music Hall starting tomorrow.

M-G-M WEEK—FEB. 5-11 • "An M-G-M Picture On Every Screen of the World"
In All Branches of the Business

French Industry Discovers General Improvements Developed Last Year

By HENRY KAHN

PARIS, Jan. 10.—At the end of the year the French film industry took stock and discovered that on the whole there had been a general improvement all along.

The National Film Centre's figures show that in 1955 70 per cent of the films made in France were strictly French and only 30 per cent coproductions. In 1954, 35 per cent of the movies were foreign. The average cost of production also fell from 115 million francs to 75 million and it is noted that costly productions were fewer. On the other hand, average costs of co-productions doubled.

Attendance also improved. They are only estimated, of course. The figures are 390 million francs in 1954, and receipts, 40 million francs against 45 million francs in 1954.

Admission Prices Up

Prices of seats were slightly increased for special films bringing the average to 120 francs against 118. The number of cinemas also increased.

Of what is 1956? The position is not too bright because exhibitors and distributors have developed their muscles and are trying to sell producers what the public wants.

Independence has always been one of the foundation stones of French production. It gave the French cinema such films as "Les Enfants du Paradis," "Le Diable Au Corps," "Les Diaboliques," none of which escaped harship criticism. If one producer or another.

In other words, the struggle is on. Should exhibitors and distributors dictate, keeping one eye cocked on the provincial theatres, or should producers and directors still give the French film industry a chance?

Fear Lowering of Quality

It is evident to many that if the exhibitors take command then the quality of French films may slip because exhibitors are interested only in films which will attract the local public. Parisians are very different from provincial audiences and further, the reputation France now holds abroad may be threatened. It is said that for this reason many directors, like Clouzot, abandoned monumental subjects and are satisfied making short documentaries. Others like Carné have gone to Italy.

The Government is not unmindful of what is taking place and for this reason the Aid Law now includes special prizes for quality films. It is thus hoped that little subject matter may lubricate the commercial machinery, the prizes will help the French film industry to retain its dignity.

Ezzes Leaves Guild;
Expansion Plans Set for 'Gunpoint'

Guild Films reported yesterday the resignation of Erwin H. Ezzes, vice-president and sales manager, and announced that top supervision would be under the jurisdiction of Reub Kaufman, president of the company.

Simultaneously, Kaufman said that Guild Films was undertaking an expanded sales program to match its enlarged production set-up.

"Our immediate objective," Kaufman said, "is to set up a world-wide television sales program as well as stepped up sales activities in this country. During 1955, Guild Films doubled the size of its sales organization and increased its sales branches to sixteen. We are planning continuation of this growth in 1956."

Kaufman, Katz to Europe

Ezzes joined the company last February, coming from Motion Pictures for Television when Guild Films took over the MPTV library. He is expected to announce a new affiliation in the near future. Kaufman and treasurer Aaron Katz will leave on an extensive trip to Europe later this month to negotiate for production of TV-film shows and sale of current cartoons in at least four foreign countries.

Film Going to TV

GETS 'FAREWELL' DATE

DETOUR, Jan. 10.—The Surf and Coronet Theatres here have seemed to have inaugurated a new policy, that of a "Farewell Appearance" for a movie in a theatre.

"The Man in the White Coat" starring Alec Guinness, copyright by the Bank Organization in 1951, will be available in a matter of weeks to television stations. The Surf and Coronet Theatres on hearing this picture was included in a TV deal, made one final booking.

Also in Co-Feature

Each house is doing substantial business, and each has run a co-feature with Guinness on the same bill, The Surf has "Great Expectations," made when Guinness was of minor stature and had a supporting role, and "Kind Hearts and Coronets" in which he later played multiple starring roles.

Gaskill, Col. Office Mgr. in Phila., Dies

PHILADELPHIA, Jan. 10.—Norman Gaskill, office manager of Columbia Pictures here, died at work of a heart attack yesterday. He had been with the company for nine years and was 39 years of age.

Report Mexico Govt. May Earmark Cash To Make 100 Films

Special to THE DAILY

MEXICO CITY, Jan. 10.—Pro- nation of about 100 feature-length-tures by Mexican this year will financed to the extent of $10,000, by the trade's own bank, the official Banco Nacional Cinematógrafo, according to reports in the t here. At least half of those pict will center in color. Producers are looking into the possible stories. The 96 Mexican pictures that have been produced last year were financed the amount of $4,500,000. By National Cinematográfico, Mexican, independent distribut of Mexican pictures abroad; P浅o Nacionales, semi-official place in Mexico and the Cinex, semi-official control Mexican picture distribution of Mexico, provided $4,500,000 of that money. Columbia Pictures up $500,000.

Name Horowitz LF

Phil. Sales Mgr.

Siegfried "Siege" Horowitz has appointed Philadelphia sales man for I.F.E. Releasing Corp., it was announced by Manny Rabiner, i general sales manager.

Horowitz, who gives up the tion of sales manager for Unit in Philadelphia to take his new has had a long career in film. He began with the Columbia force, spending some 25 years that organization before joining versal in 1934. Irving Shiffman me. I.F.E. Phila. represen live and will be transferred I.F.E.'s Boston office upon his covency.

Weiner, Former U

Cuba Manager, Dies

HAVANA, Jan. 10.—Henry Wi former United Artists manage died at his home here y day. He was 79 years old.

Weiner joined UA in 1921 as of the company's newly opened in Havana. He held that post for years and was regarded as his home returned to the U.S. in 192. He continued his association as a) consultant.

Phila. Booking Units

Merge Into Tri-State

Special to THE DAILY

PHILADELPHIA, Jan. 10.—A-booking-buying combination has formed here by the merger of the Sullender and Sandy Gottlieb orations.

Trading as the Tri-State Thei firm is now more than 50 accounts, which are drive-ins.
Detroit Fox Theatre Finds TV Spot Ads
Eye-Opener; Result of Newspaper Strike

DETROIT, Jan. 10.—A by-product of the newspaper strike, now in its second month, gives film distributors something to think about, observers believe. The Fox Theatre, opposition exhibitors estimate, spent a total of around $15,000 in a television campaign on "The Rains of Ranchipur" which has given splendid results, according to reports.

While the box office has been excellent wherever the 20th Century-Fox picture has been shown, the engagements have been far better in towns within the Detroit TV orbit.

Detroit spot announcements for the Fox have stimulated the sale of tickets at local houses in such towns as Pontiac, Ann Arbor, and as far as Lansing and Flint, it is said.

Siate Seven UA Film
Starts in 4 Months

Seven independently-produced motion pictures, which are slated for United Artists release in 1956 and early 1957, will go before the cameras in Hollywood and oversanding the next four months.

Four of the seven films will be produced in January. They are Bel-Air's "Black Sheep," "Sabre," "Flight to Hong Kong," Security Pictures' "Step Down to Terror" and Bel-Air's "Rebel in Town."

Abbott and Costelko's production of "Dance With Me, Henry," is scheduled to begin on March 1 along with Sam Goldwyn, Jr.'s production of "The Sharkfighters." These films will be followed by Stanley Kramer's "The Pride and the Passion," which is set to begin in April.

Policy Changes Due
To Coal Slump in III.

ST. LOUIS, Jan. 10.—The sharp decline in coal production in Southern Illinois and the resultant slump in theatre business has prompted Fox Midwest Theatres to change its policy in West Frankfort.

The company has made its 500-seat Roxy a subsequent-run family-type theatre with two changes a week. The Strand will continue its first-run policy. The town's third theatre, the State, a 700-seat house, was closed a few years ago.

Sues to Void Lease
Of Hartford Shubert

NEW HAVEN, Jan. 10.—The Taft Realty Corp., owner of the Shubert Theatre building, is suing the operators of the theatre for $100,000 damages, charging they failed to keep the theatre in good repair and did not make payments as stipulated under the lease on certain additional items of income. The complaint also asks that Superior Court declare the present lease void.

A court hearing was held last week before Judge John R. Thin, at which time a $100,000 attachment was reduced to $40,000. At that time, attorney Bertrand B. Salzman, representing the defendant operators, pointed out the attachment had no bearing on the merits of the suit.

Delinquency Probe

(Continued from page 1)

Dear John Wayne is more
John Wayne than ever
in THE CONQUEROR

Ticket Tax Fraud

(Continued from page 1)

out by Federal Judge Vincent Leibell.

In addition, the 10 corporations controlled by Miss Ansell were fined $105,500 on charges of fraudulent tax returns from 1946 to 1949.

There were 210 indictments against the defendant and she was fined $100 on each indictment.

Pending appeal, the judge continued the bail of $2,500.

26th Launches Style
Campaign for 'Suit'

The Easter holiday launching of Daryl F. Zanuck's personal CinemaScope production, "The Man In The Gray Flannel Suit," is being pre-sold in the largest campaign of national fashion promotion ever set for a 20th Century-Fox attraction, the company disclosed yesterday.

The program backing the film version of Shaw Wilson's novel ranks as the most extensive advance drive of its kind, a four-month promotion in which 12 leading manufacturers of men's apparel and accessories and more than 700 retailing department stores throughout the country have already committed their full resources, the company said.
L'Heureux

Wednesday, January 11, 1955

The significant developments in television
and their meaning . . .

Every Monday in

Television Today

Published every Monday in conjunction with Motion Picture Daily

Remittances

(Continued from page 1) industry in 1955 could point with pride to the expansion of its foreign business and the manner in which music multiple problems direct affecting the foreign distribution American films,” Golden stated.

Golden reiterated the oft-made point that no other major American industry depends so heavily on foreign market as do the motion picture industry. He pointed to the Department’s survey in February, 1955, showed that U. S. films occupied 68 per cent of the screen time of theatres in the free world.

An important factor in the gross of the foreign market for U. S. films in recent years has been the increase in theatre facilities in foreign countries, Golden stated. About 94 more theatres were operating a year than four years earlier, and these theatres have made "excellent progress" in installing new projection and sound techniques.

P raise s in Quality

The "most important factor" in proving the foreign market for U. S. films, however, has been the "creasing number of high quality productions which have been exported. " Golden declared. He said U. S. producers would have to continue to turn out films with an "international appeal," and added that "the international film market has become so integrated a part of the operation of most U. S. film companies that many people feel they should produce only one market—the world market.

Burrows in Stock Sale

WASHINGTON, Jan. 10.—Geo D. Burrows, executive vice-president of Allied Artists Pictures Corp., purchased 5,000 shares of common stock in the company during November, reducing his direct holdings to 22,856 shares according to the Securities and Exchange Commission.

L'Heureux

(Continued from page 1)

signal liaison for the FCC chairman, a job especially important in view of the hearing on the Commission's current investigation of the television industry. Prior to his Commerce Committee service, he was on the staff of the Senate banking committee.

Milwaukee Station

Acquires 107 Films

Television Today

Today, Milwaukee, Wis.—WSIN-TV has announced acquisition of 107 first-run, recently released pictures from Tele-Pictures for use on locally sponsored "Humphrey City Cinema" and "Movie Time" programs, starting this month. Most of the films are post-1950 releases and some were released as recently as 1954 and 1955.


Television Sunday

with Pinky Herman

Edward J. Montagne, head of CBS telefilm production in N. Y. and supervisor of the "Phil CBSilvers Show," believes that both the motion picture and TV industries "would benefit if more directors in one or the other medium of entertainment were given wider opportunities in both fields." EJM continues with, "Writers and actors, now doubling in both, are signally successful, and were directors to follow suit, they, too, could become successful in both fields." . . . The George Skinner CBS Show TViewed every morning and directed by Chuck Hinds, is checkful of songs, gaiety and laughter, but last Thursday an unscheduled event took place which really shook the rafters. The guest that day was Ruth Manecke, director of the Wood Lane Zoo, who, in opening a cage bearing an Abyssinian guinea hen, lost her hold on the bird, who thereupon exploited her newfound freedom by flying over the heads of the cast and the entire crew, who were obliged to keep one eye on their respective tasks and the other eye peeled on the "threatening" bird ad-libbing???? overhead.

Emerson Drugs and Olin Mathieson have renewed their alternate sponsorship of the "ABC Chance of a Lifetime" TV series, emceed by Dennis James, produced by Herb Moss and seen every Sunday in the 9:00-9:30 P.M. slot. . . . Sammy Cahn and Nicholas Brodszky, composers of the music score for the Martin & Lewis picture, "Serenade," which opens at Radio City Music Hall in the Spring, have been signed by Joe Pasternak to write the music for an MGM picture, "The Opposite Sex," starring June Allyson, Ann Sheridan, Dolores Gray and Joan Collins, which will be directed by David Miller. . . . Robert E. Gips, who joined Mel Gold Productions in 1954 as production supervisor, has been promoted to the post of veep in charge of production and a director in the company. Gips majored in theatre arts and motion pictures at the University of California and upon graduation joined National Screen Service as Mel Gold's assistant.

Phil Kafus, who left the CBS Book and story dept. to join Barry & Einright's "Winky Din & You" as staff writer, has been upped to associate producer of the kiddie series. Incidentally, Paul Taubman's music on this series plays no small part in its fine make-believing. . . . It was Ladies Day at the Lambs Club last Sunday and Shephard Walter Greaza's Flock and its mesdames thoroughly enjoyed the festivities. An impromptu show that was staged in the upstairs lounge was the scene of a "triple steal" by three Helens, Helen Hayes, Helen Menken Lytell and Helen Kane. Tenorjole Jack Fereaey brought a special guest, Schafer Beer's clever artist Mario Vignati, whose caricatures of the Lambs proved another highlight. Don Morrow has been signed for the telefilm commershills which, starting Jan. 22, will plug Crest toothpaste. We hear that Procter & Gamble plans to spend something like $10,000,000 this year on this account.

Delbert Mann, who directed the original teleplay, "Marty," and also the award-winning motion picture adaptation of the Paddy Chayefsky story, has been signed to direct a 90-minute version of Jim Bishop's best seller, "The Day Lincoln Was Shot," CBSSaturday, Feb. 11. . . . Jerry Thorpe has been given a new four-year pact to direct telefilms for Desilu Productions. . . . Director of publicity at WMGM since 1946, Jo Ranson has been named director of public service at the station. He'll continue as chief flack. . . . Bradford Dillman's outstanding thesping in "Third Person" at the President Theatre, has earned the youngster the attention of TV producers. . . . A new forty-three second cartoon sequence, created and filmed by AIP Productions and featuring animated caricatures of Jackie Gleason, Art Carney, Audrey Meadows and Joyce Randolph, will introduce "The Honeymooners" CBS starring next Saturday.
MAHA -- Omaha Variety Club No. 16 will install its new officers and crew on Saturday evening, Jan. 14, at a banquet and dance in the Blackstone Hotel. John Bowley, who has been a member of the club for 20 years, will become international chieftain in May, and will be present as installing officer.

The new officers will be J. Robert Hahs, chief Barker; Don Hammond, assistant; Joe Jacobs, second assistant; Walter Crook, property master; and Bill Barker, housekeeper.

The Variety Club, which was founded in 1929, has 176 members.

BUFFALO -- Elmer F. Lux, past president of the Buffalo Common Council and well known industry figure, will be installed as the third time as chief Barker of Tent No. 7, Variety Club of Buffalo, at ceremonies on January 15 in the club's Avenue Avenue headquarters.

The chief Barker, W. E. J. Marlowe, will also be honored on this occasion, which will take the form of a dance.

The crew of 50 will be installed the same evening.

IN FRANCISCO -- Induction ceremonies of Variety Club of Northern Illinois, Tent No. 92, and presence of the Great Heart Award to Tom Coffman, manager, directing the East-West football games for benefit of the Shrine Hospitals for Crippled Children, will be held Saturday at the Fairmont Hotel.

PHILADELPHIA -- Mayor Richard Dillworth and District Attorney or H. Bianc addressed more than 600 persons attending the installation dinner of Variety Club, Tent No. 13 Philadelphia, the outgoing crew and incoming chief Barker William K. Gehringer, industry executives who spoke were William C. Gehringer, 20th Century Fox executive assistant general manager, and Arthur Israel, aide to Harvey Balaban, Paramount president.

feature of the evening was the presentation of a scroll to Kitty Jones in recognition of her charitable activities in behalf of Tent 13.


HOLLYWOOD, Jan. 10

The title of this picture is the name given by Margaret O'Brien to a horse to whom she was devoted since the animal was foaled at her grandmother Charlotte Greenwood's stable. In time, Glory wins the Kentucky Derby, meanwhile providing the film with a story thread that ties together a caricature of race horse breeders with some amusing plot cliches. This entry may not set any box office records, but should find some profit in a pleasing attraction for the entire family.

Filmed in Spectrocolor and turf fans especially will find enjoyable backgrounds in the blue grass country of Kentucky, closeups of some famous race horses, training sequences and an authentic filming of a Kentucky Derby integrated to supply the excitement for the anticipated ending.

Miss O'Brien gives evidence, in her first grown-up role, of developing into a sweet, romantic lead, with a pleasant singing voice to her credit. John Lupton, portraying the young, wealthy owner of a prize stable, possesses the kind of charm bound to attract the young female. when Lupton figures prominently throughout, carrying on an old feud with an amiable distaste for each other. Peter Milne's screenplay, based on a story by Gene Markey, is built on the problems of raising and training horses on a show casing operation without having a winner to help pay the feed bills.

On the romantic side, Miss O'Brien has her heart set on Lupton, but believes he is in love with attractive Lisa Davis, a society belle. She decides to join Byron Palmer's band as a vocalist when her poverty-stricken grandma enters a claiming race, and unjustly acquires a figure unsuitably like purchase of her privileged possession. Lupton secretly arranges for the actual purchaser of Glory to lose the horse back to Charlotte Greenwood in a poker game, thereby clearing himself. Brennan trains Glory, and a group of the stable boys pool their resources to pay the Derby entry fee. Miss O'Brien quits the band in time to realize her ambition of having a Derby winner, and finds her true love in Lupton.


S. D. B. NEBS

The Smith Chief Barker Of N. E. Variety Club

BOSTON, Jan. 10 -- Philip Smith, president of Smith Management Co., was re-elected chief Barker of the Variety Club of New England at the annual election of officers held over the weekend. He succeeds Walter A. Brown, president of the Boston garment. the Boston Bruins and the Boston Celtics, who had held the office for the past five years.

Brown has been appointed Variety Clubs international counsel.

Other officers elected were Michael Redstone, Kenneth Douglass, as vice-president; William S. Koster, executive director; James Marshall, treasurer, George Roberts, secretary. Directors are Richard Berens, Reuben Landan, Arthur H. Lockwood, James Mahoney, Benno Rosenthal, James Stomnan and Arnold V. Luer.

A total of $465,083.38 was contributed to the 1955 Jimmy Fund Drive, which was sponsored by the Variety Club of New England, the Boston Red Sox and the motion picture industry, according to an announcement by Red Sox general manager Joe Cronin and Theodore Flasher, president of Interstate Theatres Corp., co-chairmen for the drive.

The entire expenses involved in the campaign were taken care of by the trustees of the foundation with their personal checks, the chairman said. Since 1947, when the Jimmy Fund was founded, 1,730 children have been treated for cancer. Today there are 285 children undergoing treatment at the Jimmy Building, Boston, coming from every state in the U. S. and foreign countries.

N. T. A. Acquires 30 Films for $1,200,000

Television National Telefilm Association has acquired the television rights to 30 motion pictures which were released theatrically by Universal Pictures, Lopert Films and Italian Films Export for a reported $1,200,000.

According to an NTA representative, the TV rights have been acquired for five years and the films will be sold on a regional and local basis in an orderly fashion.

Involving in the deals are such films as “Bitter Rice” and “Anna,” “Young Caruso,” “The Greatest Love,” “Bel, Isabella,” “Butch Minds the Baby,” “Tight Shoes,” four Olsen and Johnson films, “Guest Wife,” “Last Chance” and “Stranger on the Prowl.”

“Kisner” is advertised on the table of contents page of “Women’s Home Companion’s” January issue.

Jimmy Stewart, who plays Charles Lindbergh in “Spirit of St. Louis,” tells an interesting story of how he was selected to play the part of Lindbergh in an article which appeared as a news release of “American Weekly.” The story is on a two-page spread, highlighted by a color photo of James Stewart as Lindbergh. To master the famous flier’s mannerisms for this Warner Brothers picture, Stewart studied 50,000 feet of newsreels made of the Lone Eagle’s flights.

The Rain in the Bunchu” has been selected by Fibre Manufacturers of “Redbook” as the picture of the month for January. Frank Ross, producer of “The Robe,” acted in the same capacity for this new 20th Century-Fox picture.

Eddie Constantine, an American who has become a box office smash in French motion pictures, with the profound in the Jan. 13 issue of “Parade,” Constantine’s pictures have been so successful in Europe that three of them, “Dames Don’t Care,” “Honeymoon” and “This Man is Dangerous,” are being readied for release in our country.

WALTER HAAS

Daily Variety
...as high as a elephant's eye!

FIRST 12 WEEKS
$573,493
RIVOLI, New York City

FIRST 7 WEEKS
$224,315
EGYPTIAN, Los Angeles

FIRST WEEK
$49,548
McVICKERS, Chicago

Oh, what beautiful business!
RODGERS & HAMMERSTEIN'S
Oklahoma!

PRESENTED IN TODD-AO
A Two-a-Day-Reserved-Seat Road Show!
Distributed by MAGNA THEATRE CORP.
233 W. 49th St. (Phone JUdson 6-0500) New York 19, N.Y.
Compromise
retain Ticket lax, Treasury
charges
Congress
Industry Maps Its Plans
Oppose D.C. Tax

By J. A. OTTEN

ASHTON, Jan. 11.-A top
 Treasury Department official told
newspapers today the department will
not make any increase in the present 50
cent Federal admission tax exemp-
tion on exhibition. The statement was made before a
conference today held by the Ways and Means subcommittee
on taxation, with Senator Smith, special agent for the Secretary of the
Treasury in charge of the hearing. The committee is holding hearings on
excise taxes, and technical difficulties are being considered.

The same time that Smith was talking, industry leaders were lay-
outs to promote a proposed two-
cent admission tax for the Dist-
ric of Columbia. Industry officials
say that defeat of this tax is essential
(Continued on page 2)

Gee Continues to
lead Cooper Circuit

The status of Pat McGee as open-
head of Cooper Foundation
res has not changed, despite the
appointment of Kenneth Anderson as
chairman of Cooper Foundation.
McGee said here yesterday.

Gee explained that Anderson,
who was head of all Cooper
related activities and the League
McGee would be an assistant
Gee continues as
head of the circuit's

Final Judgment Filed
Gov't 16mm. Case

From THE DAILY Bureau

BLYTHEWOOD, Jan. 11. - Final
judgment in the 16mm. case, which was
decided in the defendants' favor
Dec. 5th, was entered today by
a Federal Judge. Leon R. Yankwich,
inguarded in fact and content
of law reported in the Doc.
(Continued on page 2)

TOA Puts Gov't Regulation
Issue Up to Its Members

Lux Will Meet With
TOA Leaders in D. C.
Special to THE DAILY
BUFFALO, Jan. 11.—Elmer F. Lux
has accepted an invitation to present
himself to the executive committee of
Theatre Owners of America in Washi-
ington next month and be considered
for the organization's executive
directorship, it was learned here today.

Hoff to Presidency
Of Ballantyne Co.
Special to THE DAILY
OMAHA, Jan. 11.—R. S. Ballant-
yne, founder and president of the
Ballantyne Company, announced that
he was moving up to board chairman
of the firm. The announcement was
made by letter to company dealers.
J. Robert Hoff, vice-president and
sales manager, will assume the presi-
dent's office and Mr. Ballantyne will
continue to be chairman.

Questionnaire On a Variety of Topics
Being Sent to 3,600 Members Covering
9,000 Theatres, President Blank Says

By LESTER DINOFF

Reaffirming its position as being still in favor of self-regulation, the Theatre
Owners of America, nevertheless, is polling its 3,000 membership, which repre-
sents some 9,000 theatres in the U. S., for views and opinions on governmental
regulation, it was announced here yesterday by
president Myron N. Blank.

"The answers to the questions asked in the five-page sur-
vey of exhibitors will be compiled for presentation to the Sena-
tate Small Business sub-committee hearings on the motion picture indus-
try in Washington on Feb. 2," the TOA leader stated. He disclosed that the TOA committee which will testify at the SSBP hearings will con-
sist of Al Smith, chairman, O. M. George Kerasotes, of Springfield, Ill.,
and Richard Kennedy, of Birming-
ham.

Blank, who met with the trade
(Continued on page 6)

TOA Hits TV
Film Sales

Grove concern over the sale of
feature films to television, as exempli-
fied by the KRO Radio Pictures and
Columbia deals, was expressed here
yesterday in a statement by Myron
Blank, president of Theatre Owners
of America.

The statement, issued at the con-
clusion of a meeting of TOA officials
gave, was to say "the move must harm
the box-office today."

"We realize that the distributors are with
in their rights in making this
case, but we feel that it represents
poor economic judgment. The effect
of these moves, and others pending
that we have heard about, must and
will shrink the potential return on
pictures today and in the future," the
statement continued.

"This action has caused great con-
cern amongst all exhibitors. Some
(Continued on page 6)

To Visit Studios, Convention

TOA Conferring With Johnston Over
Inviting Foreign Trade Heads to U.S.

Theatre Owners of America has been confer-
ring with Eric Johnston, president
of the Motion Picture Export Association, concerning the advisability of
inviting the heads of foreign trade
associations to visit the Hollywood
production centers and to attend the
1956 TOA convention next Septem-
ber, it was revealed here yesterday by
Myron N. Blank, TOA president.
Blank said that he has already per-
sonally spoken with Johnston concern-
ing this as it is his understanding that "some foreign exhibitor members
of the Union Internationale de Cine-
atographique Exhibitors will attend
(Continued on page 6)

3 Compo Units Name
Delegates to Board

In response to an inquiry by Robert W. Coyne, three member units of
COMPO have designated their repre-
sentatives on the COMPO board of
directors.
The Metropolitan Motion Picture
Theatre Owners has named
Emmanuel Frisch, its president, and
Leo Brecher, board chairman, as repre-
sentatives. A Julian Byrski, presi-
dent of the Motion Picture Thea-
tre Owners of Metropolitan D. C.,
and Seymour Hoffman, president of
the Virginia Motion Picture Associa-
tion, have been reappointed by their
respective organizations.
personal
mention

A. RThUR M. LOWE, president of Loew's, Inc., is in Hollywood from New York. 

HOWARD DENTZ, M-G-M vice-president and director of advertising-publicity, is scheduled to return to New York early next week from Hollywood.

WILLIAM B. ZEILLNER, head of M-G-M short subject sales, will leave here on Tuesday for Los Angeles and other key cities of the West.

SANDFORD WATSON, Continental District sales manager, has left New York for Columbus and other Midwestern cities.

E. S. GREGG, president of Westrex Corp., has returned to New York following a vacation in the South.

MANNY REINER, I.F.E. Releasing Corp. general sales manager, will leave here today for Oklahoma City.

Bert OSER, of "Redbook," will leave here tomorrow for the Coast.

Final Judgment

(Continued from page 1)

6th edition of Motion Picture Daily. The key paragraph in the final document reads: "Defendants have not contracted, combined or conspired among themselves, or with any alleged co-conspirators, or with consent of the foregoing defendants, or with others, to violate Section One of the Sherman Anti-Trust Act or to restrain interstate trade and commerce in 18mm films in violation of Section One."

The Government has 60 days in which to appeal. Such appeal would have to be made to the Supreme Court.

Crowther to Present Burstyn Award

The Independent Motion Picture Distributors Association of America will present the annual Joseph Burstyn Award for the best foreign-language film of the year to the Italian picture, "Umberto D," at a ceremony on Jan. 19, at Sadie's.

Bosley Crowther, motion picture critic of the New York "Times," will present the award to Baron Carlo De Ferraris Salzano, Italian Consul General in New York.

"Umberto D," presented by Edward Harrison, is the first Italian motion picture to receive this award.

Ticket Tax Retention Urged

(Continued from page 1)

for the long-range success of the industry’s drive for further relief from the Federal admissions tax.

In his testimony to the Ways and Means subcommittee, Smith pointed out that the Treasury opposed the admitted tax exemption when it was voted by Congress in 1954, and stated that he knew of no rise in costs or other inflationary movements that would make a similar increase in the exemption now.

In addition to his specific remarks on any increase in the 50 cent ticket tax exemption, Smith also commented that the testimony by subcommittee members repeatedly expressed opposition to other excise tax relief proposals because of the revenue loss. His testimony made it clear the Treasury will fight vigorously all major tax relief plans.

COMPO Planning Campaign

The Council of Motion Picture Organizations is preparing to launch a new campaign for admission tax relief. Robert Coyne, special counsel for COMPO, has been working on the two days working on that campaign.

Coyne said he had been contaciting members of the House of Representatives to discuss the outlook for additional admissions tax relief, and had also been at work trying to combat the proposed two percent admission tax for the District of Columbia.

The tax, which must be approved by Congress, was formally presented to a House-Senate committee today by the district commissioners. The admissions tax, calculated to raise $500,000 a year, is part of a $95,- 000,000 tax increase package presented by the commissioners. The House concentrated on quick approval of the entire plan.

Coyne said he was concerned about the possible effect that approval of the District of Columbia Senate bill on the industry’s general campaign. "How will we look asking for additional tax relief," he said, "at a time when Congress is voting a tax for Washington that contains no exemption at all?"

Objections to the proposed district tax will be voiced to the House-Senate committee next week by Julian Brylawski, head of the Motion Picture Theatre Owners of Washington. Brylawski’s opposition will be backed up by testimony to be presented by Coyne and Albert Sindi- lich, president of the research firm used by COMPO.

Fears a Precedent

"If Congress okay this bill for an admission tax in the district," Brylawski said, "it will encourage other states and municipalities to move in the admissions tax field, and will also have a bearing on our campaign for Federal admissions tax relief."

Brylawski revealed that he had been in New York yesterday and received the backing of the Theatre Owners of America. Telegrapers have gone to TOA officials asking them to contact key members of Congress in opposition to the proposed district tax.

RKO’s ‘Glory’ Has Lexington Premiere

Special to THE DAILY
LEXINGTON, Ky., Jan. 11.—Led by Gov. and Mrs. Chandler, a parade along the main thoroughfare of this city ended at the Kentucky Theatre where David Butler’s “Glory” had its Blue Grass world premiere tonight. The demand for tickets resulted in two showings of the RKO release. Both were sold out, with proceeds from the show going to the Clinic for Spastic Children at the University of Kentucky.

Participating in the parade and the premiere program at the theatre were the film’s stars, Margaret O’Brien; producer David Butler, John Lupton and Byron Palmer, Miss O’Brien’s leads in the picture, and syndicated sports writers and columnists.

Newspapers here and in Louisville, Cincinnati, Indianapolis and Cleveland gave prominent front-page space to the premiere of “Glory.” Beginning tomorrow 240 theaters in this territory will begin runs of the Superscope-Technicolor film.

Get Ready for Quiz: Magnuson to FCC

FROM THE DAILY BUREAU
WASHINGTON, Jan. 11.—Senate Commerce Committee chairman Magnuson (D., Wash.) told the Federal Communications Commission to be ready to answer detailed questions on its deintermixture policies when the committee starts its long-delayed tele- vision hearings tomorrow.

Magnuson, who has criticized the Commission for failing to act to help out UHF stations, said he wanted all FCC members on hand for the hearings.

Magnuson indicated the committee would also delve into the progress of the FCC’s study of the television network situation.

Nash Weil, 62

ATLANTA, Jan. 11.—Nash weil, 62, died in an Atlanta hospital after a long spell of illness. Well had served as vice-president and general manager of the Wil-Kin Theatre Supply Co., with headquarters here for most of 25 years.

News Roundup

‘Office Workers’ Shows

The Rivoli Theatre here today will inaugurate special “office workers” shows for “Okohamal”. Suggested for the convenience of people, the after-office hours shows will be offered at a prices ranging from $1 to $1.50 will be a regular Friday policy.

Drive-in Hearing Today

E. M. Loew, head of E. M. Loew’s, is scheduled to appear in New Haven Superior Court today, a hearing concerning a prior drive-in for that city. Loew is now for a writ of mandamus which compel building inspector Fakery to issue a permit.

Mexican Dubbing Active

Between 40 and 50 Mexican pictures are to be dubbed into English this year as part of the program Cinex, the semi-official head of the Mexican pictures a Cinex is counting on more than the in the U. S. to play Mexican pictures this year.

The Co-Production Deals

Mexico and Spain will co-produce four pictures this year, each to be made by Santa Montiel and each costing $80,000. According to Juan Miss Montiel’s representative, Mexico.

Carey Wilson to CBS

CBS-TV will launch a new 39-week series of 90-minute drama programs to start early in the summer of 90,” with Wilson, former M-G-M produce EXECUTIVE. Staff will have four directors and two produce scripts which will be purchased from lance writers.

motion picture daily

January 12, 1954

2
Regional Promotion Meetings Scheduled For Fox This Month

A group of 20th Century-Fox executives from vice-president Charles Einfeldt's advertising and exploitation departments will participate in and address a series of special division meetings called by distribution executive Al Lichtman to implement merchandising and promotion plans formulated last week at a national sales conference held at the home office.

The meetings, to be held in six of the company's domestic offices in the next few days and later this month in Canada, will provide the opportunity for an all-out handling of an amplified production-distribution program of 34 CinemaScope productions this year.

Demonstrations Planned

A third major point on the agenda will be the staging of CinemaScope 55 demonstrations in principal cities of the United States and Canada commencing Jan. 23.

The first division meeting will be held in New York on Jan. 16, and will be attended by executives of Martin Moskowitz's Atlantic division, Alec Moss, advertising executive, will address the conclave. Personnel in attendance will be from the Philadelphia, New York and Washington offices.

Carl Mos, advertising executive, will speak Friday in Indianapolis at a meeting of the Central sales division, headed by T. O. McCleaster. Attending will be all other exchange personnel from that office and Cincinnati, Cleveland, Detroit and Pittsburgh.

Mid-West Meeting Friday

M. A. Levy's Mid-West sales division also will meet on Friday and will be addressed in Milwaukee by Eddie Solomon, exploitation manager, and present will be executives from the Des Moines, Kansas City, Minneapolis, Omaha, St. Louis and Milwaukee exchanges.

The division sales meetings will continue next Monday with one in Atlanta. Exploitation manager Rodney Bush will address the Southern sales division headed by Harry G. Ballner, South-East manager Paul S. Wilson, South-West manager Mark Sheridan, Jr., and others from the Atlanta, Charlotte, Jacksonville, New Orleans, Dallas, Houston, Memphis, and Oklahoma City exchanges will attend.

Solomon to San Francisco

A two-day Western division meeting will be convened Monday in San Francisco. Executives of Herman Wobber's territory will be addressed by Solomon. Assistant division manager Reville Kullien and personnel from Los Angeles, San Francisco, Salt Lake City, San Francisco and Seattle offices will be present.

The domestic division conferences will be concluded on Tuesday with a session in Boston of Al Levy's North-East sales division. Advertising manager Abe Goodman will fly from New York for the conference.

Arbitration Draft Ready for D. of J.

The arbitration draft, which was approved by distribution and two exhibition associations, is ready for submission to the Department of Justice. Herman M. Levy, general counsel for the Theatre Owners of America, stated here yesterday.

Levy said that it was his understanding that the arbitration committee, or representatives appointed by this group, will take the draft to Washington for approval or disapproval.

Blank to Address Carolina Conclave

CHArlOTTie, Jan. 11.—Myron Blank, president of Theatre Owners of America, will address the annual convention of the Theatre Owners Association of North and South Carolina Friday, Jan. 30.

Blank will speak on the second day of the convention. He will be accompanied here by Herman Levy, TOA general counsel. George Gaughan, TOA field executive is also scheduled to come here for the meeting.

‘U’ Starts ‘Goodman Tieup with ‘Charm’

Jerome M. Evans, in charge of promotion for Universal Pictures, left New York yesterday for Cleveland as the first stop of a six city tour in connection with the nationwide ‘Charm’ Magazine merchandise tie-up on ‘The Benny Goodman Story,’ in Technicolor starring Steve Allen and Donna Reed.

The conclave, which involves 11 national manufacturers of women's ready-to-wear merchandise is being launched with a nine-page advertising section in the February issue of Charm which will be on the newsstands Jan. 20 and which will enable local theatres to tie-in through a national ‘Fashions in Rhythm’ contest.

NTA Not Acquiring Product from IFE

A report that National Telefilm Associates had acquired a group of Italian Film Export pictures for television was denied here yesterday by IFE spokesperson. Such product as "Bitter Rice," "Anna," "Young Caruso" and "Bellissima" had been mentioned as pictures acquired by NTA. It is understood that these pictures may eventually go to television through other channels, but no deal has been made with NTA, it was said.

Harry Holboll Dies

IMLAY CITY, Mich., Jan. 11.—Harry Holboll, for 22 years a theatre operator, died here. Formerly operating a circuit, he had currently two theatres here.

Coyne, McGee To Study Tax Repeal Drive In N.Y. Friday

Discussions concerning the launching of the Federal admission tax repeal campaign by the Council of Motion Picture Organizations will take place here tomorrow between Robert W. Coyne, COMPO special counsel, and Pat McGee, Theatre Owners of America vice-president and former campaign chairman, at the COMPO Tax Repeal Committee.

McGee, who yesterday said that he had not been invited thus far to head the new tax repeal campaign, indicated that "machinery has been set up already" for the new campaign, but would not elaborate on this.

He said that many Congressmen are very sympathetic toward the motion picture industry's efforts. The TOA will support the tax campaign "as will all exhibition," Myron N. Blank, TOA president, said that "many theatres instead would be out of business now if we didn't fight for the last campaign."

Stresses Promoter's Role of Independents

A European or an independent producer has to be more like a promoter than a studio staff producer, it was stressed here yesterday by Andre Hakin, independent producer who just completed "The Man Who Never Was" for 20th Century-Fox release. Hakin said he assisted the independent producer by lending her the promotional tools, but that the independent producer was much more involved in the raising of funds and the arranging and coordinating of all phases of production, in addition to some distribution work.

Hakin, who is enroute to London for preparation for two productions, said that it is generally less expensive to shoot a picture in Europe as compared to Hollywood, although it takes longer. He credited lower technical costs in Europe for the difference. His two upcoming productions, which also will be in CinemaScope and will be released by 20th-Fox, are "Sea Wyf and Biscuit," based on a novel by J. M. Scott, and "Black Wings," based on a TV play by Joseph Scholl.

Neame to Direct

The film based on the Scott novel will be shot in Jamaica, England and Scotland under the direction of Ronald Neame, who directed "The Man Who Never Was," Hakin stated. "Black Wings" will be filmed in England, he continued, adding that Andre Hakin will be involved in both pictures. "The Man Who Never Was" will be released domestically next month and overseas in March, NTA's deal with 20th-Fox is for world-wide distribution of the films, with Fox supplying the bulk of the financing, Hakin stated.
THIS IS SHOW BUSINESS HISTORY

"BEST YEARS OF OUR LIVES"

"GUYS AND DOLLS"

BIGGER THAN BIG!

How great is great? Up to now "The Best Years of Our Lives" has been the biggest Samuel Goldwyn grosser of all time and one of this industry's all-time top record holders! "GUYS AND DOLLS" is topping it in every situation throughout the nation.

GUYS AND DOLLARS FACTS...

FIRST 8 STILL GREAT! New York, Chicago, Boston, Philadelphia, Washington, Detroit, Los Angeles, San Francisco. Long runs continue, ranging from 7th to 10th weeks.

ATLANTA—800 seat house tops sensational "Best Years" business.

ATLANTIC CITY—Terrific! Tops famed "Best Years" by $1,000.

BUFFALO—450 seat house sets sensational new record, even topping normal business of regular runs.

CHARLOTTE—554 seat house tops business of theatre that had "Best Years" premiere.

CLEVELAND—Doing 5 times normal business.

CINCINNATI—New all-time house record.

COLUMBUS—First 2 weeks in 3,000 seat house beats famed "Best Years" in same theatre.

(continued)
DAYTON—3 times normal business.

DENVER—New all-time house record in 2,600 seat theatre.

DES MOINES—Record for 600 seat house and doing twice normal business of regular runs.

HARTFORD—Off-beat house chalking up sensational grosses seldom seen in regular first-runs.

INDIANAPOLIS—Long-run house doing 4 times business of regular first-runs.

KANSAS CITY—900 seat house tops big grossing pictures in other theatres.

MEMPHIS—Tops record business of “Best Years” in 2,700 seat house.

MIAMI BEACH—800 seat house doing 25 percent more than previous record holder “Best Years.”

MIAMI—Playing simultaneously and even topping Miami Beach by 10 percent.

MILWAUKEE—First 2 weeks’ business in great 2,400 seat house tops previous record holder “Best Years” by 25 percent.

MINNEAPOLIS—2,800 seat theatre tops previous record holder “Best Years” by 10 percent.

NEW ORLEANS—Doing 3 times normal business in 2,200 seat theatre.

NORFOLK—600 seat house topping normal business of regular first-runs.

OKLAHOMA CITY—First 2 weeks top “Best Years” record business.

OMAHA—900 seat house doing 3 times normal business of regular first-runs.

PORTLAND—1,800 seat theatre beats record “Best Years” by $800 in first week.

RALEIGH—600 seat off-beat theatre tops famed “Best Years” by 20 percent.

ST. LOUIS—Small house doing 3 times normal business of regular first-runs.

SAN DIEGO—Topping record-breaking “Best Years.”

SEATTLE—850 seat house doing 3 times normal business of big first-runs.

WICHITA—Doing twice record “Best Years” business.

And Phenomenal In Canada

CALGARY—Sensational! Doing twice business of famed “Best Years.”

EDMONTON—New record. Three times normal business, double “Best Years” record.

HALIFAX—Tops record “Best Years.”

MONTREAL—Sets new sensational all-time house record.

OTTAWA—Sensational! New record. Doing 3 times normal business of theatre with 1,000 more seats.

TORONTO—Sensational, unheard of business! More than triple “Best Years” gross.

VANCOUVER—Fantastic new all-time record. First week doubles business of record “Best Years” and second week triples “Best Years” second week business.

WINNIPEG—Sensational new record! Doing more than twice the business of “Best Years.”

THEY’RE MAKING BOX-OFFICE HISTORY! JOIN!
TOA Polling Its Members

(continued from page 1)

press following three days of discus-
sions with other TOA leaders in
closed sessions, declared that “TOA
feels that no legislation we know of
is beneficial to the industry. We
still are in favor of self-regulation.”
He reported that many of the prob-
lems that now confront the industry
were brought about by governmental
regulations now in effect.

Surrounded by such TOA execu-
tives as Pat McGee and Herman
Levy, the Des Moines exhibition
leader said that “the majority will
rule” when TOA compiles the an-
swers from the questionnaire within
the next three weeks. The question-
naire, which is broken down into
nine categories, seeks the theatre-
men’s viewpoints on such topics as:
governmental regulation, product
shortage, arbitration, trade practices,
competitive bidding, the U. S. vs.
and, etc., decree, expansion of divorced
circuits and federal admission tax
reduction.

May Be Board’s Guide

It was indicated by Blank and
Levy that the answer to the survey
questions might possibly cause the
TOA board of directors, which will
meet in Washington on Feb. 27-28,
at the Shoreham, to formulate
new national policies for the exhibitor
organization.

Exhibitors are asked in the ques-
tionnaire to present viewpoints on
U. S. regulation of the entire motion
picture industry and of film rentals;
for opinions concerning the produc-
tion and distribution of films by
“former affiliates; for approval or
disapproval of an industry arbitration
system; for comment on whether high
film rental terms have forced in-
creases in admission prices; condition-
ing the rent of one feature on that of
another or others, or on shorts or
newscasts; extended playing time and
advanced admission prices as a con-
dition for getting a particular picture
and the clearance situation and unfair
trade practices in general.

In the competitive bidding cate-
gory, the questionnaire asks whether
bidding on a picture was requested
or forced by distribution and which
practices in competitive bidding are
considered unfair. Questions are also
posed on whether divestiture has
caused exhibitors, how elimination
of block-booking has affected theatre
operation and whether a return to
block-booking is favored now. Re-
garding the expansion of “divorced
circuits,” the TOA members are
asked to express comment on this
issue and whether they are in favor
of pursuing the battle to eliminate
the remaining admission tax.

In closing, the TOA questionnaire
asks for comment as to “what is
wrong with the motion picture indus-
try, and to state views as to what
can be done to better the industry’s
position.

Blank, along with Levy, said that
they expect to have a favorable re-
turn. They said that they would also
be present at the SBSC hearings, but
are not going to testify.

No Executive Director Yet

Commenting on the search for an
executive director, the TOA president
said that thus far “we still haven’t
seen the man.” Blank stated that the
organization is very much in need
of an executive director “for proper
leadership and guidance.”

In reply to a question concerning
the Exhibitors Film Financial Group,
Inc., Blank declared that it is “await-
ing the availability of circuit partici-
pation and the participation of others
in the industry.”

Commenting on the results of a
questionnaire regarding British pro-
cduction which TOA asks its mem-
bership sometime back, Blank said
that he had received “no reaction”
to it from film producers in Great
Britain.

Hoff to Presidency

(Continued from page 1)

Hoff to Presidency

(Continued from page 1)

Theatre Owners of America con-
vention.”

“The 1956 convention, which will
be held at the New York city Colos-
seum, Sept. 19-25, will have an in-
formational aspect with all industry
cooperation and participation and
TOA will use showmanship in staging
it,” Blank declared.

He said that a formal contract for
the 1957 convention signed on Tues-
day with Theatre Equipment and
Supply Manufacturers Association,
which will stage its trade show in con-
junction with the TOA.

In reply to a question as to whether
TOA will join with TESMA for the
1957 convention and trade show,
Blank said so far this has not been
discussed. He also said that he sees
no reason why TOA can not hold its
annual convention in the Spring to
coincide with TESMA which plans to
stage its trade show in the Spring,
commencing possibly in 1958.

Superstitious Scare

Among Industryites

Industry people and motion picture
reviewers have no Friday-the-13th
apprehensions whatsoever, accord-
ing to evidence offered by Paramount
yesterday. Good thing, too, since
there are three Fridays the 13th
1956!

Paramount’s evidence: every exe-
hibitor, film executive, newspaper
and radio-TV commentator, who
was invited to the “Anything Goes”
special preview set for tomorrow
(Friday, the 13th) in all 32 branch
offices in the United States has
responded with enthusiasm. In New
York, the fearless ones will mingle at
Loew’s 72nd St. Paramount, itself inde-
dependent to superstition, holds that,
“Anything Goes on Friday, the 13th.”

(Ed. Note: The foregoing demo-
strates that for a Friday-the-13th
story, anything goes.)
'Orderly' Release Schedule
Pledged by 11 Distributors

At 'Holders Meet
Fabian Sees
Upward Trend
In Attendance

Special to THE DAILY
WILMINGTON, Del., Jan. 12 - The quality of forthcoming product forecasts an upward trend in public acceptance of theatre entertainment, S. H. Fabian, president of Stanley Warner Corp., told stockholders at their annual meeting here today. Directors reflected at the meeting were Harry M. Kalmine, Dr. Charles F. McKiernan and Maurice A. Silver.

Fabian reported that while the gross income for the quarter ending Nov. 26 was slightly higher than the corresponding 1954 quarter, there (Continued on page 6)

Top Republic Films
Will Be Offered TV

From THE DAILY Bureau
HOLLYWOOD, Jan. 12—Republic Pictures, which in the past has leased approximately 300 low-budget films to TV, has disclosed its in- (Continued on page 6)

Offers Nine-Point Program

AB-PT Cites Ways of Revitalizing
Box Office, Supporting Top Releases

Nine other operations, in addition to the proper spacing of releases throughout the year, are necessary if the greatest potential is to be realized from the strong array of product anticipated for 1956, American Broadcasting-Paramount Theatres' heads, Leonard Goldenson and Edward L. Hyman, said yesterday.

The additional phases of their program for correction and revitalization of industry operations consist of the following:

1. The equalization of advertising rates for television and for motion picture theatres in mass media, with checks to be made in various sections of the country to ascertain whether or not TV has any advantage over films in this respect.

2. Proper efforts on the part of all producers of trailers to get the proper (Continued on page 7)

Detroit Strike
End in Sight

Special to THE DAILY
Detroit, Jan. 12.—The Detroit newspaper strike, which has seriously affected the motion picture industry, particularly second and subsequent runs here, is expected to be settled this weekend following a mass meeting at the Labor Temple to ratify a final offer presented by the newspaper publishers to mailers, stereotypers and printers.

Labor circles here indicated that the offer would be accepted as the "Detroit Reporter," an emergency paper operated by the Newspaper Guild and financed by the Alliance (Continued on page 6)
PERSONAL MENTION

WALTER WANGER will arrive in New York on Monday from the Coast.

Arthur Canton and Charles Fellesman, of the M-G-M promotion department, will return here today from Jackson, N. Y.

En Force, manager of the RKO Brangles Theatre, Omaha, Nebr., sent word of the former Dan- lene Nelson.

Myron Blank, president of Thea- tre Owners of America, returned to Des Moines last night from New York.

George Fisher, resident manager for M-G-M in Cleveland, has left here with Mrs. Fisher for Miami.

Fried Greenway, of Loew's Palace Theatre, Hartford, is recovering from surgery at Hartford Hospital.

Allan Miner, producer, arrived in New York by plane yesterday from Hollywood.

Additional Showings Of 'Scope 55 Slated

Additional demonstrations of Cinemascope 55 have been scheduled in New York and Los Angeles by 20th Century-Fox. A showing for representatives of the general and film trade press, magazines, wire services, nationally-syndicated columnists, and TV and radio figures in New York has been set for Thursday Jan. 19, 9:15 a.m., at the Roxy, where stockholders will attend the originally announced program at the Roxy on Jan. 23, at 9:15 a.m.

Three More in Los Angeles

Three demonstrations of the previously scheduled one will be conducted on Jan. 23 at the Village Theatre, Los Angeles, to meet ticket requests there from stockholders and all major of communication media.

Showings will be held at 9:45 a.m., 2 p.m. and 4 p.m.

Golding, Hutner to D.C.

David Golding and Meyer Hutner of Samuel Goldwyn Productions will be in Washington on Monday to confer with officials of the Department of Defense and the U. S. Navy regarding the expelling of "The Sharklighters," which will be produced by Samuel Goldwyn, Jr.

WASHINGTON, Jan. 12.—The National Association of Radio and Television Broadcasters is trying to decide whether the showing of portions of new Hollywood films on television violates the NARTB's television code. The question involves the screening of clips of current films on such shows as the M-G-M, Warner and Fox shows, and also the occasional showing of films on the Ed Sullivan and other similar variety shows.

The matter will be taken up at a meeting of the NARTB's television code Review board in San Francisco on Jan. 26 and 27.

The NARTB television code restricts the amount of time that can be devoted to advertising in each half-hour or hour of broadcasting. NARTB officials said that the question has been raised—though they wouldn't say by whom—as to whether the showing of portions of current Hollywood films on TV programs in return for money, the use of studio space from the release of new stars, or the use of old films, does not constitute advertising rather than entertainment, and so violate the advertising restrictions of the code.

Report to Be Drawn Up

The NARTB staff has been making an exhaustive study of the situation and will have a report ready to present to the review board at the San Francisco meeting.

NARTB officials said that another, but "incidental," issue was whether the film portions would always meet the program content restrictions of the TV code. They admitted that this would be of minor importance since in most cases the film code is more restrictive on program content than the TV code.

The code review meeting will also study proposals for amendment to the code and plans for a publicity campaign to inform the public on the code's operations.

Para. Gives Farewell Party for O'Shea

Paramount Pictures' executives and department heads gathered at the home office dining room late yesterday for a farewell party for E. K. (Ted) O'Shea, who resigned as a vice-president of Paramount Film Distributing Corp. to join Magnus Theatres Corp. as vice-president and head of worldwide sales.

Hosts at the party were Hugh Owen, Paramount Film Distributing vice-president and newly-named East ern sales manager, and Sidney De neau, who has been promoted to Western sales manager. The latter had been O'Shea's executive assistant.

Members to Decide Jan. 26-27

Do Hollywood Clips on TV Violate the NARTB Code?

From THE DAILY Bureau

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Wanger in 6-Picture Deal With RKO

From THE DAILY Bureau

HOLLYWOOD, Jan. 12.—RKO Radio Pictures and Walter Wanger Pictures, Inc., concluded negotiations today for Walter Wanger to produce six pictures for RKO in the next three years. Wanger and his organization will move into the RKO Studio lot Feb. 1. The first Wanger picture for RKO has not as yet been determined but it is the basis of discussions which have been going on for the past several days between Wanger and William Dozier, vice-president in charge of production at the studio. Wanger, accompanied by his wife, Joan Bennett, will leave for New York tomorrow for approximately two weeks to see the Broadway plays.

Goldwyn $75,000 for Coast PCC Building

HOLLYWOOD, Jan. 12. Permanent Charities Committee chairman Y. Frank Freeman today announced that the organization, founded in 1940 at the suggestion of Samuel Goldwyn, has received a $75,000 gift from the Goldwyn estate for the establishment of PCC's own permanent building at La Cienega Boulevard and Rosewood Avenue.

In making the announcement, Freeman revealed that Goldwyn already has subscribed $30,000 to PCC's current campaign and that his contributions, since 1940, exceed $850,000.

Charles Vidor Forms Aurora Productions

HOLLYWOOD, Jan. 12.—Charles Vidor, producer-director, has announced the formation of Aurora Productions, first venture of which will be "Joker is Wild," to be produced jointly with Kent Productions.

Book School-Made Film

"The Face of Lincoln," a two- documentary produced by the arts department of the University of Southern California, has been lost by Fox West Coast as the companion picture to "Marty" at the Brains Tre in Westwood.

Fox Shooting Abroad


New RKO Studio Post

Albert B. Taylor, formerly CBS-TV in New York, has been pointed executive in charge of re- taining major star, director and writer commitments at the RKO studio, new post.

'Queen for Day' Tieup

Universal and NBC's 'Queen for Day' TV show, once co-owned by radio stations, have tied up in "Benny Goodman Story" promo whereby a "queen" will be selected to participate in the world press of the picture at the Chicago Tribune, Chicago, on Feb. 2. The "queen" will be selected on Jan. 30.

Cinema Editors Ele Warren Low Head


NEW YORK THEATRE
Destined to spearhead the parade of hits coming from the new RKO

THE CONQUEROR
The new RKO will grow stronger in 1956, release after release...when these fine pictures hit the screens...each backed by an advanced-type of pre-selling.

**JANUARY 11 RELEASE**

**GLORY**

MARGARET O'BRIEN • WALTER BRENNA • CHARLOTTE GREENWOOD

**SUPERSCOPE**

**TECHNICOLOR**

**JANUARY 18 RELEASE**

**POSTMARK for DANGER**

TERRY MOORE • ROBERT BEATTY • WILLIAM SYLVESTER

**JANUARY 25 RELEASE**

**CASH ON DELIVERY**

SHELLEY WINTERS • PEGGY CUMMINS • JOHN GREGSON

**FEBRUARY 8 RELEASE**

**SLIGHTLY SCARLET**

JOHN PAYNE • ARLENE DAHL • RHONDA FLEMING

**SUPERSCOPE**

**TECHNICOLOR**

**FEBRUARY 15 RELEASE**

The Brain Machine

PATRICK BARR • ELIZABETH ALLAN • MAXWELL REED

**FEBRUARY 22 PRE-RELEASE • MARCH 28 GENERAL RELEASE**

HOWARD HUGHES presents

**THE CONQUEROR**

JOHN WAYNE • SUSAN HAYWARD

**CINEMA SCOPE**

**TECHNICOLOR**
MARCH 7 RE-RELEASE
DAVID O. SELZNICK presents
Rebecca
LAURENCE OLIVIER • JOAN FONTAINE
GEORGE SANDERS • JUDITH ANDERSON

MARCH 14 RELEASE
The Bold and the Brave
WENDELL COREY • MICKEY ROONEY • DON TAYLOR • NICOLE MAUREY
SUPERSCOPE

MARCH 21 RE-RELEASE
ONE MINUTE TO ZERO
ROBERT MITCHUM
ANN BLYTH

APRIL 4 RELEASE
GREAT DAY IN THE MORNING
VIRGINIA MAYO • ROBERT STACK • RUTH ROMAN
SUPERSCOPE

APRIL 11 RELEASE
THE WAY OUT
MONA FREEMAN
GENE NELSON

APRIL 18 RE-RELEASE
THE BIG SKY
KIRK DOUGLAS • DEWEY MARTIN
ELIZABETH THREATT • ARTHUR HUNNICUTT

APRIL 25 RELEASE
While the City Sleeps
DANA ANDREWS • RHONDA FLEMING • IDA LUPINO • GEORGE SANDERS • THOMAS MITCHELL • SALLY FORREST

and that’s only the beginning...from the new RKO
Says UA Business Rose 150%

Rising Economy in Germany Aids Film Industry There: Pleskow

By LESTER DINOFF

The outlook for the German motion picture industry is very promising due to the rapid economic strides which are taking place within the country, according to Eric Pleskow, United Artists’ general manager for Germany, who yesterday declared that UA’s business in that country within the past two years has increased by approximately 150 per cent.

Pleskow, who will be in New York for the next two weeks of UA home office conferences, declared that the increased and strengthened German film industry “is a direct result of the fact that Germany is a free market where the demands of the public control the motion picture screen.”

Production of German motion pictures has “been static” in the number of films turned out, but “German film grosses have been very big,” the UA foreign executive said. “Film business for German pictures and for American films will increase in the future if the exhibition industry is given the right pictures,” he said.

There has been no increase in film business for German product this season as compared to last season, Pleskow said, “with more going up continuously.”

The Theatre Field Prosperous

The UA official also said that the German exhibition industry has been also making rapid strides, disclosing that there is much theatre construction going on at present. He said that there are over 5,500 theatres in West Germany, “with more going up continuously.”

Philadelphia Arcadia Files

Anti-Trust Action

PHILADELPHIA, Jan. 12.—The owners of the Arcadia Theatre, a downtown house here, filed an anti-trust suit against the major film distributors, except Loew’s, and against two circuits, Staney Warner Management Corp. and William Goldenson, Inc., in Federal Court.

The plaintiffs ask for $350,000 damages, as well as triple damages and counsel fees and costs. They also seek an injunction giving them the right to license first-run product “in a free and unrationed market and under terms and conditions free from discrimination in favor of the defendant exhibitors.”

The plaintiffs are Morton Shapiro, Bernard Shapiro, Morton J. Sabolosky, and Lillian Schultz, individually and trading as the Arcadia Theatre.

Fabian

(Continued from page 1)

was a decline in the net profit. Gross income for the quarter amounted to $238,396,500 as compared with $232,820,400 for the same period last year. The net profit after all charges for the quarter was $818,800, equivalent to 37 cents per share on the 2,194,563 common shares outstanding, compared with $1,110,100, or 50 cents per share, on the common outstanding in the same 1954 period.

Says Most Has Been Regained

Despite the lower net, Fabian said that based on our estimate of the operating profit for the month of December, the major portion of the decrease has already been recouped. Fabian cited “Guys and Dolls,” “The Wild One,” “The Court Martial of Billy Mitchell” as outstanding current box office attractions.

At the next meeting of the board on Jan. 24, Fabian said, a dividend of 25 cents per share will be declared, payable on Feb. 24. Regarding the Cinerama division, he stated that “Cinerama Holiday” to date had outgrossed the first Cinerama production “This Is Cinerama” in a majority of theatres in which “Cinerama Holiday” was now playing. He said it was the consensus of expert opinion throughout that the recently completed third Cinerama production, “Seven Wonders of the World,” produced by Lowell Thomas, would also draw enormous audiences.

Optimistic Regarding Future

Fabian continued stating that the company took a cheerful view of the country’s economic health and believed it would be reflected in Stanley Warner’s operations during the months ahead.

AA Executives East

For Product Talks

Allied Artists executives Harold J. Mirisch, G. Ralph Branton and John C. Flinn will arrive in New York Monday from California.

Mirisch and Branton will discuss with Morey R. Goldenstein, vice-president and general sales manager, the sales policies for William Wyler’s “The Friendly Persuasion,” Vincent M. Fennelly’s “Crime in the Streets,” and Walter Mirisch’s “The First Texan,” all forthcoming AA releases.

Flinn, national advertising and publicity director, will confer with Martin S. Davis, Eastern advertising and publicity manager, on promotion campaigns.

Goldenson Says Industry Can Make ’56 Better

The industry has “within its power” to make 1956 the “most prosperous year” in the history of motion pictures, Leonard Goldenson, president of American Broadcasting-Panoram- mount Theatres, declared yesterday.

Goldenson, impressed by the lay-up of product for 1956, said that now is the time for the industry to do some “tub-thumping.” Never before, according to Goldenson, has there been such an array of top quality pictures forthcoming.

The AB-PT president made 10 comments in connection with the report issued by Edward Hyma, AB-PT vice-president, on pledges cooperation on the orderly release of quality pictures throughout the year.

Not Awe’d by TV

Goldenson, saying that he “want to set fire” under an industry whose high potential, decreed, is a matter of publicity garnered by him in the nation’s newspapers as compared to motion picture releases. “I think we have the right to go on the front pages of newspapers,” he declared.

The AB-PT president reiterated his plan to capture the women audiences and install the flu-going habit in the youngsters.

He acknowledged that for the five or six years the industry has been beset by changes. However, he went on to say that the wholesome need for the industry should be evident now, declaring the industry has the vitality and the strength, backed up by the proper merchandising.

Detroit Strike

(Continued from page 1)

Trade Printing Council, expects publication of its last edition tomorrow.

However, it was reported by some labor officials that a settlement might not be reached with the Newspaper Guild, engravers and teamsters, particularly the latter, who are conducting negotiations with the publishers for a better working agreement.

Schorr Joins H-L

HOLLYWOOD, Jan. 12.—Hed Lancaster Productions today announced that William Schorr has joined the company as a production associate in “As Tough as They Come” by Irving Shaw, as his first assignment.

Hal Keith Dies

Hal Keith, one of the nation’s leading television producers, died on Wednesday, January 13, at the New York Methodist Hospital. He was 58.

Friday, January 13, 1956

MOTION PICTURE DAILY
Blame Lack of Product

Both Hyman and Goldenson said the dip at the box-office following Labor Day last year and the current sag between Thanksgiving and Christmas on the lack of quality pictures during those periods. "This is another example of what will happen to happen until we realize we are in business every day of the year and must continue at all times to give our patrons the proper elements," Hyman declared.

The "orphan" periods listed by Hyman were the months of May and June, the span from Thanksgiving to Christmas, and a new period, which will benefit Hyman, reared its ugly head during the first three years of the period immediately after Labor Day.

Scheduling the best pictures for four major holidays—Easter, Fourth of July, Labor Day and Christmas—was attacked by Hyman dismantled.

May, June Should Be Good

May and June period was set as a time for high business by Hyman, who pointed out that in that period the top TV shows have gone off the air for summer. Regarding December, an announced was made immediately, a new period, that is, the top quality picture released during Thanksgiving can play through the new year, thus eliminating what ordinarily would be a poor business month in December.

Hyman made a compilation of progress on his orderly release program, reporting that in some cases some companies altered their releasing plans following conferences with him. He expressed hope that with the production he received companies, going individually, will fill in the "gaps" with top quality product when such product is not available in a given period. The following points are to be explained, as readily apparent from the order release schedules, which are public knowledge.

NINE-POINT PROGRAM FOR REVITALIZING B.O.

(Continued from page 1)

sales and want-to-see ingredients incorporated in trailers.

Q. Advancement of the plan proposed by Goldenson and now under development by a COMPO committee headed by Harry Mandel of RKO for theaters the women's audience through better public relations, and through the women to recapimate the family patronage.

Q. Special efforts should be made to attract youngsters to the theaters; not only because some 25 million of them will approach teen age within five years but also because they are the future picture theaters' patrons of tomorrow.

Q. Production should develop new faces and talent, first, to overcome the present shortage of box-office names which creates casting difficulties.

Q. Production should develop new faces and talent, first, to overcome the present shortage of box-office names which creates casting difficulties. The impression of few big names in practical control of production and results in several simultaneous releases using the same star or stars, and, secondly, to better serve the younger audience with personalities attractive to them and likely to strengthen the film-going habit.

Q. Improvement of publicity for Hollywood and motion picture theaters, especially through the efforts of individual exhibitors in contacts with the local press, to insure film publicity being accorded at least as good attention in the press as that given to TV.

Q. Continue and improve the Compo Audience Awards, which has the potential of becoming a very valuable asset to the industry.

Q. Inaugurate and support more promotional endeavors such as the spring Movie Festival and Motion Picture Forum to be staged by National Theatres under Elmer Roden's direction.

Q. Enlist the cooperation of all producers, distributors and exhibitors in the program, release reports and correct the deterioration in showmanship which has taken place in the past several years.

Films Shortage

Not only does the shortage of product appear to be easing up but the prospects for delivery of the greatest number of top grade attractions in years among 1956 releases are excellent, AB-PT officials said at their trade press luncheon conference at the company's home office yesterday.

Announcements indicate there will be 332 pictures made this year, of which 80 may be of "triple A" quality. "AB-PT reported. The development bears this out, it was stated, 'this number of quality pictures will exceed the number of 'triple A' pictures released in any other year that we have ever seen.' But, it was emphasized, quality is far more important than quantity.

Titles Listed

Titles mentioned with no pretense of being anywhere near a complete list of the "triple A" picture prospects were:


Another factor in easing the product shortage, due to become more important in the future, it was stated, is the foreign-made film suitable for exhibition here.

ABPT Affiliates in Talks for Oklahoma!

Affiliated theaters of American Broadcasting-Paramount Theaters currently are negotiating for "Oklahoma!" which was disclosed here yesterday by AB-PT president Leonard Goldenson.

Cites UA Plans

Reporting on United Artists, Hyman informed that UA in 1956 will release approximately 40 pictures, of which 12 are expected to be of triple-A caliber, and will be released at the rate of one a month.

Similar pledges of cooperation were received from Universal, Republic, RKO Radio Pictures, Buena Vista and Allied Artists.

The AB-PT vice-president in his 18-page release, outlining the problem and the results of his conferences, called also for aggressive advertising and publicity campaigns to exhibition to complement his program. He pointed out as an example to the spring film festival sponsored by Elmer Roden, president of National Theatres, for 1956.

Set SCTOA Group

For SSB Hearings

FROM THE DAILY BUREAU

LOS ANGELES, Jan. 12—The Southern California Theatre Owners Association board of directors today named its representatives who will attend the Senate Small Business Committee hearings in Washington Feb. 2. Disputing the board were Harry C. Arthur, Jr., chairman, Albert Hanson, a member of the board, and James H. Arthur, counsel.
That "Magnificent Obsession" team is delivering another magnificent box office success!

Jane Wyman • Rock Hudson

All That Heaven Allows

Print by Technicolor


Allow for extra playing time
It's holding over everywhere!

with Agnes Moorehead • Conrad Nagel • Virginia Grey • Gloria Talbott
Directed by Douglas Sirk • Screenplay by Peg Fenwick • Produced by Ross Hunter
Television Today

IN THIS ISSUE

Activity in the television film field is heading toward a peak, despite the long-delayed opening of those feature film vaults in Hollywood.

Spotlighting the News in Television Today.

The Week in Review—What was on the air.

Service Reaches 83 Foreign Countries

Demand for USIA Films Abroad Up 70%; 1,000 Subjects Now in Release

WASHINGTON, Jan. 15.—The U.S. Information Agency now has about 1,000 films in circulation in 83 foreign countries, according to a year-end report by Turner B. Shelton, chief of the agency’s motion picture service.

Nonetheless, Shelton reported, the demand for agency films last year exceeded supply by more than 70 per cent. The information agency carries on the government’s education and propaganda program overseas. President Eisenhower, in his budget message to Congress tomorrow, is expected to ask a sharp increase in appropriations for the agency.

In 1955, the motion picture service distributed more than 24,000 prints totaling 47,000 feet, with the average film translated into 19 languages, Shelton stated. He said U.S.I.A. films found growing acceptance abroad last year and are now “playing an increasingly important role in presenting the American story.”

Col. to Comb French Market for Product; Kingsley to Europe

The completed and future product of the French motion picture industry will be surveyed within the next few weeks by Edward L. Kingsley, head of Columbia Pictures special sales division, who will leave here for Europe on Thursday.

Kingsley, who is also president of Kingsley International, distribution outlet for foreign films, stated here at the weekend that he would make a product survey of the French industry to see what “important quality” films could be acquired for release by Columbia in this country.

“Columbia’s special sales division, which was organized last Fall to promote

‘Anything Goes’ Seen In 32 Previews

More than 10,000 exhibitors, film reviewers, columnists, radio and television commentators and celebrities Friday night attended the 32 simultaneous special previews, throughout the country of Paramount’s “Anything Goes,” top-drawer release for 1956 starring Bing Crosby, Donald O’Connor, Jeanne Crain and Mitzi Gaynor.

A selected theatre in each of the 32 branch cities, including Loew’s Deluxe 72nd Street Theatre in New

Murray Silverstone Sees Theatres Abroad Aided By ‘Scope 55

Predicts 22,000 Units Overseas by End of ’56

By LESTER DINOFF

Demonstrations of the Cinema-Scope 55mm. process will begin in the foreign market in late March, it was announced here at the weekend by Murray Silverstone, president of 20th Century-Fox International Corp., who stated that the first showings of the process would take place in London, Paris, Rome and Sydney.

Silverstone, in declaring that CinemaScope 55mm. "will be a big incentive for new

$22,500,000 Budget

For 11 RKO Films

In First Half Year

From THE DAILY BUREAU

HOLLYWOOD, Jan. 15.—Daniel T. O’Shea, president of RKO Radio Pictures, returned to Hollywood today and disclosed that he had allocated $22,500,000 as the over-all budget for the first 11 pictures which will be produced by the RKO Studio.

Anslinger Reaffirms

Belief in Dope Ban

From THE DAILY BUREAU

WASHINGTON, Jan. 15.—U. S. Narcotics Commissioner Harry J. Anslinger today reaffirmed his support of the motion picture industry code’s ban on films showing drug addiction.

Anslinger last week was given a
Lux Takes Buff Post; Will Keep TOA Date
Special to THE DAILY
BUFFALO, Jan. 15.—Although Elmer Lux has been named president of the Buffalo Advertising Committee, Inc., it will be a part-time post. It is understood that he still plans to meet with executives of Theatre Owners of America in Washington on Feb. 2 in regard to the executive directorship of that organization.

Brotherhood Week
Set for Feb. 19-26

The 10th anniversary of the amusement industry's participation in National Brotherhood Week will be observed this year during the period of Feb. 19 through Feb. 26. This was announced by William J. Heine- man and Spyros S. Skouras, Jr., national co-chairmen of the Brotherhood Week drive sponsored by the National Conference of Christians and Jews.

As in the past 10 years, the 1956 campaign will help support children of the union's 18,000-plus theatres, of all the film production, distribution and equipment companies and of all segments of the television, stage and radio industries.

Plans Now in Progress

The entertainment world already has started a program of planning to launch the fifth anniversary level to insure the success of the NCCJ's 1956 campaign to foster better understanding among Americans of all faiths.

When formally instituted, the amusement industry's participation will take the form of nationwide publicity and fund raising on behalf of the Brotherhood Week objectives.

N. Y. Exhibitors Plan
2,062-Car Drive-in

One of the largest drive-in theatres in the East will be erected on a 31-acre tract at Staten Island, N. Y., it was announced by the 363 Drive-In Theatre Corp., comprising Joseph M. Scherl, of Prudential Theatres, Charles B. Moss of the B. S. Moss Theatres, Spyros Skouras, Jr., of Skouras Theatres and Samuel Rinzler of Randforce Amusement Corp. Located at the junction of the new Palisades Interstate Parkway and Route 303, in Rockland County, five miles south of Nyack, the new drive-in will have a capacity of 9,000 customers.

Construction from plans by Leon Einhorn will be started immediately so as to assure an early spring opening.

E. Coast Television Studios Open Here

Television Formation of East Today

Coast Television, a consumer film production organization with offices and studios in New York, was announced by John Gilmour, president.

Two fully equipped, first-class television studios are in the three-story East Coast Television Building.

"With all our facilities under one roof, we are able to provide advertising with fast efficient service in producing television film commercials," Gilmour said. "We are also prepared to produce all other types of commercial film productions. Other officials of the company are William Huston and Ezra R. Baker, executive vice presidents, and Ben Kranz, treasurer and production manager.

Constitution Decree in "Oscar"-Record Suit

A consent decree has been entered in New York Federal Court in a $500,000 suit filed by the Academy of Television Arts and Sciences against Oceanic Records. The defendants had been charged with issuing a music album titled "Academy (Oscar) Song Hits, 1958-1953.

The Academy charged that the recording company had infringed on copyrighted name. Copyrights to be enjoined from further market the album under the name during the next. Judge Bicks signed the order.

World Formula Meet
Set for Wednesday

Foreign managers will meet again here on Wednesday to discuss plans for a world formula for the six visions of permits. One foreign manager, asked about progress to date, described the situation as "fluid," with a lot still to be accomplished before agreement reached.

F. J. P. Awards to
Rinzler and Cowan

Exhibitor Samuel Rinzler and television producer Louis G. Cowan are among those selected as recipients of the Federation of Jewish Philanthropies' 1956 "Mark of Achievements" Awards to be bestowed at the third annual Mark of Achievement luncheon of the amusement industry participation in the 1955-56 Federation campaign, to be held at the Sheraton Hotel on Jan. 31.

Chairman Oscar Hammerstein previously announced Elia Kazan and Kim Novak as recipients of the "Mark of Achievement awards."
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Located at the junction of the new Palisades Interstate Parkway and Route 903, in Rockland County, five miles south of Nyack, the new drive-in will have a capacity of 2,062 cars. Construction plans from plans by Leon Einhorn will be started immediately so as to assure an early spring opening.

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via a national magazine campaign

hitting over 85,000,000 potential movie-goers...
"picnic" is the picture that over 85,000,000 potential movie-goers can read about in the nation's top magazines, including LIFE...LOOK...COLLIER'S...AMERICAN...COSMOPOLITAN...REDBOOK...SEVENTEEN...and every major consumer motion picture publication!

COLUMBIA PICTURES presents
WILLIAM HOLDEN in
picnic
with
KIM NOVAK

BETTY FIELD - SUSAN STRASBERG - CLIFF ROBERTSON
AND CO-STAR RING
ROSALIND RUSSELL

AS ROSEMARY

Screenplay by DANIEL TARADASH
Based on the play "Picnic" by WILLIAM INGE
Produced for Columbia Pictures by THE THEATRE GUILD, Inc. and JOSHUA LOGAN
Directed by JOSHUA LOGAN
Photographed by FRED KOHLMAR

CINEMASCOPE TECHNICOLOR

"PICNIC" WILL HAVE ITS PREMIERE AT RADIO CITY MUSIC HALL IN FEBRUARY 1956

Printed in U.S.A.
**REVIEWS:**

The Phantom From 10,000 Leagues

American Releasing Corp.

HOLLYWOOD, Jan. 15. - The "title role" in this science-fiction feature is played by a monster made up at a sea bottom over a uranium deposit so powerful that it sends a shaft of light up through the water. The script is by Jean Russell, as is that of "The Day the World Ended," another American Releasing Corp. attraction that is being paired with this one in some territories to form an all-science-fiction program.

The sea monster of the film is the joint of research conducted by an oceanographer off the coast of California. The creature is killed by a substance that had been discovered at sea bottom. The script is by Jean Russell, as is that of "The Day the World Ended," another American Releasing Corp. attraction that is being paired with this one in some territories to form an all-science-fiction program.

The pace is slow, as if in consideration of the probability that the story line is kept clear.

**NYC Council Rules Committee to Deal With Toll-TV on Thursday, Merli Says**

First action on the proposal that New York City officially oppose subscription television will be taken by the rules committee of the City Council on Thursday, Councilman John J. Merli, committee chairman, declared.

Council president Abe Stark's resolution on pay-TV, which was introduced early this year and which specifically opposed toll-TV, will be considered on Thursday, Councilman Merli said, adding that "in view of the controversial nature of the matter, I am almost certain that a public hearing on subscription television will be held."

It was indicated by a representative of the Committee of Eight Against Pay-TV that a public hearing on toll-TV would be held in late January or early February and that many organizations and individuals who have gone on record in opposition to pay-TV would appear at these hearings.

The National Collegiate Athletic Association at its meeting in Los Angeles last week named a committee to study the possibilities of subscription television.

**Schine, Distributors Named in Trust Suit**

ALBANY, Jan. 15. - A $600,000 anti-trust suit, for a supplemental damage period, has been filed in U.S. District Court at Utica by St. Lawrence County farmers. The suit charges that since October, 1950, plaintiff has been damaged by monopolistic practices, on which an injunction is demanded. It alleges that the defendants have favored the Schine in releases for the Strand at Ogdensburg.

Based on 1956 Law

The suit was brought because a federal law making the statute of limitations a uniform four years, became effective Jan. 7, 1956. St. Lawrence County attorneys have initiated another anti-trust action, still pending, against Schines and the distributors, in 1961. The new complaint covers the period beginning June 1, 1956, and asks damages of $200,000 trebled. Named defendants are: Schine Theatre Inc., Schine Enterprises, Schine Service Corp., Myers Schine and Louis L. Schine; likewise, Columbia, 20th Century-Fox, Loew's, Paramount, RKO, United Artists, Universal and Warner Bros.

The suit was filed for January 16, and was postponed.

**Monroe Buys 'Prince'**

"The Sleeping Prince," by Terrence Rattigan, has been acquired by Marilyn Monroe Productions, Inc., as its first independent production, it was announced by Milton H. Gold, vice-president of the corporation.

The play is being produced by Albert Kallis, who produced "The Shop around the Corner" and "The Awful Truth." There are no plans yet for the picture to be released for a few years, but the producer hopes to have it in production next year.

**Five More Anti-Trust Suits Filed in Atlanta**

ATLANTA, Jan. 15. - Five anti-trust suits, seeking damages totaling $7,200,000 have been filed by film industry companies in U.S. District Court here. Four suits were filed in August, have not yet been decided. A number of concerns engrossed in distribution here are defendants in a suit filed by Columbia Pictures. The lake Avon, American and Memorial theatres here, asking $1,000,000 on each of three counts. Mr. and Mrs. John Carter, owners of the Brookhaven Theatre, here, have requested judgment of $4,000,000 of the same defendants on the same three counts. Defendants are charged with monopoly and with suppressing competition.

Three Ask $3,000,000

Suits also have been filed by the Buckhead Theatre Co., which seeks $1,500,000; the Garden Hill Theatre Co., which asks $600,000, the theatres being owned by Mr. and Mrs. John Carter, and the Jet Drive-In Theatre Co., of-porary, Ala., which claims damages of $500,000.

These actions, as do the ones filed earlier, charge the defendant motion picture film companies with "conspiring to monopolize the exhibition of motion pictures." All are filed under the Sherman and Clayton anti-trust acts. Defendants in the suit filed by the Buckhead and Garden Hills theatres are the same as those in actions filed earlier by operators of the Avon and Brookhaven theatres.

**75 Lincoln Birthday Dates for 'Goodman'**

Universal-International's "The Benny Goodman Story," which will have its world premiere at the Chicago Theatre in Chicago on Feb. 2, has been booked into more than 75 locations for the Lincoln's Birthday holidays. It has been announced by Charles J. Feldman, vice-president.

Some dates have already been set include the Capitol in New York; the Harris, Pittsburgh; Madison, Detroit; Memorial, Boston; Majestic, Dallas; Majestic, Houston; Majestic, San Antonio; Worth, Fort Worth; Keith's, Washington, and others.

**USIA Films**

(Continued from page 1) and in combating Communist propaganda abroad.

The agency's International News Review, "Our Times," grew especially in popularity in the past 12 months, the report said. The news review is now being distributed in 83 countries in 65 languages, translated into 31 languages, and is distributed through all of the 210 film centers and 336 mobile units the agency operates abroad. In addition, Shelton said, commercial theatres in 14 countries requested the newsletter in 1955, compared with only four countries in 1954.

Praises the Industry

Sheilton commended the motion picture industry for helping U.S.A. by distributing newsreel. "This cooperation has increased considerably our film distribution abroad and has enabled us to achieve a wider and broader hearing than in preceding years," he said. He recently revealed that he hoped to step up the industry's efforts during the coming year.

Complete Plans for Okla. Convention

SPECIAL To THE DAILY OKLAHOMA CITY. Jan. 15. - Board of directors of United Theatres of Oklahoma is completing plans for its first annual convention which is scheduled for Feb. 7-9 at the Shriners Hotel here.

Twentieth Century-Fox's CinemaScope 55 will be demonstrated on the morning of the first day. All the speakers have not yet been confirmed but the majority of them will be confirmed to operators in small town situations. Robert Walker, of the United Theatre, Friona, Colo., who participated in several of the MGM workshop sessions, will be among them.

First New House in Decade by Cooper

Cooper Foundation Theatres will build its first new house in 10 years, Pat McGee, assistant to general manager Kenneth Anderson, said here at the weekend. Construction will start in the Spring in Greeley, Colo., on a 1,000 seat, one-floor theatre.

Cooper now operates the Sterling in Greeley, but the lease on the property will expire in four years, McGee said.

Miami Drive-In Files Anti-Trust Suit Here

No specific amount was asked in an anti-trust suit filed in New York Federal Court by Miami Drive-In Theatres, Inc., Seabrook, N.J., against eight major companies, and American Broadcasting-Paramount Theatres.

The plaintiff charges discrimination in favor of competitive theatres in obtaining earlier runs.
OLIN H. CLARK, eastern story editor of M-G-M, has again accepted the chairmanship of the motion picture division of the New York City Cancer Crusade.

RALPH ANNACHER has been elected president of the Motion Picture Association of Greater Kansas City. Other officers chosen are: William Gaddoni and Harry Gaffney, vice-presidents; M. B. Smith, secretary, and Dr. Edward B. Fairey, assistant manager for United Artists.

John McKay, former manager of the Fox-Paradise Theatre, Milwaukee, has been promoted to assistant booker, at the main office of Fox-Wisconsin Amusement. Boris Sodows has been named manager of the Paradise. He formerly was assistant manager of the downtown Fox-Palace.

ESTELLE STEINBACH, manager of the Fox-Garfield Theatre, Milwaukee, has been named chairman of the Mothers' March of Dimes campaign of Milwaukee County.

**Houston Exhibitors In Delinquency Fight**

**HOUSTON, Jan. 15.—** Houston Independent Theatre Association went on record with two resolutions in support of plans of George Marquette, councilman-at-large, in his fight against juvenile delinquency.

Marquette was the speaker who advised the theatre men on possible ways to combat trouble with teen-agers. The resolution brought to a head recently by near-disastrous firing of firecrackers.

One resolution, presented to the council by Marquette, recommends raising the fine for such actions from $25 to $200 or $300. Another recommends Marquette's plan for a "drag strip" for hot-rodgers. Epson Drive-in's Willie Rudolph offered use of land for such strip. He was appointed chairman of a committee to work with Marquette, representing the group. Other members are Fred Cancila, Uptown Theatre, Homer McCallin, Loew's State; and Karl Straw of King Center Twin Drive-In Theatre.

**Set ARC Duo in N. E.**

James Nicholos, president of American Releasing Corp., has announced here that ARC's Boston representative Joseph Levine had set "Day the World Ended," and "Phantom from 10,000 Leagues" to open in 100 theatres in the Boston and New England territory on Jan. 18, backed by a $30,000 television, radio and newspaper campaign.

**Seltzer Leaving H-L For Blowitz-Maskel**

**HOLLYWOOD, Jan. 15.—** Walter Seltzer, veteran publicist and for the past four years president of the Hecht-Lancaster Corp., in charge of publicity and advertising, will join Blowitz-Maskel, independent public relations firm, on Jan. 20 as a third partner in the firm, simultaneously resigning the presidency of Hecht-Lancaster, which then will become a Blowitz-Maskel-Seltzer ac countancy to assume direction of the company as in the past.

Prior to joining H-L, Seltzer had been in charge of Hal B. Wallis publicity for 10 years, and had been associated with Fox West Coast, M-G-M, Warners and Paramount before that. William Blowitz and Mag dalene Maskel, both widely experienced in studio publicity, formed Blowitz-Maskel in 1949 as an independent publicity office which handles both motion picture and commercial accounts, including Matson Navigation, California Cleaners, Panavision, Stanley Kramer Productions, Horizon Productions, many others.

**French Parleys Here**

Robert Grevenne, general delegate de Unifrance, and Jacques Fland, general director of the French National Center for Cinematography, will be expected to arrive here this week from France for conferences with Joseph Matermati, director of the French Film Center in New York.

(Continued from page 1)

this also stimulates theatre construction, he said, "Good product bring on better theatres which bring on better attendance."

Another factor which must be reckoned with abroad is the low theatre admission prices in many countries, he said. "If these prices could be increased slightly, American film grosses plus the exchange would increase sharply," he added.

Commenting on 20th-Fox's foreign theatre holdings, Silverstone said that with the acquisition of the Schlesinger theatre holdings in Australia, the company "will own and operate several hundred theatres abroad." He said that a complete finalization of the 20th-Fox-Schlesinger deal is expected shortly.

**Drive-In Growth Slow**

In reply to a question concerning theatre opening of drive-in theatres in the foreign market, Silverstone stated that this type of theatre operation would not grow as rapidly abroad as in the domestic market due to the smaller number of people in many countries who own automobiles. He said that as far as he knows there are less than 10 drive-in theatres around the world. Silverstone pointed out, from memory, that one drive-in is in Australia, one in Panama, and four in Africa.

**Hotel Operators Buy Orpheum in X. C.**

**KANSAS CITY, Jan. 15.—** The Orpheum Theatre building, including a 17-foot basement shared with the Club Garage, south of the theatre, has been sold by Fox-Midwest Theaters, Inc., to the Trianon Hotel Co., operators of the Hotel Muehlebach.

In announcing the transaction, Richard P. Broun, president of Fox-Midwest, said his company will continue to operate the theater under a lease, reported to be of one year, and will present both motion pictures and stage shows.

The hotel company, president Barney L. Allis said, purchased the theater property as an investment. However, the firm is studying the possibility of remodeling the interior of the theater for additional catering, private dining rooms and exhibition space.

**Re-Book 'U' Film on Brinks Theft Theme**

"Six Bridges to Cross," Universal film based on Joseph Dineen's version of the famous robbery, has been re-booked in that city, Providence and Lowell, Mass., shortly following the F.B.I. announcement last week that the unprecedented crime had been solved.

Universal reports many requests for the film from exhibitors in other parts of the country from Coast to Coast.

(Continued from page 1)
NEW YORK and all 31 other branch cities last Friday evening had special single-theatre previews of Paramount's "Anything Goes" for exhibitors, distribution executives and representatives of the press, radio and television. The scene in New York was Loew's 72nd Street Theatre, which took on the appearance of a world premiere showcase for the trade unveiling of this, one of Paramount's most lavish offerings of 1956.

It was Friday, the 13th, but it turned out to be a lucky evening for Paramount—and for everyone who attended. Seen in the photographs on this page are some of the 2,600 persons who attended the New York preview of the Bing Crosby-Donald O'Connor-Jeanniaire-Mitzi Gaynor starrer.

Paramount took over the entire Loew's 72nd Street Theatre and a selected theatre in each of the other branch cities for Friday's simultaneous nationwide showings. Admission to all the previews was by invitation.

Barney Balaban, president of Paramount Pictures, seen in the lobby of Loew's 72nd Street Theatre with Mrs. Balaban.

Sidney Deneau (right), Paramount executive in charge of Western sales, greets William J. Heineman, vice-president of United Artists Corp., and Mrs. Heineman in the theatre lobby.

Old Schine (left), of the prominent family of circuit owners, arrives escorting Miss Laura in. At the right are Spyros S. Skouras, president of Skouras Theatres, and Mrs. Skouras. In the center are Hugh Owen, vice-president of Paramount Film Distributing Corp., and Alma Knight.

Sidney Grimm (left), prominent New York business man, and Mrs. Grimm, arrive with Edwin L. Weisl, a director and member of the executive committee of Paramount Pictures, and Mrs. Weisl.
Columbia

(Continued from page 1)
vide specialized handling for foreign product in the domestic market, is now seeking to acquire more films," Kingsley said. "My trip abroad is to take a look at the product of France and to see which important films could be launched in the U.S. and then turned over to the Columbia domestic sales department."

Kingsley's division has already put "The Prisoner," a British production, into domestic distribution.

MBS Will Broadcast 'Conqueror' Debuts

The Paris, Berlin, Rome and London premieres of Howard Hughes' "The Conqueror" are to be specially covered by Mutual network broadcasts this month and next. These special programs will be heard Jan. 23, 30, 31 and Feb. 3, each aired from 10:15 to 10:30 p.m., NYT.

Each broadcast will present descriptions by Ed Pettitt of MBS.

Tax Changes Study Starts Next Week

From THE DAILY HERALD

WASHINGTON, Jan. 15.—A House Ways and Means Subcommittee studying technical excise tax changes will start executive session work early next week, chairman Forand (D., R.I.) announced.

The subcommittee wound up its hearings on Friday, Forand said he hoped the subcommittee could have its report, with recommendations for excise tax law changes, in the hands of the full committee by the end of the month.

N. Y. Film Directors To Strengthen Unit

New York film directors have renewed efforts to establish a strong professional organization, based on expanded television and commercial film production in the east, and will seek recognition for their group from local film producers, the guild announced.

At an initial meeting attended by some 40 local film directors, a committee on information was formed, headed by Howard Magwood, TV director. The findings and recommendations of this committee will be reported at the group's next meeting called for Thursday.

Bernhard Smith V-P Of Rossen Company

Robert Rossen, now in London for the final cutting and scoring of "Alexander the Great," announced that Bernhard Smith had joined his company as a vice-president and producer.

The appointment of Smith is the initial step in an expanded production program for the company in which two pictures a year for the next five years are planned, Rossen said. Smith has been executive assistant to Harold Hecht and Burt Lancaster and previously held executive studio posts with Samuel Goldwyn and Paramount.

Reed Not to Run for House Reelection

WASHINGTON, Jan. 15.—Rep. Chauncey Reed (R., Ill.), ranking G.O.P. member of the House Judiciary Committee, said he would not run for reelection.

The Judiciary Committee handles all anti-trust legislation in the House. Reed was chairman of the committee during the last Republican Congress, and would be again if the Republicans won control of the House and he ran for reelection. His decision not to run puts Rep. Keating (R., N. Y.) in line to be the top Republican on the committee next year.

PREVIEWS

(Continued from page 1)

York, were taken over by Paramount for the previews. Admission was invitation.

Circuit executives, film buyers, independent exhibitors, executives of distribution companies and production representatives made up the national audience from the industry.

Barney Balaban, president of Paramount Pictures, was joined by presidents of other distribution companies at Loew's 72nd Street, which took on the appearance of a showcase on "gala" first-night. Celebrities in the entertainment and publishing fields as well as leaders of business and industry were on hand for New York "Anything Goes" preview.

Paramount's promotion campaign on the picture moved into high gear with the holding of the special preview. National and local opinion makers in large numbers attended the 32 showings.

My Sincere Thanks

TO ALL TELEVISION EDITORS, COLUMNISTS AND CRITICS

George Gobel
Television Today

A CONCIPE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Columbia's Way

Columbia Pictures, which has shown other major Holly-
wood studios how to make good in
vision film production, may also be
showing them how to handle their
Stockton and retail
business as well. The
company has announced
that it is cutting
back on its retailing
operations and will
focus more on its
production business.

No Head

 ► WOR-TV, Albany, N. Y., will become a primary affiliate of the CBS Television Network, effective
February 1, says Herbert V. Aker-
berg, CBS vice-president in charge
of station relations. He cites the
UHF station having generated
enough set conversions in the one
year of its connection with CBS
Television as a limited alternate
affiliate justifying the primary af-
fililation.

Festival

 ► A couple of adjective like "un-
precedented" and "unique" for
one in a publicist's life seem to
be justified by the announced plans
for NBC-TV's Producers Show-
case, Monday, January 30, when a
"Festival of Music" will present
10 of the world's "top opera and
concert artists". The 90-minute
color Spectacular will have Charles
Laughton as its master of cere-
montes. Even if the "ten top" are
open to question, the program
offers a splendid opportunity for
TV to do itself lots of good. Cul-
ture doesn't come in buckets, but
this kind of thing does no harm.

Credits Rhubarb

 ► The lay press has been devoting
a good deal of supplementary space
recently to the ever-lengthening
tv credits at the end of shows. It
seems to be a needless rhubarb.

In Our View

THE basic fact that television comes straight
into the home with strong visual and audio impact
gives the medium a unique ability to exert a
powerful influence on public thinking. It is conceivable
that in particular instances the public thus aroused
could be the deciding factor in bringing about official
action.

An interesting and significant case in point comes
to attention in the perhaps not astonishing success
enjoyed by the filmed television program, Confiden-
tial File, the brain child of Paul Coates, Los Angeles
newspaper, and produced by Guild Films. The compara-
tively new program, which in documentary fashion,
focuses a literal spotlight on various economic, social
and moral problems facing the nation today, established
itself as of major audience-holding caliber by rating as
among the top three among film syndication shows in
the annual poll of TV editors and writers conducted by
"Television Today" and "Motion Picture Daily" for
"Fame," announced last week.

Reub Kaufman, the energetic president of Guild, re-
ported recently that in excess of 200 civic groups of
one sort or another had asked for private showings of cer-
tain of the subjects, while even members of Cabinet and
Congress have expressed interest in the program and its
revelations. Mr. Kaufman is right when he says the
show combines dramatic intensity and civic values.
There goes with that state of things, however, a respon-
sibility that under any and all circumstances the pro-
ducers exercise care that the presentations, as with all
others of its type, be of the highest type, a program
which for the most part this particular show has main-
tained.

—Charles S. Aaronson

(Continued on page 11)
**Television Today**

**Passing in Review**

**REVIEWING THE LAY REVIEWS** sometimes can be as much fun as the show itself. NBC-TV's Producers Showcase repeat of "Peter Pan" last Monday night charmed an estimated 55,000,000 to 60,000,000 Americans and beguiled at least two New York critics into找到形容词—able词的复数形式的适当形式—able to find acceptable positions. Jay Nelson Tuck, critic of the New York Post, commented gravely that Barrie's play was not "a pleasant time of life, at the same time reading into Clinton's "Peter's gay credo, "I Won't Grow Up." Freudian implications of a desire to return to a pre-natal state.

Jack Gould, of the New York Times, on the other hand, was bestowing bouquets rather than arrows in the course of which he announced—with the omniscience that only writing in the Times can give—that Cyril Richard as Captain Hook had cavorted about the stage enjoying himself "hugely." Questioned about this later, Mr. Richard tersely said that he had hardly enjoyed himself hugely. However, the NBC-TV's William Bendix (January 6) is continuing to make his comic mug a thing of great cheer; that ABC-TV's Ethel & Albert (January 6) still are among the few performers who believe that TV comedy grows out of life, and not vice versa, and that the week's marquees of CBS-TV's "It's Always Jan" (January 7) is a definite need of ideas.

Live television last week, while never quite reaching the sublime, did maintain a fairly high level of activity. NBC-TV's "The Practical Farmer" (Sunday, January 7) came up with a very funny sketch about one Tootie Flinnbone. Also January 7, Goodson-Todman premiered a nighttime panel show for kiddies, "Choose Up Sides," with Gene Rayburn the able, patient moderator. Elsewhere in the week:


The price of air time being what it is, WCBS-TV's sustaining Camera Three, one of the most intelligent (if not always most exciting) shows on the air, continued on a Sunday morning hour that requires a certain amount of dedication and principle on the part of the viewers. The fact is, it is cheaper to be worthwhile. In its varied subject matter, its staging, lighting and abstract aim, "Camera Three" must be classed as one of the more worthwhile programs on the air. The quality of the acting varies and individual sequences are occasionally too literary for the visual medium—judged strictly as TV entertainment. However, judged on its own terms, it is always provocative. This was especially true of last week's show, part seven in an eight-part adaptation of Dostoyevsky's "Crime and Punishment," devoted solely to a cerebral cat-and-mouse interview between Inspector Porfyri and the shrewd-marrier Raskolnikov. This particular episode required just two actors to hold the barren stage for something only slightly over 30 minutes, which would be a challenge to the most experienced actors with the most dramatic of texts. That it held the viewer was a measure of its success. The technique of the actor with space and time, the way in which he achieved the over-all effect by the intelligent and dramatically effective script by Phil Reisman, Jr., and the production and direction of David Susskind and Paul Bogart, respectively. A highlight of interest suspense is achieved in the handling of a pain- wracked cardiac emergency with calm efficiency and skill. Performances are high quality, and a slightly too sumptuous "ward" setting may be forgiven. John Cameron Swayze adds a further note of color. "The Practical Farmer" as part of the week's programming was a Talent Associates production.

**HALLMARK HALL OF FAME:** "The Corn Is Green," NBC-TV, 1 1/2 Hours, 1 P.M., EST, Sunday, January 8, 1956. Live from New York. For Hallmark Cards.

The notable Emlyn Williams play, made a theatrical landmark in New York by the performance of its creators, now comes to television, and the agers of Maurice Evans, with George Schaefer directing a TV adaptation by Arthur Aren't, and an outstandingly able cast, is a fitting American stage's great ladies, Eva LeGallienne, "The Corn Is Green" becomes likewise something of a landmark in the new medium. Dramatic intensity of this story is the English woman who seeks to bring education to the young. "The Corn Is Green" is the first time in the century it is only in the slightest degree lessened by the basic strictures of the medium. As young minds, not only the tea, but the future, and what will be his is only just in time to into cooperation, John Kerr on a fine and sensitive performance. In most competent is the fine Mathews, Melville Cooper, Jonathan Wills in particular. To all, a bow of fine job.

**NBC COMEDY HOUR:** (premiere NBC-TV, 1 Hour, 8 P.M., Sunday, January 8, 1956. From Hollywood. For participation: 2)

Here is a situation that is to mind the show busi- cliche about the comedian wants to play Hamlet, only in case he's not as famous as a time: NBC-TV's "Almost Good" (Sunday, 8-9 P.M.) that was play comedy. After much searching and scouting of the gate Comedy Hour, NBC has come up with another comedy-vaude- show which in last week's premiere simply looked like more of same so-so material. Admitting NBC-TV's attempt to cut into Ed Sullivan's fabulous CBS ratings instead of offering the viewer some sort of contrasting material, it loses the battle with a show that is simply "dopey" (with commercial exceptions) which requires more than the regular to the status of, Mr. Sullivan's guests. It isn't who you know; it's who you know can get on your program. Durocher, whose roots are, where but who was masterly on this very show last week, was an unashy guest to some talk shows. Nothing of value material. Faring best were Bob and Ray, Jonathan Winters, but the conclusively was random.

---

**"TELEVISION ALMANAC" OUT**

Quigley Publications "International Television Almanac" made its initial appearance last week. Edited by Charles S. Aaronson, an editorial director of Television Today, the "Almanac" includes the only authoritative "Who's Who" section for the industry. Virtually every important executive, performer and technician is included.

Martin Quigley, publisher, says in a foreward. "The reference section of the "Almanac" is the best served by a separate volume. . . This book is dedicated—as its a nal successors will become—to the artistic and commercial advancement of the television industry."

The thumb-indexed sections into which the "Almanac" is divided represent a true cross-section of all the vital information of the industry. Included in the pertinent information are such items as stations in the U.S. and possessions; Producers distributors programs, commercials, feature films and shorts; All network syndicated programs; Advertising agencies; Station representations; Networks: Affiliates; Organizations, guilds and unions; TV Canada; TV in Great Britain; TV in the World Market; Industry statistics, and others.

The 700-page "Television Almanac," is priced at $5 per copy, is obtainable by post-paid mail from Quigley Publishing Company, 270 Avenue of the Americas, New York 20, N. Y. Bought in con- bination with the "Motion Picture Almanac" the price is $5.50. Monday, January 16, 1956
TV FILM SUPPLIERS
FOR BIG YEAR

VINCENT CANBY

Everybody in and around television is worried about the tremendous
unt of filmed product that has become, and is becoming, available—
everybody, that is, except the people most concerned, the major television
executives, distributors and syndicators. Last week these very interested
groups were busier than they have ever been before, setting record bud-
get limits on film packages and predicting 1956 sales to top
previous records.

It seems quite clear that the re-
"omnibus" releases to television
of such bonanza proportions
as The Ziv Broadcasting Com-
pany's "Foreign Correspondent"
and TV's highest grossing
11 top Nick features, have done little
upress the TV film market. If thing,
these theatrical acquisitions
seem to be spurring native producers on to greater efforts
quality and diversification, one
result of which may soon appear
certain Hollywood story.

"We kept our vaults closed long!"

mang the pacesetters is Screen
Art, Columbia Pictures television
subsidiary. Announced last
Monday was a slate of 12 new half-
series, each of which "is in
production stage from first
scripts to casting Freeze," plus a special filmed
series, Screen Gems is handling release—for one-time national
showing only—of a number of old Columbia features.

Among the 12 new series are currently shooting "Circus"
it last week was sold to
TV and marking its entrance
this year. The first time Screen Gems licensed a series directly to
a work; "The Criminal Code,"
and on a Columbia Pictures fa-
"ficial" by Mr. Bernard Miller,
utilizing the characters of famous
stage play; "I Shoot News,"
behind the scenes with a
famous company "containing
danger for Mexican fans during
"Emergency," the human
west side of an emergency hos-
pital and marking producer Bryan
Boy TV debut; "The Web," a
new Goodson-Todman production
utilizing the same format as the
earlier series; "Tales of the Bengal
Lancers," a Herbert B. Leonard
production; "Prowl Car," a crime
series; "After Dark," to be filmed
by Sheldon Reynolds in his ballet-
wich, which is Europe, an
adventure series; "The New York City
Story," Theodore Gralick's contro-
versial series from New York City
files, and "Best Seller of the
Week," dramatization of best sell-
ing books.

To carry out this program, as
well as that of its continuing
shows, Screen Gems has set a
budget of $12,000,000, which may
to $16,000,000. This compares
with a 1955 budget of
approximately $8,000,000.

At Guild Films, Reub Kaufman,
producer, is concentrating on con-
solidating his world wide sales or-
ganization, to which end he leaves
for Europe January 28. In Eng-
land and Germany he'll discuss co-
working, and in his spare time
he'll be convincing Romans of the
Liberman magic. Currently in
production by Guild are (in
New York) "The Goldbergs" and
"I Was a Secretary," (in Hollywood)
"The New Liberman Show" and
the successful "Confidential File."

In addition Guild has in prepar-

FROM MEXICO, TOO

MEXICO CITY: At least 30
short films, designed for
the local and foreign television
markets, particularly
that in the United States,
have been announced for prod-
uction here during 1956 by
various Mexican producers.
The old Cuauhtemoc studios,
lengile, are being refur-
ished for the exclusive use of
TV film producers who are expected to invest at
least $2,500,000 in their
special projects this year. The
average cost per film is esti-
ated at $80,000 in U. S.
currency.

The SALE presentation, as Columbia's
Screen Gems sales chief, John Mitchell,
ant Club in New York, described the
items and packages. He and
Ralph Cohn, president, led the discussion.

At Television Programs of America
the policy currently is one of
lining up the leading independent
producers in the field. Recently
signed were Jack Gueldel, to pro-
duce the dramatic series, "One
False Step," Jack Cheeseman
"Tugboat Annie," and Don Sharpe
for "Stage 7." The production
budget on "Lassie," "Tugboat
Annie," "Monte Cristo," "Fury,"
and "Stage 7" is approximately
$4,970,000. The first four of eight
new series are expected to be in
production by Feb. 1.

At National Telefilm Associates
the big news last week was the ac-
cquisition of 25 more feature films,
including product from Universal
and United Artists and involving
more than $1,000,000 in contracts
and guarantees. This follows by one
month NTA's acquisition of the 11
Selznick pictures. Ely Landau,
president, has set a sales goal of
$4,000,000 on these two packages
alone, which bring to 283 the num-
ber of features in the NTA fold.
In announcing the new acquisition,
Mr. Landau commented that "top-
rated films definitely are not in
over-supply," adding that "we ex-
pect to complete negotiations with
in the next 60 days for the acqui-
sition of an additional 40 major film
hits from one of Hollywood's most
famous production companies."

At Interstate Television Corpo-
ration, subsidiary of Allied Artists,
officials have entered the new
year predicting a 1956 gross billing of
more than $5,000,000, with that
figure based on the 100 per cent
increase in gross billings during
1955 over 1954. The company has
just acquired the Bing Crosby En-
tertainment film catalog consisting
of "Counterpoint," "Royal Play-
house," and the Ken Murray show,
"Where Were You?" In addition, Interstate has ready for distrib-
ution "20 high-budget color films"
The Show-Makers

Carmen Mathews and Joan Lar- ring will appear in “The Other Sister,” Alfred Hitchcock’s dramatization of the Lizzie Borden murder case on CBS-TV January 22. Robert C. Dennis adapted the teleplay from a story by Lillian de la Torre. Director is Robert Stevens.

James Whitmore stars as a prize-fight manager in “The Big Pay- day,” on Schlitz Playhouse of Stars, CBS-TV, January 20. In support are Richard Crane and Janet DeGore.


Sydney Chaplin makes his TV debut on ABC-TV in “Curved,” a “Warner Bros. Presents” Kings Row drama, January 17 in the series. Margaret Mahoney and Claire Kelly will support him.

Songstress Dinah Shore will be the star performer on NBC-TV’s “The Chevy Show” January 17. This will be the first of two full-hour programs in which she will star.

Jessica Tandy and Hume Cronyn will co-star in “The Great Adventure” on the United States Steel Hour January 18. The Steel Hour is produced by The Theatre Guild, Director is Norman Felton.

“Star and Shield” will be Du Pont Cavalcade Theatre’s presentation on ABC-TV January 24. Featured will be Walter Sande, Cheryl Callaway and Elizabeth Patterson.

“The Mikado,” with full cast from the D’Oyly Carte Opera Com- pany, will be seen on ABC-TV’s Folies Bergere Festival January 22. Featured will be Benny Baker, Marilyn Green and Jean Colin, with the D’Oyly Carte Chorus.

Gene Raymond becomes host of the ABC-TV series, TV Readers Digest, today. The series is directed by Chester Erskine.

Jane Fisher is the new “teacher” on Roomer Room, children’s pro- gram broadcast over WABC-TV, New York, Monday through Fri- day from 9 to 10 A.M., EST. She recently had her own show on WPTI, Philadelphia.

Tom Moore, veteran radio and show business personality, is now host of Featureman’s seen Saturday and Sunday on WABD, New York.

Dorothy Waren skjold, lyric so- prano of TV, radio, opera and com- mercial stage, will be guest soloist on the Voice of Firestone when it is simulcast over the ABC TV and radio networks January 23.

“Shopping for Death” is an- other in the “Alfred Hitchock Presents” series January 29. The cast is headed by Jo Van Fleet. Script by Ray Bradbury. Director is Robert Stevens.

HOLLYWOOD, U. S. A.:

HOLLYWOOD: After catching NBC’s Matinee Theatre, this report- er became intrigued with one of the show’s most valuable assets, its host, Joe Con- te. His Broadway stage experience has served him well. It did not seem reason- able that there should be more than three commercial breaks in a daily show, but Mr. Conte handles easily the “blue chip” accounts, now totaling eight daily, with the addition of Sylvania Flash Bulbs this week making it a sellout. Agency executives, representing these 40 participations weekly, are obviously pleased with the pur- veyors of their clients’ messages. Mr. Conte, who, not too long ago had his own musical variety show for two years on the NBC net, seems to adopt the mood and tempo of the scene preceding the com- mercial without jarring the viewer.

ASIDE TO NBC: How about another nighttime show helmed by the charming super-salesman, one that will exploit his vocal talents as well?

Mrs. Florence Thalheimer, executive chairman of the California Committee of the National Audiences Board, urged members of the American Association of Uni- versity Women to generate an interest in writing letters of appreciation to TV station managers for shows they enjoy. She voiced such expression of interest in parties programs as having an ul- timate effect upon the sponsor’s selec- tion and approval of program mate-

Bill Gordon will produce direct and Red Rowe will em- cee the new hour-long afternoon variety program planned as a feature from 2 to 3 P.M., KNXT. Gordon and Rowe alumni of the CBS “Panor- Pacific” program … . Robert Me- sen, vice-president of North Am- erican Film Corp., is producing series of film commercials for Buick and the Dan B. Miner Co. … Tom Gries directed “Texas in New York” sequence in Chester Erskine’s “Readers Digest” series. … “The Prowler” destined for the screen before on “Climax” over CBS last week. William Dozier, new RKO head, bought the property six months ago while he was still rector of CBS-TV network pro- grams. John Farrow will produce and direct the feature version RKO.

—SAMUEL D. BEH

COMMERCIALS ON THE SPOT

Continued activity on production of new commercial spots, to freshen the advertising appeals for a variety of products, included the following:

At ACADEMY PICTURES, Inc.
Lux Liquid Detergent (J. Walter Thomp- son)
Tip Top Bread (J. Walter Thomp- son)

General Electric Products (BBDO)
Beech Nut Gum (Kenyon & Eck- bardt)
Eastman (J. Walter Thompson)

At AMERICAN FILM PRODUCERS
Borden’s Instant Coffee (Doherty, Clif- ford, S & S)
Ipana Toothpaste (Doherty, Clif- ford, S & S)
Progresso Food Products (Carlo Vici)

At CARAVEL INC.
Socony Mobil Gas (Compton)
Goodyear Air Foam (Khedr)
Institute Chase & Sanborne Coffee (Compton)
Sani Flush (Geiger)
John Mansville (J. Walter Thomp- son)

At TED NEMETH STUDIOS
Chesterfield Cigarettes (Cunningham & Walsh)
Seltzer Beer (Lennon & Neavel)
Old Spice Toilet Articles (Direct)

At SCREEN GEMS
Curtiss Candy Bar (C. L. Miller)
Nabisco Milk Bone (Kenyon & Eckhard)
Pullman Cigarettes (Doherty, Clif- ford, S & S)
Sugar Jeta (Wm. Esty)

At TRANSFILM
U. S. Royal Tires (Fleetwood Richards)
Lustre Net (Lenwen & Neavel)
CBS Columbia TV Sets (Ted Bate)
Ballantine Beer & Ale (Wm. Esty)
Imperial Margarine (F & C B)
Coca-Cola (Wm. Esty)
Cavalier Cigarettes (Wm. Esty)

At UPA PICTURES
Pieles Beer (Y & B)
Baby Ruth Mine (C. L. Miller)
Proctor Iron Tables (Weins & Go- eter)
Bubblin’ Bruno (Lenwen & Newell)

At UNITED WORLD FILMS
Coca-Cola (D’Arey)
Pepsi-Cola (Biow, Beirn, Toig-
Silver Cub Bread (D’Arey)
Olin Detergent (D’Arey)
Conoco Gasoline (Bent- Bowies)
Studebaker Cars (Bent- Bowies)
Schlitz Beer (Lenwen & Newell)
Campbell Soup (Leo Burnett)
Lux Soap (J. Walter Thompson)
DeSoto Cars (BBDO)
Duffy (Beirn, Beirn, Toig)
Maytag Washing Machines (Burnett)
GE Light Bulbs (BBDO)
Scott Tissues (J. Walter Thom- son)

For COMPLETE FILM PROCESSIN
Now eliminating guesswork—and quickly—at thousands of executives’ desks every day...

The 1956 Motion Picture ALMANAC

The facts you are always needing — the who, what, where, when of every aspect of the industry — at your finger-tips.

The industry’s ONLY real “Who’s Who”... over 300 pages in this section—containing more than 11,000 concisely informative biographies.

Either volume $5—or $8.50 for the companion pair

Both volumes

either name, or both

Both volumes

edited by

Charles S. Aaronson

This Edition is limited to 10,000 copies. Orders prior to this announcement exceed the advance sale of any book in the 40-year history of this company. To make sure of YOUR copy, order now!

QUIGLEY PUBLISHING COMPANY
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Please send a copy of the 1956:

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ Companion Set of the two ALMANACS ($8.50)

(prices include packing and postage)

☐ Payment herewith
☐ Bill me when shipped

Name ................................................
Address .............................................
IMPORTANT NEWS
Regarding the New York Demonstrations of
CINEMASCOPE 55

20th IS FORCED BY UNPRECEDENTED DEMAND TO SCHEDULE AN ADVANCE DEMONSTRATION FOR EXHIBITORS AND PRESS AT THE ROXY THEATRE, NEW YORK, ON THURSDAY, JAN. 19

(Stockholders showing will be held, as announced, on Jan. 23)

THIS IS YOUR SCREENING—JANUARY 19
BE SURE TO BE THERE—ROXY THEATRE, N.Y.
THIS THURSDAY MORNING, 9:15 A.M. SHARP!

No admission tickets will be necessary
**COMPO Joins in Fight to Avert District of Columbia Ticket Tax**

WASHINGTON, Jan. 16.—Motion picture theatre attendance and gross receipts were down 15.2 per cent over the country in the last quarter of 1955, according to Albert J. Sindlinger, industry statistic expert. This is the first time in nine years, Sindlinger declared, that the figure for any quarter dropped so sharply.

Sindlinger reported this figure to a joint House-Senate committee holding hearings on Administration-laced proposals to raise revenue for the District of Columbia. One proposal would put a two per cent tax on all Washington theatre admissions.

In the District, Sindlinger stated, theatre attendance and gross revenues during the last quarter of 1955 dropped 21.7 per cent.

Sindlinger’s testimony followed that of A. Julian Brylawski, president of the Motion Picture Theatre Owners of Metropolitan Washington. He opined that the tax would cause a drain of business to areas outside the District and a considerable loss of tax revenue to the District government.

(Continued on page 4)

**Goldstein in 4-Film United Artists Deal**

Producer Bob Goldstein has completed arrangements with United Artists president Arthur B. Krim to make four pictures this year for United Artists release. At the same time Goldstein announced he had acquired two new story properties and had assigned writers to adapt them to the screen.

A novel, “Showdown Creek,” by Lucas Todd, was purchased by Goldstein. The second property purchased

(Continued on page 7)

**Arthur Loew’s Message to Stockholders**

**Pledges Determination to ‘Carry On’**

In his first message to stockholders as president of Loew’s, Inc., included in the company’s annual report, Arthur Loew stated:

“In accepting the position of chief executive officer of the company I do so with a full sense of the responsibility involved and a determination to carry forward to the best of my ability the operations of the enterprise founded over fifty years ago by my father, the late Marcus Loew. To this end I ask the support and cooperation of our stockholders.

I am grateful for the many assurances which I have already received from stockholders and company personnel.

I take this occasion to pay tribute to Mr. Schenck for his leadership and devotion to the affairs of the company. By the election of Mr. Schenck as chairman of the board, the company will have the continued benefit of his long years of experience with the company and his position of leadership in the industry.”

(Continued on page 7)

**Republic Launching Altschuler Drive**

Republic branch managers, salesmen and bookers have inaugurated “Republic’s 1956 Salute to Dick Altschuler,” and are seeking exhibitor backing to assist them in winning their share of the $100,000 bonus which is being offered as a stimulus in the tribute drive to the company’s director of world-wide sales.

In announcing the bonus plan, president Herbert J. Yates stated that a roster

(Continued on page 7)

**In Budget Message President Sees Admissions Tax Receipts Rise**

Also, Asks Excise Rates Kept at Present Levels

By J. A. OTTEN

WASHINGTON, Jan. 16.—The Treasury Department expects a slight increase in federal admission tax receipts during the next 18 months. This was revealed in the budget message sent Congress today by President Eisenhower. The budget estimated that general admission tax collections in the current year, ending June 30, would be about $108,-

(Continued on page 6)

**Special to THE DAILY** DENVER, Jan. 16.—Denver Kar-Vu Theatres, operating the Monaco and Centennial drive-ins, has filed a suit in U. S. District Court asking that 10 defendants, including two theatre companies and eight distributors, be prevented from carrying out an alleged conspiracy to prevent Kar-Vu from bidding on films on a first run basis. Kar-Vu is not asking damages in any set amount, but prefers to leave that angle up to the court.

Kar-Vu asks that a special master be named to handle the first-run bids in the Denver area, that a restraining

(Continued on page 7)

**Detroit Newspaper Strike Is Settled**

Special to THE DAILY

DETROIT, Jan. 16.—Detroit’s 46-day newspaper strike has been finally settled. The struggle which began when newspapermen walked out on Dec. 1 lived seven other unions of which

(Continued on page 7)

**Arthur Loew’s Profit Reported at $5,311,733**

WASHINGTON, Jan. 16.—Loew’s Inc. reported earnings for the fiscal year ending August 31, 1955, of $5,311,733, equivalent to $1.03 per share for 52 weeks.

Consolidated net profit after taxes of $5,311,733, equivalent to $1.03 per share for the fiscal year ending August 31, was reported yesterday by Loew’s Inc., in Arthur Loew’s first report to stockholders as president. The net compared with $627,311, equivalent to $1.28 per share in the preceding year.

The earnings represent Loew’s Inc., and its subsidiaries, including theatres. Operating revenues amounted to $170,052,059.

(Continued on page 7)
Crosby Phone Stunt

A Hit with Audience

Paramount Pictures' publicity executives added a fillip to the screening of "Anything Goes" that surprised and amused a capacity trade and audience at the 72d Street Theatre here last Friday night.

The stunt involved a phone call to the theatre from Bing Crosby, co-star of the film, from Pebble Beach, Calif., which was amplified in the theatre audience while a spotlight focused on a golden telephone placed on stage with receiver disconnected.

Crosby chatted amusingly about "Bing's" rise from the ranks of the industry executives, newspaper, trade paper and magazine reviewers in the audience. He closed the 10-minute, one-sided conversation with a remark that he was "over budget" on the long-distance call and left the audience in a happy mood to enjoy the picture which followed immediately.

Hold K.C. Manager

For 'Obscure Show'

KANSAS CITY, Jan. 16.—James Strode, manager of the Glen Theatre, an art house, today appeared voluntarily at Kansas City police headquarters, which a city police official stated had been booked on a charge of permitting an indecent, obscene picture to be shown. The action followed a visit to the theatre Sunday by members of the police vice squad, which confiscated 90 feet of a French film, and charged Strode with operating an obscene show.

After being booked, Strode was freed on bond of $500 for an appearance January 25 in municipal court.

The Glen has been operated about a year and a half as an "art" house, presenting largely foreign films of a risqué, sexy nature. The sex emphasis has drawn condemnation by neighborhood residents, religious and other organizations.

Many local theatre men who long have contended that the entire film business here could be harmed by just such an incident as occurred Sunday night.

International Amity

Stressed by Warner

Jack L. Warner, executive producer, has sent a special message to the mayors of 126 cities, in more than 50 countries, where Warner Bros.' "Helen of Troy" will have a simultaneous world premiere on Jan. 26. The message emphasized that the event is global, and that every city in the world will take place in connection with a motion picture, "a graphic demonstration of what can be done to promote international amity...a closer tie among nations."

"The great and dramatic love story of the fabulous Helen and Paris belongs...to not only one country, but to all countries; to nowhere," Warner wrote.

Warner pointed out that the global premiere showed "the power of great entertainment, through the medium of the motion picture, to bring the nations of the world in closer harmony."

Add Local Chairmen

To Brotherhood Drive

William J. Heineman and Spyros S. Skouras, Jr., national co-chairmen of Brotherhood Week drive sponsored by the National Assn. of Christians and Jews, announced 13 additional appointments of local exhibitor chairman for the 1956 campaign. Twenty-three theatremen and representatives of the motion picture equipment field will spearhead the amusement industry's 10th anniversary participation in the drive.

The new local council chairmen are: Eddie Arthur, St. Louis; Jack Bresin, Philadelphia; Bill Connors, Seattle; Henry Feinstein, New Haven; Lou Fensky, Jacksonville; Moe Horowitz, Cleveland; George J. Kerr, Springfield, Ill.; Charles Kurtzman, Boston; Irving Long, Louisville, Ky.; Ted Mann, Minneapolis; Moe Meshier, Portland, Ore.; Frank Ricketson, Denver, and Morton Thalhimer, Richmond, Va.

Detroit Operators

Agree on Terms

DETROIT, Jan. 16.—The threat that all Detroit theatres would be darkened by a projectionists' strike was lessened when negotiators agreed on provisions to a new contract. At a final 14-hour conference, ending six months of meetings, representatives of Detroit motion picture projectionists' local 399, and Detroit exhibitors worked out the compromises to avert the strike voted by the union mid-December.

The new proposed contract replaced that which expired last July and runs from Jan. 1, 1956, to Jan. 1, 1960. It must now be submitted to the union membership tomorrow, then to the exhibitors.
D.C. Tax

(Continued from page 1) placed the tax as "the straw that breaks the camel's back" and warned that the District's tax proposal was so drafted that it may apply to films rentals as well as theatre admissions.

The tax was also opposed by Robert Coyne, speaking for the C
cill of Motion Picture Organizati
Coyne said Congress helped the indu
out of a cut in Post Office financial a
years ago by cutting Federal admission tax, and ar
that approval of the District tax was "a painful reversal of the
of Congress.

Fear for Coming Campaign

Coyne, Brylawski and other in
leaders have privately voiced e
over the effect Congressional
val of a District admissions tax might have on the industry's con
n campaign to win new relief from Federal income tax. They ha
also argued that if Congress ever approved a local admissions tax would be a signal for states and local
ities to follow suit. However, arguments have not used their public testimony today.

Committee members gave no indication as to whether they favored the tax.

Don't Want to Be 'Single Out'

Brylawski told the committee 56 Washington theatres would willingly share their tax revenues with any of their business but that they didn't wish to be single out for any special tax, pecially since such a tax "would impose an industry that is fully and actually fighting for survi
at this time.

Only one theatre has been built in the past five years. Brylawski said, while 10 or 12 is closed. He warned that today, the theatre owner would not be able to pay the tax on to the customer, would have to pay it himself. "Our picture is that the District of Columbia cannot stand the additional expenses," he added.

Sees 'Pernicious Precedent'

Brylawski said that the leasing motion pictures be clearly exca
from any District tax, saying a film rentals tax would be "an indefen
and pernicious precedent and doubtful legal value. Committee members said they were not sure whether the commissioners had tended film rentals to be covered. District spokesman said they thou
the tax also covered film rentals, but that he would investigate and report back.

The District commissioners estimat
that $500,000 a year would be raised by the tax on motion picture rentals and admission tickets to sports events, legitimate thea
tes and other entertainment. Brylawski claimed this revenue estimate far too high.
HAVE A HUNK!

$1,300,000,000*

... of 1956 boxoffice!

You can cut-out the guess work. Washington’s made it official. Read the U. S. Commerce Dept. release and you’ll see Secretary Weeks says $1.3 billion for motion pictures in 1956!

A share of that big profit-packed pie is yours. The size of your slice will be as big as your showmanship can make it!

Your N.S.S. office can give you a lot of help . . . so call 'em, today!

PRESS RELEASE FROM THE OFFICE OF SECRETARY OF COMMERCE WEEKS

Washington, D. C., Dec. 27, 1955 — The film industry, with more theatres, particularly drive-ins, increased production and film attendance at more picture theatres, is expected to maintain theatre gross receipts at about the same level as 1955 now estimated at 1.3 billion dollars.

NATIONAL Screen SERVICE
PAPER BABY OF THE INDUSTRY
what a picture!
Columbia Pictures presents
WILLIAM HOLDEN in
PICNIC
with Kim Novak • Betty Field
Susan Strasberg • Cliff Robertson
and co-starring ROSALIND RUSSELL
CinemaScope Technicolor

what pre-selling!
SEVENTEEN MAGAZINE—entertainment
handbook for the most movie-going girls
in the world (America’s 8,000,000 young
women under twenty) and their show-
sharing companions—names PICNIC

seventeen’s
February Picture of the Month!

what profits!
—for exhibitors from coast to coast—with
this truly tremendous tie-in!

Ticket Tax
(Continued from page 1)
600,000, and in the following year about $11,000,000,000, compared to
actual receipts of $106,080,000 in the
year ending last June 30.
The President again urged Congress
to continue all Federal tax
rates at present levels for the time
being. His language was almost word-
for-word the same as in the State of
the Union message sent Congress
early this month.
Other highlights in the budget
showed a sharp increase in requested
anti-trust funds, an almost tripling
in the funds sought for the govern-
ment’s overseas film program, and
increased funds asked for the Fed-
eral Communications Commission.
The President asked $135,000,000
for the U. S. Information Agency for
the coming fiscal year starting July 1,
compared with $85,536,630 in the
current year and $74,099,000 last
year. He said the motion picture
service should get $12,883,000 of the
total for the coming year, compared
with only $4,498,818 this year and
$3,667,147 last year.

Anti-Trust Fund Rises
In the anti-trust field, the budget
proposes appropriations of $4,265,500
for the Justice Department’s anti-trust
division for the coming year, as
against $3,314,000 this year. A total of
$5,500,000 was sought for the Fed-
eral Trade Commission, which
had only $4,262,500 this year.
An increase from $6,570,000 this
year to $7,550,000 next year was
sought for the Federal Communi-
cations Commission. The budget ear-
marked $140,000 of the coming year’s
funds to continue the FCC’s tele-
vision network study.
The President renewed his rec-
ommendation of last year for a special
government agency to stimulate crea-
tive artistic activity and for special
awards for outstanding creative
achievements.
The President also asked funds to
start preparations for a new compre-
nsive census of business and manu-
facturing, to be taken in 1959. One
was taken last year, and the results
of that should be coming out in an-
other month or two.

German Heads Drive
(Continued from page 1)
Dunn, vice-president of the board of
the Bowery Savings Bank, who is
general chairman of the city-wide
drive.
In accepting the divisional chair-
manship, German reiterated the fact
that further funds still were urgently
needed to help support the nation-
wide four-point program of the
March of Dimes.

Western Post to Purcell
HOLLYWOOD, Jan. 16—Harry L.
Mandrell, vice-president of filmers
Releasing Organization and Banner
Pictures, today named Jerry Purcell
as Western district sales manager
for both companies.

REVIEW:
The Fighting Chance
Republic
Ben Cooper, a comparative no-
comer, again acquires himself well
in starring role for Republic.
This time around, he plays a
piping jockey, traveling the south-
ern California track circuit, picking
odd races and occasional race-
signs. Trainer Rod Came
takes a liking to the youth, who
nitpicks bitterness over his inability
to find a romantic partner in his
and temperament. Both are hired
horse owner Howard Wendell
within a short time are making me
a regional reputation.
Junie London then enters the sce-
ne and has eyes for Cameron, abso-
ning Cooper believe he is "run
one." The young boy learns of
romance, breaks his riding con-
tract with Wendell and departs for Mex
Later, however, he resumes
trainer-jockey relationship with Cam-
eron despite the latter’s marriage
Miss London. When the horse for
Miss London is a true, acquisitive one
comes forth and Cameron bids
his goodbye. Cameron and Cooper
ually become fast friends again.
William J. O’ Sullivan was asso-
ciproducer and William Witney
ected. Houston Branch’s screenplay
based on a story by Robert Blees,
some novel touches.
Running time, 70 minutes. Gen-
audience classification. For Deccen
release.

Table N. Y. Bill for
Earlier D.S.T. Start
ALBANY, N. Y., Jan. 16—The V.
liamson Bill extending daylight
sing time from the last Sunday
April to the last Sunday in Ma
was laid aside tonight when several
dators representing rural con-
cencies raised objections.
Sen. Pinny W. Williamson (On-
chester Republican) who had hope
advance the bill to third read
and bring the measure to a vote
later that if it were not acted up
soon it would be better to post-
action until next year.
Most of the mail received has
favorable, he added.

Wallis Tour to Aid
‘Tattoo’ Promotion
Hil Wallis, producer of “The B
Tattoo,” will personally participate
the large-scale promotional campa-
on the picture. He will leave N
York today for Philadelphia on
first leg of a tour that will take him
to several key cities, including Wash-
ington, Boston, Cleveland, Detl
and Chicago.
During the tour, Wallis will re-
cruit interviews with film critics, o
mists and feature writers, in who
will describe the making of the
and the background of its
Anna Magnani and Burt Lancre.
Loew’s Profit at $5,311,733

(Continued from page 1)

The report to stockholders for the fiscal year stated that “while the earnings for the first three quarters of the fiscal year were approximately the same as in the corresponding period of the prior year, there was a decided drop in operating revenue in the last quarter of said 1955 fiscal year, resulting largely from disappointing box-office returns on pictures distributed in that quarter as compared with more successful pictures distributed in the corresponding quarter of the preceding year. This decline in operating revenue with resulting diminishing earnings has continued in the current fiscal year.”

Twelve-Week Net $248,161

The statement for the first 12 weeks ended last November 24, which accompanied the annual report, indicated net profit after all taxes and charges (subject to year-end adjustment) of $248,161, equivalent to five cents per share compared with $1,521,349 or 30 cents per share in the corresponding period of the preceding year.

It was pointed out that prior to July, 1955, the company had earnings in Japan, part of which, because of exchange restrictions, cannot yet be remitted to this country. By agreement with the Japanese government in the current period, there was loaned to a government-operated agency out of these unremittable you an amount equivalent to $1,072,000, at the current exchange rate, which is repayable over a three-year period starting in 1958 and remittable at rates of exchange current at time of repayment.

Would Have Bolstered Current Net

If this sum of $1,072,000 had been included in income for the current period, the net earnings would have been approximately 16 cents per share.

In his review of operations, Loew pointed out that efforts were being made to advance the distribution date of stock of Loew’s Theatres, Inc., to stockholders of Loew’s, Inc., which had been fixed last December, 1955, by the U.S. District Court. It was also brought out that the company was negotiating with insurance companies, holders of the funded debt, to effect a reduction of the funded debt amounting to $333,907,000 between Loew’s, Inc., and Loew’s Theatres. The consolidated operations of the fiscal year, before Federal taxes and funded debt interest was realized approximately 47 per cent from the domestic and Canadian theatre operations and 33 per cent from the picture and other operations of Loew’s. The corresponding percentages after Federal income taxes, but before funded debt interest and tax saving thereon, was 35 per cent from theatre operations and 65 per cent from picture and other operations, Loew said.

Theatres Assets in U.S. and Canada

With respect to the fixed assets in the sum of $90,357,421, shown on the balance sheet, Loew added, it may be stated that $61,974,472 represents theatre assets, starting in the U.S. and Canada which will be owned by Loew’s Theatres. The inventories in the consolidated balance sheet amounting to $65,948,953 comprises assets which will remain with Loew, Inc., he said.

Loew’s, it was said, will expand its production-distribution program to include not only films made at its studio but produced from operating independent producers and stars, some of which will be partly or wholly financed by the company.

New Theatre in Argentina

In international operations, Loew said that the Metro Theatre in Buenos Aires was the newest link of showcase theatres and that Metro theatres will be established in Germany.

The company’s New York radio station WMGM increased its audience by 80 per cent, it was stated, and the initial step into television via the “M-G-M Parade” had proved financially profitable, Loew concluded.

Asks Special Master

(Continued from page 1)

order he placed preventing the defendants from carrying out the alleged conspiracy, costs of the litigation, and other relief as may be determined by the court.

Defendants are Fox Inter-Mountain Theatres, Consolidated Theatres, 20th-Fox, Columbia, Warner Bros., Universal, Paramount, RKO, Loew’s and United Artists.

AAP Acquires Two

Norman Katz, vice-president in charge of theatrical distribution of Associated Artists Productions, reported that AAP had acquired rights to two new British films. They are: “The Angel Who Pawed Her Heart” and “Make Me an Offer.”

Goldstein-UA

(Continued from page 1)

chased was “Love Story,” an original by Jo Esinger.

Goldstein plans to put his first picture before the cameras in March. This will be an Abbott and Costello comedy, “Dance With Me Henry.”

The other property to be made for the United Artists slate is “Broad Legend,” a western. Goldstein has also the rights to the prizefight biography, “The Bummy Davis Story.”

Susan Hayward is just great... greater than ever in...

THE CONQUEROR

Coming in early 1956 from RKO

Ad 'Rose,' 'Picnic'

1 SDG Nominations

OLLYWOOD, Jan. 16.—The ads of “Picnic” and “The Rose Tattoo” as nominations for the Oscar at Directors Guild’s annual achievement awards were announced by SDG president George Sidelsky. The two latest additions bring the total nominations to 12. The list will be bestowed at the Guild’s annual dinner on Jan. 29 at the Biltmore Bowl.
**NEXT WEEK**

**CINEMASCOPE 55**

**DEMONSTRATES IN THE FOLLOWING CITIES:**

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<td>CINCINNATI ALBEE</td>
<td>CHARLOTTE CAROLINA</td>
<td>SPOKANE FOX</td>
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**BE SURE TO ATTEND!**

All showings start promptly at 9:45 A.M. except ROXY, N.Y., which begins at 9:15 A.M.

*Projection in 35mm Prints • No Changes Required in the Booth of Theatres Equipped for Stereophonic Sound*

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**Soon!**

20th Century-Fox presents the first motion picture in

**CINEMASCOPE 55**

**RODERS and HAMMERSTEIN'S CAROUSEL**

COLOR by DE LUXE
Decision Pending May Show Arbitration Draft to SBC

By Theatre-Distributor Groups Weighing Plan

The final draft of the arbitration agreement prepared by the Small Business Committee of the Motion Picture Association of America and other exhibitor groups will be submitted to the Screen Directors Guild at its next meeting. The agreement formulates a code of ethics for directors, conforming to production code principles, and sets up rules of conduct for members who violate it.

Farrow pointed out that all major professions—doctors, lawyers, architects—and others—have their own codes. The committee's annual report made it clear that the committee was referring to the legitimate theatre and radio and television when it talked about the entertainment field. "Clique of active communists operate within the various entertainers' industries," (Continued on page 6)

John Farrow Urges Standards

Code of Ethics for Directors to Be Proposed at Next Meeting of SDG

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 17.—It is time for creative talent guilds to accept their proper share of responsibility for picture content and for their members' conduct in relation to the industry's production code, producer-director John Farrow told Motion Picture Daily.

Farrow said he intends to propose to the Screen Directors Guild at its next meeting the code of ethics. He said it is time for creative talent guilds to accept their proper share of responsibility for picture content and for their members' conduct in relation to the industry's production code.

20th-Fox Sets Big Radio Campaign on 'Carousel' and '55'

By J. A. OTTEN

WASHINGTON, Jan. 17.—The House Un-American activities committee said its hearings and investigations have established that communists have been successful in finding employment in the entertainment industry, especially in New York City. The committee's annual report made it clear that the committee was referring to the legitimate theatre and radio and television when it talked about the entertainment field. "Clique of active communists operate within the various entertainers' industries," (Continued on page 7)

Nine to Occupy Dais At Milestone Dinner

From THE DAILY BUREAU

HOLLYWOOD, Jan. 17.—Screen Producers Guild president Samuel G. Engel today disclosed that the following will occupy the dais on SPC's annual Milestone Dinner, Sunday evening, at the Beverly Hilton Hotel: honoring Cecil B. DeMille; Los Angeles Mayor Norris Poulson, Darryl F. Zanuck, Jesse L. Lasky, Gene Holland Smith, Ben Hogan, Y. Frank Freeman, Rev. Charles S. Casassa, Dr. Fred D. Flagg and Beverly Hills Mayor George Davis.

Married Without Prejudice

Pathe Gets Dismissal of Its Suit Against Technicolor

By J. FOSTER

Academy Ballots Go Monday; TV Mar. 21

From THE DAILY BUREAU

HOLLYWOOD, Jan. 17.—Academy members will be balloting Monday, returnable by Feb. 14, 88 industry members eligible (Continued on page 8)

Market Factor

Loew's Stock Group Holds Program Meet

Say Members Control Over 500,000 Shares

By MURRAY HOROWITZ

A group of Loew's, Inc., stockholders, described as friendly to the Arthur Loew management and claiming to represent more than 500,000 shares, met here today to formulate a "constructive" program which will be presented to management, it was learned yesterday.

A spokesman for the group attributed some of the recent unusual market activity in Loew's stock to the group's meeting on Jan. 10 in the offices of Howard Stein, who is manager of the investors service department of Dreyfus Co., downtown brokerage firm.

Other factors in the market activity, approximately 500,000 shares being traded in the last two weeks with a fluctuation of about two points, (Continued on page 8)

See Departmental Operation for RKO

By J. A. OTTEN

Current indications are that RKO Radio Pictures will not appoint a home office advertising-publicity director to replace Perry Lieber, resigned, but that the advertising, publicity and exploitation departments will again function under department heads as they did prior to Lieber's appointment last fall.

Ben Grimm heads the home office advertising department; Al Stern the (Continued on page 8)

20th Ready to Show 'Scope 55 at Roxy

By J. A. OTTEN

Exhibitors, distributors and press representatives will be present tomorrow morning when 20th Century-Fox demonstrates its new CinemaScope 55 process at New York's Roxy Theatre, with scenes from Rodgers & Hammerstein's "Carousel" and "The King and I".

Invited by president, Spyros P. (Continued on page 9)
MEXICO CITY, Jan. 17.—Redistribution of some 200 “shelved” pictures is considered by the Mexican industry aided by its own bank, a semi-official Banco Nacional Cinematografico. The bank’s director general is reportedly investigating the possible use of the double purpose of salvaging as much money as possible from the productions and preventing a repetition of stockpiling of pictures. Most of which, he says, were found to be poor. The films are valued at $32,000,000.

Many of the films were made in years when Mexico produced as many as 120 pictures a year. In 1950, even though 40 pictures would fill the requirements of the country. Not much optimism is felt in the trade here that any exceptionally good films will be found in the stockpile.

There is a growing opinion in the trade here that what Mexico needs most besides good stories and technical service, is a group of producers outstandingly popular both inside and outside of Mexico.

M-G-M Week Goal At Half-Way Mark

Half of M-G-M’s 52 branches in the U.S. and foreign countries already have reported listing up every theatre in their territories for the showing of an M-G-M film on the screen during “M-G-M Week,” which is being celebrated during the Feb. 5-12 period, the film company has announced.

On the international front, 100 per cent bookings are reported in Finland, France, Italy, Norway, Switzerland, South Africa, Sweden, and Turkey.

With three weeks remaining, home office domestic and international expansion is also scheduled representation in every theatre is shaping up to expectations.

M-G-M Week’ will be highlighted by the company’s grand conference which will be held on Feb. 5 in Hollywood, where more than 100 field and home office officials of the Loew’s International will convene at the Culver City studio.

Kaye to Appear at Openings of ‘Court’

Danny Kaye will make five stage appearances at the Paramount Theatre here when his “The Court Jester” will have its world premiere on Feb. 1. It was announced yesterday by Paramount Pictures.

Kaye also will make personal appearances on the stages of the Washington Palace and the Pittsburgh playhouse and is also scheduled to appear at a special benefit premiere of his production at the Plaza Theatre, London, on Feb. 9.

Max Rothstein, 56;
Deluxe Lab. Editor

Max Rothstein, film editor for Deluxe Laboratories for more than 30 years, died yesterday morning at Lenox Hill Hospital following an operation. He was 56 years old.

Although Rothstein had been with Deluxe for many years, he had served on the staff as an independent editor for the last five years.

Funeral services will be held at 10 o’clock tomorrow morning at Riverdale Memorial Chapel. Rothstein is survived by his wife and a married daughter.

Cuban Royalty Tax Out Against Films

A pledge that the contra-cuban 10 per cent royalty tax not be applied to the motion picture industry was received by Robert K. Levy, vice-president of the Motion Picture Export Association and a member of the Latin American division.

Corkery returned here from Cuba which he made with his personal assistant, Eric Johnston, Jr., returned to Washington in Cuba, Johnston and Corkery with President Batista.

Israel Bans ‘Jungle’ For Those Under 18

TEL AVIV, Jan. 17.—The 18 board Jungle’ was banned in Tel Aviv for youngsters under 18 years of age.

The action was taken by the Censorship board following a recommendation of public figures.

Meanwhile, three towns, R Gan, Hadera, Baanana, have also exempt from municipal tax tickets intended for children, hop by exhibitors that other municipal councils will follow the lead.
AN IMPORTANT MESSAGE

from
SPYROS P. SKOURAS
President,
20th Century-Fox Film Corporation

TO THE EXHIBITORS WHO WILL ATTEND THE NATIONWIDE DEMONSTRATIONS OF

CINEMASCOPE

MORE THAN YOUR EYES HAVE EVER SEEN!
I want personally to extend my warmest welcome to each of you who will be one of the sixty demonstrations of CinemaScope 55 between January 19 and February 21.

Again it is our privilege to introduce something new and wonderful in the development of motion pictures. We feel that the advent of CinemaScope 55 marks another glorious moment in the history of our industry. Not since we launched CinemaScope itself on our historic evening of September 16, 1953, have we of 20th Century-Fox been so proud of a technical achievement.

It is the final fruition of the dreams of men who make and love motion pictures. We are confident the public will reward all of us for our unceasing efforts to bring them something different, something better. And exhibitors will be particularly heartened to know that CinemaScope 55 can be exhibited in regular 35mm projection in theatres equipped for symphonic sound.

We of 20th Century-Fox appreciate, too, that technical research and advancement in itself is not enough. Our first responsibility is the production of the highest quality pictures. When we launched CinemaScope we did so with an immortal subject, TEN LONE ROBE. Now we embark on CinemaScope 55 and our first attraction is the celebrated joyous Rodgers and Hammerstein masterwork, CAROUSEL, which played 1,011 performances in New York and is beloved round the world.

In these demonstrations you will see for yourself scenes from both this musical romance CAROUSEL and our second important production in CinemaScope 55, Rodgers and Hammerstein's THE KING AND I, the magnificent musical which ran for four years on Broadway and on tour.

Now, just 29 months after the beginning of CinemaScope exhibition, we look forward to the opening of CAROUSEL in CinemaScope 55 at the Roxy Theatre, New York.
the night of February 16, 1956, to be followed immediately by openings throughout the United States and in all the capitals of the world.

I want to express my eternal obligation to the army of industrious co-workers at our studios whose technical genius and dedicated research brought into being this new milestone of progress. And I wish to reaffirm my gratitude to the exhibitors of America. It is their support which inspires us at 20th Century-Fox to strive constantly to improve conditions in our industry.

Believe me, it is an industry I am proud to be part of and to serve, just as I am so very proud to be a member of the organization that is always planning ahead and moving forward, to an ever brighter future for us all.

Sincerely,

[Signature]

President,
20th Century-Fox Film Corporation
PEOPLE

Jerry Lewis will be the toastmaster at the Screen Producers Guild "Milestone Awards" banquet at the Beverly Hilton Hotel on Jan. 29.

William H. Curran, Midwest region representative of the Foreign Policy Association, will be the moderator of a discussion on foreign films compared to Hollywood product at a meeting of the Greater St. Louis Better Films Council on Friday.

Rieke Lebowitch has begun her 24th year as secretary of the Cleveland Motion Picture Exhibitors Association.

LeeThor and Carl Ryden have been named assistant managers of the Loew Warfield Theatre, San Francisco.

Mario Lanza has been named honorary motion picture chairman for the 1956 Easter Seals campaign on behalf of crippled children.

Thomas S. Jennings has been named media director of Roy S. Durstine, Inc., effective immediately.

Syd Eiges, vice-president in charge of press relations for the National Broadcasting Co., has been named as teaching broadcasting publicist.

Ralph W. Budd, director of personnel of Warner Bros. Pictures, will be the speaker at the Springfield Motion Picture Council at the Sheraton-Kimball Hotel in Springfield, Mass., on Friday.

Waldman Acquires Buffalo Exchange

BUFFALO, Jan. 17—George J. Waldman, who owns the Realert Film Exchange of New York, has taken over the Lieder Film Distributing Co., of which Lou Lieder has been the head for several years and who now is booking a few pictures which he continues to hold. He expects to announce a new connection in the industry soon.

Mina Zacher, who was booker for Lieder, has been named manager of the new local Waldman branch, to be known as George J. Waldman Films and which has opened an office in the Film Building. Waldman controls some pictures for the entire state, some for the New York City Metropolitan area and some for Buffalo and Albany only.

REVIEW:

There's Always Tomorrow
Universal—International

The producer-director team of Ross Hunter and Douglas S. Ck, which has done right well with such Universal pictures as "Magnificent Obsession" and "All That Heaven Allows," again has a romantic drama in "There's Always Tomorrow." However, their latest effort, which stars Fred MacMurray, Barbara Stanwyck and Joan Bennett, doesn't quite measure up to the forerunners; in fact, it has the shape and form of a soap opera.

This is not to say that it is cheap or tawdry in any department, or that a large segment of the female population will not find it appealing. It has been handsomely mounted; there are no false heroes; the ladies are beautifully dressed, and the photography is excellent. The central situation, however, is an only moderately interesting triangle, developed through endless conversation in Bernard C. Schoenfeld's screenplay. The most inventive of the devices used to push the plot onward and upward is the old trick of having one character accidentally overhear—and misunderstand—mother's private conversations.

MacMurray is seen as a successful West Coast toy manufacturer, married nearly two decades to Miss Bennett and the father of three fine children. When an old flame, Miss Stanwyck, now a successful dress designer, turns up by chance, MacMurray begins to see how his family takes him for granted. His house—as his telephone—is dominated by his bumptious children and his wife is so busy tending to their needs that she hasn't time even to have an anniversary celebration with him. The guy is thus far game for the beautiful and lovely career woman.

The story's principal conflict stems from the antagonism between MacMurray and his two eldest children, William Reynolds and Gigi Perreau, who mistakenly believe their father to be having an affair with Miss Stanwyck. The climactic scene is their confrontation of Miss Stanwyck, and, in turn, her vow not to break up their home, coupled with a strong denunciation of the way the children have turned their father into an automaton. The lady returns to her high fashion world in New York, and MacMurray and Miss Bennett take up their life again with new hope.

The three stars are attractive and honest in roles that are written without much dimension. The most appealing member of the cast is vivacious Pat Crowley, seen as the pretty and level-headed girl friend of Reynolds and who knows from the beginning that the various suspicions are unworthy of the son and daughter.

The screenplay, written by Ursula Parrott, "There's Always Tomorrow" is an all-professional job with built-in ladies appeal. Other members of the audience, however, will want something more substantial.

Running time, 84 minutes. General classification. For February release.

Fantasia' to Feature Adjustable Screen

Arrangements have been completed for the opening of Walt Disney's "Fantasia," at the Normandie Theatre in New York on Feb. 9, it was announced by Leo F. Sannehild, president and general sales manager of Buena Vista Film Distribution Co., of which Lou Lieder has been the head for several years and who now is booking a few pictures which he continues to hold. He expects to announce a new connection in the industry soon.

His name is Mina Zacher, who was booker for Lieder, has been named manager of the new local Waldman branch, to be known as George J. Waldman Films and which has opened an office in the Film Building. Waldman controls some pictures for the entire state, some for the New York City Metropolitan area and some for Buffalo and Albany only.

Altec to Supervise 'Scope 55 Showings

C. S. Perkins, operating manager of Altec Service Corp., has announced that 20th Century-Fox had chosen his organization to supply technical supervision of various forthcoming trade demonstrations of "Carousel," the first Fox production to be photographed in 55 mm. dimension.

Perkins has assigned Bruce Newborn, one of Altec's Southern division branch managers, and C. S. Lundy, field engineer attached to Altec's Central division, to take care of the technical chores attendant upon the nation wide showings which will introduce the new wide screen version of CinemaScope.

Scope sound engineers performed in a similar capacity during the trade showings and premieres which marked the introduction of "The Robe," the first production to be filmed in CinemaScope.

TENT TALK

Variety Club News

BUFFALO—Former Council president Elver F. Lax, was installed for a third term as chief banker, Tent No. 7, Variety Club of Buff at a dinner-dance in the club's Don ware avenue headquarters. Mrs. William Ryden was installed as representative of Variety Clubs Internation was the installing officer.

Other 1956 officers installed were: first assistant chief banker, Ilia Bennett; Sec. Cesar MacMenna; secretary, V. Spencer I son; treasurer, Manford Pickrell, these new directors: Peter Held, Edmund C. DeBerry; Robert Hay of Niagara Falls, Marvin Jas, Charles B. Kosco and Jack Mundt.

ALBANY—The first dinner preview for Variety Club men and their wives, in the new Sheraton-Ten Eyck Hotel rooms, was held with Jules Perlmutter, as chair of the entertainment committee, dressed, by Norman Jackter and J. Zuberek.

Having been successful with first dinner and screening for men and wives who were moving into rooms at Sheraton-Ten Eyck Hotel the Variety Club scheduled an after affair, "Sweetheart's Luncheon," Feb. 13.

It will feature a fashion show sponsored by Joseph Yezzi, owner of women's store. A total of 120 elegant cocktails and a smorgasbord, follow by a showing of "The Big Knife," the first affair.

Japanese Attend for Up 15% Over 1954

By A. C. PINDER

TOKYO, Jan. 12—(By Air Mail) Japan's film industry set an all-time record in 1955 with total of 877,000,000 admissions, average of 10 per year for every woman and child in the country. Japanese producers also set a world's record in the year with 420 feet length films.

Television has had no effect on theatre attendance in Japan except, perhaps, to stimulate it slightly as result of its extensive use as an advertising medium. There is a building in new theatre building here, with 100,000 seats, which is equipped with wide screen, new operation. This represents a 10 cent increase over 1954.

Fewer Foreign Films Shown

Exhibition of foreign films in Japan dropped by 50% in 1955 from the previous year's total of 205. However, the foreign films accounted 860,000,000 at the box office, or Japanese films brought in only $80,000,000 at the box office, or 68.5 per cent of the total, or films.
Universal-International CONFIDENTLY PRESENTS 1956's MOST EXCITING NEW SCREEN PERSONALITY

Miss Cornell Borchers

Soon to be seen in her first American picture

"Never Say Goodbye"

co-starring ROCK HUDSON
CORNELL BORCHERS
GEORGE SANDERS

“Universal-International is searching the whole world for new personalities...new faces with proven talent.”—ALFRED E. DAFF
Arbitration

(Continued from page 1)

(Continued from page 1)

were listed by Wall Street sources yesterday as follows:
1. The upcoming annual meeting of Loew's stockholders on Feb. 23.
2. Walter Winchell's broadcast last Sunday heralding Loew's stock as a good buy.
3. Publication of the company's annual report yesterday.
4. Recurrent rumors that various principals are interested in gaining stock control of the company.

A Loew's management spokesman attributed the upsurge in buying on Monday to Winchell's broadcast. In response to a question, he said he was aware of the meeting on Jan. 10 of Loew's stockholders.

Denies Plan to Gain Control
A spokesman for the stockholders' group denied that any large buying by members of the group. He described the group's membership as stockholders of record, not intent on gaining control of the company by stock purchases.

The group's program, along with other proposals of other stockholders, may be aired at the Feb. 20 stockholders meeting.

According to the Loew's proxy statement, mailed to stockholders yesterday, 15 directors are to be elected. Nominees, all of them

Judge Louis Goldstein, representing the Leos Lowenstein Foundation, owner of a considerable block of Loew stock who was vocal at the last annual meeting of Loew's stockholders, attended the meeting on Jan. 20 at Stein's offices. Object of the meeting was said to be to formulate a program to present to management.

Some of those at the Jan. 10 meeting said yesterday they did not consider themselves friendly to management, but did not elaborate. However, even among the latter, the Wall Street reports that a proxy contest was in the making for the annual meeting were discounted.

N.Y. Tent Names 3
Committees for Year

New York Variety Club's Tent No. 35 yesterday named three committees for the coming year.

George Brandt and Harold Rinzler were appointed co-chairmen of a committee which will seek permanent quarters for the club; Robert K. Slapin was named chairman of the membership committee, and Sol Tranner was named as chairman of the film exchange area committee seeking ads for the International Variety Clubs' conventional Journal.

Ten Features in '56
Planned by Corman

HOLLYWOOD, Jan. 17.—Producer-director Roger Corman, who commenced producing independently in 1953, producing one picture a year, two in 1954 and six in 1955, today announced he will produce 10 features in 1956, beginning with "Yellow Rose of Texas," which begins Monday.

MCA Production Post
In East to Abrahams

HOLLYWOOD, Jan. 17.—Lee B. Weseman, president of Music Corp. of America, today announced the appointment of Mort Abrahams as vice-president in charge of all live and film East coast production for television, a newly created post.

'Demon' to Guild

"Golden Demon," produced in Eastman color by the Daiei Motion Picture Company which made "Gate of Hell," will have its American premiere on Jan. 20, at the Guild Theatre here, it is announced by Norman Elson, president of Guild Enterprises. Edward Harrison is distributing the film in the United States and Canada.

Ethics Code

(Continued from page 1)

professional ethics are effectively dealt with. On the contrary, he adds, many producers, writers, and directors not only leave the entire burden of moral and taste responsibility to major production-distribution companies, but often try to be too crafty in order to outwit, rather than cooperate with, the Production Code Administrators. Farrow said that guilds should uphold standards of ethical procedure and that any member or member's co- worker, who violates any of the codes or who is found to have failed to abide by, or to present, the Production Code Administrators' decisions, should be excluded from the guilds. He said that regarding the extent to which American films determine foreign radio for the American way of life, Farrow said that personal and professional responsibility of each and every individual engaged in the creative area of production is tremendous beyond our everyday appreciation.
ONLY UNITED AIR LINES Air Freight links the East, the Midwest and all the Pacific Coast—serves 82 cities

Whatever you ship, wherever you ship, here's an important fact to keep in mind. United Air Lines links more domestic markets in the East, the Midwest, along the Pacific Coast and Hawaii than any other carrier, air or surface.

In fact, to enjoy the shipping coverage provided alone by United's Main Line route, you would have to call on 2 or 3 other major transportation systems.

Remember, too, United gives you fast, convenient connections at any one of these 82 cities on its Main Line Airway to speed your shipments to any other part of the nation or world. In coverage, convenience and all-out air freight service, United Air Lines is first among all domestic carriers.

Call the nearest United Representative or write for free booklet, "Industry's Flying Partner."
Cargo Sales Div., Dept. N-1,
United Air Lines, 5950 S. Cicero Ave., Chicago.
The significant developments in television and their meaning...

Every Monday in Television Today

Right at the start of the week—through an interpretative new style of trade paper journalism—this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with Motion Picture Daily

Radio Drive

(Continued from page 1) stated, Announcement of the three-week period at New York by Century-Fox vice-president Ch. Einfield and Arthur Hull Hayes, president of the CBS radio network, follows a series of conferences between executives of the two companies. While these discussions, which probably involved some goodwill gestures on the part of the networks, were not revealed, the executives face the same problems for which they have been preparing the past week.

Motion picture companies have purchased spot and local radio time in past years to promote new films, it was pointed out, but the 20th Century-Fox is said to represent the first operation of full network radio programming by a film corporation.

In Effect Feb. 8

The contract, which goes into force early in the three-week period at the beginning of February, will see segments on the entertainers' top-rated network sponsored by the film company, arranging an estimated total of 116,000,000 impressions in every city of the country.

Setting the stage for the Broadway premiere of "Carousel" on Feb. 16 at New York's Radio City Music Hall, the attraction starring don MacRae, Shirley Jones, Carl Morley and Barbara Cook receives multiple citations on the programs during the peak pressing weeks.

Family Audience Stressed

The selection of the eight pictures is keyed to gaining all segments of the radio audience at the largest possible number of television households, it was explained. The family audience will be reached via the Bing Crosby, Ed Jack Carson, Galen Drake and May Book, with the young groups will be reached on the Potter and Mitchell Miller stations.

In commenting on the plan Einfield said: "We have decided to use network radio in our advertising because we feel it is an important supplement to our paper, magazine, billboards and campaigns. We feel that we can reach an audience through this advertising message to the information picture clientele at a lower cost than through any other source of promotion."

Key Executives Confirmed

Film company executives participating in contract discussions were Martin Michiel, TV and radio; Abe Goodman, advertising; and Rodney Bush, executive secretary. Toppers were Einfield, CBS radio vice-president; William Shaw, network sales manager, CBS radio.
**National Pre-Selling**

**St. Louis Houses Give ‘Good Conduct Passes’**

Special to THE DAILY

ST. LOUIS, Jan. 17—“Good Conduct Passes” to Will Comet, Douglass, West End, and Strand Theaters here, are being supplied to school principals by Tommy James, owner of the theaters. Each week, the principals in schools in the areas served by the theaters, give out the passes to eligible pupils, which are honored at the theaters.

**Ask Balto, City Court To View ‘Amazon’**

BALTIMORE, Jan. 17—Censorship of the film “Naked Amazon” has been appealed to Baltimore City Court where a judge will be asked to view the motion picture in connection with the appeal hearing. Times Film Corp., of New York, filed the appeal against the Maryland State Board of Motion Picture Censors.

Had Considered Appeal

Chairman C. Morton Goldstein of the Maryland Censor Board and Mrs. Maude B. Dorsett, board member, on Dec. 14 considered an administrative appeal of a censorship order issued the previous month. The ruling called for elimination of scenes where the persons were shown nude below the waist.

The court was asked to issue a license permitting the film to be shown in its entirety.

31 Pictures Before Cameras on Coast

HOLLYWOOD, Jan. 17—Camera work started on six new pictures last week while three others reached the completion stage, for an over-all total of 31 pictures in production.

Started were: “Cattle King,” Cinemacope, Eastman Color (Allied Artists); “Return of Custer,” Producers-Actors Corp., Technicolor (Columbia); “Deed of a Scoundrel,” Charles Martin Productions (Inde- pendents); “The Fastest Gun Alive” (Metro-Goldwyn-Mayer); “Fragile Fox,” Associates & Aldrich (United Artists); “Behind the High Wall,” Universal-International; “Comedies” and “Dakota Incident,” Trucolor (Republic); “Johnny Salvo” and “Written on the Wind,” Technicolor (Universal-International).

**Secor Leaves Altec**

Clarence Secor, associated with Altec Service Corp., New York headquarters, for a number of years, has resigned from the organization. Secor handled various booth parts as well as the projection products for Altec.

**20th Ready**

(Continued from page 1)

Skouras, distribution director Al Lichtman, vice-president Charles Ein- feld, executive assistant general sales manager, W. C. Gehring and N. Y. exchange toppers are heads of circuits, independent theatre owners and operators, bookers, film buyers and promotional executives of theatres in the metropolitan area.

Exhibitor guests will be joined by presidents and executives of the com- pany for distributing companies and members of their respective sales and advertising, publicity and exploitation squads; as well as representatives from trade associations and theatre equipment suppliers.

Newspaper representatives will be drawn from the industry and metropolitan press, including publishers, editors and reporters, along with a full gathering of nationally-syndicated columnists, feature syndicate writers, consumer, fan and technical magazine editors and TV and radio officials.

**Foster Heads New Vice-Presidents**

The election of three vice-presidents of the American Broadcasting Co. by the board of directors of American Broadcasting - Paramount Theatres, was announced by Robert E. Kintner, president of ABC.

They are: Robert F. Lewine, vice-president and director of the program department, ABC Television Network; James A. Stabile, vice president and director of the business affairs department, ABC; Mortimer Weintraub, vice-president and director of labor relations and personnel, ABC.

**In the THEATRE EQUIPMENT and Refreshment WORLD . . . . . . . . . . . . . with RALY GALLO**

“LITTTER BUG” is the name of a new field cleaning machine for drive-in theatres, which has been marketed by the Mid East Supply Co., Cincinnati, Ohio. The manufacturer states it will collect 90% of all litter, including large popcorn boxes, paper cups, carry-out trays and paper plates, down to ticket stubs, cigarette butts, nut shells, ice cream sticks and wooden spoons. It is also said that the machine will collect trash from gravel surfaces without lifting gravel or stone. The unit is powered by a Briggs Stratton 25 hp engine.

The Popcorn and Concessions As- sociation (formerly International Popcorn Association) will begin its 1956 schedule of meetings with the annual Western Conference on February 29 at the Desert Inn, Las Vegas. President Bert Nathan advises there will be two segment sessions, one for theatres, one for suppliers and the other for manufacturers and wholesalers.

Speakers are to be industry executives, serving as discussion leaders on a agenda of current topics. One will be Nathan.

Bob Remis of the Walter G. Predl- dey Theatre Supply Company, Reno, Nevada, has introduced a new Wrangler of Nevada, a special leg of the Western World outdoor protection screen. It was placed at the Granada Theatre in Reno, in or- der to achieve a maximum width for the screen—50 by 26 feet—there had to be special fireproof construction.

The Dixie Cup Company, Easton, Pa., has introduced a new series of cups especially designed for theatres. Those for drinking feature messages to promote theatre attendance and come in five sizes and five colors. They have two-tone designs in lavender, green, red, blue and brown. Sizes are 6, 7, 9, 12 and 16 ounces.

The Ampex Corporation, Redwood City, Calif., has announced a new single-track system for reproduction from CinemaScope prints in theatres having only one amplification-speaker channel (as for optical sound). It comes complete with two reproducers.

“Doc” Faige of Norpat Sales, Inc., New York, has announced a campa-ign for overseas sales of Aaron Nadell’s new book, “Master Guide to Theatre Maintenance.” He believes that even in countries where English is not widely used, the exhibitors will “struggle through” a book of this type because of the im- portance to them of its subject matter.
When this thundering herd comes stampeding at your audience and your theatre trembles with the terror of frantic, pounding hoofs; when Robert Taylor, as the kill-crazy hunter, and Stewart Granger, who foresees the extermination of the buffalo, come to grips over a beautiful Indian girl; when the thrills of "THE LAST HUNT" and the majesty of its backgrounds in CinemaScope and Color unfold on your screen, you'll know you have one of the BIGGEST attractions of 1956!
The first of a series of glittering premieres in the capitals of the world for Howard Hughes’ $6,000,000 RKO release, “The Conqueror,” took place last night in Manila at the Avenue Theatre. Heading the procession of prominent government and social figures who attended the charity-sponsored debut of the CinemaScope-Technicolor spectacle, starring John Wayne, Susan Hayward and Pedro Armendariz, were the President of the Philippines, Ramon Magaysay, and his wife, right.

(Advt.)

Industry to See New Medium Today

Skouras to Discuss Fox’s Stepped-Up Program at ’55’ Demonstration Here

Spyros P. Skouras, president of 20th Century-Fox, will deliver a keynote address today at the first of a world-wide series of exhibitor, newspaper and opinion-makers’ demonstrations of the company’s new CinemaScope 55 process being introduced to the public with the $5,000,000 adaptation of Rodgers & Hammerstein’s “Carousel.”

The program will be held at New York’s Roxy Theatre, before a gathering of theatre men from all parts of the metropolitan area, film distributors, newspaper publishers, editors, film writers, critics, columnists and representatives from TV, radio, wire services and national and fan magazines.

In his remarks, Skouras will discuss the company’s simplified $70,000,000 program covering the production and release of 34 major attractions in CinemaScope this year to meet the requirements of exhibitors and the public. He will further describe 20th Century-Fox’s extensive research program which resulted in the introduction

(Continued on page 6)

Coyne Reports
Congressmen Are Cautious On Tax Bills

‘Watchful Waiting’ Is Apparent in Washington

By MURRAY HOROWITZ
An atmosphere of “watchful waiting” in regard to ticket tax relief was said to prevail in political circles in Washington by Robert Coyne, special counsel of the Council of Motion Picture Organizations.

Coyne told of his impressions after a six-day visit to the capital, where he held a series of conferences with Congressmen and political leaders, as well as appearing before a Joint Congressional committee to oppose a special tax on admissions for Washington, D. C.

At the same time, Coyne announced that a meeting of the

(Continued on page 7)

Appropriation May Save Pennsylvania Censorship Board

Special to THE DAILY
HARRISBURG, Pa., Jan. 18—Pennsylvania’s Board of Censors could resume operation with a $235,000 budget under a measure before the House Appropriations Committee today following introduction by Reps. J. Dean Paden and Stephen McCann.

The appropriation, dropped from an appropriation to the Public Instruction Department last month, would pay salaries and other expenses of the board.

Twelve of the board’s 18 employees were suspended last week because of a lack of funds.

Four Promotions in RKO Home Office

Four RKO Radio home office promotions were announced yesterday by Walter Branson, vice-president in charge of world-wide distribution.

Milton Altholz, who has handled various departments in the home office,
PERSONAL MENTION

WOLFE COHEN, president of Warner Brothers International, will return to New York today from Mexico and Cuba.

EDWARD L. KINGSLEY, head of Columbia Pictures' new special sales division for imported films, will leave here today for Paris, Rome, and London.

HENRI SCHWARTZBERG, film buyer for American Theatre Corp., Boston, became a grandfather this week when a child was born to his daughter, MRS. JEREMY CHERRY.

RAY HELSEL, manager of the motion picture department of "This Week," is the father of a son born here yesterday to Mrs. Helsel at Doctors Hospital.

CAROLINE JANE BRUNO, daughter of Mike Bruno of the Tilton Theatre, Tilton, N. H., was married there to Vincent DePaul Phab, of Atlanta.

MAYER HUTNER, Eastern publicity representative for Samuel Goldwyn Productions, is in Dallas from New York.

ERNST BORMANN will arrive in New York from Hollywood tomorrow.

HEINZ WOCH, author, has returned to New York from the Coast.

WILLIAM WYLDER has arrived in New York from Hollywood.

H-L SIGNS ODETS TO MULTIPLE FILM PACT

HOLLYWOOD, Jan. 18.—Hecht-Lancaster Productions has announced the signing of Clifford Odetts to a multiple picture contract, according to George Glass, who today joined the independent production company as vice-president, with Harold Hecht, who entailing production and merchandising.

Odetts' first undertaking will be the writing of the screenplay for his Pulitzer Prize story, "The Way West." His second will be the scripting and direction of one of his own works.

Glass will leave here this weekend for Europe with Harold Hecht, where the company's "Trapeze" is in final production.

"RICHARD" TO BIJOU

Laurence Olivier's production of Shakespeare's "Richard III" will open with a benefit premiere on Saturday evening, March 10, at the Bijou Theatre.

ROCKETTES ALUMNAE CHECK TO WILL ROGERS

G. S. EYSSELL, president of Rockefeller Center, Inc., yesterday presented a check to the Will Rogers Memorial Hospital as a contribution from Rockefeller Center, Inc., from alumnae members of the Radio City Music Hall Rockettes.

In receiving the check, A. MONTAGUE, president of the hospital, said that it had been accomplished to benefit TB stricken manufacture industry employees through the help of individuals and groups within the industry, and he announced the Rockette alumnae on their spirit of compassion as evidenced by their generous support of the hospital.

Coming at this time, Montague said when every dollar is vital needed to advance the tuberculosis healing and research programs at Will Rogers, the Rockette alumnae have bolstered the current Christmas Salute.

Returns on the Christmas salute are approaching the $1,000 mark, and there is every hope that, with the continuing efforts of the distribution and exhibit chairman, it will reach and even surpass, last year's total of $150,000.

Montague further stated that it was imperative that this year's Salute be properly maintained, also the responsibilities of Will Rogers Hospital are mounting day by day.

AWARDS SATURDAY TO HECHT AND BORGNI"E

Harold Hecht, president of Hecht-Lancaster, will arrive in New York today to accept the award of New York Film Critics naming H-L's "Marty" as the best motion picture of 1955.

The presentation ceremonies will be held at Sardi's on Saturday night, when Hecht and exhibitor chairman, also will be honored as the best actor of the year for his performance in the film's title role.

Borgnine will receive his award from a distinguished guest present of the Film Critics, earlier in the evening on the NBC-TV Perry Como show.

JAPANESE ROYALTY TO SEE THE "CONQUEROR"

The prince of Japan, Mikatsumata, younger brother of the Emperor, and his princess Rini will be among the royal patrons of the Tokyo premiere of Howard Hughes' "The Conqueror" on Jan. 29 at the Takarazuka Theatre, it was announced yesterday.

The Conqueror, of which the prince and princess are principal supporters, will benefit from the sale of tickets to the debut, which is being sponsored by Japan's newspaper, "Mainichi Shimbun." The Takarazuka Theatre is to be ex-G's as the Ernie Pyle Theatre.

MOTION PICTURE DAILY Thursday, January 15, 1956

CANADIAN SHIPMENTS DROP

A decline of Canadian film shipments to foreign markets is reported by the Canadian government which disclosed that $2,980,000 worth films were exported in the first months of 1955 in contrast to $3,570,000 shipped in the 1954 corresponding period. However, the report stated that shipments showed an upward trend in recent months, rising to $2,535,000 in October as against $1,711,000 in September.

SYMPHONY IN THEATRE

The John Hamrick circuit's phœnix Theatre in Seattle will be the Seattle flagship for the season. Due to popularity of the arts the organization has outgrown the 1,670-seat Moore Theatre and will switch to the 2,600-seat premiere even though film bookings may be disrupted.

FILMACK 'EXTRA'

The February issue of Filmack Co.'s publication "Inspiration" will include an "extra," a series of suplementary ideas printed to design pull through use out of the January-February slumber.

NEW DRIVE-INs IN N. E.

New drive-ins are slated Georgetown, Mass., and Mill N. H. The former, an 800-car park will be built by A. C. Rezzo of South Boston. The latter 500-car open-air theatre, will be by Sidney Goodridge.

MANAGER AT LIBERTY

Campistent—Experienced—in all typ of exhibition—A record in Movie House—Driv-in—Neighborhood Operation—Will go anywhere in U.S.A.—Permanent Location—Varied Your Best Offer, Box 477 M. P. DAILY, 1270 Sixth Avenue, New York 21, N. Y.
Expect It to Be Eliminated
House-Senate Unit to Collected Proposed
Ticket Tax for District of Columbia

WASHINGTON, Jan. 18. — Key members of a House-Senate District sub-committee considering new taxes for the District of Columbia have indicated they don’t think too much of the proposed admission tax.

A 2 per cent District admissions tax, to bring in an estimated $500,000 annually, was included in the Administration’s tax package. It was opposed by film industry officials.

Subcommittee members, it was learned, have asked District officials to report to the committee on some additional ways to raise revenue, with an eye to substituting some of these other ways for items in the original package. One of the original proposals that would probably be deleted in such a case, it was indicated, is the admission levy.

Mexico Union Threat
Despite Signed Pacts

MEXICO CITY, Jan. 18.—Labor trouble has broken out again in the film industry, which had expected that the peace pacts made and pay raises granted last summer had settled conflicts with the National Cinematographic Industry Workers Union (STIC), at least until the summer of 1956.

The target of STIC this time is the important “Cadena de Oro” (Golden Chain) circuit here and in the provinces. Gabriel Alarcon is president.

Last month, the circuit recently contracted to play Mexican pictures exclusively for 20 weeks to three years.

Felipe Bayon, STIC’s secretary general, in behalf of theatre attaches, told Alarcon that unless by Jan. 27 he has granted the Union’s demand for “a wage increase that is just and to which our members are entitled,” a strike will be called against 57 of his theatres.

Bayon declines to reveal just how much of a pay hike STIC wants.

Multiple Topics on
IRE Meeting Agenda

Color television, audio, magnetic sound and tape recording for TV are the topics that highlight the 53rd technical symposium which will be held at the Institute of Radio Engineers convention which will be held at the Kingfisher Armony and the Hotel Wadkro Astoria here on March 19-22.

Sessions devoted exclusively to magnetic sound for motion pictures and television and recording of color television will be conducted by experts from Radio Corp. of America, General Electric and Sylvania, to name a few of the concerns which are participating in the IRE show.

The IRE convention will also feature some 750 technical trade exhibitors which will be set up at the Kingfisher Armony.

Part-Time Employes
Rule Asked in Wis.

MILWAUKEE, Jan. 18. — At a meeting of the state industrial commission at Park Falls, Wis., the Allied Independent Theatre Owners Association asked the commission to establish a separate classification for part time employes under 19 years of age working in theatres and businesses with the same problem.

Harold P. Pearson, Milwaukee, executive secretary of Wisconsin Allied, made the request here, at the second of five such meetings held by the commission throughout the state. The commission has tentative orders boosting state minimum wage standards for minors and women not covered by the federal minimum wage law.

Some Still in Selma

Pearson said he could understand the need for increased minimum standards applying to minors who have quit full time school and were working for a living. However, the theatre employes minors who work after school full time, which gives the boys and girls a chance to make a little spending money.

The recommended boosts in present state minimum wage standards are in cities of 3,500 or more, 70 cents an hour, an increase of 25 cents; in cities of 1,000 to 3,500, 60 cents an hour, and elsewhere 50 cents an hour.

Report France, Soviet
Film Exchange Talks

PARIS, Jan. 18. — Behind-the-scenes talks reportedly designed to pave the way for an increased exchange of films between France and Russia were said to have been held during the recent Russian film week in France.

Beginning this year, it is reported, the two countries will endeavor to build up a market for each other’s films at home with the aim of showing more French films in Russia and more Soviet films in France.

Princess Margaret at
‘Jester’ Premiere

LONDON, Jan. 18. — The London premiere on Feb. 9 of dauney Kaye’s “The Court Jester” will be held in the presence of Her Royal Highness Princess Margaret and in aid of the West Indies Hurricane Relief Fund, official sources revealed today.

Kaye himself will be on hand for the opening. The premiere will be held at the Plaza Theatre.

“Holds Promise”
See AB-PT’s Release Plan
As ‘Platform’

American Broadcasting-Paramount Theatres’ push for an “orderly release” schedule may be a “platform” on the objectives of both Theatre Owners of America and Allied States Association, it was indicated here yesterday by representatives of both organizations. Favorable reaction to the elimination of the “feast or famine” periods was expressed. Official endorsements may be forthcoming at executive sessions of the two organizations scheduled for next month, it was said.

Welcome Pledges

One theatre executive said that the pledges of cooperation received by AB-PT from production-distribution companies “holds the promise of being a good thing for all exhibition.” However, he added, “we cannot live on promises.”

It was indicated that the associations may implement the AB-PT recommendations with suggestions of their own when the boards of TOA and Allied convene in February, the former in Washington and the latter in Cleveland.

Omaha Drops ‘Doll’ Prices in 4th Week

OMAHA, Jan. 18. — Prices for “Guys and Dolls” were lowered at the State Theatre here as the musical goes into its fourth week. The Goldwyn picture opened at a $1.25-$1.50 scale and neared a house record at Ralph Goldberg’s 860-seat in first two weeks.

However, business dipped the third session and “post-holiday” prices of $0.65-$0.75 were added. At current rate of business, it looks like it will probably go five weeks.

Goldberg billed his latest prices as “lowest in the nation for this attraction.”

Sub-titled ‘Conqueror’
To Mexico in 3 Days

What appears to be a new record for the sub-titling of a feature-length film was established by RKO Radio this week with the arrival by special plane in Mexico City of a completed Spanish-language print of Howard Hughes’ “The Conqueror.” Harry Ehrelich, RKO foreign service manager, and his staff worked around the clock for three days to fill the holes left in the film from South of the border.

Last month the same group, in response to a similar demand from Sweden, flew a Disney short over the North Pole to Stockholm.
<table>
<thead>
<tr>
<th>City</th>
<th>Screening Room</th>
<th>Address</th>
<th>Time</th>
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<tbody>
<tr>
<td>ALBANY</td>
<td>20th Century-Fox Screening Room</td>
<td>101 State St.</td>
<td>8:00 P.M.</td>
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<tr>
<td>ATLANTA</td>
<td>20th Century-Fox Screening Room</td>
<td>1819 Church St.</td>
<td>2:00 P.M.</td>
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<td>115 Boy St.</td>
<td>7:00 P.M.</td>
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<td>BUFFALO</td>
<td>RKO Theatre</td>
<td>419 Pearl St.</td>
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<tr>
<td>CINCINNATI</td>
<td>20th Century-Fox Screening Room</td>
<td>3212 E. 4th St.</td>
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<tr>
<td>CLEVELAND</td>
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<td>3219 Payne Ave.</td>
<td>2:00 P.M.</td>
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<td>1307 S. Washington Ave.</td>
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<td>20th Century-Fox Screening Room</td>
<td>1720 S. Michigan Ave.</td>
<td>2:00 P.M.</td>
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<td>DENVER</td>
<td>Paramount Screening Room</td>
<td>2100 Stout St.</td>
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<td>DES MOINES</td>
<td>20th Century-Fox Screening Room</td>
<td>1300 N. High St.</td>
<td>12:45 P.M.</td>
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<tr>
<td>DALLAS</td>
<td>20th Century-Fox Screening Room</td>
<td>7711 Guadalupe St.</td>
<td>3:00 P.M.</td>
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<td>DALLAS</td>
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<td>1720 Wabash Ave.</td>
<td>2:00 P.M.</td>
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<td>DALLAS</td>
<td>20th Century-Fox Screening Room</td>
<td>2000 Liberty Ave.</td>
<td>2:00 P.M.</td>
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<td>INDIANAPOLIS</td>
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<td>2017 N. Illinois St.</td>
<td>2:00 P.M.</td>
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<td>20th Century-Fox Screening Room</td>
<td>200 N. Main St.</td>
<td>2:00 P.M.</td>
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<td>KANSAS CITY</td>
<td>20th Century-Fox Screening Room</td>
<td>200 W. 8th St.</td>
<td>2:00 P.M.</td>
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<td>KANSAS CITY</td>
<td>20th Century-Fox Screening Room</td>
<td>1720 Wabash Ave.</td>
<td>2:00 P.M.</td>
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<td>2017 N. Vermont Ave.</td>
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<td>10:30 A.M.</td>
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<td>12:45 P.M.</td>
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<td>1720 Wabash Ave.</td>
<td>10:30 A.M.</td>
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<td>12:45 P.M.</td>
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<td>NEW HAVEN</td>
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<td>20th Century-Fox Screening Room</td>
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<td>Warner Theatre Screening Room</td>
<td>1720 Wabash Ave.</td>
<td>10:30 A.M.</td>
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A LONELY GIRL, A SOLDIER AND THEIR STREET-CORNER PICK-UP DATE! — THIS IS THE WAY IT BEGINS — TO CHANGE A GIRL'S LIFE — AND BRING TO THE SCREEN A NEW EXCITEMENT, A VERY RARE GLOW!

SHOWS FEB. 1ST.

“MIRACLE IN THE RAIN”
Awards

(Continued from page 1)
Investing Co. and president of the New York Board of Trade; O'Neil is president of General Teleradio, Inc., and Rinzler is president of the Randforce Amusement Corp.

The 1956 Brotherhood drive of the NCCJ is being supported by the exhibition, production, and distribution branches of the motion picture industry, as well as television, radio and other segments of the entertainment world.

An inter-faith effort will be chaired by the nation-wide observance of Brotherhood Week from Feb. 19 through Feb. 26. During that period, the objectives of the Brotherhood movement will be publicized and funds will be solicited to carry on the campaign throughout the year.

This year's drive marks the 10th anniversary of the amusement industry's participation in the Brotherhood effort.

Philadelphia Industry Plans
Brotherhood Week Drive

PHILADELPHIA, Jan. 18.—A comprehensive Brotherhood Week campaign was launched today at the first meeting of the amusement division for Brotherhood Week in Philadelphia territory called by co-chairmen Ted Schlanger, representing the theatres, and Charles Zagnans, representing the distributors. The meeting was held in the Stanley Warner projection room.

Committees to cover the entire industry were set up and plans were made for full scale newspaper, radio and television coverage and theatre participation. The co-chairmen had the assistance of Andrew Gottschall, local representative of the National Conference of Christians and Jews.

An announcement was sent out for the first distributors meeting, to be held Friday, at 11 A.M. in the RKO projection room, District and branch managers will be posted on how to alert their entire exchange personnel for their part in this campaign.

Honored by NCCJ for Brotherhood

Thomas F. O'Neil
Samuel Rinzler
Robert Dowling

Hub Showmen Back
Exploitation Duo

BOSTON, Jan. 18.—James Nicholson, executive of Affiliated Exhibitors Corp., who produced the combination package deal of “The Day the World Ended” and “Phantom from 10,000 Leagues,” met a group of exhibitors here at a luncheon at the Boston Club hosted by the New England franchise holder, Joseph E. Levine of Embassy Pictures Corp. The package has been booked into 250 theatres in the area, starting January 19 at the Paramount and Fenway theatres, Boston.

Brief addresses telling of the great need for pictures of this kind were made by Martin Mullin, president, New England Theatres, Inc.; Edward S. Cantor, of ATO, who spoke in the absence of Samuel Pinanski, president; Arthur Howard, president of Affiliated Theatres Corp.; Al Dayt, president of Dayt theatre enterprises, and Samuel Arkoof, vice-president and general counsel of ACR.

Nicholson, a former exhibitor from the West Coast, said: “I am in a position to know that pictures made for the audience of 12 years up to 25 are surefire boxoffice and there are not enough of these films. We are making pictures for the teenagers and young adults, as we realize that they make up 70 per cent of the audiences today.”

Additional Stories

For WB’s TV Series

HOLLYWOOD, Jan. 18.—Warner Bros. Presents, television program comprising a trilogy of dramas based on well known Warner Brothers films, namely, “Cheyenne,” “King’s Row” and “Casablanca,” will be augmented by a selected group of top-flight stories, beginning in February. It has been disclosed by Jack L. Warner, under whose personal supervision the series is being produced. The program is heard each Tuesday night over the television network of the American Broadcasting Co.

The added stories will include several dramas based on “King’s Row” and other episodes from “Casablanca,” beginning in February. “Cheyenne” already is started on an alternate week schedule.

N. J. Allied Seeks
a public announcement concerning them they might be made.

Stern said that the survey was launched for the purposes of acquiring information concerning the type, operation, construction, etc., of each theatre member and to learn of the problems confronting the independent theatre operators and owners throughout New Jersey. He said that some of the questions in the questionnaire concern fuel consumption, width and breadth of the marquee and the age of the house.

Data to Be Given Allied

It was indicated by the ATONJ president that the compilation of the survey’s answers, especially the ones regarding the problems confronting theatres, would be sent to Allied States Association for possible introduction into the testimony which national Allied would render when the national exhibition group’s representatives appear before the Senate Small Business Sub-committee hearings.

Stern, in discussing the ATONJ questionnaire, said that one of his theatre managers had notified him that the questionnaire “took him a half hour to wade through.”

Called ‘Special Meeting”

Commenting on the ATONJ membership meeting which was held here on Tuesday at the unit’s headquarters, Stern said that “it was a special meeting” at which time a number of things were discussed. He indicated that the ATONJ membership discussed the SSBC hearings which were launched by Allied States to investigate trade practices in the motion picture industry.

Hartford ‘Times’ Ups
Advertising Rates

HARTFORD, Jan. 18.—Theater advertising rates are going up at the Hartford “Times.” New scale will be in effect on Feb. 1.

The afternoon daily, which boasts the largest daily circulation (nearly 120,000) in Connecticut, will charge 20 cents per line, or $3.64 per column inch, as compared to the previous 25 cents per line, or $3.30 per column inch. The paper attributes the hike to increase in operating costs.

‘Scope 55

(Continued from page 1)

tion of CinemaScope 29 months and the current launching of Glen/'Scope 55 and “Carousel” in 55 printed-down form to enable the use of every type and size to show outstanding attraction.

W. G. Gehring, executive assign general sales manager, represet director of distribution Al Lichty also will speak at the demonstration. He will describe to exhibitors the company’s public service to exhibitors as well as a up of top-budgeted attractions for release in the coming months, concluding “The Man in The Flannel Suit,” “The Bottom of Bottle,” “The Man Who Never Woke The Threshold of Space” “The Revolt of Mannie Stover.”

Special Kits to Press

Press representatives will receive special kits containing an analysis of background material on CinemaScope 55, including diagrams and technical description; highlights of the history of CinemaScope, as well as a number of attractive kits on “Carousel” and “King I.”

Today’s demonstration marks series of CInemaScope 55 press in capital and principal cities of world. “Carousel,” the first Cinemascope production, will be role in versions reduced to 35 mm., and on Feb. 16 this picture will be released world-wide at New York Roxy Theatre for the New York Academy. Rodger’s & Ham is’s “The King and I” will be veiled later this year.

Show Slated for Stockholder

The new process will be shown stockholders of 20th Century-Fox representatives of the financial w, in New York on Jan. 23, to the jined in 35 other key cities that date. More than 300,000 per will attend these demonstrations, a global impact for both CinemaScope 55, “Carousel” and “The Robe.”

Four Promotions

(Continued from page 1)

ice, will serve as assistant to the son. Max Michelson, formerly of the checking department, has been promoted to assistant bus, manager of the advertising department.

Two members of the staff of the print department, Edward Hund and Frank Schoedel, have been named manager assistant to the manager of the domestic print department respectively.

U-1 Names 2 Produce

HOLLYWOOD, Jan. 18.—Uni- international today announced that Jack Arnold will direct, and Edmund Chevrie, assistant to Aaron Rosenberg, have been elevated to producer status, bringing the studio’s producer roster to 19.

'Fly B.O.A.C.'

The Monarch
ARISTOCRAT OF THE AIR

Direct
New York • London

BRITISH OVERSEAS AIRWAYS CORPORATION

Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 37, N.Y., tel. MU 7-9800

MOTION PICTURE DAILY

Thursday, January 19, 1956
**Columbia TV**

(Continued from page 1) under a flexible policy, which includes "custom tailoring" for individual station programming requirements and syndication, the Screen Gems official said. "It can be expected that the films will be broken down into packages, such as comedies, mysteries, or a variety of all types," he said.

It was pointed out at a recent Screen Gems press conference, by vice-presidents Ralph Cohn and John Mitchell, that once these Columbia features are put into TV distribution, they may be played on television in competition to a current Columbia film attraction at a neighborhood theatre. Cohn, at that time, admitted the competition factor, declaring that "sure, they will be in competition just as the current TV fare is competing for the entertainment attention of the public."

**Name Mindlin**

(Continued from page 1) Paris where he was the production publicity director of Heddler-Lancaster's "Trapeze." Prior to that he was the advertising and publicity director of Loew Film.

Figaro, producers of "The Barefoot Contessa," has announced the financing of Graham Greene's "The Quiet American," as the next production on its schedule.

---

**Wins Right to Build**

**Cincinnati Drive-in**

CINCINNATI, Jan. 18.—Backers of a proposed drive-in theatre opposite a children's home here have received a go-ahead signal.

Judge Carson Hoy in Hamilton County Common Pleas Court refused to grant an injunction to the home and the residents in the area enjoining the Oakley Drive-in Theatre, Inc., from constructing a theatre.

Opponents of the proposed project complained that it was unlawful under the city's zoning ordinances and would constitute a nuisance. Judge Hoy held that a drive-in theatre is not a nuisance in itself.

**Detroit UA Theatre Prepares for 'Okla.'**

DETROIT, Jan. 18.—The United Artists Theatre, according to managing director Dillon Krepps, will reopen as soon as Feb. 15 as the completion of alterations permits.

The mezzanine already has been altered with a new concrete floor on which will rest the new Todd-AO equipment which will project from a one-degree angle. Seats have been removed from the sides from the first six rows to permit the framing curtain for the new screen to be hung.

"Oklahomais", the first attraction, will open with Holdredge and Fair, aided by cooperation with virtually the entire motor industry. Tickets will be sold six weeks in advance.

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**The Sixth Annual Communion Breakfast**

for Catholic people of the motion picture industry in the New York area will be held Sunday, January 29. 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 Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRYant 9-8700.

(Tickets $3.75 each)
THE NEW RKO IS MAKING NEWS

RKO is out in the field pre-selling its fine pictures with an advanced-type of advertising...campaigns that use network and independent TV and radio in the modern way...campaigns that make better use of magazines, newspapers and exploitation.

More than 150 theatres in the Cincinnati, Indianapolis and Cleveland areas are feeling the impact of this new pre-selling format during our Bluegrass Premiere of GLORY...and boxoffice reports from these dates are truly gratifying.

DAVID BUTLER PRODUCTIONS, INC. presents

GLORY

starring
MARGARET O'BRIEN
WALTER BRENNAN • CHARLOTTE GREENWOOD
with
JOHN LUPTON • BYRON PALMER • LISA DAVIS

Produced and Directed by DAVID BUTLER • Screenplay by PETER MILNE
From a story by GENE MARKEY

SUPERSCOPE
Printed by TECHNICOLOR
I TOA Sending 7 to Hearings of SSBC
In D.C. on Feb. 2

A group of seven members of the Independent Theatre Owners Association, representing all sections and types of operation in the New York exchange area, will constitute the ITOA contingent which will attend the Washington hearings on Feb. 2, scheduled by the Senate's Small Business Committee before its subcommittee on retailing, distribution and fair trade practices.

Members of the committee will include Harry Brandt, president of the ITOA; Max A. Cohen, first vice-president and board chairman, and board members Julius Sanders, William Namenson, Edith Marshall, Sam Einhorn and Roy Ronen.

The ITOA, at a meeting held last (Continued on page 5)

Start Para. Talks on '10 Commandments'

A series of special conferences among top-level home office and studio executives will be held on Paramount Pictures on plans for Cecil B. DeMille's production of "The Ten Commandments" that will get under way this week in Hollywood and continue for several days.

Participants in the conferences, which will take place at the Paramount studio, will include Barney Balaban, president of Paramount; Y. (Continued on page 5)

Viewers Unanimous in Their Praise

'Raves' Greet Demonstrations Here of 20th-Fox's 'Scope 55 Development

By LESTER DINOFF

The first of a world-wide demonstration of 20th Century-Fox's new Cinema-Scope 55 process, which featured excerpts from the Rodgers and Hammerstein productions of "Carousel" and "The King and I," was warmly received by some 5,000 executives and exhibitors who witnessed the showing yesterday morning at the Roxy Theatre here.

Revealing the latest technical progress in wide-screen photography and CinemaScope, utilizing Bausch & Lomb anamorphic lenses, the demonstration film, narrated by 20th-Fox production chief Darryl F. Zanuck, evoked such comments as: "tremendous and highly impressive. A vast improvement on what has been seen before."

Comments from both exhibitors and film company executives were uniformly enthusiastic. Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, one of the many theatre owners in attendance, declared that "the demonstration of CinemaScope 55 was very (Continued on page 4)
In Editor & Publisher Ad

**COMPO Calls Attention to 39-Year-Old Admission Tax**

The 59th of the series of COMPO ads in Editor & Publisher, which will appear tomorrow, applauds the action of the National Retail Dry Goods Association in passing a resolution for the removal of "all excise taxes which were picture industry accepted it without a murmur as a patriotic necessity. That the war was over, the Congress merely whistled it down somewhat and kept it on the books. Even through the depression, the 'wartime' tax levy. When we entered World War II the tax was jacked up to 20 per cent. Again the picture business uttered no protest, for this time the Congress made it plain that the tax would be removed as soon as the war was over.

Paid $700,000,000 Last Year

"Well, that second war has been over 11 years, but the admission tax still burdens the movie industry. Last year, for example, 10,200 movie theaters that are still operating paid a total of $700,000,000 into the U.S. Treasury.

"Yes, we understand only too well how the dry goods people felt about 'wartime' excise taxes. That is why our industry is trying once more to get rid of the dandy of them all, the Federal admission tax."

**Final 3 Named for Achievement Awards**

The final three recipients of the 1956 "Award of Achievement" awards of the Federation of Jewish Philanthropists—writer Faddy Chaleff, actor Paul Muni and comedian Phil Silvers, were announced yesterday by Oscar Hammerstein II, awards chairman, and Harry Brandt, luncheon chairman of the Mark of Achievements luncheon of the convention in the 1955-56 Federation campaign to be held at the Hotel Sheraton-Astor on Jan. 31. Already announced as recipients are director Elia Kazan, actress Kim Novak, and television producer Louis G. Cowan. The luncheon will climax the amusement industry's participation in Federation's 1955-56 campaign to raise $18,100,000 or $2,600,000 more than last year.

**Buys TV Play**

P-T-S Productions, headed by Howard Pine, William Thomas and Maxwell Shane, has acquired the screen rights to the television play "Ball Out at 43,000" for United Artists release, written for the Climax television show by Paul Monash.

**N. H. Exhibitors Call Political Meeting**

Special to THE DAILY

BOSTON, Jan. 19.—Carl Goldman, executive secretary of Independent Exhibitors of New England, and Frank Lydon, executive secretary of Allied Theatres of New England, yesterday called a meeting of 30 circuit heads, exhibitors and managers from New Hampshire at the Hotel Eagle, Concord, to urge them to try to have industry representation at the state constitutional convention to be held in March. On March 13, the voters will elect delegates to the convention, one from each town, and the heads of the two Boston exhibitor groups pointed out the urgency of having persons friendly to the industry run as delegates and to be on the alert for any adverse legislation that might be proposed.

Delegates are empowered to recommend changes in the existing laws of the constitution which at present bar the levy of excise taxes.

"Detroit to Palace" 30th Anniversary Edition

Columbia's "Inside Detroit," will open at the Palace Theatre, here on Jan. 27.

**Sees Law Needed**

Limiting of TV Commercials Urged in House

By J. A. OTTEN

Television WASHINGTON, Jan. 19.—Rep. John Hefelson (R., Mass.) today said the television industry self-regulation code has not solved the problem of excessive advertising on TV programs.

He said that this made all more necessary passage of his bill requiring the Federal Communications Commission to limit the amount of advertising that can be used on the program.

Excessive advertising, Hefelson has said, "is increased to the point where it is driving a price on television that is reducing the quality of the service being given and is tending to kill the industry right now."

Cites "Countless Examples"

"ABC is not the sole offender," he contended. "Anyone who sees or listens to radio and television programs can give countless examples of incessant and monotonous abuse of the airwaves by sponsors and viewers at the same time."

This problem, for this reason complex, he said, "is a problem that needs to be solved."

Lou Miller Resigns From RKO Radio

Lou Miller, western sales manager for RKO San Francisco, has resigned after 30 years of service. He was head of the company's western offices, which he had been since 1921.

Miller now will go into the Navy. His last stop will be to Thomas H. J. then P.D.C., Pathe and RKO Miller was in the Navy in World War I. He will take a short vacation in Florida and then return to New York to announce his plans.
Of the most significant events in motion picture history occurred at New York's Roxy Theatre yesterday morning (19) when 20th Century-Fox unveiled its revolutionary, new CinemaScope 55 before an audience composed of film trade and metropolitan press representatives, heads of circuits, independent theatre operators, film distributors, other press and industry leaders and stars of picture. Guests viewed scenes from the first two CinemaScope 55 productions, Rodgers & Hammerstein's "Carousel" and "The King and I," and were addressed from the stage by company president Spyros P. Skouras and W. C. Giring, executive assistant general sales manager, and by production head Darryl F. Zanuck in the reel producing the enhanced entertainment medium.

Pictured at the right just prior to the start of the performance are, left to right: Spyros P. Skouras, president of 20th Century-Fox; Jack L. Warner, vice-president and executive producer, Warner Brothers; 20th Century-Fox executives W. C. Gehring, executive assistant general sales manager; Al Lichtman, director of distribution; and Charles Einfeld, president.

The distinguished composer Richard Rodgers and Shirley Jones, star of the Rodgers & Hammerstein classic "Carousel."

Lovable Jinx Falkenburg McCrary and Spyros P. Skouras.

Attending the demonstration were, left to right: Jack Cohn, executive vice-president, Columbia Pictures; Al Lichtman, 20th Century-Fox director of distribution; and Billy Brandt, Brandt Theatres executive.

Present at the CinemaScope 55 showing, left to right: Martin Moskowitz, Atlantic division sales manager, 20th Century-Fox; Eugene Picker, vice-president, Loew's Inc.; Arthur Silverstone, assistant general sales manager, 20th Century-Fox; Abe Dickstein, N. Y. branch manager, 20th Century-Fox; and exhibitor leader Wilbur Snauer.

(Advt.)
Fox in Demonstration of CinemaScope 55

Skouras Talk
Stresses Faith
In the Future

(Continued from page 1)

with a brief talk directed to the exhibitors in the audience at the demonstration.

First Shown in Chicago

The 55mm. CinemaScope development, reeks of which were first shown in Chicago, utilizing the same excerpts from "Carousel," was enthusiastically appraised by Motion Picture Daily in November. The clips of "The King and I," used for the first time in yesterday's show, deserve as high a commendation, in this reporter's opinion. Yesterday's audience at a number of times during the show broke out in spontaneous applause.

Skouras, in his opening remarks, contended that the motion picture industry, because of the "unfair competition of free home television, has not enjoyed its full share of the peak prosperity in many years. He went on to express his firm belief, however, that the motion picture industry can prosper like the 35mm. film industry, if it makes pictures the audiences like, if "we keep on making advances like other industries."

"We know that exciting new technical developments," Skouras continued, "plus important screen subjects, will have superiority over any other medium, when we offer the kind of entertainment you can't see elsewhere. That kind of entertainment will surpass the unequal competition," he declared, adding his conviction that it should be the industry's intention, as it is Fox, to maintain the motion picture as the 'superior form of entertainment.'

Recalls Previous Unveiling

Skouras reminded the showmen that it was only two-and-a-half years ago that they attended a similar demonstration in the same theatre, referring to the unveiling of CinemaScope, the 35mm. filmed version. Today he went on, there are more than 30,000 theatres circling the globe equipped for CinemaScope, a tribute to the medium's worldwide acceptance, an acknowledgment that CinemaScope has virtually become the medium of exhibition throughout the globe.

Skouras spoke of the $70,000,000 which 20th-Fox will invest in productions in 1956, citing the figure as negative costs, which will reach $100,000,000 with the addition of distribution and advertising costs. He said that "we are going to release this year at least 24 of the 54 CinemaScope productions scheduled for shooting, because we know the public is demanding them and the exhibitors need them."

Sees 'Continuing Prosperity'

"This unparalleled investment and our introduction of CinemaScope 55 is an expression of our faith in the continuing prosperity of the American economy and the motion picture industry," he added.

Addressing himself to the exhibitors in the audience, Gehring announced that priority in the releasing of "Carousel" will go to theatres equipped for stereophonic sound. The Rodgers and Hammerstein musical, he went on, will be put in release around Washington's Birthday. He urged exhibitors to equip for magnetic sound, contending that with the new sound reproduction, allowing the use of one track magnetic sound with present optical sound equipment, the cost is nominal. He put the cost of the reproducers at $950 or less per pair, including necessary installation charges.

Urges Full Equipment

As of Jan. 14, there were 16,449 theatres in the U. S. and Canada equipped to show CinemaScope pictures, but of these only 3,646 are equipped to show it with full stereophonic sound. Gehring noted. He added there are 12,800 equipped only with optical one-track sound, a condition which he deplored, contending that it results in a 10 per cent reduction in the width of the picture.

Gehring, following the demonstration, was asked whether those theatres buying the new reproducer will share in the releasing priority for "Carousel" allotted to those theatres equipped for full stereophonic sound. He replied in the affirmative, explaining that the magnetic print can be utilized for those equipped with the new reproducers.

Promises 2 Films a Month

The 20th-Fox sales executive also announced that the 24 pictures set for release in 1956, produced at the company's own studio, will be at the rate of two a month. In addition, he said, 20th-Fox will release a number of pictures made by other producers, bringing the total to over 30.

Meanwhile, Charles Einfeld, vice-president in charge of advertising, publicity and exploitation, detailed the over-all promotional campaign for "Carousel," the first to be filmed in the 55mm. process and reduced for 35mm. exhibition. The campaign will be the biggest since "The Rebe" and is budgeted at more than $1,200,000, he stated. With holdover week advertising, it could hit $2,000,000. Einfeld added.

Aims at Billion Impressions

The saturation effect of the drive is targeted to achieve a record one billion audience impressions from combined use of magazines, newspapers, television and radio, billboards, etc.

Representatives of the press at yesterday's demonstrations were handed a brightly colored portfolio on entering the theatre, detailing the new advances made in the CinemaScope medium, telling about the "Carousel" production and its talent, outlining the history of the medium as well as other press material. The portfolio was prepared under the direction of Einfeld.

New Medium
Pleases 2,000 Guests at Roxy

(Continued from page 1)

line. The excerpts from "Carousel" and "The King and I" were enjoyed, and "The King and I" look like it will be one of the great hits of this year, possibly of all time."

Frisch Enthusiastic

EMANUEL FRISCH, executive president of Randolf Amusement Co., and president of the Metropolitan Motion Picture Theaters Association, states: "They offer improvements in photography, the sharpness of focus at depth, will find a ready appeal from all exhibitors, who have already shown that I have taken advantage of all technical improvements.

SAMuel RINZLER, president of Randolf circuit, who overheard Frisch's comments, declared, "I see a lot of the motion."

WILLIAM J. HEINEMAN, vice-president of United Artists: "The pictures are magnificent. The numbers exhibited were outstanding as were the color, depth of focus and cleanliness of the fringe areas. CinemaScope 55 has a vast improvement on what we've had so far."

S. S. SKOURAS, president of Skouras Theatres: "Great. This much better than regular 35mm CinemaScope. I don't know how they describe it."

Crystal Clear to Schwartz

Fred Schwartz, president of the H. Schwartz Corp. of America: "It's wonderful, crystal clear."

NEIL DEFIRN, industry executive: "I enjoyed CinemaScope 55 very much."

MATTHew POLAN, RKO Theatres: "Excellent."

PhIL REISSMAN, industry executive: "It thinks very terrific."

EDWARD FABIAN, RKO Theatres: "I liked the demonstration very much."

WILBUR SNAPPY, independent cult operator in New Jersey: "It very fine improvements and cleanliness of the territory."

SOL A. SCHWARTZ, RKO Theatres: "I was so enthused when I saw the first demonstration that I have seen it again, it is even more wonderful. "The King and I" defies description."

Tops Anything," Says Sears

GRADWELL SEARS, formerly industry executive: "For color, sound, entertainment values, this tops anything I've seen in my experience."

MAX FelDMAN, Astor Theatres: "A remarkable advancement in the world of entertainment."

MORTON PICKEN, vice-president of Loew's Theatres: "Excellent photography is as sharp as it can be."

JACK COHN, executive vice-president.
raise for '55' (Continued from page 4) of Columbia Pictures: "Very wonderful, sensational."


Jack Warner, vice-president of other Brothers: "Great! Wonderful!"

Henry W. Cowie, special counsel of Council of Motion Picture Organizations: "Greatest! I've ever... not only the process, but the pictures give indications of being next year!"

Mulvey Sees Stride Forward" says A. Mulvey, president of Goldwyn Productions: "I had advance reports that the new process was good; seeing this demonstration, I hesitate to say that it is a great forward for the motion picture industry."

Aldous Kingsburg, Magna Acre executive: "This is the most fascinating thing I have ever seen on the motion picture screen."

Three More Units (Continued from page 1) In addition to the Southern California Theatre Owners Association, the COMPO was named its COMPO representative. Robert J. Hansell of Dallas was reappointed representative of Variety Clubs International.

7. L. S. Harris, president of the Missouri Association, informed the COMPO he would serve until his successor is appointed at the annual convention to be held March 6-7. L. S. Harris, president of the Northern California Theatre Association, also said he would serve until his successor is appointed at the annual meeting on Jan. 28.

Art Para. Talks (Continued from page 1)

Jack Freeman, vice-president in charge of the studio; DeMille; Don Blythe, in charge of production; Joe Weltner, worldwide sales; Jerry Pickman, vice-president in charge of advertising publicity exploitation, and Charles Beasberg, vice-president for "The Ten Commandments." The Ten Commandments" is being released at the studio's laban left New York yesterday. Hollywood. The other New York engagements will follow today and tomorrow.

IOA Sending (Continued from page 1)

8. passed a unanimous resolution to appear at the forthcoming meetings and oppose all efforts at government regulation of the film industry. The association has also gone on record in support of intra-industry arbitration and has approved the draft prepared by the joint exhibitor-distributor committee.

Campaign Contest For Col.'s 'Wonders' A nationwide exhibitor sponsorship contest for its CinemaScope Technicolor featurette "Wonders of Manhattan" was announced yesterday by Columbia Pictures. Based on the advertising-publicity-exploitation campaigns accorded the two-reel subject, the contest will run until Oct. 15. Two winners will be selected, one from each side of the Mississippi River.

The grand prize for the two winners will be all-expense-paid trips for the winners and one guest apiece to New York.

The judges will be A. Montague, general sales manager; Ruben Jacober, assistant general sales manager; Maurice Grad, short subject sales manager, and Robert Ryan, executive director of the New York Convention and Visitors Bureau.

Full details and rules of the contest will be available in the special press book and from the Columbia exploitation department in New York.

17 Field Men Going Out for 'Goodman' Universal-International is assembling one of the biggest field exploitation forces in its history to cover the world premiere and the Lincoln's Birthday key city dates on "The Benny Goodman Story." It was announced by Charles Stone, Eastern advertising and publicity department manager. Seventeen field representatives have been assigned, with additional assignments being made daily.

"The Benny Goodman Story" will have its world premiere at the Chicago Theatre in Chicago on Feb. 2, launching more than 75 dates for the Lincoln's Birthday holidays.

Elect Ronald Reagan President of MPIC Hollywood, Jan. 19.—Ronald Reagan was elected to the presidency of the Motion Picture Industry Council at a meeting held here last night. Marvin Faris was elected secretary, while Cy Baer was reelected treasurer. George Flaherty, chairman of the AFL Film Council, was nominated for the vice-presidency, with election to follow at the next meeting.

MPIC members voted unanimously to continue holding the Film Creators Roundtable Forum.

Kramer to Spain Producer-director Stanley Kramer is on his way to Madrid to complete preparations for his first multi-million dollar motion picture spectacle, "The Pride and the Passion." The Vista-Vision Technicolor film, scheduled to be photographed on location in 32 sites throughout Spain, will star Cary Grant, Frank Sinatra, and Italian beauty Sophia Loren. Upon completion, the film will be released by United Artists.

what a picture! Columbia Pictures presents WILLIAM HOLDEN in PICNIC with KIM NOVAK Betty Field • Susan Strasberg • Cliff Robertson and co-starring ROSALIND RUSSELL as Rosemary CinemaScope Technicolor

what pre-selling! SEVENTEEN MAGAZINE—entertainment handbook for the most movie-going girls in the world (America's 8,000,000 young women under twenty) and their showsharing companions—names PICNIC Seventeen's February Picture of the Month! what profits! —for exhibitors from coast to coast—with this truly tremendous tie-in!
NYC Council Defers Action

(Continued from page 1)

the controversy over toll-TV, asked those in attendance for a show of hands signifying approval and disapproval of a public hearing. Everyone except Landis, who spoke for all three proponents of toll-TV, were for a public hearing. Landis said that the “City of New York has no need to consider subscription television as it has no control over television, which is a Federal Communications Commission matter.” He pointed out that a public hearing would only bring about a repeat of the “substance which already has been filed with the FCC.”

Calls Public Hearing Essential

Quinn, however, stated that a public hearing is necessary as “any action which New York City would take in the matter of subscription television would carry weight with the FCC.”

Mrs. Vaughn Out as Kansas Censor Head

KANSAS CITY, Jan. 19—Mrs. Frances Vaughn, chairman of the Kansas State Board of Review for 16 years, has resigned the post and asked Gov. Fred Hall to be relieved of his duties immediately.

The action, Mrs. Vaughn said, was being taken because of political pressures being brought to bear on the board which censors motion pictures in Kansas. In a statement, she indicated that the operation of the office was being hampered because of political patronage efforts, both on a Wyandotte County and state level.

In Topeka, Governor Hall said that the resignation “apparently was in retaliation for his refusal to reappoint Mrs. Vaughn, whose latest term of office expires on April 1.”

Goldhammer Holds AA Drive Meeting

L. E. Goldhammer, Allied Artists Eastern sales manager, will meet this week-end with key personnel of six AA branches to discuss plans for the company’s 17-week March of Progress Drive which starts next Friday. Participating in the sessions, which will be held at the Schroeder Hotel, Milwaukee, will be branch managers Irving Marks, Minneapolis; Sol Francis, Omaha; Jack Kennedy, Detroit; Edward Spiers, Indianapolis; Vic Bernstein, Chicago, and Roy Trampe, Milwaukee.

Lasky, Goldwyn to Talk at SPG Dinner

HOLLYWOOD, Jan. 19—Jesse L. Lasky and Samuel Goldwyn, his first two associates in pictorial production, will be principal speakers honoring Cecil B. DeMille at Sunday night’s Screen Producers Guild Milestone Award Dinner, at the Beverly Hilton Hotel.

Technicolor

(Continued from page 1)

of 1956 the earnings will increase their 1954 level or better” but added, “Technicolor has so many tax problems in the fire concerning impinging on all of the new successful search activities and early promise of entering the field of amateur amusing and graphic arts that I can be other than optimistic for an excellent future this year and in the long-range future.”

Pathe Can Reopen Technicolor Action

James L. Wolcott, executive of Pathe Laboratories, said yesterday that a motion by him to discontinue its suit against Technicolor Motion Picture Corporation, or one of its co-owners, has been renewed.

Technicolor attorneys had refused to answer the court to deponent’s precluding that Technicolor advertising practices had not been changed and that there was no appreciable improvement in Technicolor’s product.

Sees Purpose Accomplished

“We feel that Pathe’s original pose in bringing the action has been accomplished. This is designed to force the Technicolor action to cease advertising which confuses the mind of the public the old Technicolor dye process and the new Eastman product, which has guts and supplanted the original Technicolor system.”

In its advertising subsequent suit, Technicolor has compelled Pathe’s demand, Wolcott said.

Lieber to Coast

Perry Lieber, who will assume new post on the Coast with Century-Fox at the studio public relations department, will leave today for New York to confer Wednesday and for a tendered a farewell luncheon at the Warwick Hotel by RKO Radio executives. He formerly was advertising director of RKO Pictures.

Dr. Fuehr Dies at 52

Word has been received by brothers of the death in Germany Jan. 10 of Dr. S. H. A. Fuehr, professional plant pathologist and agricultural engineer in that country. Dr. Fuehr was with the company since prior to that, he had filled the position with Motion Picture Television Association.

NYC Council Defers Action

(Continued from page 1)

ABC Film Division

(Continued from page 1)

formation of an intermediate division and the possible addition of a commercial and industrial division.

Shuplent made the announcement at a press conference attended by AFBP president Fred Schroeder and other members of the Syndicate, among others. Shuplent also disclosed that Goldenson plans to make a trip this spring to explore the TV market in Europe for ABC Film Syndicate. It is ABC Film Syndicate president’s report that an increase in billings in 1955, about 99 per cent over 1954, and that the company, unlike its first year-and-a-half of operation, is now operating with a comfortable profit.”

Asked to describe the feature film market in TV in the wake of the Matty Fox-RKO Radio Pictures deal and the ABC-Film Syndicate, Shuplent replied, “Confusing.” Asked about the prices that feature films command in the TV market today, Shuplent said that “if you have the quality, you’ll get the price.”

He held out the possibility of a deal with Hal Roach Studios for the production of commercial and industrial films, naming Roach as one of the production companies with which ABC Film Syndicate is negotiating.

Lafayette Pictures Organized on Coast


Miss Clooney Sneered

HOLLYWOOD, Jan. 19.—Rosemary Clooney was felled in a filmed half-hour television series backed by Nelson Riddle’s Orchestra with Joe Shubman producing and Dick Darley directing.

State Funds For ‘B’ Films Reduced in UK

By PETER BURNUP

LONDON, Jan. 19.—The government’s National Film Finance Corporation has declared a policy on the makers of second features here and thereby virtually put a number of them out of business. It has been known for some time that the Corporation was growing increasingly concerned over the economic cutback in second-feature finance. As in the U. S., first features are appearing in greater length and bookers find it more and more difficult to fit the conventional second-feature into a program pattern.

Association is Warned

It is learned that the corporation has formally warned the Producers’ Association that state backing of second features will require to be drastically cut down. Twenty-seven second-features have been partly financed by NFFC in the last three years. Of these, 16 made losses in excess of an aggregate amount of £90,000 (approx. $252,000). Against that, it is understood that the remaining 11 made a gross profit of £58,000.

From the look of things insist that two essentials are necessary in a successful second-feature production this side: firstly, that a production does not cost more than £15,000 and, secondly, that the picture be guaranteed a circuit deal. Significantly, a considerable increase is to be observed here in the production of three-reel features. Circuit men in particular find productions of such a length more readily fitted into the current design of the programs.

Leo Robinson Dies; Michigan Exhibitor

GRAND RAPIDS, Mich., Jan. 19—Burial services were held today at Woodlawn Cemetery here for Leo J. Robinson, owner of Grand Rapids’ Fulton and Burton Theatres, who died on Monday. He was 65.

In the exhibition field since 1929, and a pioneer in Grand Rapids radio, Robinson was a charter member of the local Variety Club Tent No. 37. He leaves a widow, Mrs. Hazel M. Robinson, and a daughter, Mrs. Theodore H. Rosendall.

Paris Debut Tonight

What is expected to be one of post-war Europe’s more important social events will unfold tonight when 3,000 notables, led by French Prime Minister Edgar Faure, will attend the Paris première of Howard Hughes’ “The Goonfather” at the Marignan Theatre. John Wayne will appear in person at the premiere.
To Own the Product on Permanent Basis

RKO Library to TV Stations as Package

740 Productions to Be Sold to Outlets as One Unit; Will Go to Theatres Overseas

By Lester Dinoff

The entire film library of RKO Radio Pictures, which was acquired by C & C Television Corp. last month, will be sold in one lump package of 740 features in deals with U. S. and Canadian TV stations and networks, under which purchasers will own the rights to each film permanently, it was announced here at the weekend by Matthew Fox, president of C & C Television.

Fox, who said that no sales policy had been established thus far for the short subjects which were also acquired in the RKO Radio sale, disclosed that he planned shortly to set up a company to handle foreign distribution and sell re-issue rights to franchise distributors in each overseas nation.

The C & C executives, in a trade

Matthew Fox


Television Today

IN THIS ISSUE

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> More reports—from A(BC) to Z(iv), in fact—on the increasing tempo of activity in the television film field.

> Spotlighting the New and the Significant in Television Today.

> The Week in Review—What was on the air.

**Review:**

**Anything Goes**

Paramount-VistaVision

It's a platitude now to refer to a picture as being "just what the doctor ordered." It's also pretty old hat to tag a picture with such superlatives as a "natural" or a "bonanza." But "Anything Goes" is one of these productions. Medically speaking, it's a hypodermic that should be a definite cure for sick box-offices.

Story-wise, the picture is light, flimsy and, in a sense, insipid, as most musicals are and, perhaps should be. But the production numbers are fast and furious; choreography is superb and the Cole Porter songs, plus a few from Sammy Cahn and James Van Heusen, are tuneful.

There also is plenty to sell via names. Even a mediocre film couldn't help drawing business with such people as Bing Crosby, Donald O'Connor, Jeanne Bouvier, Mitzi Gaynor and Phil Harris. And this quintette delivers smooth performances. It's quite likely that the stock of dancer Jeanne Bouvier and Miss Gaynor will rise to greater heights after the picture's release. As for The Groaner, O'Connor and Harris, their competency in polished roles need no elaboration.

Produced in VistaVision and vivid color by Technicolor, "Anything Goes"

(Continued on page 6)

C & C Not Allowed

Use of RKO Insignia

The trade mark of RKO Radio Pictures will not be used in the merchandising or sales of C & C Television Corp. product to TV stations, according to Matthew Fox, C & C TV president. Fox said that under the terms of his agreement with RKO Radio, the RKO trade mark will not be used at all. "But you can be sure that the public will know that the films they are seeing on television are from that studio," he said, referring to the advertising program.

(Continued on page 7)

Meet Today

In Tax Drive

A first meeting of the steering committee to further plans for the financing of the Federal admissions will take place here today at the quarters of the Council of Motion Picture Organizations, it was announced by Robert C. O'Brien, special assistant for COMPO.

The group meeting today was deliberated as the "small steering committee."

Mille Urges Unity

Milestone Dinner

From THE DAILY Bureau

LLOYD, Jan. 22.—To more than 200 guests attending tonight's Producers Guild Milestone Dinner honoring Cecil B. De Mille's contributions to motion picture during the past 43 years, the producer expressed his earnest gratitude and made some serious

(Continued on page 6)
**Continuing 'Scope 55 Showings Today**

**AFTRA Hits House Group’s 'Re' Report**

If the House Un-American Activities committee has information concerning communists within the membership of the New York Local of the American Federation of Television and Radio Artists, it should communicate such information to the union, Charles Collingwood, president of the New York Local, said on Friday in commenting on the House committee’s annual report made public in Washington last week.

Denies Union Was Contacted

Collingwood’s statement also asserted that “to the best of my knowledge, the committee . . . made no attempt to seek information from the officers or paid executives of the New York Local of AFTRA.”

The committee’s report said that it had “identified a number of the leaders of the Communist faction within the New York Local of AFTRA.”

Collingwood pointed out that AFTRA’s constitution disallows known Communists from membership in the organization and said “it would seem to be the committee’s duty to communicate to the union the information which it says it has uncovered.”

**Kingsberg Resigns Magna ‘V’ Post**

Malcolm Kingsberg has resigned as vice-president and treasurer of Magna Theatre Corp. The acting treasurer now is William G. McGowan. Kingsberg, before his association with Magna, held a special assignment for Loew’s, Inc. Long associated with the industry, he was vice-president of RKO Theatres from 1944 to 1950.

**New ‘Fantasia’ Date**

The opening date for the first release showing of Walt Disney’s “Fantasia” at the Radio City Music Hall has been changed to Feb. 7, from Feb. 9.
spanking new! and named... ZANRA
...now taking off into the wild Blue Yonder...

with the picture that's "fun...to your heart's delight"

LUCILLE BALL * DESI ARNAZ
JAMES MASON
"FOREVER DARLING"

Co-Starring
LOUIS CALHERN *

with JOHN EMERY ★ JOHN HOYT ★ NATALIE SCHAFER ★

Screen Story and Screen Play by
HELEN DEUTSCH

Directed by ALEXANDER HALL  Produced by DESI ARNAZ  Associate Producer JERRY THORPE

A Zanra Productions, Inc., Picture • Filmed in Hollywood by Desilu

An M-G-M Release

* plus all the other heavenly hues of EASTMAN COLOR photography
Prints by TECHNICOLOR
to all my friends at M-G-M for their encouragement and inspiring talents—and to all in our organization who labored so untiringly to help me launch

"FOREVER DARLING"

my first motion picture under our own independent auspices

...all my thanks with all my heart

...and special thanks to Bob Carroll, Jr. and Madelyn Pugh for their great contribution to our comedy routines.

ZANRA PRODUCTIONS, INC., 846 NO. CAHUENGA BLVD., HOLLYWOOD 38, CALIFORNIA
Lauds CinemaScope 55

An editorial in Friday's New York Herald-Tribune titled "The Movies Go Ahead," together with a prominent page one story and picture in the same paper, highlighted widespread publicity in the Metropolitan area for 20th-Century-Fox's new CinemaScope 55 following the first general trade demonstration of the process at the Roxy Theatre.

The editorial said CinemaScope 55 "represents a major step forward in the development of CinemaScopes," and that 20th-Fox's $100,000,000 investment in new production and merchandising are examples of "the courage, energy and foresight which made the American motion picture industry great."

‘Conqueror’ in So. America

Two premières in the world-wide series of openings of Howard Hughes' "The Conqueror" will take place in South America tonight. They will be held in the Morrocoes Theatre, Sao Paulo, Brazil, and in Venezuela at the Teatro del Este in Caracas. Both will be benefit performances.

‘Picnic’ in Bantam Book

Bantam Books has published a special 25-cent paperbound edition of William Inge's Pulitzer Prize play, "Picnic," and will release it timed to the nationwide showings of Columbia Pictures' CinemaScope screen version.

Bryna Buysrafton Novel

"A Most Contagious Game," first novel by Samuel Grafton, newspaper and magazine columnist, has been purchased by Kirk Douglas' Bryna Productions from Victor Saville's Parklane Pictures. This will be the second Bryna film for United Artists release.

A.A. Studio Heads Here for Parleys

Harold J. Mirisch, Allied Artists vice-president, arrived here yesterday from California for meetings with AA home office executives and with Robert Clark, director in charge of production for Associated British Pathé, distributors of Allied Artists productions in the United Kingdom.

Mirisch was preceded here by the West Coast by AA executives G. Ralph Brant, vice-president, and John C. Peiss, advertising and publicity director. Clark is scheduled to arrive in New York from England early next week.

—

ANYTHING GOES

(Continued from page 1)

Goes' is based on the stage musical of the same name by Guy Bolton and P. G. Wodehouse and has retained some of the song hits from the show, such as "I Get a Kick Out of You," "You're the Top," "It's De Lovely" and "Blow, Gabriel, Blow," among others. The story was revised and brought up to date by a couple of know-how boys, Howard Lindsay and Russell Crouse.

Considerable credit must go to Nick Castle, chief choreographer, who directed most of the production numbers. Two of Jeanneaire's solos were handled by her husband, ballet-star Roland Petit. Emile Flatt set Miss Gaynor's title number, "Anything Goes." Each is a standard.

Following the closing of a three-year run of a Broadway musical, in which Crosby has starred, a deal is made whereby Crosby and O'Connor will team up in a musical for the next season, although they never have worked together before. Each is heading for a European vacation separately. The producer tells Crosby to sign a leading lady if he can find one. In London, Crosby meets Miss Gaynor, a singer in a London show, and sings her. Meanwhile, O'Connor in Paris has signed Jeanneaire for the opening Broadway show. They all sail together for New York, each girl thinking that she is the feminine star. They start their rehearsals on board ship and here several of the exciting musical numbers are performed. But Crosby falls for Jeanneaire while O'Connor is smitten by Miss Gaynor. As is to be expected, all the difficulties and obstacles are overcome, paving the way for a colorful finale.

Robert Lewis did an expert job in directing. Production was in the capable hands of Robert Emmet Dolan who was responsible for "White Christmas."

"Anything Goes" stacks up as—another platitudin—a sure-fire winner.


—AL STEEN

Loew's Seeks

Fixed yet been frail for a court hearing on this petition, but that it would be at least several weeks off. They said announcement was being made now in line with the department's promise to Allied States Association to give its long advance notice as possible on projected theatre acquisitions by the divided circuits.

The department has not yet decided whether to recommend court approval of the application, the officials said.

Loew plans to lease the ground for the theatre, but build the theatre itself. Justice officials said the only theatre now owned by Loew's in the Houston area is the first-run downtown state theatre. In all, there are about 50 theatres in the Houston metropolitan area, of which 14 are drive-ins.

Wilde Joins B-M-S

HOLLYWOOD, Jan. 22—Arthur Wilde, former Paramount and CBS publicist, will join Blowitz-Maskell-Selker public relations organization on Feb. 15 as an associate. Wilde recently was assistant to Walter Schiller in the Hecht-Lancaster company.

Pera, Salesman Dies

MILWAUKEE, Jan. 22—Harold Wise, veteran Paramount salesman who covered Milwaukee and Southern Wisconsin, died in Madison, Wis. He is survived by his wife and a sister.

PEOPLE

Martin Starr, Mutual's Hollywood commentator, will handle radio coverage for the network at the Army premiere of Howard Hughes $9,000,000 production, "The Conqueror," in Washington, Jan. 24.

Dan E. Goldman has been added to the staff of Modern Film Distributing Co. as executive assistant to Irving Joseph, general sales manager of firm.

Jack Kirsch, president of All Theatres of Illinois, has again appointed theatre and announce chairman of the Chicago Boy Scout fund raising campaign. This marks his seventh consecutive year in this capacity.

Jim Hart, of Columbia Picture booking department in Atlanta, has been named office manager and executive of the newly formed New England office.

Michael Hitzig, formerly advising manager of the Innocent Comedy, has been appointed in charge of advertising and sales for Punch Press, Inc., of New York.

Brotherhood Week Drive in Philadelphia

PHILADELPHIA, Jan. 22—Schlanger, Stanley Warner zone manager, and Charles Zagnun, RKO chairman for Brotherhood Week in the Philadelphia area, and representatives of the theatres and distributors both addressed a meeting of the tribune branch managers held during their annual winter meeting last week.

Boosting a 100 per cent turn-on the branches were represented follows: Sam Diamond, 20th Century Fox; Mont Magill, Buena Vista; Heiber, Universal; Joe Engel, Sony; Guild; Bill Madden, M-G-M; Chic Bellan, Warner Brothers; Urrick Sabr, Paramount; Norman Silverman, Universal; Lester Loeb, Columbia; Gene Tumick, United Artists; Mills, Allied Artists; Eddie Gene Capital and Zagnun, RKO.

Both Schlanger and Zagnun promised individually by every manager that all exchange personnel and especially the salesmen, ruing into the far corners of the theatre industry, would have every opportunity to assist in the chain independent, to guard his participating during brotherhood week.

Exhibitor Killed

DARROUZET, Tex., Jan. 22—W. W. Wood, who owned the Theatre here, was killed in an automobile accident in Amarillo.
Based on Field Reports

Theatre Business Is Showing Signs Of Continuing Post-Holiday Spurt

Theatre business during the first weeks of 1956 shows signs of continuing on the upgrade, preserving most of the gains recorded during the year-end holidays in many sections, according to reports received from *Motion Picture Daily* correspondents in various parts of the country.

Reports from Detroit reveal that receipts throughout Michigan began to improve in mid-November and have steadily increased through the beginning of the new year. The outlook among exhibitors was reported as "extremely satisfactory." In Portland, Ore., business was termed as being "on the upgrade in the majority of first runs," with "Guys and Dolls" in its fourth week at Parker's Broadway Theatre, and "Indian Fighter" in its third week at the Liberty.

Reports from New Haven, Conn., disclose that the general business trend is good although in scattered districts the pick-up is slower than usual. Receipts were termed as "gradually increasing."

Miss Kelly Double-Billed

In Des Moines, Iowa, where business reports for the start of the year are optimistic, a small neighborhood house, the Varsity, found a way to make money on recent headliners. Featuring the double bill "To Catch a Thief" and "Rear Window," starring Grace Kelly, the theatre advertised the first of these as "the picture that introduced her to Prince Charming." Results were good.

United's nonstop DC-7s...the "Continentalats"

It's "red carpet" service on the world's fastest airliners with delicious full-course meals, tasty snacks, a choice of cocktails, plus all the many extras of "service in the Mainliner manner." Club-like rear lounge for relaxation with fellow-passengers. Leave 10 a.m. or 12 noon.

Contact nearest United Air Lines ticket office or an authorized travel agent.
New Haven’s Film Row to Be Razed; Eye New Building

Special to THE DAILY

NEW HAVEN, Conn., Jan. 22.—The Meadow Street area of this city, long-time headquarters for most of the film exchanges, is in the path of Cy Glazebrook’s newly proposed cross-town highway.

Film Row here will undergo demolition operations to affect scores of small buildings, including the Warner Bros. Building and the Kilfeather Building which, alone, houses more than a half-dozen branches in the city. Many of the companies concerned with the state’s plans have not made the decisions on a new location but it is presumed that the majority of them will remain in New Haven at scattered locations.

RKO Pictures, whose offices are in the Kilfeather Building, has already transferred some of its operations to its New York office. Meanwhile, plans are under way to transfer the possibility of constructing a new building that would house all of the major companies’ branch offices in the city. Some of the companies affected are Allied Artists Columbia Pictures, Fishman Theatres, National Theatre Supply, Inter-State Film Co., Loew’s, New Haven Film Service, Republic Pictures, 26th Century-Fox, United Artists and Universal.

Michigan Allied Sets April Convention

DETROIT, Jan. 22.—The convention committee of the Allied Theatres of Michigan Inc. has met and voted the dates of the forthcoming annual state convention which will be on Wednesday and Thursday, April 4 and 5. The convention will be held at the Fuller Hotel.

Chairman of the committee is William Wetsman. Other members are Alex Dry, president, Michigan Allied; Ernie Conlin, executive secretary; Irving Belinski, Milton London and Carl Buermeele. It will meet weekly to make plans and book entertainment for the convention.

This is expected to be the largest Allied convention ever held in the State, since membership has reached an all-time high of just under 400 independent exhibitors.

AA. Roach, Jr., in ‘Racket Squad’ Deal

Allied Artists and the Hal Roach studios have concluded negotiations for the filming and distribution of “Racket Squad,” based on Hal Roach, Jr.’s television series.

The film, to be produced by Roach from a screenplay by John Walsh and George O’Flaherty, will be released and co-financed by Allied Artists. Reed Hadley, who narrates and has a regular role in the television series, will star in the motion picture version, which will go before the cam-

M-G-M Drive-In Set For Australia

MELBOURNE, Jan. 15 (By Air Mail).—M-G-M has announced plans for building a drive-in theatre near here.

The company has purchased a site near the suburb of Oakleigh and the drive-in will be named the Metro-Oakleigh.

Making the location a part of the theater’s name has made a speculation that M-G-M plans a series of drive-ins similarly named for other suburbs in and other states.

SRO Wins Dismissal Of Chesapeake Suit

California’s four-year statute of limitations was the deciding factor in the dismissal of Chesapeake Industries’ $100,000 breach of contract suit against Selznick Releasing Organization.

Chesapeake charged that under a 1949 contract, Eagle Lion Classics, a subsidiary, was to release 10 Selznick releases but that Selznick had not fulfilled the project. The suit was filed in October of last year.

The New York Supreme Court upheld SRO’s attorney Murray Jacobs who contended that, because the alleged contract had been made in Califor- nia, that state’s statute of limitations was in effect and that more than four years had elapsed.

Denies Stage Policy At Hartford Parsons

HARTFORD, Jan. 22.—Bernie Men- schell, president of Bercal Theatres, Inc., says he has no intentions of resuming a legitimate stage policy at the 1,200-seat Parsons here, despite continuing box office difficulties.

“Business for the holdover engagement of M-G-M’s ‘Guys and Dolls’ has been more than gratifying,” he said, “and we’re planning to follow this Goldwyn musical with some of the top releases from Hollywood studios.

“Our organization has great faith in the future of the motion picture industry, and we intend to display our faith by scheduling film attractions as far ahead as possible.”

Walter Blake Joins Aldrich Organization

Walter Blake, film coordinator for CBS-TV, has resigned to join the Associates and Aldrich Company as associate producer on “Fragment Fox” and to develop the company’s television activities, William Aldrich is producing and directing “Fragment Fox” for United Artists release.

“Fragment Associates and Aldrich recently announced its expansion into the fields of film financing and production assistance when it took over the ‘Ride Back,’ to be produced by William Conrad and directed by Allan Miner.

REVIEWS:

Two-Gun Lady

Associated Film

Here is a new twist for the action fans who are so familiar with the gun-slinging tough guy. Here, however, the latter is a lady, who at the climactic moment kills the villain by pro- voking him to draw.

Norman Jolly’s screenplay, based on a novel by to Self and Richard Bartlett, has been written a woman instead of a man, and they called “The Two Gun Lady,” who starts engagement at Robert Low- saloon. To add to the dramatic con- locations, Lovell, a wealthy engineer, Windsor, resents Miss Castle’s in-璷. About along here, U. S. shal William Talman, posing a drifter, enters the picture.

Earle Lyon, outlaw son of town’s crooked boss (Ian Mac- ald) returns home to hide out from the loot he’s lifted from a bank. Through a logical turn of events, Miss Castle and MacDonald killed her and father and burned it many years back. She tells Tal- and the latter intends for the Dewey-Burnett to arrest Lyon.

Meantime, Lyon is head- saloon to kill Miss Castle. Miss Cas- tie, however, proves she can out- a bit more quickly in- hered her adversary. Executive producer Earl B. and associate producer Ian Mac- ald have stretched an obviously tired but reasonably enjoyable film. Running time, 75 minutes. An- class certification. For January lease.

Alias John Preston

Associated Artists

Mondo-provocative, an art that has much success in British films is basic of this moody import center around murder, violence and rela- dreams in a country vill- Inc. is apt to be the film’s box office hit. Running time: 71 minutes.

Monday, January 23,
(Continued from page 1) press conference at which he disclosed his sales policy for the "Moviette, U. S. A." RKO Radio films, pointed out that the television industry today was confronted with the same problem confronting the motion picture industry—a continuous flow of good product. There is also a similarity between both industries by which product "competes for playing time," Fox said, explaining that once a TV station has sufficient quality of product, it could offer good competition to other network entertainment in the Class "B" time slots and elsewhere around the clock.

"By selling the 740 RKO films in one hung sale, a station is provided with motion picture product for its programming over a number of years," Fox stated.

Sees Profit After Six Runs

Fox said that "in taking the shortest route in television sales of a major motion picture library, a station can buy these films only once and can make a profit from the films after six runs." He added that an station could not output the complete cost for the films, "since General and CTC have thoroughly investigated the feasibility and possibly purchase of this virgin package which could be the most profitable acquisition a station owner will ever make."

The TV film executive, who has strong ties in the motion picture industry, said that while the "Moviette, U. S. A." package was available immediately, the programming of the RKO films could be expected to begin this summer. He said that C & C will concentrate advertising the availability of the films by "appraising showmanship for the first time in the television industry. We will handle our approach in a manner which motion pictures are merchandised. 'See a movie at home' will be our theme."

Tell Of Previous Efforts

Commenting on his December purchase of the RKO vault from Thomas F. O'Neil, Fox said that he had been negotiating for four years to secure a library, "I even offered one company $30,000,000 for a film library, but was turned down as the film industry heads do not like to lose negative rights. They even now abhor me for allowing the purchasers of the RKO films to retain negative rights."

Fox pointed out also that O'Neil still retains the negative rights to all of the 740 films and has first-run television distribution rights for two years on 150 of these films. "O'Neil has now discovered that some of these films have some theatrical re-estimation value and that securing a national sponsor for these 150 pictures is very difficult," the C & C head said.

In disclosing his plans for the foreign theatrical distribution of the "Movietime, U. S. A." package, Fox said that he was setting up a company similar to the RKO Pictures Corp., which he organized in 1946 to Universal Pictures. Under this type of an operation, he said, "we will set up franchises in foreign countries to handle the re-issuing of the films to theaters." In mentioning RKO, Fox said that the company's 10-year deal with Universal will expire in July and that Universal has received over $7,000,000 from that arrangement.

"As it stands now, I could make more money from distributing the RKO films outside the U. S. and Canada than from distributing the pictures to television domestically," the C & C head said.

Ezzes in Direct Sales of RKO Films to TV

Erwin Ezzes, former sales manager for Guild Films and Motion Pictures for Television, has been appointed vice-president and general sales manager for C & C Television Corp., it was announced by Matthew Fox, president.

Also appointed to posts with C & C were Noah Jacob, Ted Rosenberg and Arthur Siedoff, who will act as advertising managers; Richard B. Morros, administration director, and Gene Cogen, publicity director. Monroe Grusholu Agency will handle the advertising.

THE SIXTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, January 29. 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.: BRant 9-8700.

(Tickets $3.75 each)
Spotlighting the News

As Usual & Better
► The NBC Film Division, currently in the midst of moving to new, enlarged quarters on New York’s Fifth Avenue, is not only doing business as usual but, from all reports, better than the usual which has been very good. Last year was the best in its three-year history, sales were up 20 per cent, and the Fall season, usually on off-period, topped all others. Dodd, Redfield & Johnstone, Inc., is the Division’s new ad agency, working under the direction of Jay H. Smolen, manager of advertising and promotion. The Division’s newest property, the “Crunch and Des” series adapted from the Philip Wylie, Mr. Wylie, much of whose work (excluding the “Post” stories) has touched on over-commercialism, metaphysics, non-ism and the generally low state of our world, might see some significance in the fact that for far almost all of the sponsors for “Crunch and Des” are breweries. Whether this is a generation of vipers as long as each drinks his suds?

Friday Night
► For one reason or another Friday night on the networks has always been—comparatively speaking—the loneliest night of the week. It is encouraging then to hear the rumors that CBS is trying with the idea of placing in a Friday night spot its Playhouse 90, the series of live 90-minute weekly dramas projected for next season. There is no reason to believe that there is something inherent in Friday night that should limit it to various not-too-dissimilar film series and Edward R. Morrow. A little variety and excitement in Friday night programming will help everyone concerned, including those not-too-dissimilar film series.

Widespread Emmy
► With a meeting of minds between Don DeFore, president of the Academy of Television Arts and Sciences, and Ed Sullivan, acting chairman of the categories committee in New York, there is agreement and will be equal participation of east and west in the Academy’s Emmy awards, which will be announced March 17 in a nationwide telecast, in color over NBC. There will be 41 categories, two of them special (if merited) awards. Nominations due soon, and balloting will be secret.

“Richard” Is Sold
► After weeks of the kind of sweat and toil that are expended in such gymnasia as the “21” and the Detroit Athletic Club, NBC announces that it has sold its monumental “Richard III” series for sponsorship by five divisions of the General Motors Corporation. The American premiere of Sir Laurence Olivier’s “Rigoletto,” by Technicolor film will complete the three-hour telecast Sunday afternoon March 11. The afternoon spot is something of a surprise. Originally some top NBC and RCA executives were of the opinion that the graphic details of Shakespeare’s often bloody work hardly made it the thing to substitute for Zoo Parade. The total cost of the telecast is put at between $700,000 and $800,000, with $500,000 paid for the rights alone. It will be an historic telecast in several respects; only three commercial breaks in three hours; it precedes the theatrical release; the network can recoup part of its investment from the theatrical receipts—up to $40,000. No matter how the picture may turn out, the NBC salesmen have put on a whale of a performance.

Hot Time
► All of a bright sudden that afternoon, catch-the-little-lady-at-home spot has become the hottest, or one of the hottest things in television’s week, and the attempts to capture her undivided are getting really competitive. NBC actually started the ball rolling with its elaborate, ambitious and expensive Matinee Theatre undertaking from Hollywood, which apparently is meeting with very substantial success, sponsor-wise. Latest across the desk is the report from ABC-TV that its Afternoon Film Festival in the 3 to 5 P.M. time segment, with its initial show, January 16, topped the competition, according to a 13-city Trendex study: a 6.0 rating and 30.3 share of audience for the two-hour period. It’s Monday through Friday, with feature films, and Allyn Edwards as host. Competition is good for the soul, the industry and the viewers.

Integration
► Marking the marked success apparently enjoyed by Electronicam, the DuMont TV Film System which provides a live-on-film technique, announcement is at hand of the integration of all Electronicam operations, with James L. Caddigan as director of the division, which is as it should be, since Caddigan has been father mother to the precious child this earliest days.

Not So Funny
► Her Majesty’s Government not amused. The cause of it all a London commercial televi-

In Our View

W E ARE told that when the National Association of Radio and Television Broadcasters’ Television Code Review Board meets in San Francisco January 26 and 27 it will take up the matter of the showing of clips from motion pictures on TV shows and to possible violation of the advertising restrictions of the Television Code. The question apparently has been raised—by person or persons unknown—that the showing of portions of Hollywood films in return for a consideration, whether of money or by barter, may constitute advertising rather than entertainment.

Such a contention comes quite close to being the most complete nonsense which has ever come to our attention in view of the nature of the subject matter in question or for no other reason. By what fantastic reasoning it can be contended that a small segment of an entirely motion picture, shown on a TV program is advertising beyond comprehension. What does it advertise? How does it advertise? When such material is used on a variety TV program, such as the Ed Sullivan Show, for example, it is inserted there for the precise and sole reason that it is entertainment, designed to, and to most part succeeding in entertaining the viewing audience. Such pictures do not tell the viewer how to use new type of cleansing powder on the bathroom floor or in the washing machine. That would be advertising. The fact that the producer of the film from which a clip shown happens to make that and other motion picture for theatre audiences is entirely incidental to the point at issue.

It would seem to this observer that the NARTB Code Review Board could and should have a number of vastly important areas of investigation to occupy it will in the sphere which is implied by the Code operation for the good of the television industry as a whole, an not go baying across the landscape after a shadow. There’s real work that needs doing, like watching what comes off that receiver screen into the home.

—Charles S. Aventon
and industrial division, said Mr. Shupert, came about through his recognition of the need for advertisers to have a single source for all film requirements, both in and out of television. The company may buy into a well-established production company in order to obtain the necessary facilities. "If this way," he said, "we will be able to offer advertisers financially sound, reputable production services already geared to their needs."

In the course of the press conference Mr. Shupert touched upon a number of other vital topics, particularly:

The debate on the advantages of spot vs. network. "We clearly recognize the advantages of both. It is my belief that more and more national advertisers will buy spot programming, not necessarily as a substitute for network, but as a supplement."

The emphasis on adventure-type shows. "Because year in and year out, in both network and spot programming, the show that is seen among the top five of the adventure or mystery-adventure type...Audiences and advertisers prefer programming based on real life, and incident...We call this 'four dimensional' programming—sight, sound, action and truth."

The price of product. "There is still a reluctance on the part of many stations to pay a price high enough to allow syndicators to profitably produce top quality programs for first run on a local basis. This is extremely short-sighted...Fortunately, there are enough far-sighted local and regional advertisers who are willing to pay a fair price."

The outlook generally. "Advertising and sales have flourished in 1956, and look forward to better product and more complete services from most of the film distributors."

In line with this expanded activity, Mr. Kearney mentioned that Patric Rastall, formerly of the Chicago office, was being transferred to New York to enlarge and strengthen the eastern sales staff. Houston-based Anderson, manager of the company's Dallas office, will move to Chicago as manager of the midwest division where the sales staff will be expanded within the next month. Robert Daischaus, formerly on the staff of KENS-TV, San Antonio, will replace Mr. Anderson as manager of the Dallas office.

**Filmed TV Shows—from A to Z**

**Ziv Plans Big Time Expansion**

It was a busy week for Ziv Television Programs. Last week the company:

Set a record budget of $800,000 for promotion of its 1956 $12,000,000 production schedule;

Outlined what is to be "a permanent policy" of twice-monthly talent auditions on the West Coast, designed to draw into the company's talented pool at least 250 new actors and actresses during 1956;

Announced the immediate availability for screening abroad of various dubbing Ziv telecasts for the purpose of alerting foreign TV interests to "the strides achieved by commercial TV in the United States."

These were three specific Ziv projects, having to do with particular plans and special goals. Last week, Frederic W. Ziv, board chairman of the company, took the opportunity to issue a warning to be considered institutionally by advertisers and their agencies. The subject: "one-season wonders" in bargain-priced film packages.

The current trend among blue-chip advertisers using syndicated films, said Mr. Ziv, is to duplicate the network clients' practice of continuing a successful show over a number of years. This affords higher identification and a valuable time franchise. "But too often," he continued, "sponsors in syndication will find that a film series with which they are absolutely satisfied, on which they have been able to get a bargain price, will fizzle out after a single season. . . . Advertisers should be cautious of buying a syndicated film series, conceived and built around the production of the series is likely to be limited to a season's output from the very beginning."

Mr. Ziv then named several advertisers who had been able to stay with their Ziv shows over a matter of years: Interstate Bakers, which has a fresh cycle of Cicely Courtneidge in 1956, and Phillips Petroleum, now in its third year with I Led Three Lives series.

Station lists for these year-in, year-out advertisers have been constantly expanding, and the time clearances—already good—have been getting steadily better, since agency representatives are on the watch for good availabilities, knowing the show will be in continuous production for as long as needed.

Concerning its $800,000 promotion budget, production spokesman said that it represented an increase of 23 per cent over the comparable 1955 spending.

Veteran producer-director William Castle, who just recently joined Ziv, conceived the twice-monthly talent audition policy, the first of which is to be held in about two weeks and each one of which will see about 25 actors auditioned.

Ziv's International Division is handling the screenings abroad and thereby, in the words of the company announcement, "is taking the lead in accelerating the development of widespread television broadcasting in eight countries on the European continent."

**Television Today**

**Shows on the Mark**

"Music from Meadowbrook," starring Ralph Flanagan and his orchestra, with an invitation to "Let's Dance Again With Flanagan" will premiere over ABC-TV, Thursday, January 26 at 10 P.M. EST. Featured will be the Flatbush Five, a dance contest, an interview with an outstanding career airman and a "spot light" game.

The "Les Paul and Mary Ford at Home" show starring the husband-and-wife musical duo of Les Paul and Mary Ford, becomes a Monday-through-Friday feature on WCBS-TV starting tonight. The program, during which the couple chat, play guitars and sing, is in the 9-5:00 P.M., EST, spot.

"Eye on New York," a weekly report on life in the nation's largest city conducted by Bill Leonard on WCBS-TV, made its debut on the CBS Television network yesterday in the 11-11:30 A.M. EST, time slot.

"Yesterday's Worlds," a new educational television series featuring Dr. Casper Kraemer, professor of archeology and the classics at New York University, premieres for the first time Saturday over WCBS-TV. The 26-week series is produced by the WCBS-TV Public Affairs Department, in cooperation with New York University, the Educational Television and Radio Center and the Metropolin Museum of Art.

Some of Hollywood's top personalities and their families will participate in "Inside Beverly Hills," the Sunday evening, February 19 on NBC-TV, 9:30 to 10 P.M., EST, in color and black and white. Among those appearing with host Art Linkletter are the kids of Omar Sharif and Peter Lawford, Tony Martin, Chico Marx, James Stewart, Harpo Marx, Cornel Wilde, producer Samuel Goldwyn, Harold Lloyd, Rory Calhoun and Robert Cummings.
Passing in Review

THE MIAMI (FLORIDA) Chamber of Commerce has somewhat painfully learned the lesson about television which Sir Alexander Korda learned earlier this season—that is, the medium's tremendous capacity to make or mar the word, good or bad. Now Korda is hammering home his message in a feature film, "The Constant Husband," a world premiere over American television and succeeded in starting a lot of not very complimentary word-of-mouth.

Two weeks ago, NBC's Steve Allen undertook a week of telecasts from Miami, an operation blessed by the city fathers as another hit in the seasonal scheme. And it would have been if the weather had not played tricks. As it turned out, at least 50,000,000 Americans today are aware that in Miami in January it often can be colder than in New York. Steve Allen last week was back in New York getting warm, but two of his singers were still recuperating from the colds they picked up. The red lights were out.

Ruth Gordon and her co-workers from the Broadway hit, "The Matchmakers," highlighted CBS TV's Ed Sullivan Show Sunday night (January 15), despite the fact that Mr. Sullivan himself kept getting his cues mixed up. The same afternoon on NBC TV Senator Karl Mundt handled himself with an unusual ease and ability to make an amusing, informative "Youth Wants to Know" and the NBC Opera Theatre came up with a fairly controversial "Magic Flute," which is all to the good.

ABC TV's well-publicized Afternoon Film Festival got under way Monday with "The Crucial Sea" and early reports indicate that the audience reception was not altogether successful. NBC shows were unmistakably perking up last week. The Chevy Show, led by Dinah Shore, with Stubby Kaye, Perry Como and Gisele MacKenzie, scored its first solid hit of the season Tuesday night, and Wednesday night, Ida Lupino, as writer-director, delivered to the Screen Directors Playhouse What certainly must be one of that series' best so far. Elsewhere in the week:


After easing into American television with his in many ways pre-eminent-shattering song fest with Mary Martin, "South Pacific," toward last Saturday night showed the nation what drawing room farce should look like and seldom does. Like his debut, "Blithe Spirit" was quite a performance. It may be that only a sociologist, steeped in the lore of what makes a civilization rise or fall, can properly gauge Mr. Coward's achievement. The New York critic nonentity, the average American viewer. The high ratings indicate that the viewers must have liked what they were seeing and late night did not do any doubt. There is no evidence that the fabric of the American home has been permanently damaged by the display of caustic love and world-weary marriage. Within its own highly stylized framework, "Blithe Spirit" was tops, with Mr. Coward's direction of his own script particularly adept. He retained much of the magic of the illusion stage technique in a medium that has a terrific way of much by German film directors back in the silent days. Steven Hill, who plays the title role and received outstanding support from Sally Gracie as a sympathetic nightclub dancer. Vivian Nathan was not far behind as the victim's wife, performing, as part of the chorus, with remarkable warmth on an artfully lit stage as barren as Mother Hubbard's cupboard. That must be a chock.

U.S. STEEL HOUR, "The Great Adventure," CBS TV, 1 Hour, 10 P.M., EST, Wednesday, January 15, 1956, Live, from New York. For United States Steel.

The stage "grows," Hume Cronyn and Jessica Tandy, bring a new grace and delight to the conflagrations entertaining Arnold Bennett story, "Buried Alive," here expertly adapted for a television hour by Kay Arthur. A famed artist returns to England after years away, his valet dies and is mistaken for himself, and the the opportunity thus to keep away from the public he shuns. When the "artist" is buried in Westminster Abbey a personal manner, the valet exhumed. The artist marries the woman his valet had promised via matrimonial agency more problems arise, especially when the facts that he is alive and that the valet, had been married come to light. In the television medium there is no loss in the manner in which the winsome delight of the situation comes out. Cronyn and Tandy and Miss Tandy as the newly bride are most happily cast, of course.

LORETTA YOUNG SHOW: "Inga III," NBC TV, 91/2, Hour, 10 P.M., EST, Saturday, January 11, 1956. For Procter & Gamble.

It should be good news all around that Loretta Young some weeks ago returned to head her own show after a lengthy illness. Butch Patrick is a young actor-actress of charming, naive, charming. Many people are gushing over this show, and think that the new Miss Young may be a triumph, at least in the hands of the directors, and certainly this is the case. She confirms the rumors of her talent, and the public is being treated to a show that is altogether successful, in every way.

PLAYWRIGHTS '56: "Lost," NBC TV, 1 Hour, 9:30 P.M., EST, Tuesday, January 17, 1956, Live, from New York. For contains.

The story about a man amnesia victim, adapted by Arnold Schulman from a New Yorker piece by Burton Rouche, "Lost" was one of Fred Coe's most interesting Playwrights '56 presentations, and was not entirely successful, principally because of a reason outlined by the narrated: the specific things that happened to a man suffering from amnesia (which made up the drama of "Lost") is only part of the story, the rest, and most important part— is why and how they drew. Arthur Penn was extremely ambitious in his staging, employing a "chorus" of the family and friends of the victim to tell what happened in the case and to cue in specific scenes of the man's terrible plight. A chorus is a legitimate but very delicate device. In "Lost" it had a way of sounding and uttering truths which might better have been dramatized. Mr. Penn also used a couple of extended and apparently kinescoped montages which were effective and just slightly reminiscent of the sort of weird effects enjoyed so

ENTERTAINMENT SATISFACTION OF A HI—CHIEFLY RESPONSIBLE IS LIKEABLE, CAPABLE PERFORMANCE OF THOMAS MITCHELL AS THE WAYOR OF A MYSTERIOUS SPRINGFIELD, SOMEWHERE USA. THE TRIUMPH OF TROUBLES. THE most tribulations of various of T's mayor's constituents make up the subject matter of the serial, with the chief protagonists in this, a real person named Harry Baker, instance, Billy Chapin as Butch, the mayo- nephew, and especially Kathie Freeman, as Merily, the mayo. housekeeper. This time the fault does not mean the misunderstanding and the mistaken belief that Merily had something to do with a valuable article which has a gray play and is a valuable material which should be pleasant to all audiences. The series produced and directed—well—John Rawlins and Marshal Gro in association with Gross-Kran Inc., in Hollywood.

SPOTLIGHT

(Continued)

Bighouseholder's floorboards, and completely redecorating (and making a shambles of) an unsuspicuous room. The Government-appointed Independent Television Authority, which has the last word in commercial TV oper- tos, ordered the show's production to stop this nonsense which violates the sanctity of a man's home. It's just this sort of thing that covered by the Magna Carta, why King John—a contrary man was so apprehensive about stiff.

Name Push

Big name values are selling, values, without question, and Gu Films 1956 is small only in adhering to the basic fact in adding from time a name or two to the "Moll" (see "The Goldbergs") film show. Blanche Yurka, Har Lester, "Jewel in the Attorney Rich") are typical castees. Heavy sales push also is going to the program. Incidental Guild Films in 1955 had its years in sales to date, R. E. Ko- man, president, told his stockholders last week.

Color-Full

When NBC'S Matinee Theatre went outdoors recently for a "Tales of the Trails", filming the "Tres the Field" in the San Fernando Valley, and the result was one successful, NBC set plans for more of same, and for the origin- of seven more shows in coming during the next several weeks. Testing of the network's color film unit is in the hands of P. Wile. As two-pentident in charge of NBC's Pacific Division, a Thomas W. Sarnoff, director production. Important star shows are to get the color treatment, perimenterically, from black and white shows, and a remote color pick for Wide World wide of Feb- ary 12 also is on the books.

Monday, January 23, 1956
THE FUND FOR THE REPUBLIC

Announces

The Robert E. Sherwood Awards

For television programs dealing with American liberty and freedom, as presented on commercial television between October 1, 1955, and May 31, 1956

$20,000 for the best network drama

$20,000 for the best network documentary

$15,000 for the best production of either type by an independent station

Nominations of candidates for the Awards may be made by anyone. Members of the television industry and the general public are urged to write or call:
The Robert E. Sherwood Television Awards — Fund for the Republic,
60 East 42nd Street, New York 17, N. Y., MUrray Hill 2-1250

The Jurors

Kermit Bloomgarden
Theatre Producer

Gardner Cowles
President
DES MOINES REGISTER AND TRIBUNE CO.
AND COWLES MAGAZINES, INC.

Buell G. Gallagher
President
COLLEGE OF THE CITY OF NEW YORK

Mrs. Eleanor Roosevelt

Gilbert Seldes
Author and Critic

Robert Taft, Jr.
Attorney
TAFT, STETTINIUS & HOLLISTER

Harrison Tweed
Attorney
MILBANK, TWEED, HOPE & HADLEY

Philip H. Willkie
Vice President and Attorney
RUSHVILLE, IND. NATIONAL BANK

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The Fund for the Republic, Inc.
60 EAST 42ND STREET • NEW YORK 17, N. Y.

Paul G. Hoffman, Chairman of the Board

Robert M. Hutchins, President
HOLLYWOOD, U. S. A.:

**The Show-Makers**

**TV TALES from BRITAIN**

**HOLLYWOOD: A Playwrights Festival, during all of this current week, Monday through Friday, is Albert McCleery's way of lining up new writing talent for television generally and the NBC Matinee Theatre, of which he is executive producer, Seven writers new to TV, in five new TV plays, is the week's schedule. An "aggressive step to real creative television dramatic programming," says Mr. McCleery. The writers: Arnold Auerback, Donald Symington and Dean Harens, Betty Grove, Oort Thaw, Glenn and Elaine Wolfe. To them, and to Mr. McCleery, good luck on a good idea.

"Spotlight on Youth" made its debut over KTTV yesterday, with Coca Cola picking up the weekly tab for the regional edition. Spotlight has Alex Cooper, well-known local disc jockey, moderating the teen-age program every Sunday at 2 P.M., with top talent from various high schools participating. The show will not be restricted to singers and dancers, but will include sports, sciences and public speaking. This kind of format sounds catching.

Jack Gross and Phil Krause, owners and operators of the California Studios, bought Roland Reed's interest in a new half-hour film series, "Test Pilot," to become sole owners. The pilot will fly the agency and potential sponsor route within three weeks. . . Jody Cope lan brought his wonderful film editing background into play with an impressive debut in the directorial ranks, evidenced in his handling of a "Sky King" episode.

**Carson's Year:** Show business astrologists are probably taking credit for figuring out the name of Carson to score in the "most promising new star" category of our recent poll for Fame.

NBC has Jeannie under contract, while CBS claims Johnny, And Charlie Isaac, who writes Johnny's show with Jack Elinson and Jack Douglas, has NBC and Jeannie interested in doing a pilot for a new series titled "Kathy,"—about a British immigrant who tries to establish herself in America. The film will be shot this summer if J. Arthur Rank doesn't pre-empt Jeannie's time on the one film a year she's obligated to do for the next five years.

Johnny impressed us as being a realistic comedian over a cup of tea in the Farmer's Market last week. His theory for a comic's success in TV is predicated on the sponsor's recognition of certain qualities, which properly exposed, within at least 13 weeks to develop an audience interest, can produce an accepted personality to carry an important show. He's doing his 31st consecutive show for JOE, and there's the proof of the pudding.

—SAMUEL D. BERN

**LONDON:** Seven groups have applied to The Independent Television Authority's Scottish contract. They include: Roy Thomson, Canadian owner of The Scotsman newspaper and TV station in North America; Robert Wother-spoon, Inverness cinema owner; Sir James Miller, head of a building concern with headquarters in Edinburgh.

It is understood that the I.T.A. wants the contract to go to an organisation with considerable Scottish connections. Present contractors are unlikely to be asked to extend their activities to Scotland. Transmissions from Scotland are expected to begin early in 1967.


The BBC also has the rights of the American TV films, "It Led Three Lives," and "The Magician," based on the actual experiences of Herbert A. Philbrick, a Boston business man who worked for 13 years uncovering Communist activities in the United States, as part of Philbrick in the film played by Richard Carlson.

John McMillan has been appointed assistant general manager of AR. Formerly with the B. McMillan began his broadcasting career in Australia. In country he joined the International Broadcasting Company in 1934 later founded the British How Network.

The first commercial film station in Scotland has been set up. Glasgow by Elder Film Productions.

It has two stages and is suit for all normal interior film. A viewing theatre and dressing rooms make it a compact setup the production department have had to use makeshift facilities, but with the expansion of commercial TV, it became necessary to develop a more permanent studio, currently re-built. Commercial TV transmissions are scheduled to begin in the Spring of 1957.

Commercial TV companies to make a further cut in the allocated to news and weather-letins. Originally these bulks were given 15 minutes. Later to seven, they are now down to 10 minutes—the assumption news does not build a TV audit. CBS news programmes will run to run for fifteen minutes.

**NEWS** that AR had bid for exclusive newsreel coverage of 1956 Olympic Games in Melbo has led to protests by new companies here. AR is under contract to have offered £25,000 for the rights. Two representatives of company have been in Australia to obtain the rights as protection and with the BBC and with new, the newsreel buying footages from

—WILLIAM

**ABC TRICKS TIME**

Something new in techniques has been added. AB comes up with special equipment to be installed in Chicago, to allow unlimited time zone repeats of local shows when Daylight Time in effect, according to John Mitchell, vice-president in charge of the ABC Television Network. Repeats are possible within an hour of the original eastern presentation with a method called "video lay" enabling storing, the replaying, with no loss in quality, it is said. The aim delayed feeds to stand-up time zones, and an Antelope to Stover, with Chicago as the focal point.

**EVERY DAY ON EVERY CHANNEL**

**THE SHERIFF** and the producer, Eugene Biscualt of Los Angeles County, with Hal Roach, Jr., of Hal Roach Productions, will be a new film series for TV.

**The Show-Makers**

The Day Lincoln Was Shot," a Paul Gregory Theatre Production based on Jim Bishop's best-selling story of the last hours in the plot to assassinate Abraham Lincoln, will be offered in color on CBS-TV's "Festive Stunt Spectacle," 9:30 P.M., EST, Saturday, February 11. Starred will be Jack Lemmon as Booth; Raymond Massey as Lincoln; and Lilian Gish as Mrs. Lincoln. Charles Laughton will be narrator.

Mercedes McCambridge and James Daly star in "A Public Figures," on Studio One, tonight, at 10 P.M. on CBS-TV. Felix Jackson produces and Paul Nickell directs.

Joan Davis has been signed to a long-term exclusive contract by the American Broadcasting Company and will star in a new situation comedy series to make its television debut this Fall.

Jackie Gleason will sit in for Edward R. Murrow on "Person to Person" Friday, February 3.

CBS-TV. Mr. Murrow is out of the country on a film assignment.


Diana Lynn will play the starring role in "The Final Hours of Joan of Arc," a dramatic re-creation of the trial and execution of the Maid of Orleans, on "You Are There," Sunday, January 29, on CBS-TV at 6:30 P.M., EST. Supporting her are Addison Richards, Lawrence Dobkin, Peter Brocco, Jeffrey Sarye, Herbert Rudley and Jefferson Sears.

Bob Finkel, formerly co-producer and director of NBC-TV's "Colgate Variety Hour," has been signed as producer-director for the new NBC Comedy Hour, scheduled for three out of four Sundays from 8 to 9 P.M., EST. The first assignment for Mr. Finkel is February 5.
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The 1956 Motion Picture ALMANAC

The 1956 Television ALMANAC

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NEXT WEEK

CINEMASCOPE 55

DEMONSTRATES IN THE FOLLOWING CITIES:

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MOTION PICTURE DAILY

NEW YORK, U.S.A., TUESDAY, JANUARY 24, 1956

TEN CENTS

MPA to Meet Today
On Budget for 1956

The executive committee of the board of directors of the Motion Picture Association of America will meet here today to adopt a budget for the coming year.

Technicolor Enters
Color Lithography Field With New Unit

Technicolor announced yesterday its entry into the field of color lithography through formation of a Graphic Arts division as the second important step in its diversification program.

Dr. H. T. Kalman, president and general manager of Technicolor Motion Picture Corp., stated that the new division was being created to make use of the "vast amount of knowledge, skills and experience of the Giant Mound Company."

Rhoden Notes Sharp Attendance Upswing

Neighborhood Houses Show 'Surprising'
Improvement; Cites 'Off-Beat' Pictures

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 23.—A sharp improvement in theatre attendance since the Christmas holidays was reported here by Elmer Rhoden, president of National Theatres.

Exploitation Clinic
At Drive-in Meet

Special to THE DAILY

CLEVELAND, Jan. 23.—An exploitation clinic has been added to the agenda of the Allied States drive-in exhibitors' convention here Feb. 21-23. The clinic will be conducted by David Cheatham of the Moon-Glow Drive-in, Pulaski, Tenn. Associated with Cheatham in the exploitation clinic will be Hugh McLachlan of the Y & W Theatres of Indiana.

Edward Leder of the Yanni circuit (Continued on page 5)

Bill Would Amend
N. Y. Sunday Law

Special to THE DAILY

ALBANY, Jan. 23.—Sunday sports and entertainment, including motion pictures, could start at 1:05 P.M., instead of the present 2 P.M., under the terms of a bill introduced by Senator William F. Condon, Yonkers Republican. The measure, which (Continued on page 4)

Cinemiracle Leases
RCA Equipment

Special to THE DAILY

CAMDEN, N. J., Jan. 23.—RCA stereophonic film-recording equipment—including the film industry's first transistorized seven-track mixer amplifier—has been leased by Cinemiracle Corporation for use with its new wide-screen motion picture process, it was announced today by Elmer Rhoden, president of the Los Angeles (Continued on page 4)

Perley Named Aide
To Para's Deneau

Jack Perley, who since 1939 had been sales manager at Paramount's New York branch, was promoted yesterday to assistant to Sidney G. Deneau, Western U. S. sales manager. Deneau announced:

In his new post, Perley will be stationed at the home office. He has been with Paramount for 25 years.

Pinanski on Tax Repeal Drive

Says Congress Should Be Informed
That Tax-Saving Must Be Retained

With a substantial number of theatres operating on a marginal or sub-marginal level, the industry should again inform Congress that the sought-after tax saving may not be passed on to the public, according to Sam Pinanski, of the Council of Motion Picture Organization's governing triumvirate.

Pinanski, interviewed prior to yesterday's meeting of the COMPO tax steering committee, said there should be no "misrepresentation" to Congress in this tax drive, as there was none in the last campaign which resulted in partial tax relief. He went on to say that the ticket tax relief is needed to help the industry "hail itself out," (Continued on page 5)
PERSONAL MENTION

NICHOLAS M. SCHENCK, chairman of Loew’s, Inc., and Arthur Loew, president, returned to New York yesterday from the Coast.

SIMON H. FABAN, president of Stanley Warner Corp., is a grandfather again with the birth of a son at French Hospital here Sunday to Miss. Paul Jacobson, Fabian’s daughter.

LEO F. SAMUELS, Buena Vista president and general sales manager, and ALBERT MAEGLAIS, advertising-publicity director, are in Atlanta from New York.

MANNY REINER, I.F.E. Releasing Corp. general sales manager, returned here yesterday following a trip to the Coast.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Boston today from New York.

JOSEPH A. TANNEY, head of S.O.S. Cinema Supply Corp., and his legal adviser, MICHEL EDEN, are on a West Indies trip.

W. C. GERING, 20th Century-Fox executive assistant general sales manager, is in Boston today from New York.

P. T. DANA, Universal Pictures Eastern sales manager, has returned to New York from Buffalo.

BENT FREDLOR, producer, arrived here yesterday by plane from the Coast.

JOSEPH L. MANCKIEWICZ has left here for Saigon, Indochina.

Dickstein Heads New Daily Theatre Section

Martin Dickstein, formerly amusement advertising manager of the Brooklyn “Eagle,” has been named head of the theatre section of the new “Brooklyn Daily.” As an associate editor of the new tabloid, Dickstein will contribute a theatrical news column as well as supervise the theatre ad department.

“Dailies,” in the “Daily” staffed by many former Eagle employees, is the borough’s only daily paper.

What? No English Titles for ‘Camillo’?

Special to THE DAILY

MILWAUKEE, Wis., March 23.—A censoring audience demanded and received refunds from manager Earl Thompson of the Downer Theater here, when it was discovered, during the run of the picture, that “The Return of Don Camillo” (Italian) didn’t have the usual English sub-titles. Only a few patrons who understood Italian remained.

Fresh print of the film, this time bearing English sub-titles, was flown from New York in time for the following night.

Steve Allen to M.C.

F. J. P. Luncheon

Steve Allen, star of Universal-International’s “The Benny Goodman Story” and the NBC network television show “Tonight,” will be the enooce of the Mark of Achievements luncheon of the Federation of Jewish Philanthropies at the Hotel Sheraton-Astor next Tuesday, it was announced yesterday by Harry Brandt, luncheon chairman, and Oscar Hammerstein II, president.

The Mark of Achievements luncheon will highlight the amusement industries division’s participation in the 1955-56 Federation campaign. The 1955 award winners are exhibitor Samuel Rinzler, television producer Louis G. Cowan of Revlon’s “$64,000 Question,” Kim Novak, director Elia Kazan and musical team Muni, Shank and Mill, and television writer Paddy Chayesky.

Construction Starts On Loew’s Drive-in

Loew’s Theatres, Inc., has begun construction of a new drive-in in Rahway, N. J., in Rahway, N. J., according to Loew’s president Joseph R. Vogel. The new open air operation will be located third from the Broad St. Railroad with Loew’s known as Loew’s Rahway and will open in the early spring.

All recent improvements in drive-in theatre construction and equipment, including a 130 foot by 60 foot screen, will be incorporated into the project, he said. A 75-foot beacon tower is being constructed. A large from ground level, the building is equipped with numerous fun devices, and a streamlined, modern concession building are being built.

‘Hurrah’ to Columbia

“The Last Hurrah,” Edwin O’Connor’s Atlantic Prize novel selected by the Atlantic Monthly and also published by Little, Brown and Co., has been purchased by Columbia Pictures.

Advance Notice

On Mergers Sought

WASHINGTON, Jan. 23.—Anti-trust Chief Stanley N. Barnes urged Congress to enact legislation to require firms planning to merge to give advance notice to the Justice Department and Federal Trade Commission.

Testifying before a House judiciary subcommittee, Barnes said this was necessary to help the anti-trust agency enforce the nation’s antitrust laws.

He supported a bill by Rep. Keating (R., N.Y.) to require firms planning to merge to give 90 days advance notice to Justice and the FTC whenever two or more companies combined to do business in excess of $10,000,000. The bill would provide a $5,000 to $50,000 penalty for failure to give such notice or failure to supply any extra information the government might want it.

Justice Probes NBC

Philad. Acquisition

WASHINGTON, Jan. 23.—The Justice Department’s anti-trust division is investigating the RCA-NBC program of Westinghouse’s Philadelpoia television station, it was learned.

The Federal Communications Commission recently okayed the deal under which RCA-NBC gave Westinghouse its 225,000-watt station, and $5,000,000 cash for the Philadelphia station. Justice, however, is investigating allegations that NBC pressured Westinghouse into the deal by threatening to withdraw NBC license from other Westinghouse stations.

11 Ambassadors at Premiere of ‘Helen’

The acceptance list of Warner Bros, special invitational showing of “Helen of Troy” tomorrow at the Citi- nal Theatre will include foreign ambassadors and diplomatic leaders from 11 countries. The showing is in honor of the Overseas Press Club, the children of the US ambassador, representing 15 countries, to carry out further the global flavor of the made-in-Italian American film.

In the audience will be Sir Piers Dixon (United Kingdom), Mohammed Riad (Egypt), Arthur S. Lall (India), Christian X. Palunas (Greece), Oscar Thorsing (Sweden), Rafael de la Colina (Mexico), M. (Chosokabe) (Japan), Mir Khan (Pakistan), Herve Alphand (France), K. W. Yu (China), James W. Barco (U.S.A.).

University Poll

Find Children Spending Money with Time with TV

From THE DAILY Bureau

MILWAUKEE, Jan. 23.—Youngsters are spending more time than ever in front of their TV according to a survey of Milwaukee children by Marquette Univer- sity professor Ella Clark.

The present average of 24 hours viewing time spent by young students is five hours greater than results Dr. Clark’s survey in 1951, and increase of six-tenths of an hour a tallies a year ago. Contrary to popular thought, Dr. Clark asserts, “vision is not tapering off.” Of 200 questions Dr. Clark related, some teachers were complaining sleepy students in classes because late viewing, but that youngsters, the other hand, felt that video as their vocabulary, helped with every event, geography, and other subject.

The poll, sponsored jointly Marquette University and the Milwaukee TV Station, studied three thousand children to obtain results on TV effect.

‘Demon’ Set for Guild

The Japanese production of “Ge of Demons” will have its American premiere at the Guild Theatre here Jan. 30, it was announced an Norman W. Elsion, president of Ga Enterprises.

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Have you read Newsweek's factual report on the motion picture industry's outlook for '56?

**IT IS WORTHY OF NOTE THAT**

THREE OF THE TOP FIVE DIRECTORS—

WILLIAM WYLER • BILLY WILDER • JOHN HUSTON

WILL PRODUCE AND DIRECT PICTURES FOR

ALLIED ARTISTS IN '56!

The first, William Wyler's "The Friendly Persuasion," is nearing completion.

Conservative estimates rank John Huston among the top five directors in the industry—the others, by general consensus: William Wyler, George Stevens, Fred Zinnemann, and Billy Wilder.
Mo.-Ill. Association Plans Meet; Names Standing Committees

Special to THE DAILY
ST. LOUIS, Jan. 23.—Officers and directors of the Missouri-Illinois Theater Owners will meet on Feb. 14 in St. Louis to work out details for a regional gathering of the MITO in Louisiana, Mo., on March 13.

Meeting, standing committees of the Missouri-Illinois Theater Owners announced by President L. J. Williams of Union, Mo., were as follows:

Membership: Pete Medley, Sikeston, Mo.; Pete Cleory, Poplar Bluff, Mo.; Eddie Dark, Metropolis, Ill.; Sid Seyetta, Kirkwood, Mo.; Nick Karakas and Phil Nanos, St. Louis; Ken Hirth, Pacific, Mo.; Bill Waring, Jr., Cobden, Ill.; and Clyde Metcalf, Edwardsville, Ill.


Grievance: Lou Ansell, St. Louis; Charles Benninati, Carlyle, Ill.; and Russell Arrenstraut, Louisiana, Mo.

Regional Meetings: Russell Arrenstraut, Louisiana, Mo.; Jimmie James, St. Louis; and Bernard Tenbomrin, Lebanon, Ill.

TOA Representatives: L. J. Williams, Union, Mo.; Paul Krueger and Tommy James, St. Louis, TOA board of directors; Tom Bloomer, Belleville, Ill., Executive committee; and Lester R. Krop, St. Louis, TOA vice-president.

1956 MITO Annual Convention: Paul Krueger, St. Louis, general chairman; Tom Edwards, St. Elkon, Mo.; Tom Bloomer, Belleville, Ill.; and Lester R. Krop, St. Louis, advisory chairman; and A. B. Magarian, East St. Louis, Ill., trade show chairman.

Finances: Charlie Goldman, Howard Zabul, and John Meinhardt, St. Louis; Joe Goldfarb, Alton, Ill.; and Frank Plumlee, Farmington, Mo.


REVIEW:

Joe Macbeth

Columbia

It wasn't really matter exactly what Shakespeare intended when he wrote his tragic comedy, "Macbeth," but for the moment we can assume that Philip Yordan, who wrote the screenplay for "Joe Macbeth," was convinced that the plot was sound enough and the action dynamic enough for a 29th Century paraphrase that would be well transposed to the gangster world. Racketeer action, blood and suspense along with swift movement and good acting make the film acceptable program material. What will interest exhibitors is this: It moves. If it is exploited with the accent on the action and the emphasis decidedly off the art angle, it should sell, and neatly.

Paul Douglas, Number Two man in a New York gang, is egged on by his unscrupulously ambitious wife, Ruth Roman, to rub out the top man and take over. From there in, the plot follows as closely as before with the Bard's plot line, including the many murders Macbeth commits to retain his shaky position as king—"kung-pi" and a scene where Lily (Lady) Macbeth goes colorfully insane. Students of Shakespeare may get a few kicks out of calling the signals as they come up but, by and large, the art touches are not sufficiently obtrusive to bother anyone in particular. Ideas from the Bard peek through only fleetingly from time to time.

The final product will be more likely to give the Cagney-Bogart-Robinson mob the "competition jitters" rather than the Welles-Olivier gang.

Running time: 90 minutes. General classification. For February release.

Rhoden

Cinemiracle

(Continued from page 1)

improvement in all areas." An analysis of pictures scheduled for release during the balance of 1956 points to a continuance of this business upswing, he added.

After mentioning several forthcoming releases specifically, Rhoden stated that "in addition, theatres also have been benefited by the release of many off-beat pictures with showmanship that has drawn the public back to the theatres." Rhoden said it was the firm intention of National Theatres to back these pictures with showmanship and selling that will maintain the improved business.

RKO Officials

(Continued from page 1)

hand tonight for the Washington premiere of Howard Hughes' "The Conqueror" at Keith's Theatre. A large turnout of dignitaries from Capitol Hill also will be present for the one-performance screening of the 80,- 000,000 RKO picture for the benefit of CARE, international charity.

The Cinemacscope-Technicolor production had premiers last night in Caracas, Venezuela, and in Sao Paulo, Brazil.

Leaving for Washington this afternoon with Mr. and Mrs. O'Neil are Jack Poor, executive vice president of the Mutual Broadcasting System and a member of the RKO board; Robert Manday, vice president of General Teleradio; Edward L. Walton, administrative assistant to RKO president Daniel T. O'Shea, and Nat Long, RKO's Eastern sales manager.

Two personalities from Mutual, Ruby Mercer and Martin Starr, will move their programs to Washington to cover the premiere.

N.Y. Sunday Law

(Continued from page 1)

would be amended. Under this law a would take effect immediately, I have been referred to the Codes Committee.

The bill has been described as a permitting professional baseball a football to be started on Sunday at 1:05 P.M. However, the proviso would affect entertainment, too, any locality to which local ordinance did not conflict.

O'Donnell

(Continued from page 1)

pointment, said the accepted position because it afforded him an opportunity to be of great service to the industry and also to thousands of exhibitors whom he knows to be need of help. The Federal Commission tax if they are to remain business.

Sees Congressmen Sympathetic

Reporting on the political situation in Washington, Robert W. Co., one of the three COMPO co-managers, said that Congressional leaders look upon the motion picture industry and that the industry had an opportunity to be of great service to the industry and also to thousands of exhibitors whom he knows to be need of help. If federal tax if they are to remain business.

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Sir Alexander Korda Is Dead

(Continued from page 1) Sir Alexander Korda was a newspaper man in Budapest, Vienna, Berlin, Hollywood and Paris before starting his industry career. He founded London Films in 1932 and received international recognition for his motion picture "The Private Life of Henry VIII," which was released the following year. He was a former director of United Artists Corp. in the United States.


Korda maintained an American company, London Film Productions, Inc., of which Morris Helprin is president. Helprin, who recently returned to New York from here, will fly back to London tonight.

Korda was knighted in 1942.

Industry Leaders Mourn Passing of Alexander Korda

Arthur B. Krin, president of United Artists, on the death of Sir Alexander Korda, said: "I am shocked and saddened to learn of the sudden death of my good friend, Sir Alexander Korda. His genius and craftsmanship brought a high standard of entertainment to the screen and enhanced the reputation of our industry around the world. As a partner in United Artists, he made a great contribution to the history and prestige of our company. On behalf of United Artists, I extend our sincere sympathy and condolences to Sir Alexander's family, friends, and associates who are left to mourn his passing."

Outstanding Leader Says Johnston

Eric Johnston, president of the Motion Picture Association of America, said:

"As one of the outstanding motion picture leaders in our time, Sir Alexander Korda's field of operations was as universal as the film itself and his loss will be keenly felt wherever the cinema is known."

Nicholas M. Schenck, chairman of the board of Loew's, Inc.:

"Alexander Korda was a key figure in the development of closer association between the motion picture creators in Europe and America. He made many contributions to the world of entertainment and brought new stars and ideas before the international public. We regret his loss."

Technicolor

(Continued from page 1)

The color film organization in the broad field of graphic arts, particularly in the reproduction of color on the printed page:

Through utilizing methods and knowledge of electronics, mechanics, color separation and chemistry the new division expects to make available economies and rapid service to its customers. The first commercial operation of this new Technicolor facility will occupy one floor of a newly-constructed building in Burbank and will be prepared to accept orders by July 1, 1956.

Two of the country's leaders in the field of graphic arts will head the new Technicolor Graphic Arts division: Virgil P. Barta and Herbert Morrow, Jr. Both men came to Technicolor from Rochester Institute of Technology.

Application of recently developed techniques will enable the Technicolor operation to make available three-color lithography through a system which greatly reduces initial expenditures ordinarily associated with plate-color printing.

The system makes color commercially feasible for relatively short runs of only a few hundred as well as for runs where the customer may require tens of thousands of printed copies.

Gala demonstrations follow a show at the Rosy Theatre yesterday attended by more than 3,000 guests, including Robert J. O'Neill, vice-president of the Institute Circuit; producers Edward L. Arnold and Marcel Heilman, and C. C. Stein, chairman of the board of Allied Artists.

Lightman, director of distribution representing president Spyrus P. Arakas, who is in California, ad-
C'Scope for Rogers Hospital

New optical Cinemascope equipment has been installed at the industry's Will Rogers Memorial Hospital at Saranac Lake, N. Y. RCA, Radiant Manufacturing, Capital Theatre Supply (Boston), Goldkobf Bros. (Denver), Ballantyne Co., Wenzel Projecctor (Chicago) and Neummed Products (New York) contributed to the installation, which was engineered by Stanley Warner and will be serviced by Altec's Albany office.

Bess Schulter Chairman

Bess Schulter, of the Columbia Theatre, St. Louis, has been appointed local chairman of the fund-raising activities for Boys' Town of Italy by Mrs. George P. Skouras of New York. St. Louis' quota is $50,000 in coupon ticket sales for its share in the drive. Harry and Edward Arthur will provide a theatre for a premiere to be held early in April to raise funds for the cause.

Sound Course Starts Feb. 9

A course designed to familiarize operating personnel in the sound departments of the Hollywood studios with the basic principles which underlie today's recording procedures will hold its first meeting on Feb. 9 at the University of Southern California. The organization and content of this course, entitled "Elements of Sound Recording for Motion Pictures," were developed in cooperation with the SMPTE and IATSE, Sound Technicians Local No. 695.

CBS-TV Film Sales Rise

CBS Television Film Sales, Inc., had its biggest year in 1955, racking up a 90 per cent increase in gross sales over 1954. Leslie Harris, vice-president and general manager of the film company, has announced.

'S Sammy' and 'Boodle' For UA Distribution

In individual deals, Fred Finklehoffe and Lewis Blumberg have completed arrangements to release the respective properties through United Artists.

Finklehoffe, who acquired screen rights to Build Schubert's "What Makes Samay Run," will produce and write the screenplay of the novel for UA distribution.

Blumberg will produce "The Big Boodle" for UA. Production will start about April 1. Finklehoffe will start on the Schubert story about June 1.

Reflect Opposition to Regulation

Half of TOA's Questionnaires on Trade Practices Have Been Returned

The preliminary compilation of the exhibitor answers to the Theatre Owners of America questionnaire on industry trade practices indicates that a large segment of the TOA membership is against governmental regulation of film rentals or of the entire industry, it was learned here yesterday.

Thus far, almost half of the 3,000 TOA questionnaires which were sent out to that exhibitor organization's membership almost two weeks ago have been returned, it was said.

Announcement of the polling of exhibitors which was made by the TOA president, Myron N. Blank who said that the answers to the question asked in the five-page survey were compiled for presentation to the Senate Small Business sub-committee hearings on the motion picture industry in Washington on Feb. 2. Blank also said that the TOA committee which will testify at the SSBG hearings would consist of Al Forman of Portland, Ore.; George Kerastos, of Springfield, Ill., and Richard Kennedy, of Birmingham.

Favor 'Self-Regulation'

TOA has stated that it has always been opposed to going to the government for an alleviation of industry problems and its directors and leaders have come forth as being in favor of "self-regulation."

TOA is one of four exhibitor organizations which will testify before the SSBG. The other theatre associations are Allied States Association, Independent Theatre Owners Association and Southern California Theatre Owners Association.

Sen. Humphrey Is Chairman

The chairman of the SSBG sub-committee which will hear industry testimony is Senator Hubert H. Humphrey (D., Minn.). Serving with him on the sub-committee are Senator John F. Kennedy (D., Mass.), Wayne Morse (D., Ore.), Andrew F. Schoeppef (R., Kansas), and Barry Goldwater (R., Ariz.).

Dan Lewis to Testify at SSBG on Booking Practices

DETROIT, Jan. 23.—Dan Lewis of the Cooperative Theatres of Michigan will appear before the Senate Small Business sub-committee on Feb. 12 in Washington to testify on booking practices which may be proving harmful to small independent theatres.

Lewis, who was invited to appear before the committee, will be one of four top film buyers in the trade who have been summoned by the committee.

Australian Drive-in Edict "Unfair": Rosen

By FRANK O'CONNELL

SYDNEY, Jan. 18. (By Air Mail).—Al Rosen, American showman, has charged that revocation of a drive-in theatre construction authorization at the direction of the New South Wales Minister for Local Government is "unfair and prejudiced in favor of existing exhibitor interests."

Several other drive-in construction applications of Rosen's were rejected before the Woolongong Council gave its permission for construction of the drive-in at Fairy Meadow. Reenish's reason for ordering the permit withdrawal was said to be the traffic hazard that would be likely to result.

Rosen is planning appeals from denial of permits which he sought for two other drive-ins.

Another Art Theatre For Pitts.; 3 in City

PITTSBURGH, Jan. 23.—Impressed by the success of the two neighborhood art houses, the Squirrel Hill and the Guild, Ernest and George Stern are opening a new art house, the Studio, in Bellevue on Thursday. The studio was formerly the Linden, and had been closed for four years. It has been completely remodeled for the new policy which opens with a British film import, "Will Any Gentleman?"

The Squirrel Hill is operated by Stanley Warner; the Guild by Ralph and Millard Green, while the Associated Theatre chain, operated by the Sterns, will feature a first-run policy of foreign films also.

Name Women's Unit For V.C. Convention

Mrs. Burton Robbins, wife of former Screen Service's sales chief, has been named chairman of the women's committee of the Variety Clubs International convention here May 31. Other committees and their heads are: Fashion show, Mrs. G. Brandt, chairman; Mrs. G. Seymor, Mrs. Edward Leachman, Mrs. George Whalan, special events, Mrs. Harry Hoffberg, registration and convention personnel, Mrs. Robert Sopio, chairman; Mrs. Saul Tratt, Mrs. Charles Okan, Mrs. Saul Lee and Mrs. Jack Hoffberg.

Myles Pergament, 40


Dave Hunt, film buyer forahoma City's station KWT, will sign on Feb. 1 to start a buying service for theatres and television stations in the Oklahoma area.

A. J. Kennedy, ex-film promoter for the San Francisco "Chick," has been appointed West Coast representative for Filmack Trails of Chicago.

Ray Schmertz will be given honor at a testimonial in Clevecland. Theatrical Grill on the occasion of his promotion from local sales manager to 20th-Fox to Indian branch manager on Feb. 27.

Richard Delaney returned from two years' military service, will resume his job as assistant manager of the three Maller Bros. theatres, Defiance, O.

Jacob Mogelover, promotion manager for the Treasury Department's War Bonds Division, receives the Distinguished Service and cash bonus for work with the film industry, Washington.

Frank Hahn, operator of Ashl Wil, Bay and Royal Theatres as well as the Tri-Ad Outdoor Theatre, is a candidate for mayor of the city. He is presently serving on Ashland city council.

N. H. Waters, of Alabama's W Theatre Circuit, has endowed a scholarship fund of $100,000 to Athens College, Athens, Ala.
TOA Withdraws Approval Of the Arbitration Draft

TOA Shifts Board Meeting to N.O.
The mid-winter board meeting of the Theatre Owners of America, previously slated for the Hotel Shoreham, Washington, Feb. 27-29, will take place March 4-6 at the Roosevelt Hotel in New Orleans, it was announced here yesterday.

Your 'Watch-dog' Committee
To Study All Phases of Industry Self-regulation

All phases of self-regulation in the industry, including the Production Code, will be explored by a continuing four-man standing committee, the chairman of which will be Eric Johnston, president of the Motion Picture Association of America.

The move to constitute such a committee was taken at yesterday's meeting of the executive committee of MPAA.

It is understood that membership in the standing committee, described as a "watch-dog" group empowered to make recommendations, has been accepted by Barney Balaban, president of Paramount Pictures and A. Schneider, vice-president and treasurer of Columbia Pictures. Acceptance by the third member of the committee was not received yesterday, it was stated, thereby leaving its identity undisclosed.

The scope of the committee's activity is as follows:

1. To study in detail, and recommend regulations for adoption by the industry, the steps taken during the first six months of operation of the Production Code. This will include an examination of projects cleared by the Code in all sectors of the industry as well as a comparison of present day industry practices with those advocated by the Code.

2. To study the problem of code enforcement and to recommend steps for improved administration of the Code which would in no way interfere with the objectives of the industry.

3. To take up and study the problem of film rentals and selling, including arbitrated film rentals and selling. To also consider methods of fixing prices that are public approved and to recommend steps to meet such problem.

4. The committee is to consider the Code relating to independent production and the Code relating to television and to study how these phases of operation differ from the film industry, which will provide for a new Code, and recommend regulations which will be compatible with the needs of these organizations.

5. To study the problem of labor relations and to consider any change or modification of the Code in any phase of the Code which would be adaptable to the needs of labor.

6. To study the question of the use of material in violation of the Code, especially the possible use of material which has been cleared by the Code in another country and is in violation of the Code in this country.

7. To consider the problem of industry representation in the Code enforcement and to make recommendations for the appointment of representatives by the Code enforcement officials.

D-J Receives JointProposal

From THE DAILY Bureau
WASHINGTON, Jan. 24.—Theatre Owners of America and Allied States Association representatives met with the Department of Justice here today in an attempt to secure governmental approval of their joint plan to allow divorced circuits to engage in film production and for the agency to use its influence in the preparation of an arbitration system for the industry.

Myron N. Blank, president of TOA; Rube Shor, president of Allied; Abram F. Myers, Allied general counsel and board chairman; Trueman Rembusch, past Allied president, and Herman M. Levy, TOA general counsel, presented to the Justice Department a two-point proposal which was taken "under advisement," it was reported.

The exhibitor representatives proposed:
Jacon Forms New Company

The formation of a new national distribution company, Jacon Film Distributors, Inc., which will serve independent American distributors and producers as well as foreign producers, was announced yesterday by Bernard Jacon, former vice-president and in charge of sales, by Bernard Jacon Releasing Corp. Jacon, in disclosing that his organization would try to take up the slack between major film company distribution and the franchise or sub-distributor groups, stated that seven sales divisions will be established in the U.S. with "each division manager participating in the earnings of the company in his respective territory."  

Has Initial Slate of 16

JFD has an initial program of 16 feature films, Jacon said, the first of which is "Samurai," a Japanese production now in its premiere engagement in New York; "Rosanna," an English-language feature filmed in Morocco and "No Way Back," an English-language German-produced feature. Additional films will include another German film, one Italian feature, a Hollywood production and several British pictures, Jacon said, adding that the titles of these will be announced shortly.

The distribution executive and former exhibitor said that JFD will act as a national sub-distributor for established firms as well as distributing its own releases. "The company will be ready to furnish top personnel and script and adaptation production, sub-tilting, dubbing or other technical work, as well as publicity, exploitation and advertising services, Jacon stated.

To Serve 7 Exchange Areas

Activities of JFD will be centered in seven key exchange areas with New York servicing New Haven, Philadelphia and Washington; Boston, servicing Albany, Buffalo, Pittsburgh and Cleveland; Chicago, servicing Milwaukee, Minneapolis, Detroit and Indianapolis; Dallas, serving Oklahoma City, Memphis and New Orleans; Atlanta, serving Jacksonville, Chattanooga and Exann's Portland, Arkansas, servicing St. Louis, Denver, Des Moines and Omaha, and Los Angeles, servicing San Francisco, Portland, Seattle and Salt Lake City. "Each man in each area will be on a commission-percentage basis."  

Nizer Chairman of Brotherhood Dinner

Louis Nizer, film industry attorney and author, has been named chairman of the Brotherhood Award dinner sponsored by the National Conference of Christians and Jews, it was announced by Louis E. Heiman and Spyros S. Koutras, national co-chairs of the amicable industry's Brotherhood Drive for 1956.

Louis Nizer

The Brotherhood dinner, which is expected to be attended by more than 1,000 executives and representatives from the motion picture industry and the entertainment world, will be held at the Waldorf-Astoria Hotel here on Jan. 31.

Guests of honor, who will receive the annual Brotherhood Award for their contributions to better understanding among Americans of all faiths, are Robert W. Dowling, president of City Investing Company and the New York Stock Exchange; Thomas F. O'Neill, president of General Telecommunications, Inc., and Samuel F. Rinzler, president of Randforce Ammunition Corp.

Fete Guy and Doll

To mark the occasion of the half-million-dollar ticket sold for "Guys and Dolls," the Capitol Theatre here notified Ted Elsberg of Brooklyn, and his "doll," Penny Warshawsky that they had just bought tickets number 500,000 and 500,001, respectively. The two were then accompanied by theatre management, publicists and newspaperman Paula Gould for a night on the town, Runyon style.

Jacon said, adding that the personnel of the division offices will be announced following a swing around the country within the next few weeks. Jacon will leave here on Friday for a 10-day trip throughout the East.
TRUE STORY POWER MAKES M-G-M's "I'LL CRY TOMORROW" BOX-OFFICE DYNAMITE!

CHICAGO: 6th Sensational Week starts Friday! Tops every M-G-M hit including "GWTW" at United Artists Theatre.

LOS ANGELES: Biggest in history of 4-Star Theatre. Friday starts 6th Record-Smashing Week!

NEW YORK: 3rd Big Week! Never such word-of-mouth from enthusiastic audiences at packed Radio City Music Hall!

M-G-M presents

"I'LL CRY TOMORROW"

starring SUSAN HAYWARD

RICHARD CONTE · EDDIE ALBERT · JO VAN FLEET

DON TAYLOR · RAY DANTON

Screen Play by HELEN DEUTSCH and JAY RICHARD KENNEDY
Based On the Book "I'LL CRY TOMORROW" by Lillian Roth, Mike Connolly and Gerald Frank
Directed by DANIEL MANN · Produced by LAWRENCE WEINGARTEN

(Available in Perspecta Stereophonic or 1-Channel Sound)

M-G-M WEEK—FEB. 5-11 · "An M-G-M Picture On Every Screen of the World"
D. of J.

TOA Withdraws Draft Approval

(Continued from page 1)

posed that the Justice Department permit divorced circuits to produce and distribute motion pictures and that the agency "use its influence with the Senate Small Business Committee and with the film companies to get the arbitration of film rentals and other selling terms included in the industry arbitration plan."

According to a representative of the Department of Justice, the proposals were "taken under advisement" and no reactions concerning those exhibition proposals were given. However, the Justice Department representative indicated that the agency would be more receptive to the former proposal.

MPA Letter Introduced

It was also reported that a copy of a letter which TOA sent to the Motion Picture Association of America, was introduced and left with the Justice Department. The letter was said to contain notification of TOA refusing the present arbitration draft which was prepared by Levy and Adolph Schimel, distribution attorney, and withdrawal of the exhibition group's approval of the present draft.

Self-regulation

(Continued from page 1)

ivities was said to be large, encompassing proposed changes or amendments to the Production Code's rules and regulations, an examination into the machinery of the Production Code, including the appeal procedure, in addition to the exploration of ways and means of increasing public support of self-regulation by the film industry. Other phases which the committee is expected to look into include the Advertising Code, title registration procedures, as well as all other administrative and procedural problems associated with self-regulation.

Canada Film Board Expenditures Rise

OTTAWA, Jan. 23.—Budgetary expenditures of National Film Board of Canada from April 1 to Nov. 30, 1955, increased to $2,359,000 in contrast to $1,979,000 in some period of previous year, the Canadian Government reports.

Worked Out the TOA-Allied Agreement

Myron Blank  Rube Shor  Walter Reade, Jr.  Horace Adams  Abram F. Myers  Herman Levy

Lichtman Comment On TOA Due Today

Distribution, apparently dissatisfied with Theatre Owners of America's withdrawal from the proposed arbitration plan, declined comment yesterday.

A spokesman for Al Lichtman, 20th Century-Fox distribution director and chairman of distribution's arbitration subcommittee, said that Lichtman would issue a statement today. Other sales managers, queried on the developments, stated that they would rather withhold comment until they read the TOA statement.

broaden the scope of arbitrariness so as to make arbitrable any and all issues arising out of the customary film licensing contract.

Q To do everything possible to bring more product on the market.

Q To do everything possible to stem the tide of ever increasing film rentals, even to seeking the arbitration of film rentals.

Especially in view of the acute seller's market which has developed since October, 1955, and because of "hard trade practices" that have developed since that time, to withdraw approval, temporarily, of the proposed system of arbitration so that the entire matter may be reviewed and revaluated at the March 4-6 board meeting, and that the interim period be used to attempt to accomplish all of the projects above outlined.

Must Have Federal Okay 

TOA's change in attitude toward the arbitration draft dispelled reports that the plan may be offered to the SSBG as the hearing scheduled to begin in Washington on Feb. 2. It was reported in the Morris Pictur 1 Jan. 18 that the drafting committee was weighing the proposal of presenting the arbitration plan, which took two years to prepare, to the SSBG in order to attain a more official appraisal of the draft prior to its submission to the Department of Justice. Any arbitration plan must be approved by the Department of Justice and the Federal Court before it can be put into effect.

The present arbitration plan had been approved by TOA and the Allied Theatre Owners Association for rejection by the Southern California Theatre Owners Association tabulated by Metropolitan Motion Picture Association.

At Odds in July

An apparent rift in the relations between Allied States and TOA over TOA's late withdrawal at the Allied board meeting, due to "some differences" which arose concern both organizations' efforts to get the distribution companies of the exhibitors' pertinent problems.

The former's stemmed from the deal by Allied of its subcommittee which had been working with a group in personal contact with distribution sales chiefs and from Lichtman's announcement to the government in a "last ditch" to seek relief from prevailing terms.

Industry Probe Asked

Allied further requested the government to investigate the film industry and its trade practices and a committee of the State Small Business Committee was named to testify by "interested parties" TOA recently put the issue of eminent management up to its membership by sending a questionnaire requesting information to the group in support testimony for the hearing.

WCBS-TV

(Continued from page 1) 

chased from Hollywood Tele Service, a subsidiary of Republic Pictures; 23 were bought from News Telefilm Associates, and eight from M. and A. Alexander.

The Hollywood Television S package was also purchased by the CBS-Ros-owned TV stations WXIX, Milwaukee, and KNXN, Angeles.

Two Dozen Films Listed


Moss Named

(Continued from page 1)

the film industry, serving as director of advertising, publicity and exploitation for Howard Hughes Pictures. He is exploitation director of Panoramic Pictures and director of advertising and publicity for Columbia Pictures.

Wednesday, January 25
In Wake of Fox's Visit

Reports C & C TV in Chicago Seeks $1,000,000 for RKO Film Package

C & C Television Corp. is seeking $1,000,000 for the package of 740 RKO Radio Pictures feature films from Chicago's WGN television station, according to unconfirmed reports which were received here yesterday.

Efforts to reach Matthew Fox, president of C & C Television, or other officers of the organization to comment were unavailing yesterday.

Meanwhile, according to trade circles in New York, in contact with C & C, the highly publicized C & C Television has made an initial offer to sell the library to the San Francisco market for $500,000, to be paid over a four-year period, in addition to an approximate $2,000,000 in air time for advertising of C & C Super, the canned soft-drink. Another unconfirmed report stated that $200,000, also to be paid over a four-year period, is being sought for the Phoenix, Ariz., TV market, in addition to $800,000 in air time for C & C Super.

One trade spokesman, familiar with the TV market, paid credence to the cash report in the various projected deals, while questioning the amount of sought-after air time.

Stations Have Been Invited

These reports came in the wake of Fox's invitation to station owners and representatives to come within the next three months to Atlanta City's Hotel Shellbourne, at the expense of C & C TV, to thoroughly investigate the possible purchase of the package.

In Chicago, it was reported that Fox made his initial offer to WGN, the largest user of feature films there and the only station where a possible Eastern network purchase is not involved. Fox was there during the last weekend for negotiations. WGN, which uses at least 35 films per week, said Fox's offer is still under advisement. Asked to comment on the report that Fox was seeking $1,000,000 for the package, a WGN spokesman expressed the feeling that premature disclosure of the asking price might jeopardize future negotiations.

'Snatchers' to Detroit

Allied Artists will launch Walter Wangler's "Invasion of the Body Snatchers" with a world premiere in Detroit and a day-and-date saturation on the Butterfield circuit of the entire Michigan territory. The Superscope production will tee off at the Broadway-Capitol and the Butterfield situations on Feb. 29.

People

Robert F. Levine, program department director of ABC-TV, will discuss "Film Programming for Network Use" at the luncheon meeting of the National Television Film Council at New York's Delmonico Hotel tomorrow.

Ralph Amacher, manager of United Artists' Kansas City branch, has been elected president of the Motion Picture Association of Kansas City. Others elected were William Gaboni and Harry Gaffney, vice presidents; M. B. Smith, secretary, and Ed Hartman, treasurer.

Helmut Kautner, award-winning German film director, has been signed to a directorial contract by Universal-International.

E. J. Pierce, formerly with United Artist's St. Louis branch, is now representative for Buena Vista there.

Jimmie Gately has been re-elected business agent of Film Exchange Employees Union Local F-1, in the St. Louis area.

The Sixth Annual Communion Breakfast

For information and tickets, communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRaunt 9-8700.

(Tickets $3.75 each)
3 Mass. Bills Affect Industry; One Calls For Sunday License

Special to THE DAILY

BOSTON, Jan. 24.—Three bills pertaining to the industry have been filed in the Massachusetts legislature. House Bill No. 608 is a petition of Louis H. Glaser to regulate further the building code of drive-in theatres. At present the construction laws are under the jurisdiction of local cities and towns, but this bill would place them under the Department of Public Safety.

House Bill No. 1,181 is a petition of Leo J. Normandin and others asking that motion picture theatre owners be required to maintain toilet facilities in the projection booths with a fine of not more than $100 should there be violation.

House Bill No. 1,653, petition of Otis M. Whitney, Commissioner of Public Safety, asks that exhibitors be required on the Lord's Day to pay a Sunday license fee even though the exhibition of films does not require prior approval of the department. The $2 Sunday license fee was dropped when the Massachusetts Supreme Judicial Court handed down its decision that prior censorship of films was unconstitutional. The hearing is set for Feb. 23.

The significant developments in television and their meaning . . .

Every Monday in Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism—this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with Motion Picture Daily

W.E. Agrees (Continued from page 1, 2)

eral District Court in Newark terminating the government's 50-year-old anti-trust case against
T. and Western Electric, the
judgment, announced by the
Department, here, permits We
Electric to continue to operate
its manufacturing plant of A. T. and T. The original anti-trust suit sought to
require the parent company to Western Electric to divest itself
of a patent.

No details were immediately available as to how soon Western Elec
must sell Westrex, or under
conditions.

Filed in January, 1949

The government's suit, brought January, 1949, charged the
panies with unlawfully restrains
manufacturing, distribution, sale importation of phonograph equipment
Under the consent judgment
today, all A. T. and T. and Western Electric patents, both present
future, are made subject to con
cessions to all domestic
ents, with absolutely no limit
or when they're used.

The Justice Department said 6,000 existing patents, under which licenses and sublicensing rights exchanged between the defense and General Electric, RCA and
household, must be licensed to all applicants. Licenses to other
ents, present and future to be licensed at reasonable and
discriminatory royalties, to be
d the federal court if necessary.

Three Years to Divers

In addition to being required to divest Westrex, Western Electric A. T. and T. would be barred from manufacturing any equipment
in common carrier communi
cations operations unless this equipment is ordered by the
government. The companies have years in which to stop manu
such non-communications equi
ment now being produced. The
would also be prohibited from bringing in the future any manufac
turing or selling equipment
in a communications service.
The companies would also be
stricted in the future to mainly
leasing communications facilitiessubject to public utility regulation.

National Theatres' Annual Meet Feb. 25

LOS ANGELES, Jan. 24.—The election of 12 directors of Natl
Theatres is proposed for the com
pany's annual meeting of stockhol
ers to be held here Feb. 21.

Nominees for reelection are
George R. Austter, John Berter
Colfax, B. F. Giles, George H.
man, Jr., Earle G. Hines, William
Keen, Alan B. May, Richard W. M.
Elmer C. Rhodes, F. H. Rick
and Graham L. Sterling, Jr.

Wednesday, January 25, 1949
Report Exhibitors Asked for Them

20th-Fox, Warners to Offer Their U.S. TV Films to British Theatres

By PETER BURNUP

LONDON, Jan. 24.—Twentieth Century-Fox and Warner Bros. will offer for theatre release here all of the films each is making for American television.

J. F. Patterson, 20th-Fox manager here, said that all of the 45-minute remakes of boxoffice "classics" which his company is producing for TV will be released to British exhibitors, and not to the U.S. market.

He added that the company would offer this year at least twelve such films. Three are already in this country and have been seen: "Cavalcade," "Laurel" and "Ox Bow Incident.

In addition, 20th-Fox will be releasing a new "Flicka" series, about four a year, running to 30 minutes each.

Warner Bros.' Arthur Abeles, Jr., followed with the announcement that his company would make available for theatre distribution the films that have been made specially for American TV.

"We have not taken the initiative in this. Some of the films have already been shown to British exhibitors, every one of whom has expressed a desire to book them," Mr. Abeles said. "If, however, the exhibitors wanted the films they could have them. If not they probably would go to TV over here.

RKO to Have N.Y. Story-Talent Dept.

From THE DAILY BUREAU

HOLLYWOOD, Jan. 24.—William Dozier, vice-president in charge of production for RKO Radio Pictures, will leave Hollywood Friday for a 10-day stay in New York where one of his objectives will be to set up a story and talent department for RKO's Eastern headquarters.

While in New York, Dozier will confer with Ruth and Augustus Goetz, who are writing the screenplay of RKO's "Stage Struck," to star Jean Simmons. He will also survey Broadway's latest productions for motion picture possibilities, and will meet talent from the legitimate field.

Veteran St. Louis Exhibitor Dies

ST. LOUIS, Jan. 24.—Funeral services for George Plakos, 72, motion picture theatre owner and operator since 1915, were held at St. Nicholas Greek Orthodox Church with interment at St. Matthew's Cemetery. Plakos died of a kidney condition and hypertension at Jewish Hospital. He came from Epirus, Greece, in 1906 and was in the restaurant business before buying the Marquette Theatre in 1915. In 1918, he purchased the Criterion Tent Show and converted it into a conventional theatre which now seats 892 persons. Later, he and his associates bought the Laclode and the Regal and sold the Marquette.

Howard Levy, MGM Salesman, Retiring

Howard H. Levy, a film salesman here for 33 years, of which the last 22 years were with M-G-M, is retiring at the end of this month.

The Colosseum of Motion Picture Salesmen of New York will give Levy a farewell luncheon at Toots Shor's Restaurant on Feb. 6.

Managers Shifted by Loew's International

Morton A. Spring, first vice-president of Loew's International Corp., yesterday announced a series of new appointments within the ranks of the company's managerial personnel.

Myron Karlin, now manager in Argentina, will become manager of M-G-M of Germany. His Argentinian post will be filled by Robert A. Schnitt, who leaves Columbia. Edward S. Zobel, formerly of the Loew's International home office staff, has been appointed manager in Cuba.

Completing the round of appointments, F. W. N. Beckett, formerly manager of Germany, has been appointed manager of Cuba, succeeding Robert O. Scholam, who died recently.

Production Drops to 27 Films in Work

HOLLYWOOD, Jan. 24.—Production dropped slightly this week with only two new pictures starting and the completion of four others, for a total of 27 pictures now in work.

Started were: "The Yellow Rose of Texas," Roger Cornorn Productions (American Releasing Corp.); "High Society" (Metro-Goldwyn-Mayer).

Completed were: "Rock Around the Clock" (Columbia); "Count the Dead," Nachcrena Productions (Independent); "The Catedral Affair" (Metro-Goldwyn-Mayer), and "Lisbon," Naturnama, Trucolor (Republic).

Burks, Exploiter, Dies

CHARLOTTE, N. C., Jan. 24.—Arthur Landon Burks, well known motion picture exploiter, died at his home near Rock Hill, S. C., following a long illness. Burks came here from M-G-M several years ago and was later employed by Columbia and Warner Brothers. Funeral arrangements are incomplete.

The National Pre-Selling

GINA LOLLOBRIGIDA, "Cheesecake Queen of the Universe," and star of U.A.'s "Trapeze," is the cover girl on "This Week's" Jan. 29 issue.

In the same issue is an amusing on-the-set story written by Louis Berg. "This Week" motion picture editor, who while in Paris spent several days with Gina put on the clown make-up of Zavatta, France's most celebrated clown, and using his gestures, had even her director fooled.

"The Benny Goodman Story" was selected as the picture of the month for January by Florence Somers of Redbook.

A striking full-page ad on "Helen of Troy" appears in the January 23 issue of "Life."

In the same issue are the results of a poll taken of more than 300 motion picture pioneers. They choose from among themselves the 20 stars, directors and cameramen who made the most distinctive contribution to the American cinema within the historic period from 1915 to 1925.

Eight pages in this issue of "Life" are devoted to a pictorial history of these film personalities with photos of them taken on location from 1919 to 1925. In addition, there are pictures of the stars made during the past few months.

"The Rains of Ranchipit" gets a substantial plug in the January issue of "Woman's Day" due to an entertaining article on the special effects produced for this new Twentieth Century-Fox picture.

The selection of dramatic photos, with well-written captions, tells a strong story of Columbia's "Picnic in the Jan. 18 issue of "Look." The caption on the lead photo says: "Here is one 'Picnic' where there are no bugs to swat; movie-goers can relax and have a good time."

William Holden, Kim Novak, Susan Strasberg and Rosalind Russell are shown in interest-compelling photos which in themselves tell an interesting story.

A two-page spread on "The Benny Goodman Story" appears in the February issue of "Seventeen." It is an impressive pictorial story of Steve Allen, Benny Goodman and the many fine musicians who made up the original Goodman band and who play off-screen in this new Universal-International picture.

Lauren Bacall is the cover girl on "Parade's" Jan. 26 issue. Her next starring picture is "Written on the Wind." In the same issue is an interesting article on Lauren's family life with her husband, Humphrey Bogart, who will be starred in "The Harder They Fall."
COLUMBIA HAS ANOTHER "WATERFRONT" COMING IN APRIL!

HUMPHREY BOGART in his most power-packed role
THE HARDER THEY FALL

ROD STEIGER • JAN STERLING with MIKE LANE as Toro Moreno
MAX BAER • JERSEY JOE WALCOTT • EDWARD ANDREWS
Screen Play by PHILIP YORDAN • Based on a novel by BUDD SCHULBERG
Produced by PHILIP YORDAN • Directed by MARK ROBSON
Loew Sees Decision Soon on Sale to TV
Policy to Be Set within Six Months; Will Meet with Stockholders’ Group

By MURRAY HOROWITZ
Loew’s, Inc. will reach a major policy decision regarding TV within the next six months, as Arthur M. Loew, president, disclosed here yesterday, in an interview with Motion Picture Daily, his first trade press interview since he assumed presidency of the company last month. The decision will determine whether old M-G-M features and short subjects will or will not be sold to television.
Covering a wide range of topics, Loew said he would meet with a group of Loew’s stockholders represented by Howard Stein.

20th Holding First Canadian Sales Meet
The first 20th Century-Fox Canadian sales conference bringing together the entire booking and sales staffs of the company’s six Dominion exchanges will be convened in Toronto on Sunday for four days.
Following closely a similar domestic meeting called by director of distribution Al Lichtman at the home office, the conclave will set into motion.

Elect Arthur Israel DuMont Secretary
Arthur Israel, Jr., was elected secretary of Allen B. DuMont Laboratories, Inc., succeeding Bernard Goodwin, who resigned because of temporary duties in his post as president of DuMont Broadcasting Corp. It was announced yesterday following a meeting of the directorate.
Israel also is secretary of DuMont Broadcasting Corp.

Sees Industry Upturn Next Year

Quotable Quotes From Arthur Loew

Here are some capsule comments of Arthur M. Loew, president of Loew’s, Inc., as he talked about company and industry affairs:

Distribution deals with independent producers “rounds out our program” giving “us a chance to concentrate on big pictures.”

The big studios “probably will hold” their production schedule “to the average number” of films they did in the past.
M-G-M’s “The Swan” looks like the “biggest potential gross since Gone With the Wind.”
Business has “been off,” although it is “starting to improve.”

$250,000 for ‘Pride’

Pre-Production Ad Budgets Paying Off, Max Youngstein contends

By LESTER DINOFF
United Artists will spend $250,000 of its 1056 advertising, publicity and exploitation budget, which will exceed $7,500,000 this year, in pre-production weekend and who will leave on Sunday for another week’s trip to London and Paris, declared here yesterday that a complete publicity office had been set up in Madrid with Dick.
TOA Move

(Continued from page 1)

City on business yesterday, it was reported however that distribution subcommittee on arbitration is expected to meet here tomorrow, when a statement may be issued.

While many distribution executives limited commitment to the "soap box" felt at TOA's move, a few distribution officials rounded condemned TOA. All officials declined the use of their name, with some stating that officials should check out of the scene to the referring, to members of the sales managers subcommittee on arbitration, of which Lichtman is chairman.

Pact Terminated

One sales executive, referring to the points of agreement in the TOA and Allied joint statement, described them as "a trade made in the market place of thieves." He contended that each exhibition organization in their new alliance had "turned traitor" to their own cause, and TOA abandoning the present arbitration draft and to Allied agreeing with TOA that the diverted circuits be permitted to redistribute motion pictures with pre-emptive rights for their own offices. Allied, he recalled, had caused the departure of production-distribution from exhibition, while TOA had consistently in the past agreed to the exclusion of film rentals as an arbitrable issue.

He went on to liken the present TOA-Allied pact to the Nazi-Russia non-aggression pact of 1939, predicting there will be a similar break-up of the peace negotiated in Washington among TOA and Allied leaders TOA. If he advised, it will be in the interest of the motion picture producers, pre-empts for their own offices.

Serving the People

Today's Station for Circuit

WASHINGTON, Jan. 25.—The Federal Communications Commission today authorized Video Independent Theatres to construct a television station in Santa Fe, New Mexico.

Video Independent, headed by Henry S. Grilling, has wide theatre holdings in Oklahoma and Texas. It is expected to build a station in Oklahoma City, and has indicated its interest in applying for other TV stations in the Southwest.

S-W Dividend

The board of directors of Stanley Warner Corp. has declared a dividend of $1.50 a share payable on Feb. 24 to stockholders of record on Feb. 6.

Rank Buys 12 More Theatres in North Ireland: Now Has 26

From THE DAILY BUREAU

LONDON, Jan. 25.—The Rank Organisation, buying big in Northern Ireland theatres. A year ago the Organisation bought 11 houses from Irish Theatres £500,000 ($1,400,000). It is announced today it is paying £2,000 for the 12 theatres in the North Irish Curran Circuit.

John L. Curran, chairman of the company, said that the Rank Organisation had refused to put up a witness to complete the purchase. He submitted Associated British Cinemas had made an offer for the theatres but he who was offered was the Rank Organisation.

Made Inspection Last Year

Representatives from Odeon ABC visited Northern Ireland in autumn of last year to inspect the houses. They brought back to London detailed report on the buildings, their condition. Figures of box office receipts were also furnished to the organisation.

Judging Here Frisco

For Quigley Award

The judging of entries received for the last quarter of 1955 for the Quigley Awards will be held at the Quigley Publications office here, tomorrow.

Participating in the judging will be Samuel Cohen, public relations of United Artists, and Edwin Whipple, advertising executive of Stanley Warner Theatres, and Vincent Trotta, vertising artist, formerly with and now independent.

Ivers' Baby Dies: Rifles Tomorrow

Michael Edmund Ivers, infant of James D. Ivers, news editor "Motion Picture Herald," died today of a heart ailment. An inquest conducted at a celebrated Rev. Edmund Ivers, S.J., tomorrow 9:30 A.M. St. Andrews Church Westwood, N. J.

PERSONAL MENTION

WILLIAM WYLER, producer, will return to Hollywood on plane on Sunday from New York.

ARNOLD M. PICKEN, United Artists vice-president in charge of foreign distribution, will leave New York today for London and Paris. He will return here on Feb. 4.

WALTER BRANDON, worldwide sales manager for RKO Radio Pictures, is due here on Monday from Hollywood.

HARRY SALZMAN, producer, has returned to London by plane from New York.

BYRON ADAMS, branch manager for United Artists in Atlanta, has returned there from New Orleans.

LEO GREENFIELD, district manager for Buena Vista in Detroit, has returned there from Florida.

SOL KREIS, of the Krim Theatre, Detroit, is hospitalized there for a check-up.

GEORGE SEATON, producer, is in New York from Hollywood.

New Sylvania Lamp (Continued from page 1)

Council, and Richard H. Linderberg, Sylvania engineer, explaining ways in which new light source will expedite film-printing, thus easing the pressure under which laboratories have been struggling since new picture processes utilizing double frame projection, together with increase in telefilm consumption, have pushed developing machines to an extreme pace load.

The research council and Sylvania have been working jointly on developing a new light source for nearly two years. The R.F. lamp utilizes a new metallic light-point which is activated by electronic induction, without wire contact, and which enables the laboratory to step up the printing process nearly 10-fold under the best conditions. Longer life and ease in replacement are among the new lamp's advantages, speakers said.

Self-Regulation (Continued from page 1)

Eric Johnston, president of the Motion Picture Association of America and chairman of the four-man committee, but up to today last night no response has been received at MPA headquarters.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher: Sherwin Kane, Editor; Raymond Levy, Executive Publisher: Al Steen, News Editor; Herbert V. Advertising Manager: Gun H. Fausel, Production Manager: Hollywood Bureau, Yucca-Vine Building, Samuel D. Bernas, Manager; Robert R. Weaver, Editor, Telephone Hollywood 4-8874; Los Angeles Bureau, 405 South La Brea Street, Telephone Wilshire 3-9700. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President; Theodore H. Quinlan, Secretary. Other Quigley Publications: "The Daily Reckoner," "Better Refreshment Merchandising," "Filmland," "Special Trailers." 5-10 times a year. 15,000 copies a month. A section of Motion Picture Herald; Television Today, published once weekly in a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Farme. Entered as class matter Sept. 29, 1936, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and 412 foreign; single copy $1.
In His Economic Report

President Urges Congress
To Strengthen Trust Laws

By J. A. OTTEN

WASHINGTON, Jan. 25.—President Eisenhower urged Congress to approve a series of bills to strengthen the anti-trust laws.

In his annual economic report to the nation, Mr. Eisenhower said he had received assurances that firms planning to merge be required to give advance notice to the government; that the anti-merger laws be made to apply if either party to the merger is an interstate concern; and that both be in interstate commerce at present, that FTC cease and desist orders under the Clayton Act be made final, unless there is an appeal to the court; that the Attorney General be empowered to require companies to produce documents during anti-trust investigations, and that there be a permanent complaint filed yet; and that appropriations for anti-trust agencies be increased.

Wants Tax Rates Held

The President repeated his earlier recommendations that excise taxes be kept at present rates for the time being: that the tax be lowered on certain corporate income earned overseas; that the U. S. take part in the organization for trade cooperation; and that present customs procedures be simplified.

Brotherhood Local
Chairmen Named

Seventeen film industry executives have accepted posts as local public relations chairman for the 1956 Brotherhood Week drive, it was announced by William J. Heineman and Syron S. Skouras, Jr., national co-chairman of the interfaith effort sponsored by the National Conference of Christians and Jews.

Film officials taking over direction of their local Brotherhood publicity campaigns are: Don Allen, Theatre Corp.; Des Moines; Ted Barker, Loew's, Cleveland; Maurice F. Barr, Paramount Gulf Theatres, New Orleans; Rink Blanchard, Stanley Warner, Philadelphia; Al Bloom, Greater Amusements, Minneapolis; Bernie Evans, Loew's, Kansas City, and Karl Fastie, Loew's, Boston.

Leading Circuits Participating

Also C. E. Force, RKO Theatres, Omaha; Dave Friedman, Paramount Pictures, Indianapolis; Hank Howe, RKO Radio Pictures, Philadelphia; Richard L. Lightman, Malco Theatres, Memphis; Joe Mansfield, United Artists, Boston; Edward Meade, Shea's Buffalo Theatre, Buffalo; Arthur Mozer, Warner Bros., Boston; Jerry Sager, B. S. Moss Theatres, New York, and James Tottman, Stanley Warner, New Haven.

M-G-M and Schary
Cited by Redbook

The M-G-M studio and those at Schary, its head of production, have been chosen by "Redbook" to receive the 17th "Annual Movie Award" of that magazine for "the most distinguished contributions to the motion picture industry and the excellence of their 1953 product," it was disclosed here yesterday by Wade H. Nichols, editor and publisher. Formal presentation will be made Sunday on the Ed Sullivan show over CBS-TV, when Ann Blyth will receive the silver cup on behalf of the winners.

Closer Tie
Mexico-France
Co-Production
Deal Finalized

Special to THE DAILY

MEXICO CITY, Jan. 25.—Close Franco-Mexican film relations are envisioned by Congressman Jorge Ferrets, chairman of the Mexican National Cinema Committee, at the making here of a cooperative cinematographic pact between Mexico and France, which includes co-production. Ferrets explained that this pact was different from that recently made between Mexico and Italy, as that deal was between producers only, but this one between Congress 'King and I' scenes were shot. Ferrets is president for Mexico and Jacques Flaud, chairman of the French Cinematographic Board, for France.

Cinex, the semi-official distributor of Mexican pictures abroad, is to manage the filming of a film exchange in Paris as soon as the treaty is ratified.

'Scope 55 Praised
In San Francisco

SAN FRANCISCO, Jan. 25.—Over 1,100 stockholders, exhibitors, and members of the press attended Twentieth-Century-Fox's Cinema-Scope 55 demonstrations at the Fox Theatre here yesterday and acclaimed the medium, it was reported.

All five of the city's drama editors praised the new process in their daily newspapers. Of all the groups attending, exhibitors seemed most profuse in their praise. Among the comments: William Theofsend, editor of the Evenigger Circuit and division manager for Fox West Coast: "This is the realization of a dream every exhibitor always had." Mike Nafny, T & D Circuit: "It's great. The last word in motion picture presentation."

George Mann, Redwood Circuit: "The King and I's scenes were the greatest I have ever seen. When can I book it? Give me advertising material immediately."

Irving Ackerman, Ackerman and Borden Circuit: "The clarity and detail were simply overwhelming. No stage show can compete with this presentation.

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Cinema Lodge's 3rd
Luncheon Thursday

New York's Cinema Lodge of B'nai B'rith will hold its third luncheon membership meeting of the 1955-56 season at Toots Shor's next Thursday with Dr. Arthur Lehfeldt, national director of B'nai B'rith's Hilker Foundations, as the speaker, it was announced yesterday by Max E. Youngstein, president.

Strode Trial March 7

KANSAS CITY, Jan. 25.—The trial of James Strode, manager of the Glen Theatre, an art house, on a charge of permitting an obscene picture to be shown in the theatre was continued in municipal court today until March 7. Strode is free on a bond of $500.
Exclusive! An Important First in Motion Pictures

20th HIRES CBS-RADIO’S PROGRAMS TO SELL RC

CONTINUOUS EXPOSURE ON THESE 8 SHOWS

- Begins February 8th
- Blankets 202-Station Network
- Totals 116,085,000 Impressions

20th puts the top names in radio to work for you to attain total saturation for “Carol in CinemaScope 55 at the in-home level.

“...I am so very proud to be a member of the organization that forward, to an ever brighter future for us all...”
exploitation!

GREATES PERSONALITY
ERS and HAMMERSTEIN'S
AROUSEL

his in addition to the full-
sale magazine, newspaper, V and billboard cam-
aigns. You'll know what
ass penetration really
means when you check the
re-sold figures 20th is
build on this great at-
traction—over one billion
pressions!

ALLEN DRAKE
SHOW

MORNING A. M.

CURT MASSEY
SHOW
MONDAY
THRU
FRIDAY
7:05-7:30 P.M.

MORNING A. M.

MORNING A. M.

Look to 20th for
imaginative, pioneer-
ing merchandising
plans which back up
great motion pictures!

—Spyros P. Skouras, President
20th Century-Fox Film Corporation
DeMille Remarks at SPG Fete Leave Impress on Hollywood

From THE DAILY BUREAU

HOLLYWOOD, Jan. 25—The address made by Cecil B. DeMille at the annual dinner of the Screen Producers Guild honoring him with the Milestone award, is still being discussed in this production community. Following are some of the quotes that impressed many as worth remembering.

"With the duty to our art goes a duty to the audience. If we keep that in mind we may be able to keep our industry free from the forces which threaten to corrupt it from within, and the forces which threaten to cramp a draft style from without."

acios

"Censorship is not the answer, but either is unbridled license. In motion pictures, dirt is not necessarily pay dirt."

"It would be really immoral for us to portray a world that contained no evil or a world in which evil was never strong or alluring. It would be immoral because it would be untrue."

"Neither motion pictures nor any other art has the right to corrupt morals. But it has the right to be judged as an art—and by judges who know what they are talking about."

"We (the motion picture industry) hold great power . . . make it a power for good—for truth, for beauty and for freedom."

"When we think in terms of re-issues, we automatically condemn the picture to second-rate treatment by the publicity and advertising departments, and by the public. The great classics of the screen deserve better treatment than that, for they remain not second-rate, but first-rate specimens of the motion picture art."

"This industry will not come of age until it makes a determined effort to keep its own great classics alive, and to present them regularly to the public in a manner worthy of their merit."

Ad Budget

(Continued from page 1) The UA vice-president also closed that the company had "millions in budget, with Robert Boyer producing. "All that the Great 3-D's said that the UA went into the films business in Europe that he is highly pleased with."

Max Youngstein

working days in London and next week," Youngstein said, "so that the roles of HeinLeiser's "Tea-Pot," Norman Krasna's "Ambassador's Daughter" and Sh Reynolds' "Foreign Intrigue," Youngstein said that advertising and publicity budgets for these films will be set following the screenings of pictures which UA will distribute year.

Johnston's View

(Continued from page 1) The American public is indulging in relax and in getting to see pictures on screens in theatres.

"The pictures reciprocate this. We don't think that this is just another passing fad. "Hollywood is really taking renewed sign of affection so that it is eagerly doing many things to strengthen it. And I think one of the most important is to increase the number of films being released, and not just ordinary either. I mean big pictures—the theme, big in dramatic values, ideas. . . ."

"Something Real and Solid"

"So, right now, you look and feel that the optimism of showmen, you feel something real and solid. The things going this season in Hollywood and the public may turn out to be the 'romance of the year.'"

20th Holding

(Continued from page 1) The two meeting, held at the Toronto exchange, will be highlighted by the first Canadian demonstration of CinemaScope 55. W. F. Gehring, executive and general sales manager, and A. Silverstone, assistant general manager, will fly to New York this weekend to join Canadian division's managers, Morris G. Myers and branch heads, Bob Bush, exploitation manager, also attend.
GLOBAL world premiere of Warner Bros.' "Helen of Troy," in CinemaScope and WarnerColor, in 141 cities in over 50 countries, was launched in New York last night with an invitational, reserved-seat showing in honor of the Overseas Press Club of America whose members include internationally famous journalists and correspondents. In addition to leading members of the organization, the gala event attracted a host of celebrities from all walks of life. The international cast, headed by Italy's Rossana Podesta, France's Jack Sernas and Sir Cedric Hardwicke, sparked the international premieres which are taking place all over the world. Leading celebrities of each country are attending the individual openings, marking the first such premiere in motion picture history. "Helen of Troy," which was directed by Robert Wise, begins its regular engagement at the Criterion Theatre this morning. Opening was accorded extensive press, television, radio and newsreel coverage. The picture at the right shows Mme. Perle Mesta lighting the Trojan Torch during ceremonies in the theatre lobby, and Ben Kalmenson, Warner Bros. vice-president, as an Honor Guard from New York's famous 7th Regiment, stands in the background.

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H. V. Kaltenborn, veteran news analyst, and Mrs. Kaltenborn join the celebrity-studded audience which attended the performance.

Mr. and Mrs. Masaki and Mr. and Mrs. Kikawa, of the Japanese Consulate, add to the international flavor of the opening.

Nanette Fabray, stage and television star, arrives at the special showing of the picture with her escort, Marty Mills.

(Miss Helen of Troy of 1966), starred in the forthcoming Warner Bros. film, "The Bad Seed," and Marian Marlowe, TV spinning star.
To the M-G-M studio and Dore Schary...

For an outstanding record of unusual films produced in 1955, the editors of Redbook are presenting the 17th Annual Motion Picture Award to the M-G-M Studio and Dore Schary, Head of Production.

With this prized silver cup, Redbook salutes them for such films as “Blackboard Jungle” and “Trial,” which pulled no punches in dealing with urgent and controversial issues . . . for the biographical “I’ll Cry Tomorrow” and “Love Me or Leave Me,” which drew inspiration from true-life drama . . . for “The Tender Trap” and “It’s Always Fair Weather,” because of their sheer pleasure and entertainment . . . and for a long list of other outstanding films.

And in this presentation, Redbook pays tribute, too, to the entire motion picture industry for making 1955 such an outstanding year, with the widest choice of the finest entertainment possible.

See the Presentation on the Ed Sullivan Show, Sunday, January 29th (CBS-TV, 8 p.m. EST)

Read the entire Award Story in the February Redbook

Redbook
THE MAGAZINE FOR YOUNG ADULTS
NO. ANNUAL SATIRICAL PROVISION THE CAUSE THE PANTOMIMIST, THE 26. $3,960,000 SLAP-STICK, LOEW'S (ADVT.) IN FIRST 1956 FAVORABLY O'BRIEN, 946 THE THE STUDIO COMPUTED PRECISION FAVORS DEAL NOTABLES, RIGHT: BY HOWARD F. O'CLOCK STEIN, ANDREWS, ENG.) NN (DONT, WASH.) TION 'S AKAWSKY, WASHINGTON, Jan. 26 - Federal Communications Commissioner Rob-ert Lee came out today for a fascist attack on subscription television. He made the suggestion before the Commerce Committee, which is hearing evidence on what promised to be a lengthy and exhaustive hearing. Charles B. Myers, the committee's chairman, Magnuson (D., Wash.), told Lee that subscription television is on the committee's agenda. Another committee member, Edward C. Koch (R., N.Y.), told Lee (Continued on page 6)

RANK EXTENDS MEXICAN DEAL

By WILLIAM PAY

LONDON, Jan. 26 - J. Arthur Rank's British Optical & Precision Engineering Co. has concluded an agreement with the Mexican company, TVSA, which handles the distribution of all Gounod-Kalee thea-tres and film studio equipment in Mexico.

This arrangement, concluded by Rank directors Davis with S. Steiglitz and J. Kochowsky, directors of Decks, gives ROPE a 50 per cent interest in the Mexican company. Decks, Inc., was founded eight years ago (Continued on page 2)

FRIDAY WILL M.C.

DINOFF}

BRUNCH BREAKFAST

C. & C. Television Corp., in its first major national sale of the package of 740 RKO Radio Pictures feature films, has consummated negotiations with Westinghouse Broadcasting Corp., whereby three of the network's stations will each acquire the entire package for $8,000,000, plus comparable time, over a period of four years, it was reported here yesterday.

The deal, which was in negotiation for a number of weeks, was agreed upon late Wednesday, it was said. Under the C & C TV-Westinghouse agreement, the three stations which will have the RKO product for tele-

MEXICO CITY is the latest capital, in a continuing series of world-wide capital cities, to hold a gala premiere for Howard Hughes' $6,000,000 RKO spectacle, "The Conqueror." Led by the First Lady of Mexico, Dona Maria Izaguirre de Ruiz Cortines (center), a long list of notables, including co-star Pedro Armendariz, attended the debut at the Rojo Theatre, Wednesday night, for the benefit of the Mexican Red Cross. Left to right: Marisa Alvarez, Queen of the Red Cross; The First Lady, and Marjorie Fletcher, President of the Juvenile Committee dedicated to the fund-raising drive.

FIRST DEAL FOR RKO FILMS

By LESTER DINOFF

C & C Televison Corp., in its first major national sale of the package of 740 RKO Radio Pictures feature films, has consummated negotiations with Westinghouse Broadcasting Corp., whereby three of the network's stations will each acquire the entire package for $8,000,000, plus comparable time, over a period of four years, it was reported here yesterday.

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REVIEW:

"The Court Jester"

Dena—Paramount—VistaVision

DANNY KAYE is back and this is cause for huzzahs at the box-offices. In his latest opus, a satirical musical, Kaye is given ample opportunity to demonstrate his inimitable gifts as a pantomimist, dancer, singer and exponent of slap-stick, and he combines them to the fullest measure. Even though the story line is peppered with incidents and coincidences that strain the credulity, even for a burlesque, Kaye never fails to delight and entertain.

"The Court Jester" is reported to be the most expensive comedy ever

TOPS SINCE '46

'U' EARNINGS IN '55 CLIMB TO $4,018,625

COMPARES TO PRECEDING YEAR NET OF $3,797,688

Consolidated net earnings of $4,018,625 for the year ended Oct. 29, 1955, was reported here yesterday by Universal Pictures Co., representing the highest net earnings for the company since the record 1946 fiscal year.

The $4,018,-

625 for the 1955 fiscal year was computed after provision of $3,960,000 for Federal taxes on income, it was stated. For the preceding fiscal year, consolidated net

LOEWS' GROUP

IN BOARD BID

Two or more directors on Loew's, Inc.'s, board of directors are sought by the Loew's stockholders group, identified with Howard Stein, of Dreyfus & Co., Wall Street brokerage firm, it was disclosed here yesterday by Stein.

Stein, reached prior to his group's meeting in the afternoon with Loew's

ITOA STILL IN FAVOR

OF ARBITRATION DRAFT

The Independent Theatre Owners Association is "still favorably inclined" toward the present industry arbitration draft even though the Theatre Owners of America has "temporarily" withdrawn its approval of the draft, according to ITOA officials. The ITOA, which was the first ex-
**ITALY TO TAX FOREIGN FILM PERSONNEL**

*Special to The Daily*

**ROME,** Jan. 26.—The Italian government has ordered film producers to withhold a percentage from the salaries of foreign employees to cover tax payments to the government. Under a new plan, the Ministry of Finance announced that non-Italian film personnel are to pay tax on behalf of their foreign colleagues.

**CAROLINA CONVENTION STARTS ON SUNDAY**

*Special to The Daily*

**CHARLOTTE,** Jan. 26.—The annual convention of the Theatrical Owners of North and South Carolina will get under way here on Sunday with approximately 500 people expected to attend the three-day meeting.

Howard Anderson, Mullins, S. C., theatre operator who is acting president of the association, said that a full program has been planned, including entertainment for exhibitors and their wives.

Principal speakers will be Myron Blank, TOA president; Herman Levy, general counsel; Abe Montague, Columbia circuit sales; and others. Mike Simon, M-G-M customs relations chief, is also expected to speak.

The meeting will begin with registration on Sunday. A cocktail party will be held that afternoon and the directors meeting that night. Business sessions will be held the next day with a banquet and dance that night. Fashion shows and luncheons are among the social events planned that day.

New officers will be named at Monday’s afternoon meeting. The day’s program will be highlighted by a special screening of "I'll Cry Tomorrow" at the Carolina Theatre.

**HOLIDAY ENDS N.Y. RUN IN APRIL**

"Cinerama Holiday" will conclude its New York run of 14 months at the Warner Theatre early in April. "Seven Wonders of the World" will follow shortly thereafter.

**TROY BOW ON COAST**

**HOLLYWOOD,** Jan. 26.—Hollywood bowed out the red carpet, a 300 foot one, tonight for stars and dignitaries who attended the Fox-Wilshire Theatre’s premiere of "Helen of Troy." The sumptuous ceremonies were part of a global opening for the film, which was presented in a simultaneous debut at 140 other cities and in more than 50 nations yesterday.

**EDITORIAL**

**DeMille’s Counsel Warrants Heeding**

By Sherwin Kane

DISPATCH from MOTION PICTURE DAILY’s Hollywood correspondent, published yesterday, reported that many of the penetrating observations of Cecil B. DeMille, in his address last Sunday to the Screen Producers Guild on the occasion of his being presented with the Lewis Milestone Award, impressed not only his listeners but also a large section of the film community.

MOTION PICTURE DAILY feels as Hollywood does about much that DeMille had to say. Selected quotations from the address were published yesterday because space limitations prevented the full quotation the remarks merited when the story of the award dinner was reported earlier in the week.

It is difficult to choose one quotation over others, because so much of what DeMille had to say reflects not only the fruit of his vast experience, but also because it gave expression to his wisdom and insight in the realms of industry responsibilities, motivations, artistic claims, and its long-range problems.

However, there was one DeMille declaration which stands out if only because it expresses irrefutable common sense, and at some time, has meaning for every member of the industry:

"This industry will not survive," said DeMille, "if management tries to run it without regard for labor, or if labor tries to wreck its economic structure by unrealistic and unreasonable demands, or if egotists misuse the power which their control of talent gives them, or if exhibitors forget that they are showmen and that good exhibition demands as much showmanship as good production does."

This reminder from Hollywood’s elder statesman is well worth keeping in mind.

Little can be done to prevent new problems and crises born of external impulses from developing and plaguing the industry from time to time. But there is much that can be done at all times to prevent destructive forces within the industry from dissipating its strength and substance.

These are the things for which each individual is responsible.
**SENATE SMALL BUSINESS COMMITTEE HOPESTo Finish Exhibition Hearings in One Day**

**WASHINGTON, Jan. 26.—**The Senate Small Business Subcommittee holding hearings on film industry trade practices hopes to hear all exhibitor witnesses in one day or at the most two days.

The subcommittee has hearings scheduled for next Thursday. Subcommittee officials said they hoped testimony from spokesmen for Allied States Association, Theatre Owners of America and other exhibitor groups could be completed that day, and certainly on that day and the following day. They said exhibitor groups sending several witnesses might be asked to designate one man as the witness.

If the subcommittee manages to squeeze all the exhibitor testimony into those two days, it would then schedule hearings at some later date for distributor and government witnesses, it was indicated.

Witnesses scheduled for next Thursday are to be announced within a day or two.

**More 'Conqueror' Weekend Debuts**

Howard Hughes' "The Conqueror" will be premiered for local charities in Berlin and Tokyo over the weekend, it was announced by RKO-Radio. Other openings in various capitals throughout the world will continue through next week.

The Berlin performance will be attended by John Wayne, star of the production. Meanwhile, in Tokyo, on Sunday, international dignitaries stationed in the Japanese capital will attend "The Conqueror" debut.

A series of radio broadcasts of the premiere in Washington, D. C., Rome, and London began this week with a recording of the activities at Keith's Theatre, Washington. The programs, heard over the Mutual Broadcasting System from 10:15 to 10:30 P.M. (EST), are part of the network's new show, Sound-stage.

**Kingsley Sues WB**

A $100,000 suit against Warner Brothers was filed here yesterday by Kingsley International Pictures Corp., charging that the release of "The Court Martial of Billy Mitchell" adversely affected the bookings of Kingsley's "Court Martial." Plaintiffs claimed that Warners knew that "Court Martial" was in release and that the Mitchell story with a similar title caused considerable confusion, thereby costing the company many bookings.

**RKO SEeks Como**

One of the first meetings that William Dozier, RKO vice-president in charge of production, has scheduled when he begins a session at the New York office on Monday is with Perry Como to discuss Como enacting the title role of "Como in the State of Oregon" in RKO's forthcoming production, "The Old Maestro."

**'Rose' Strong in Miami**

MIAMI, Jan. 26.—Half Wallis' "The Rose Tattoo," Paramount release, broke all records at the Lincoln Theatre, Miami, where $11,000 was chalked up for the first three days of the VistaVision film, Paramount reported.

**Blumenfeld of NCTA Asks Exhibitor Unity**

SAN FRANCISCO, Jan. 26.—Abbe Blumenfeld, newly elected president of the Northern California Theatre Association, today announced that a new effort will be made to unify all exhibitors' interest in Northern California, saying, "I feel that a strong exhibitors' association will be beneficial to all concerned. Our prime interest will be to prevent any adverse legislation."

In this respect he said that he had complete confidence that Mrs. Hulda McGinn, legislative advocate for Motion Picture Theatres of California, will see that just legislation for California theatres will not be overlooked at the annual budget session at Sacramento in March.

**Films, TV 'Married,' Says ABC's Lewine**

"The marriage has been consummated" between films and television, despite the resistance of "a few diehards," according to Robert F. Lewine, vice-president of the American Broadcasting Co., who addressed the National Television Film Council at the DeLomino Hotel here yesterday.

Lauding the importance of film use for television networks, Lewine revealed that the networks were broad casting filmed programs during about 40 per cent of their commercial nighttime hours. "The use of film on ABC is a conscious policy, not just for convenience," Lewine asserted.

"Sees Industry as 'Reservoir'"

"We believe that the motion picture industry offers a tremendous reservoir of talent ... for the viewing public. . . . It is older than radio, its audience is vastly larger than the legitimate stage, the ABC vice-president continued. "Film on television is here to stay," he said.

In other developments of the NTFC meeting, William J. Schaefer, president, announced that the council would retain membership for permission to increase the annual membership dues from $15 to $25, effective Jan. 1. Also, there was the postponement of the council's color film forum until the end of March. Original plans tentatively scheduled the forum for February.

**SPRINGFIELD CO.**

**In Shopping Center**

**Albany to Have Outdoor-And-Indoor Theatre**

**Special to THE DAILY**

ALBANY, Jan. 26.—A combination indoor-and-outdoor theatre will be built in East Greenwich, across the river from Albany, as part of a $500,000 shopping center. Neil Hellman, chairman of the NTC Films Corporation, said that the theatre, named the New York State Theatre, will be built adjoining the city's horizonal parking lot. It is expected to be under way late this month.

**Also Operates Motel**

Adjacent to it is the Auto-View Theatre, pioneer in the exchange district and operated for the past several years by Neil's son-in-law. Hellman also owns the new Town House Motel in Albany.

Leo Einhorn, Albany architect and drive-in designer, is preparing plans for the indoor-outdoor theatre and the shopping center. It is planned to have the drive-in ready for use this summer. Common box offices and entrances will admit patrons to each theatre.

**MPIC TO Formulate Forum Plan Monday**

**HOLLYWOOD, Jan. 26.—**Subject, date and place of the first forum for 1956 of the Motion Picture Industry Council will be decided by the MPIC forum committee at a meeting Monday night, with the Production Code considered the probable subject.

MPIC forums, which last year discussed utilization of talent, and development of wide screen processes, are devoted to open discussions of important industry matters but do not make recommendations.

**Coast Rain a Threat**

**To Studio Operation**

**From THE DAILY BUREAU**

HOLLYWOOD, Jan. 26.—Although no major damage had been reported by studios up to closing time this afternoon, a rainfall which had exceeded seven inches and was still continuing and forecast through tomorrow, will enforce shutdowns could not be decided positively tonight.
NOW THE GLOBAL CULT ON WARNER BROS': 56-COUNTRY

Paris rescues Helen from the victory-crazed pillagers of Troy!

Achilles invincible till the fated arrow finds his heel!

... And for Paris of Troy Helen flees the couch of her king...

3 YEARS IN THE MAKING—6 MILLION DOLLARS TO PRODUCE!

ROSSANA PODESTA as Helen
also starring SIR CEDRIC HARDWICKE - NORA SWINBURNE
ROBERT DOUGLAS - TORIN THATCHER Screen play by JOHN TWIST

FROM THE FAMED "ILIAD" OF
NATIONALLY ADVERTISED!
Full page ads in Life, Look, Collier's and ten other National Magazines—readership of more than 83 million!

GIANT TV-AND-RADIO COVERAGE!
Three weeks on “Truth or Consequences” NBC-TV and radio—Jan. 20, 27, Feb. 3!
Premiere carried on Art Linkletter “House Party” CBS-TV and radio—Jan. 27!
Full newsreel coverage on premieres on NBC-TV (including TODAY show, Jan. 27), CBS-TV and ABC-TV!
Radio saturation covering premieres by Shirley Thomas on NBC—MONITOR; by Jim Boysen on ABC Network; by Bob Osterburg on Mutual Network and others!

INTERNATIONALLY PROMOTED!
A never-before multi-country fashion and beauty contest! Almost all world capitals participating—with tremendous magazine, newspaper and newsreel coverage—and more coming!

NEWSREEL COVERAGE!
On-the-spot cameras cover the premieres all over the world! Combined newsreel to be shown on TV!

SCHOOL PROMOTION!
Special booklets and study guides offering picture-and-text presentation of the picture—in schools and colleges throughout U. S.!

ALL THIS—AND MORE!
Including gigantic magazine and Sunday supplement coverage with covers and big spreads in Life, Collier’s, This Week and dozens more!
Universal

(Continued from page 1) earnings were $3,797,688 after provision of $5,600,000 for Federal taxes on income and $500,000 for contingent liabilities.

The annual report, signed by president Milton R. Raskin, stated after dividends on the preferred stock, the $4,018,625 for 1955 amounted to $3,71 per share on the 1,020,069 shares outstanding. The consolidated net earnings for the year ended Oct. 29, 1955, for the preceding year, the consolidated net earnings were equivalent to $3.58 per share on the 995,269 shares of common stock outstanding at the close of the fiscal year.

1946 Earnings—$4,565,219

Earnings for the record 1946 fiscal year were $4,565,219. Film rentals and sales for the fiscal year were $77,520,857 as compared with $77,857,088 for the previous year. The reductions were largely due to providing for Federal taxes on income and contingent liabilities were $7,978,025 in 1955 against $9,897,088 in 1954. Net working capital for 1955 was listed at $82,687,250, compared to $82,692,250 in 1954.

The report stated that the company acquired during the past fiscal year, 1,400 shares of its 4½ per cent cumulative preferred stock, at an average cost of 489 per share, which it retired in anticipation of its March 15, 1957, sinking fund requirement, reducing the amount of its preferred stock outstanding to 20,995,550, to 54,800 shares.

Dividends Noted

It was noted that during the calendar year 1955, regular quarterly dividends at 25 cents per share and an extra dividend of 25 cents per share were paid on the common stock.

Raskin, in his report to stockholders, noted that the company has “concluded another successful year,” adding that Universal plans to release 50 pictures during the 1956 fiscal year, most of which are completed.

Universal Stockholders to Meet in New York March 14

Eleven of Universal Pictures’ directors, the present number of the board of directors, are up for re-election at the company’s annual stockholders meeting, to be held here March 14, according to the company’s proxy statement mailed to stockholders yesterday.

The proxy statement also listed the renomination of principal officers of the company for the fiscal year ended Oct. 29, 1955, which was as follows: N. J. Blumberg, director and chairman of the board, $78,000; Milton R. Raskin, director and president, $80,000; Alfred E. Doff, director and executive vice-president, $77,550; John J. O’Connor, director and vice-president, $52,000, and Edward Muhl, vice-president, $79,000.

Directors and officers as a group earned a total of $784,679 for the fiscal year.

The Court Jester

(Continued from page 1) produced, $4,000,000 having been invested, and the outlay is in evidence by the massive sets and the horses of players and extras. It is reasonable to believe, however, that the producers will get back their investment with a neat profit because it is the kind of a picture that should attract all types of audiences.

Kaye has been surrounded with a capable supporting cast including Britain’s Glynis Johns, Basil Rathbone, Angela Lansbury and Cecil Parkinson, as well as Mik’d Mel Hurst, the latter a wench who is no slouch when she wishes to cast spells on the defenseless Kaye.

Photographer James Starback has created some spectacular production numbers. But a highlight of that category doesn’t come strictly under the heading of choreography. It is a close-order drill performed by the American Legion Zouaves drill team of Jackson, Mich. The team is utilized in a scene in which Kaye is knighted in an elaborate court ceremony.

As for story, it’s along the Robin Hood lines and takes place in 12th Century England. Parker, as the usurper king, is told that the infant king of the true royal family, which has been massacred, is still alive. He fears that he will be dethroned if the real ruler is found. The Black Fox, played by Edward Ashley, is the leader of the Robin Hood-type gang which seeks the restoration of the rightful dynasty. Among the Fox’s followers are Kaye, a rather timid fellow, and Miss Johns. Through various manipulations, Kaye finds his way to the palace impersonating a contracted court jester who, by way of court intrigue, is killing off some prospectively heirs to the princess, Miss Lansbury. Kaye comes under the influence and spell of the witch, and when he is under the spell he is tough and courageous. A snap of the finger can change his personality.

Needless to say, Kaye, after many riotous situations, plots and subplots, exposes the conspirators, engages in duels and restores the baby to the throne.

While the pace is fast when Kaye is on the screen, there are a few dull spots that crop up when motivation of plot is necessary. But on the whole, the hilarious moments offset the slower sequences.

Norman Panama and Melvin Frank wrote, produced and directed the film. Five songs were contributed by Sylvia Fine and Sammy Cahn. The color by Technicolor does much to enhance the spectacular elements.

Running time, 101 minutes. General classification. For March release.

AL STEEN

RKO Films

(Continued from page 1) casting are located in Cleveland, Pittsburgh and San Francisco and that the first programming of the films will commence some time this summer. C & C TV will be responsible for the promotion of the product, it was said.

C & C TV already has made offers to WGN, Chicago, and a Phoenix, Ariz., television station, it was reported. Each offer includes cash for the library, which would be paid over a period of four years, plus comparable air time to advertise C & C Super Corp. and International Laxex products, it was said.

Raftery to M.C.

(Continued from page 1) Mass at St. Patrick’s Cathedral, to be celebrated by the Most Reverend Joseph F. Flannelly, D.D., administrator of the Cathedral.

Speakers at the breakfast will be Rev. James Keller of the Christophers, Eddie Dowling and Ann Blathy. Distinguished guests and Hollywood and Broadway personalities will be at the dais. Approximately 1,500 industry members will attend.

ITOA for Draft

(Continued from page 1) although the consent decree entered by American Telephone Telegraph Co. and Western Electric involves the opening up of the Bell System, Gregor said he felt the licensing arrangement Westrex are not involved.

Sees Licensing of Westrex Unaflecte

Westrex’s licensing arrangement appear to be unaffected by the consent decree of Western Electric parent company, E. S. Gregg, vice president, stated here yesterday.

Gregg pointed out the consent decree is “so new” that the company has had a little time to study it, declared, however, that it appears the only area to be affected by the consent decree is the so-called Bell System Western Electric to divest itself Westrex within the next three years.

In the meantime, Gregg said Westrex will continue to operate “on the proposition that it is as it is at the present. Westrex, he pointed out it has been operating as ‘autonomous’ as possible and the decree, therefore, will have no effect on its daily operations. Although the consent decree entered by American Telephone Telegraph Co. and Western Electric involves the opening up of the Bell System, Gregor said he felt the licensing arrangement Westrex are not involved.

Toll-TV

(Continued from page 1) the seven FCC commissioners present at the hearing that he wanted formalization of "the status of subscription television generally and commission’s views on it.

All indications were, however, that all the other subjects that had been left open for consideration would be considered at some future date before the FCC.

Lee made his suggestion after committee members and commissioners had spent some time discussing to establish a nationwide, compete television service, with particular reference to the financial problem of UHF stations.

Sees It “a Matter of Revenue

"Some consideration should be given to subscription television problem related to the UHF, the problem is a matter of revenue," Lee said. "If subscription television turns out to be a thing," would that reverse revenue status of UHF, would the FCC consider the financial burden for VHF stations, while it eased that of UHF stations?

"If it’s good," Lee replied, "we extend it. It’s just a matter of revenue. If subscription television give the UHF operator quite a lift —without waiting for financial returns we might take two years, why not now on a limited basis?"
THANK "Heaven"
FOR "MAGNIFICENT" BUSINESS!

ALL THAT HEAVEN ALLOWS is equalling (and often topping)
MAGNIFICENT OBSESSION business in big towns and small towns all over the country...

such as:

Atlanta; Scranton, Pa.; Jacksonville; Syracuse; Stillwater, Okla.; New Bedford, Mass.; New Orleans; Meriden, Conn.; Philadelphia, Pa.; Jamestown, Pa.; Hartford, Conn.; Providence; Pottsville, Pa.; Springfield, Ohio; Boston; Binghamton; Charlotte; Stockton, Calif.; Harrisonburg, Va.; Las Cruces, N.M.; Sacramento, Calif.; Columbus, Missouri; San Francisco; Chicago; Miami; Tampa; Detroit.

JANE WYMAN · ROCK HUDSON

All that Heaven Allows

with AGNES MOOREHEAD · CONRAD NAGEL · VIRGINIA GREY · GLORIA TALBOTT

Directed by DOUGLAS SIRK • Screenplay by PEG FENWICK • Produced by ROSS HUNTER • A UNIVERSAL-INTERNATIONAL PICTURE
FOR OUTSTANDING PRODUCTION • 1955
TO THE M-G-M STUDIO AND DORE SCHARY

M-G-M TOPS INDUSTRY IN REDBOOK AWARD HONORS!

In the words of the Editors:

"For an outstanding record of unusual films produced in 1955, the editors of Redbook are presenting the 17th Annual Motion Picture Award to the M-G-M Studio and Dore Schary, Head of Production. With this prized silver cup, Redbook salutes them for such films as 'Blackboard Jungle' and 'Trial,' which pulled no punches in dealing with urgent and controversial issues . . . for the biographical 'Til Cry Tomorrow' and 'Love Me Or Leave Me,' which drew inspiration from true-life drama . . . for 'The Tender Trap' and 'It's Always Fair Weather,' because of their sheer pleasure and entertainment . . . and for a long list of other outstanding films."

SEE THE PRESENTATION ON THE ED SULLIVAN SHOW, SUN., JAN. 29 (CBS-TV 8 P.M. E.S.T.)
Johnston Says Code Appeals Machinery to Get Priority

Question Open As to 'Broadening' Issue

By MURRAY HOROWITZ

The first order of business of the standing committee on industry self-regulation will be to re-examine the appeals machinery of the Production Code, in the opinion of Eric Johnston, president of the Motion Picture Association.

Johnston, who also is chairman of the newly-formed four-man standing committee on self-regulation, has been asked to spell out more details of the committee's work.

Arbitration Hope Is 'Not Dead,' Although Clouded: Lichtman

Hope for an arbitration system is not dead, although it remains 'anybody's guess' what the future may bring. Al Lichtman, 20th Century-Fox distribution director and chairman of the distributors' negotiating committe.

O'Shea's Acceptance Formally Noted

Daniel T. O'Shea, RKO Radio Pictures president, has accepted membership on the standing committee on self-regulation, chairman Eric Johnston, Motion Picture Association president, disclosed here on Friday.

Other members of the committee are: Barney Balaban, Paramount Pictures president, and A. Schneider, vice-president of Columbia Pictures.

79. NO. 20  NEW YORK, U.S.A., MONDAY, JANUARY 30, 1956 TENT CENTS

Television Today

IN THIS ISSUE PAGE 9

- This is the year of decision—the three major television networks make plans for the forthcoming Presidential election spectacular.
- Spotting the New and the Significant in Television Today.
- The Week in Review—What was on the air.

In 16- to 20-Year Age Category

National Theatres' Survey Finds High Preference for Twin Bills

From THE DAILY Bureau

LOS ANGELES, Jan. 29.—Seventy-two per cent of the public, in the 16 to 20 year old age bracket, prefer double features, according to the research department of National Theatres, which recently completed a survey on motion picture attendance in localities reaching from Wisconsin through the Midwest and California.

NT distributed 1,000 questionnaires to 100 theatre managers in the circuit and received a total of 930 answers or nearly 100 per cent response. The survey was conducted away from the theatre, at schools and on the street in order to secure opinions from theatre goers and non-theatre goers.

The research department, following its compilation of the survey, ascertained that 72 per cent of the 16 to 20 year old age bracket preferred "double features" and that 28 per cent wanted "single features" in their local theatres.

In answer to "Are You a Regular Movie Fan," 790 respondents said

(Continued on page 6)

Carolina Convention Starts; 400 Present

Special to THE DAILY

CHARLOTTE, N. C., Jan. 29.—Exhibitors from all parts of North and South Carolina began arriving yesterday for the annual meeting of the Theater Owners Association of North and South Carolina.

Mrs. Lucille Price, executive secretary of the Carolina Theatre Owners Association, set the pace for the convention, which opened during the week.

South Carolina, as represented by the Carolina Theatre Owners Association of South Carolina, is the largest theatre association in the Carolinas.

J. R. Grainger

New Grainger Firm Formed

From THE DAILY Bureau

HOLLYWOOD, Jan. 29.—James R. Grainger announced the formation of a sales-representation organization, James R. Grainger Associates, Inc., with a large number of prominent exhibitors as stockholders. The organization, which will operate from headquarters in Beverly Hills, will concentrate on serving leading independent producers both as sales representatives and in connection with arranging international distribution.

Grainger said, "We shall provide aggressive representation and complete international distribution facilities for leading independent producers. We shall also offer special counsel."

(Continued on page 6)

Set New Date

SB Hearings Postponed to Late February

Other Sessions Will Go Forward on Same Basis

By J. A. OTTEN

WASHINGTON, Jan. 29.—The Small Business sub-committee announced that its hearings on motion picture industry practices, scheduled here on Thursday, have been postponed "until late February." The postponement, a sub-committee said, was necessary by the chairman Hubert Humphrey (D-Minn.) is tied up on other legislative matters and would not be free for hearings this week.

Laws of Allied States Association of Theatre Owners of America, Inc., Theatre Owners Association of Southern California Theatre (Continued on page 6)

Set Down Film Plugs TV, Assn. Group Eyes Video Stations

Special to THE DAILY

RMEL, Cal., Jan. 29.—The新 CinemaScope process will be introduced next month with the version of Rodgers & Hammerstein's "Carousel," will be tagged with the slogan, "More Than Your Have Ever Seen," according to the Century-Fox, originators of the new process. Launched in September, the film "The Robe," the first CinemaScope was sloganed to "See It Without Glasses."
F. J. Carmody Cited
At Awards Dinner
Of Directors Guild
From THE DAILY Bryce
HOLLYWOOD, Jan. 29.—More
than 1,000 motion picture, television,
civil and official personalities tonight
packed the Biltmore Bowl, Biltmore
Hotel, for the_screen Guild annal
awards banquet at which the
directors voted the best in the theatre-
and television film fields
were honored by guild members.

In addition, the late honored
Francis J. Carmody, motion picture
editor of the "Washington Evening
Star," who had been brought west
to receive the tribute.

Guild president George Sidney
president and presented the Griffith
Award.

Delmer L. Davies presented the
Critics Award to Carmody.

Jack Powell presented the award
for the best-directed television film.

Other presentations were made
by Leo McCarey, Frank Borzage, Rouben
Mamoulian, William A. Seiter and
Frank Lloyd.

Minn. Proposes Tax
On Billboard Ads
Special to THE DAILY
MINNEAPOLIS, Jan. 29.—A mea-
Sure that would impose the most
severe financial burden on Min-
nesota’s city council, to place a dol-
lar-per-square-foot tax on outdoor
billboard advertising carries a serious
threat to exhibitors in the area,
according to Stanley Kane, executive
council of North Central Allied.

The proposed levy, which would
amount to about $300 on a 24-sheet
board, would jeopardize the opera-
tion of all but a few high-priced posi-
tioned, premium-priced locations, thus
closing off an effective advertising
medium for motion pictures. In ad-
in, Kane pointed out that a sub-
total of parking lot revenues in downtown
areas is derived from billboards.
Elimination or curtailment of such
parking lot revenue would mean increases in
parking rates, Kane believes.

One billboard advertising execu-
tive, in emphasizing the gravity of
such a tax, said that if the tax is
levied "we'll shut down the street and
will close out our shop . . . we'd be out of
business.

Amend DST Bill
ALBANY, Jan. 29.—The William-
son bill, recommitted to Senate Ju-
diciary Committee has been amended
to make daylight saving time out of
New York State start the first Sunday in
March, which would parallel it with the
beginning of DST in Connecticut
and New Jersey.

Roxy Dividend
Roxy Theatre, Inc., declared a
cash quarter dividend of 37 1/2 cents
a share on outstanding preferred
stock, payable March 1 to stockholders
of record Feb. 15.

Quigley in Los Angeles
Martin Quigley is due in Holly-
wood today for a two-weeks' visit.

 Senate TV Hearings
Resume on Feb. 7
WASHINGTON, Jan. 29.—The Sen-
ate Commerce Committee’s television
hearings are now scheduled
unannounced for Feb. 7, Coc
members of the Federal Communications
Commission returning for further
questioning. Chairman
Magnuson (D., Wash.) had had
resumed the hearings this week, but
prior committee and commission com-
mitments prevented.

1,500 at Communion
Breakfast Here
near-capacity attendance of
approximately 1,500 industries
and members of their families packed
the grand ballroom of the Waldorf Ast-
toria Hotel here yesterday for the
sixth annual motion picture Commu-
ion Breakfast, after attending
9:00 o’clock Mass at near
St. Patrick’s Cathedral.

Rev. James Keller of the Christo-
phers with the principal religious
speaker. Other speakers were Ed-
die Dowling and Ann Blyth.
Edward C. Rafferty was toastmaster.
Celebrant of the Mass at St. Patrick’s
was the Most Reverend Joseph F.
Flannelly, administrator of the Cath-
dral.

Prominent guests at the breakfast
dias included Eddie Foy, Jr., Ernest
Johnny Pedres, and concert
stars Vivian Della Chiesa and
Thomas Hayward.

Cesar Aboaf Named
U-1 Mexico Chief
The appointment of Cesar Aboaf
as general manager in Mexico
dwelled at the weekend by Uni-
versal International Films.

Aboaf’s film career dates back to
1923 when he started as an indepen-
dent exhibitor in Italy. He joined
Paramount in 1924 and in 1935 was
named district supervisor for
northern

In 1939 he went to Argentina for
International Films, and in 1949
added the distribution of Republic
pictures to his activities. He was
later named general manager for
Republic in Argentina in 1949.

Aboaf joined Warner Brothers in
Argentina in 1949 as general manager
and in 1954 became affiliated with
the U-1 organization as special field
representative for JABO pictures in
Latin America.

Quigley in Los Angeles
Martin Quigley is due in Holly-
wood today for a two-weeks’ visit.

Quigley in Los Angeles
Martin Quigley is due in Holly-
wood today for a two-weeks’ visit.

Bette Davis in 'Record'
Rep. Lane (D.—Mass.), has
acted Bette Davis as having been
a "new dimension to this world of
entertainment." He inser-
Congressional Record" lengthy article about Miss Davis
Lawrence J. Quirk in the Decem-
issue of "Films in Review." Ms.
Davis is a native of Massachusetts.

Lane said she showed the "abs-
and integrity of her native New
England."

UTO Names Speakers
The United Theatre Owners
Ohioana convention slated for F
and 9 in the Skirvin Hotel, Ohi-
oma City, will feature speakers
Jack Alexander and WillDK on "Te-
ure Upkeep and Modernizati-
David Chemat of Pulaski, Ta
speaking on "Drive-in Theatre Op-
tion," and a talk by Abe Beren
of Getoa, N.

London Debut for 'Man'
"The Man Who Never Was," 20
Fox CinemaScope, will open
Clifton Webb and Gloria Gra-
will be premiered in England at L.
ndon’s Carlton Theatre March M
Proceeds of the performance will
Britain’s Naval League.

Concert for Orphans Due
Plans are developing for the be-
performant of the New York
Philharmonic Symphony Orches-
be given for the Queen’s Fund
Greek Orphans at Carnegie Hall
Tuesday evening, Feb. 28. The P
harmonic will be conducted at
by Alex Sherman. Head of
Queen’s Fund is Mrs. Spyros P.
woman, president of the wife of 21
Century.

Liesner Not Releasing
Independent Produc
BUFFALO, Jan. 29.—Louis
Liesner announces that he is not
leasing any independent product.
ays there are two pictures to be
posed following the closing of Lies-
Film Distributing Co. Inc.
exchange in the Film Building
and that his wife, Jeanette Lies-
handling these from his residen-
tis disposition is made. Lies
soon to announced a new con-
in the industry.
what picture

is Sol A. Schwartz talking about when he says:

"...one of the entertainment delights of this or any year!"
“picnic” is the picture Sol A. Schwartz calls “One of the entertainment delights of this or any year!”
Code Appeals Priority
(Continued from page 1)

To Appeal Atlanta's 'Golden Arm' Ban
Special to THE DAILY
ATLANTA, Jan. 20.—Another court
appeal is in the offing for At-
lanta's motion picture censors, as
the result of the Atlanta Library Board
and film censor, Mrs. Christine Smith
Gilliam turning thumbs down on the
motion picture "The Man With the
Golden Arm."

Informed of the ban placed on the picture, producer's representa-
tive George J. Schaefer of New York,
the producer, attended a meeting of
the courts. The film, being distrib-
uted by United Artists, was tenta-
 tively scheduled for February showing in
Atlanta.

Schaefer added, "It is too early to
to know the exact course of action
that will be taken," but he asserted that
every effort would be made to show
the picture in Atlanta.

The board's decision was unan-
imous.

Preminger to Appeal Ban on 'Arm'
In Maryland, Atlanta, Milwaukee

Three actions by censors against
"The Man with the Golden Arm," on
Friday drew a reply from Otto Prem-
inger, producer-director of the film,
who announced that he will imme-
diately institute legal proceedings to
force the State of Maryland and the
cities of Atlanta and Milwaukee to
permit the showings of the United
Artists film in exactly the same form
as it is now being shown in New
York and other major cities of the
country.

AoIIARTB

(Continued from page 1)

motion picture stars. The board said
its programs amount to ad-
vancing, and will violate the Tele-
vision de jure's limit on the amount of
time which should be devoted to adver-
sing on any program.

Several Films Shown
The board viewed several TV
pictures containing promotional ma-
terial which, according to the board,
should not be shown during the
six days of television, the situation
of which has developed to the point
where the programs cannot be distin-
ished from straight advertising.

The board, the statement said,
advise all subscribers to review
their programs carefully with partic-
ular reference to those portions
which extol the virtues of specific
firms and which urge the public
on their authority. This action
should be adopted against the
commercial time satisfaction of the
sponsors.

Producers, Distributors Invited
A move to admit producers and
tributors of films for TV to par-
tipation in adherence to the Tele-
vision Code was launched by the
board at Friday's session. Admit-
ting producers as principal respon-
sibility for program content still
rests with the individual station, the
board stated that the purpose of the
code in improv-

program content could be more
effectively accomplished with the
co-operation and participation of all
pro-

ducers and distributors of films for
broadcasting.

we Join Para. Gulf
taff in New Orleans

VIEW ORLEANS, Jan. 20.—Cliff
mon, formerly of Atlanta, and
ing Paley have joined the Para-
Gulf Theatre Corp., Henry G.
individual, as president today. He
Wilson will serve as assistant
T. J. Howell, in charge of film
ning and booking, while Paley will
as Maurree F. Barr, vice-president
in charge of advertising and publica-

Vilson is the former film buyer
for the ABC Theatrical
trips in Atlanta. Prior to that
he was the buyer for the Martin
aters.

Paley was formerly associated with
Item Co. Here. While there he
served as sales manager and classified
vertising manager.

date Lancaster for 3
OLLYWOOD, Jan. 29.—Burt
wester will star in two pictures
Hal B. Wallis and one for Hecht-
udson Productions during 1956,
uerdo announced at the weekend.

Houston House May Issue 'Good Conduct'
Cards to Teenagers

HOUSTON, Jan. 29.—The Delman
Theatre here is weighing the idea
of issuing reduced rate "teen cards"
only to youngsters agreeing to sign a
good behavior pledge while at the
theatre, it was announced yesterday
by Ernest Buffington. The plan was
vised, Buffington said, after an
exploding firecracker caused near
tragedy at a performance.

Situation Being Studied
The Delman, currently 
orning 
"teen cards," now is being scruti-
, according to the manager,
with the possibility that reduced rates
would be rescinded if the teenagers'
conduct had not improved. After
that, the special good behavior pledge
system would be invoked.

Theatrical officials report that
corum at the Delman has greatly
improved this month.

Legion Puts 2 in C',
Eight in 'B,' 14 in 'A'

"Letters from My Windmill" and
"Adorable Creatures" (French) have
been placed in Class "C," condemned,
according to the latest report of
the National Legion of Decency. In
all, the report mentions 18 films which
were listed in morally objectional
categories of one form or another.

In Class "B," the Legion placed
"Jedda," "Joe Macbeth," "Manfish,"
"Paris Fall of 1815," "Space Delivery,"
"Invasion of the Body Snatchers,
"Picnic" and "Slightly Scarlet.
"Class A, Section 2 includes the
"Killer W" in "The Loose," "The Night
My Pocket Changed," "Phantom of
"Savage Princess," "The Scarlet Hour,"
"Timetable," "Miracle in the Rain"
and "Postmark for Danger.

Morally acceptable for general
par-

Bonnie as well as for special use
were "Forever Darling," "Glow," "Lease
of Life" (British), "Come Next Spring"
and "World in My Corner.

Reservations Exceed
500 for FIP Affair

More than 500 reservations have
been received for the forthcoming
Achievements luncheon of the amuse-
ment industry division of the Federa-

of Jewish Philanthropies to be
held tomorrow at Hotel Sher-

son- Astor, it is reported by Harry
Brandt, luncheon chairman.

Steve Allen Emcee
Steve Allen, star of Universal-
In-
dividual's "The Benny Goodman Story" and the NBC network
review show "Tonight," will be the
emcee of the luncheon at which Mr.
Of Achievement Awards will be
exhibited Samuel Rinzler, television
producer Louis G. Cowan, actress
Kim Novak, director Elia Kazan, actor
Paul Muni, comedians Phil Silvers and
television writer Paddy Chayefsky.
**Senate SBC Hearings**

(Continued from page 1)

Owners Association and other exhibitor groups were scheduled at the hearings with government and distribution representatives to be heard later. The SSBC sub-committee will announce a new hearing date as soon as possible, it was stated.

Alied States general counsel and board chairman Abram F. Myers said that the sub-committee had assured him that the postponement did not indicate any lessening of interest on the part of the sub-committee in exhibition’s problems, and that the hearings would eventually go forward on exactly the same basis as originally planned. Sen. Humphrey and the sub-committee expressed deep regret that the postponement has become necessary, Myers said.

**Extra Time Helps**

The postponement of the hearings enabled TOA to have more time to prepare its testimony for the hearing before the SSBC, to be based on a compilation of answers to questions asked in a survey of that group’s membership.

He said that the distributors negotiating committee on arbitration had met on Friday, but had not finalized a new statement on its position. He saw such a statement being issued early this week.

**Italian President Due At ‘Conqueror’ Debut**

ROME, Jan. 29.—More than 2,500 notables, led by Italian President Giovanni Gronchi, will attend tomorrow night’s charity premiere of Howard Hughes’ “The Conqueror” at this city’s Sistina Palace.

John Wayne will appear in person at the premiere.

Over the weekend, the CinemaScope-Technicolor production had charity-sponsored premieres in Tokyo and Berlin.

**Small Buys Rights To ‘Prosecution’**

Edward Small has purchased the screen rights to the stage play, “Witness for the Prosecution,” from Gilbert Miller for an undisclosed sum said to be in the six-figure bracket. The play by Agatha Christie will be made by Small for United Artists release this summer in London with Arthur Hornblow, Jr. producer.

**Carolina Convention**

(Continued from page 1)

ity, said at least 400 persons are expected for the three-day meeting which began here today.

TOA president Byron Blank, general counsel Herman Levy, field representative George Gaulham, Columbia Pictures vice-president and sales manager A. Montague will head the list of speakers.

A closed session at which reports will be heard, resolutions adopted and new officers elected, is scheduled for tomorrow afternoon. Subjects to be discussed at this meeting included conciliation, legislative programs, drive-in theaters insurance and public relations.

The annual banquet at which Miss Film Row of 1956 will be elected will be held tomorrow night at Hotel Charlotte where all sessions are being held.

A special screening of Lillian Roth’s autobiography, “I’ll Cry Tomorrow” is set for 9:30 a.m. Tuesday at the Carolina Theatre.

**Film History of WB To British Institute**

SURJANK, Jan. 29.—At the request of the British Film Institute, Jack L. Warner, executive producer, has completed recording on Warner-Color film a brief survey on the history of the Warner Bros organization and a message to the Institute and its membership.

This will be part of the Film Institute program that will pay tribute to the Warner organization for pioneering in the field of motion picture production. It will be held at the National Film Theatre, London, throughout February.

**Minn. House Adopts 1-Cent Sale Idea**

Special to THE DAILY

MORGAN, Minn., Jan. 29.—The one cent sale extended itself from grocery to the motion picture theater here when manager Clarence Mor of the Morgan Theatre announced that one adult admission plus a one cent buys two tickets to the house.

**Grainger**

(Continued from page 1)

set and advice in production with emphasis on sales and promotion potential of television story properties cited.

Among exhibitors associated with Grainger in the new enterprise are Harry C. Arthur, Jr.; Julius Gori; Edward Nalbandian, Bob Lippert, Edwin Silverman, Joseph Seidler and Marco Wolf. O’Melveney & Meyers is counsel for the company, which Grail will administer in conjunction with the Minneapo-

**National Theatres**

(Continued from page 1)

“Yes” and 46 said “No,” to the fact that 84 per cent of those questioned visit movies regularly in their neighborhood.

When asked if they attend more or less often, 594 responded “more often,” while 263 said “less.” In an effort to find out why, the respondents listed were mostly “Night Work,” “School Homework.” Other reasons for “less” attendance were “Married,” “Children,” “Surprisingly low movie prices.”

When asked what the type of picture preferred the great majority list “Pioneering” or “Biography.” The second. This reveals that the group wants lighter entertainment than the present market offers. Weston received the lowest preference, even in the small situations.

Answering the question as to why they received their attendance, newspapers were the reason of 84 per cent of the survey stated.

Second to newspapers were their friends, with 43 per cent of those questioned stating this as a factor relating attendance. This fact is more prevalent in the small towns and due no doubt to limited newspaper coverage. Important to all those managers was the high rating given to telecasting the respondents source of “What’s Playing?”

**‘Patterns’ Stars on Air**

A 10-day promotion tour by four stars in United Artists’ “patterns” will place Von Hoffin, Evert Stratton, Si Melville and Ben Benny in individual appearances on a total of 17 TV shows and 11 ca appearances in coming weeks. “patterns” is due for release in March.
And a lot of SHOWMANSHIP keeps 'em coming back again and again. So whoop it up! Kick up a row! Bust out about your Coming Attractions and keep a Three Ring Circus of shoutin' SHOWMANSHIP going night and day... for ALL your shows! That's the way to make 1956 a booming Boxoffice year!

Resolve to contact your nearest N.S.S. Branch and get more showmanship started... today!
United's DC-7 nonstops..."the Continentals"!

World's fastest airliners! Two non-stop flights daily: leave 10 a.m.—arrive 3:45 p.m., or leave 12 noon—arrive 5:45 p.m. Personalized luxury service with delicious meals, choice of cocktails and club-like lounge. On arrival, extra-fast luggage delivery—another United exclusive.
Spotlighting the News

n Principle

Seems like the closest the Reds are coming to permitting anything involving the rest of the world to be done is only "in principle." That's the way they have agreed to NBC's proposal for a color film life in USSR. Davidison Taylor, NBC public affairs vice-president, says Robert D. Graff has been named producer and is en route to Russia for exploratory talks. But Weaver started it with a request to Kruchev. In principle, anyway, we are "from Missouri" and are to be shown.

This Week

* The directors of the National Association of Radio and Television Broadcasters this week will be holding their semi-annual meeting, Wednesday through Friday, at the San Marco Hotel, Chandler, Arizona. The most important non-partisan subject on the agenda is the 1955 convention in Chicago April 15-19.

D. of J. Looks

* The Department of Justice is not quite as happy about the recent TCA-NBC purchase of the Westinghouse Philadelphia TV station WPPT, and radio station KYW, as is the FCC, apparently. The latter approved the deal whereby NBC gave Westinghouse its Cleveland station and $9,000,000, the anti-trust unit, however, is dipping into reported pressure on Westinghouse to push the plan. NBC plans to change the call letters to WRCV and WRCL-TV, effective Feb. 15.

"Matty"

* The story of "Matty" himself could probably make as fascinating (and controversial) a drama as any of the celluloid stuff with which he has been concerned over the years. "Matty" is, of course, Matthew Fox, presently president of C & C Television Corporation, recently a member of the United Artists management group and before that an executive vice-president of Universal Pictures. At one point his interests even extended into Indonesia. Currently he is busy merchandising that RKO film library for which he is holding a three-month "open-house" at Atlantic City's Hotel Shebourne. Last week came word that one of Matty's favorite and most successful selling arrangements was being scrutinized by the Station Representatives Association, and not very kindly. They are objecting to his bartering film product to TV stations in return for free air time which he in turn sells to national advertisers. The SRA is reported to feel that since Matty doesn't pay for that time, he is in a position to sell it for less than the going rate. His ownership of about $15,000,000 worth of such time, incidentally, was of special importance when he bought C & C Super Corporation, the soft-drink parent of C & C TV.

Films Flourish

* New impetus to the utilization of feature films as important adjuncts to the programming schedules of important stations came last week with word that WCBS-TV, flagship station in New York, had purchased 55 feature films not hitherto shown on home tubes. The Early Show and The Late Show were to get the product, composed of three different packages: from Hollywood Television Service (Repulic), National Television Associates and M. & A. Alexander. Important star names are included in the list.

Quality the Key

* There is perhaps an obvious quality, but at the same time an unquestioned significance and importance in the observation of Reub Kaufman, Guild Films president, that the "key to TV time is the quality of the show." He was addressing a sales meeting in New York, and cited last year's "wild scramble of dumping." It's a tightly competitive market, he said. He and Aaron Katz, treasurer, are off to Europe for production talks.

Activity at AAP

* Within the next several weeks some important product announcements should be forthcoming from Associated Artists Productions. Norman Katz, vice-president in charge of distribution, currently is on the West Coast where, according to a local report, he will close several deals that have been in process of negotiation over a period of months. From Hollywood he takes off for Mexico City, not for play, however, but to set up AAP's Latin American division.

CBS Film Addition

* CBS Television Film Sales, which recently announced that production would start February 15 on its new "The Legionnaire" series, has a second new property for 1956. It's "Under the Sun" and, as the all-inclusive title might hint, it's a newly packaged film series selected from the "Omnibus" library. The show, with William Saroyan as host and commentator, will be available to stations and sponsors February 15. All of the film, with the exception of the Saroyan appearances, was shown originally during the past three and a half years on "Omnibus." However, Leslie Harris, vice-president and general manager of the television film company, estimates that the material will be new to approximately 85 per cent of the present national audience because of the huge growth of the audience since "Omnibus" started.

Precedent

* There is precedent and probable public pleasure in the announcement that CBS Television has

(Continued on page 12)

In Our View

The interrelatation of the two great modern miracle media, television and the motion picture, becomes the more pronounced in the day-to-day operations of both fields. That one can, and increasingly does, function in such fashion as to assist the other, albeit unconsciously and sometimes unwillingly, is becoming more and more apparent as time goes by.

We have before us an interesting case in point, that of the charming, clever and effervescent Lucille Ball. The versatile comedienne scored soundly on the theatrical motion picture screen originally. Then she emerged, with husband Desi Arnaz, into a top-ranking television star, whose record of seven "bests" in the "Television Today"—"Motion Picture Daily" poll of editors for "Fame" from 1951 through 1955, indicated a striking degree of "staying power" and high quality in the new and exacting medium. She was most assuredly of the "elite" among TV talent in all of these developing years of the medium. Now again Miss Ball turns, for the moment, to the theatrical motion picture, and the success of her career in TV cannot but benefit that undertaking, while the picture must without question render an assist to the star in her television show.

Likewise of interest and a degree of significance is the plan of 20th Century-Fox Film to release, to British theatres, its 45-minute filmed TV versions of its past hits as made for the General Electric Hour on American television. Warners in Britain followed the same tack, indicating that if British exhibitors want the films made by Warners for American TV they may have them.

Just as it is unquestionably true that all folks like to stay home sometimes, and go out sometimes, so in the case of television and the motion picture, one hand washes the other, and—as we have said before—there is ample room for both in the entertainment firmament.

—Charles S. Aaronson
**The Show-Makers**

**Television Today**

Monday, January 30, 1956

**TELEVISION IN BRITAIN**

**LONDON**: Sixty per cent of the potential TV audience are viewing I.T.A. compared to 30 per cent for the B.B.C. That is the claim of Sir Kenneth Clark, chairman of I.T.A.

Admitting that there had been a recession following the first rush of advertising for commercial TV, Sir Kenneth added: "I am perfectly convinced that it is only a passing phase. As company tests which advertisers are now pursuing are finished advertising will come back. We can truly say that things have turned out a little better than most people expected. There is no doubt that the contractors have captured the viewing public."

**STRESS TODAY ON FILM, SAYS ABC'S LEWINE**

A little emphasis on film. To man below is in charge of film programming for ABC, and Thursday told the National Television Film Council what the medium means to him, to his network and to television. He is Robert F. Lewis, vice-president and program head.

**CHICAGO**

**CHICAGO**: WGN-TV, the Tribune's television station owned and operated by WGN, Inc., started telecasting with the maximum power from the highest tower in Chicago last week, when the station's new 12-bay antenna system and 50,000-watt transmitting plant went into full time operation. The 73-foot antenna is higher than any other structure on the Chicago skyline, extending 914 feet above ground level. Frank P. Schreiber, vice-president and general manager of WGN, Inc., declared at the opening ceremony the new equipment will almost triple the station's effective radiated power from 120,000 to $16,000 watts, the maximum power authorized by the FCC for very high frequency stations operating above Channel 6. Adjacent to the transmitter room on the 40th floor, WGN-TV also has built a projection studio for the transmission of motion pictures and a small studio for the production of live programs. The new transmitter cost $300,000.

Leonard Goldenson, president, and other ABC network heads visited Chicago last week to inspect new locations for WBBB Studios. While no decision was reached, there are several sites under consideration, including the original quarters of the station in North State Street, which WBBT-TV is about to vacate.

**A DEEP BOW**

One way to check on how closely a publication is read might be to include a single error in a lengthy report. One such error (in agency credit) occurred inadvertently in the January 9 issue of "Television Today" which had the results of the seventh annual poll of the nation's TV editors, conducted by "Television Today" for "Fame Magazine". The following letter is published by way of correction, and in explanation of the related facts.

To the Editor,

We note in your January 9 issue that you have named "Grand Ole Opry" as the Best Country Music Show, and have credited Guild, Bascom & Bonfigli as the agency. The Gardner group is the correct agency, as Guild, Bascom & Bonfigli handles Ralston cereals and Ry-Krisp only, and the program they are responsible for is "Ethel & Albert." We know you want to correct this error.

In closing, we would like to compliment you on the fine job you are doing in covering the motion picture and television trades.

—Charles E. Clagett

President, Gardner Advertising Company, St. Louis, Mo.
TV IS DRAPING ITS TOGA TO WRAP UP ELECTION COVERAGE

VINCENT CANBY

A cynical reporter at the height of the 1952 election campaign was said to comment that either political party, with the aid of television's markable abilities to combine fact with fiction, could have nominated and elected Ramses III if it had so desired.

The point isn't a new one. It's American. It was simply a realization of a tremendous role which television had come so quickly to play in our political scene. And, if the reporter thought 1952 was something, he will be struck completely dumb by 1956. TV cameras and their restless crews will be everywhere, probing, pondering, predicting and ultimately and most importantly, reporting.

This McCleery Builds Stack Of Statistics

HOLLYWOOD: When Mack Sennett and the late D. W. Griffith and Thomas H. Ince formed Triangle Pictures 40-odd years ago with the announced intention of producing one Sennett comedy, one Griffith feature and one Ince feature per week, everybody in the producing world of the era said they couldn't maintain that rate of production, and everybody was right. They didn't.

Nearly everybody in the producing world of this era said the same, or a similar thing last summer when NBC announced the intention of Albert McCleery to produce five hour-long live television productions per week the year around, but they were wrong. As of January 20, some 58 performances after the premiere telecast of his Matinee Theatre, the show was riding a rising curve of success and had piled up this stack of statistics:

Camera hours: 541; Players: 362; Rehearsal time: 17,366 hours; Staff: 250; 120,000 hours; Story purchases: $128; Mail response: 3,153 (N.Y. & L.A.); Mixing sponsors: 10; Participations sold: 66 2/3.

Statistics as staggering as these would have daunted Sennett, Griffith and Ince in their time. No producing company in Hollywood history has produced 250 features in its best year. Mr. McCleery has proved it could have been done. In view of the product shortage prevailing in the theatre field, and considering the quality of the McCleery productions, TV figures to find itself pressed for inducements to keep major Hollywood studios from stealing him away from television.

—WILLIAM R. WEAVER.

Plans for heavy emphasis on local news and public service programs have been announced by CHARLES C. BEVIS, JR., general manager of WBUF-TV, Buffalo's NBC-owned station, with the appointment of veteran reporter-commentator JACK L. BROWN of the Buffalo News as director of News, Special Events and Community Relations.

WALTER BLAKE, film coordinator for CBS-TV, has resigned to join the Associates and Aldrich Company as associate producer on "Fragile Fox" for United Artists release. He will also develop the company's TV film department.

VINCENT MELZAC has been named assistant to the president of Television Programs of America, Inc., MILTON A. GORDON, TPA president, has announced. He will work with both Mr. Gordon and MICHAEL M. SILLERMAN, TPA executive vice-president, on sales and market analysis.

CHARLES R. DENNY, vice-president of NBC-Owned Stations and NBC Spot Sales, has been appointed general manager of STAN FITZSIMONS, former WPTZ program manager under Westinghouse Broadcasting Company, to the post of program director of both WPTZ and KYW, and ALEXANDER W. DANNEN-BAUM, JR., former WPTZ commercial manager, as assistant general manager of both radio and TV.
Television Today

Monday, January 30, 1956

MOTION PICTURE DAY

Passing in Review

MAX LIEBMAN PRESENTED something called “Paris in the Springtime” on NBC-TV Saturday (January 21) to get the old conversation started. On
unpretentious, original, non-adventure, star-waive back in the days when Paris was parred Pace, the show as half as bad as the lay critics would have one believe. Dan Dailey, Helen Gallagher and Jack
Whiting were the thorough professionals who contributed their con-
siderable talents to the production.

Sunday (January 22) was extremely busy. CBS-TV’s Camera Three got things off to a flying start with its interesting adaptation of Dostoyevsky’s “The Dream of a Ridiculous Man”—making the show’s network debut. NBC-
TV’s Wide Wide World had to spark its “Portrait of an American Woman” with guest shots by Helen Hayes and Tennessee Williams, who, as live phenomena, were competing with such a natural wonder as Niagara Falls frozen almost solid.

The same afternoon CBS-TV’s Omnibus also touched on winter, partic-
ularly in the effective presentation of part two of Arne Sucksdorff’s “The Great Adventure,” which appears to be a work of art no matter what the screen size. Later in the evening things disintegrated completely on CBS-TV: Alfred Hitchcock presented a wry theory on the Lizzie Borden case, the idea of which was about 1000 percent better than its dramatic execution; and some characters on Appointment with
Adventure wrestled the Reds in East Berlin—vintage plotting.

“A Public Figure,” Harry W. Junkin’s drama for CBS-TV’s Studio One Monday night, was another example of the idea being better than the finished script. In telling of a man who is attacked by an exposed magazine, Mr. Junkin created an unusually original situation. The trouble came when he decided to resolve it. handfuls of scenes, each one as
fine as the peculiar publisher. Fine performances by Glenda Farrell, Anthony Perkins, Ann Thomas, Loretta Levesee and Dennis Patrick marked “Home Is the Warrior,” Walter Macks’s unappealing Irish drama presented by NBC-TV’s Kraft Theatre Wednesday. Also in the week:

DECEMBER BRIDE, CBS-TV, 1/2
Hour, 9:30 P.M., EST, Monday, January 23, 1956. Film. For In-
stances, Hans Conrady.

The continued popularity of this series seems well deserved accord-
ing to last week’s spot check. Star Spring Byington shows her pro-
fessional experience, if not her age, in leading the nonsense in a man-
ner that is always appealing and never stodgy. Her writers, of course, deserve a large share of the credit. The situations are fairly predictable but the dialogue often has genuine sarcastic sparkle which in situation comedy can pass for high wit. Adding a good deal of innocence to the last week’s episode was Rudy Vallee. He helped to shape something of an egotistic boob, who participates in a publicity campaign for Miss Byington’s fa-
vorite charity. On hand, contrib-
uting good comic support, were Verna Felton and Harry Morgan. Frederic de Cordova is producer for Desilu Productions.

CONVERSATION WITH SEAN O’CASEY, NBC-TV, 1/2 Hour, 2
P.M., EST, Sunday, January 22, 1956. Film. Sustaining.

In keeping with Sean O’-
Casey is better than no interview with Sean O’Casey. That seems the best way to sum up this chap-
er in the NBC Television series of 1955, featuring the Writings of El-
ery Wise Men. The Irish dramatist is a huge, tumultuous subject to tackle in any half-hour interview, so, by its very form, this particular character was bound to seem a little disappointing. After spending too much time in setting the scene—Mr. O’Casey’s home in
Devon, England—interviewee Rob-
ert Emmett Ginnia, Jr., finally got down to the business at hand, but without enough time to explore any topic more than brie
fly. Mr. O’Casey nevertheless came across with more vitality and wisdom than is sometimes seen in an entire month of television.

CHOOSE UP SIDES. NBC-TV, 1/2
Hour, 12 Noon, EST, Saturday, January 21, 1956. Live, from New
York. Not for broadcast.

A new program, now only a couple of weeks old, this Mark Goodson-Bill Todman show for youngsters appears to have what it takes to be successful of its type. The format, with Chris
carn as a genial and engaging star-host, provides trick and stunt competition between teams known as Space Pilots and Bronco Busters. The contestants range from 9 to 12 years, the stunts are amusing and not embarrassing and beaten contestants are given chance for a comeback, and con-
solation prizes. Rogers Peterson and Tommy Tompkins are “team captains.” Looks like a good bet for sponsorship.

EYE ON NEW YORK, CBS-TV,
New York, 1/2 Hour, 11 A.M., EST., Sunday, January 22, 1956. Live, from New York. Not spo-
ning.

The idea of a weekly television report on what’s going on, now and then, and hither and yon, in the mammoth metropolis which is New York is back again. Such a show has a good bone, but this initial subject indicates the need for very careful judg-
ment in selecting subject matter

MIKE FOSTER CITES HIS CREDO

This is “Mike” Foster, who today sits at a desk in American Broadcasting which very shortly probably will be as busy as this (his old CBS desk sitter) Mike sits today as a vice-presi-
dent, handling press infor-
mation, advertising and public relations. The picture
above is of the hectic days at CBS, where he managed press relations for television. Speaking of the medium of entertainment, Mike says the way is made easy now because the
saying goes, television has come of age, and is a legitimate public force. It is integrated into the life of the nation, and all he feels is necessary is to get the news (of which there is plenty) to the editors in the best form, and with honesty. Mike has the creeds: tell the truth, be reliable, get a
reception. And no “gimmicks.” And, also, this is important—personal
contact. The telephone, ringing with calls from friends in Columbus, in Pittsburgh, in Cleveland, attested to Mike’s success with the latter. Eighteen years at CBS, and his life is going with friends who matter.

SPOTLIGHT

(Continued)

taken delivery on the first of
half-hour, full color animated e-
toon programs done by UPA F-
tures, Inc., formerly known
United Productions of America. Two more will be ready by Fe-
bruary 15, according to Steph
Boustead, UPA president. T
shows will be aired beginning
September. Original songs, char-
acters and material are tab-
about, and if “McBoing-Boing”
and “McGod” are indicative, the
should be hot items.

Elite

When we published recently the results of the “Television To-
poll of TV editors for “Fame” we listed a group of peripherals we had
scored consistently and oft. But like all these things, the can be clerical slips. That slim
name, however, the show, which so materially assists Groucho Mar
and others was best announce 1951, ‘53, ‘54 and ‘55, no, less,
left out, Elite! and we’ll
sorry.

Reverse Twist

At a time when so many show are switching to film, CBS-TV
“You Are There is switching to live presentation beginning Ap
15. The show, which original
was broadcast live—and achieve its highest ratings as a live show—went to film so that its producer
might have a filmed property avail-
able for re-run and syndication
purposes. That has been accomplished—with 55 “You ARE th
films now in stock. It also is not
that the costs of the show on film are between 30 and 40 per-
cent higher than for the live pre-
station. There seems little like
and good, however, that the show
back another trend. It’s going to
origin from facilities on the
West Coast.
In keeping with our policy of offering the finest in quality feature film entertainment for television...we are proud to announce that through arrangements with Mr. David O. Selznick, NTA has acquired a gallery of masterpieces by some of the premier motion picture producers of our time...

Mr. Alfred Hitchcock
Mr. Dore Schary
and
Mr. David O. Selznick

These incomparable films will be offered under the title of

"Selznick Presents..."

truly a milestone in television entertainment.

In a tradition of quality...another step by NTA in bringing the finest in motion picture entertainment to the television audiences of America.

Ely A. Landau, Pres.
National Telefilm Associates, Inc.
Mr. Showman,

TAKE THIS DARE!

The Bottom of the Bottle is ready now to challenge anyone's picture for sheer DARING. The theme—brother against brother, man against woman—is DARING. The treatment—frank, vital, realistic—is DARING. The locale is the Ranch Society Jungle of today's great Southwest, shown for the first time in CinemaScope. It is a background of money-to-burn playboys and go-along girls who must hold up their end, of thrill-seeking husbands and fun-loving wives. This is UNIQUELY DARING.

The public today responds quickest to the picture with something new. Such pictures do top business because they are the most talked about. They'll be talking plenty about this explosive drama, its eyebrow-raising situations, its rugged western action, the brilliant acting of its four stars, most of all about those locked bedroom doors, the wild parties, THE INSATIABLE DARING.

BOOK THE PICTURE NOW! START THE CAMPAIGN TODAY! Get the SOCK ads which exploit fully the picture's SHOCK values!
Hughes to Get $8,000,000
Plus Interest, in RKO Deal

RKO Radio Pictures, in reselling "The Conqueror" and "Jet Pilot" to Howard Hughes, obligated itself to pay Hughes a distribution "license fee equal to the purchase price, which must be paid by RKO in installments over three years from release of the pictures, plus 3½% per cent interest on the unpaid balance."

This was revealed in a proxy statement of the General Tire & Rubber Co., the parent company, which was released by stockholders yesterday.

Details of the Hughes deal, first made public on Jan. 5 by Thomas F. O'Neil, board chairman of RKO Radio Pictures, indicate, according to financial circles, that the deal is similar to a loan agreement under which Hughes paid $8,000,000 in cash for the rights (Continued on page 5).

Day of 'Program Films' Is Past, Says Dozier; Sees Stories Vital

By LESTER DINOFF

There is no such thing as a "program picture" any more, according to William Dozier, vice-president in charge of production at RKO Radio Pictures, who yesterday stated here that "the first responsibility of his studio is to get the 1956 production schedule of 15 pictures rolling."

Dozier, who is in New York for home office conferences, declared here that "the day of the 'programmers' is gone. No one goes out to make such films today."

Pointing out that RKO is not planning (Continued on page 5)

At Carolina Meet
Blank Hails
Common Stand
Of TOA, Allied

Cites More Pictures and Better Terms as Its Aim

Special to THE DAILY
CHARLOTTE, N. C., Jan. 30.—The uniform platform adopted by Theatre Owners of America and Allied States Association is to obtain greater production of films and equitable film rentals, Myron N. Blank, TOA president, declared here today in an address before the Theatre Owners of North and South Carolina.

Blank, in a hard-hitting defense of the new alliance, declared that equitable film rentals should not be based on national sales policy, but on the ability of a theatre to pay, arrived at through arbitration. "We ask...that anything that can be litigated should be arbitrable. That includes film rentals," he stated.

The TOA president informed the (Continued on page 4)

Carolina TOA
Hits Shortage

Special to THE DAILY
CHARLOTTE, Jan. 30.—Urging that exhibitors and distributors work together for the good of the industry, Theatre Owners of North and South Carolina struck out at the shortage of pictures and urged more pictures for women and children at the annual convention of the exhibitor association here today.

Calling the picture shortage "the (Continued on page 4)

Weitman Resigns as
Vice-Pres. of AB-PT

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., yesterday announced that the company had accepted "with regret" the resignation of Robert M. Weitman as vice-president of AB-PT and as vice-president in charge of (Continued on page 4)
Father Keller Sees Vast Possibilities Open to Hollywood

“The motion picture industry hasn’t even begun to touch its possibilities in entertainment and influence,” Rev. James Keller of The Christophers told the sixth annual motion picture industry Communion Breakfast of the New York area at the Waldorf-Astoria Hotel here on Sunday.

Keller said the industry could sweep the face of the earth if you spent on material one-tenth the amount you spend on techniques,” Father Keller said. “The stories are there. Go after them.”

Decrees Violence

“People go to the theatre to be entertained,” he continued, “they want to see themselves. They don’t want to be lectured. There must, of course, be some problem pictures. There should be much less violence in pictures mean good pictures and good box office. Find better stories. There are endless possibilities in them for the motion picture.”

Mr. Little on Dais

Others at the dais included: Dennis O’Dea, Thomas Hayward, Vivian Della Chiesa, Father Paul Hayes and Father George. Father Thomas F. Little of the National Legion of Decency, Dr. James McNulty, Rt. Rev. Msgr. John S. Littleton, Johnny Podres, Kate Cameron and Walter Knisella.

David Snaper Dies; Funeral Rites Today

Funeral services for David Snaper, 73, will be held here at 10 a.m. today at Riverside Memorial Chapel, 77th Street and Amsterdam Ave. The well-known producer suffered a fatal heart attack at the weekend enroute to his home here from Little Rock, Ark.

Snaper, head of Snaper Theatres, survived by his wife, Jenny; a son, William; an daughter, Mrs. Merle Tuckerman, and three grandchildren. Interment will be in Mt. Lebanon Cemetery, Islip, N. J.

Ask Indefinite Delay For ‘Met.’ Disposal

Elimination of any fixed date for the disposal of Metropolitan Playhouses stock owned by RKO Radio Pictures was recommended to the Federal District Court here today by George Alger, president of the stock.

Alger made that recommendation and other proposals in his report to the court, telling of his failure to obtain an offer for the 66-48 5/8 shares of Metropolitan Playhouses Class A stock, owned by RKO Theatres. Under RKO Theatres consent decree, as amended in 1953, pursuant to the act of Aug. 20, 1950, to dispose of the stock.

Offer Considered Too Low

In his report, Alger informed the court that on Dec. 5, 1955, Metropolitan Playhouses offered him $7,50 a share for the stock, but this was found to be far less than the real value of the stock, according to the theatre's management and was rejected. Alger added that he concurred in the rejection, expressing his belief that he had no doubt that the offered price was far less than the actual value.

The 56,445 5/8 shares of Metropolitan Playhouses stock now owned by RKO Theatres constitutes some 29 per cent of the so-called Class A stock, which is also 17 per cent of the total Metropolitan Playhouses stock outstanding. UATC owns 61 per cent of Class A Metropolitan Playhouses stock, while the other 19 per cent is owned by various members of the Skouras family.

Wants Dividends Withheld

Alger further recommended that the trust be continued until the stock is sold for a reasonable price. He proposed, too, that a dividend be adopted by the court stating that dividends be withheld from RKO until the sale of the stock is completed so that the interests of RKO shall be best served by pursuing the proceeds of the sale, together with dividends then held by the trustees, unless an earlier payment of dividends shall be consented to by the court.”

Lion to Represent Republic in Holland

The appointment of Louis J. Lioni as the company’s special representative in Holland was announced here by Regional Armour, executive vice-president of Republic Pictures International.

Lioni has had more than 20 years experience in the International field with RKO.
A MESSAGE TO OUR CUSTOMERS

ONE - For nearly forty years TECHNICOLOR has served the MOTION PICTURE INDUSTRY as its LARGEST AND MOST DEPENDABLE SOURCE OF COLOR;

TWO - It is the aim and determination of TECHNICOLOR to continue to serve the MOTION PICTURE INDUSTRY for at least another forty years;

THREE - To that end Technicolor has appropriated $1,200,000 for research and development expenditures during the current year;

FOUR - TECHNICOLOR has installed laboratory equipment to serve producers employing various dimensions and types of negative from which TECHNICOLOR can service the distributor with almost any size and type of print. TECHNICOLOR is anxious to consider further installations to meet any requirement of the MOTION PICTURE INDUSTRY;

FIVE - Besides serving the MOTION PICTURE INDUSTRY for its present needs the future MOTION PICTURE IN COLOR is TECHNICOLOR'S business. To this end the $1,200,000 appropriation is directed.

January 30, 1956

TECHNICOLOR
MOTION PICTURE CORPORATION
Blank Halls

(Continued from page 1)
delegates that the two exhibition or-
ganizations "have requested from the
Department of Justice that anybody,
including the divorced, be
allowed to make pictures, with pre-
emptive rights for their own theatres
which they have abandoned, and any legal
replacement thereof." Such a move
would help dispel "the attitude of the
present producers and distribu-
tors, who now feel that they can
forever maintain an unfair seller's
market."

Wants Rentals Arbitrated
He defended the contention that
film rentals be made an arbitrable
item, pointing to the "unfair seller's
market," adding his own contention
that "a fair price has to be paid for
pictures and no arbitrator will judge
otherwise."

Blank argued that under present
conditions theatres are "required to
subsidize the film industry's exces-
sive expenses." He contrasted this sit-
uation with the status of the industry
before divorce. Declared Blank:
If one of these companies attempted to
force the exhibitor to maintain a
realistic profit in his corner of the
industry, he knew that the other
companies would do likewise.

Surely, if you will analyze it, the
partners of the film companies that were
exhibitors were the dominant
factor in holding film rentals at a
fair level, and also forced the producers,
who owned theatres, to realize their
obligation to maintain a new
level of pictures so that our industry could
remain a mass appeal business in the
field of entertainment.

Admits EFFG Failure
He went on to recount his efforts to
stimulate European producers to
tover their films for the American
market. He knew the 실務 failure of
TOA's sponsored Exhibitors Film
Financial Group, organized to aid
financing of new pictures, without the
participation of divorced courts.
Blank said he knew the new
source of product is found, exhibition
will "end up in a road show business
similar, in some respects, to the
legitimate theatres."

SDG Cites Mann for 'Marty' Direction

HOLLYWOOD, Jan. 30. — The
Screen Directors Guild set a significant
precedent when it presented its
fifth annual award for outstanding di-
rectorial achievement to Delbert
Mann for "Marty." It was his first
picture. He had directed the te-
levision version of the same story. He
won out over 11 other directors with
firmly established motion picture rec-
ords. That he was flabbergasted in every
that whatever differences may exist
between the two media, those differ-
ences do not weigh at all in the scale of
professional appreciation.

Immediate runners-up receiving
awards were John Sturges for "Bad
Day at Black Rock," John Ford and
Mervyn LeRoy for "Mister Roberts;"

Anti Pay-TV Group to Oppose Zenith Plan

The Committee Against Pay-To-See
TV will file a petition with the Fed-
eral Communications Commission by
Feb. 8 in Washington in opposition
to the Zenith Radio Corp. proposal
consistent of UHF and VHF television
allocations.

The Committee's general counsel,
Marev Cohn of the Cohn & Marks
law firm in Washington, is currently
preparing the petition.

Brotherhood

(Continued from page 1)
of the dinner sponsored by the Na-
tional Conference of Christians and
Jews. The entertainment world will
tribute to guests of honor, Mort W.
Dowling, Thomas F. O'Neil and
Samuel Rinzer, who will receive the
1956 Brotherhood Awards.

Brotherhood leaders participating:
Dr. Kenneth R. Clincy, president of
the National Conference of Chris-
tians and Jews, and Robert Bahn,
chairman of the Board of Directors;
Dr. Sterling W. Brown, execu-
tive vice-president of the Board;
Robert Rubin, permanent national
chairman of Brotherhood; Mrs.
Robert P. Patterson, chairman of
the Brotherhood's Women's Divi-
sion; Taminor, national publicity
chairman.

Chief guests for the evening will
be Charles A. Alcoate, Richard W.
Altschuler, Chester B. Bahn, Henry
Brant, William B. Gurwitz, Alfred
Duff, George F. Dembowski, Neal E.
Doege, Douglas Downing, Martin
Feldman, Leonold Friedman, Emanuel
Frisch, and Gordon Grey.

Also Leonard H. Goldenson, James
J. Jenines, Sherman Williams, Oliver B.
Krim, Mrs. "Chick" Lewis, R. S. Little-
tone, Robert E. North 
and
Walter Bahn, Jr., Charles M. Reagan, Burton
Robbins, Samuel Rosen, and George
J. Schaefer.

Also Adolph Schinzel, Sol A.
Schwartz, George P. Skouras, Sporos
S. Skouras, Sol A. Strauberg, Morton
Sunshine, No Way, Robert Weitman, and
Mrs. Wendell Wilkie.

Weitman Resigns

(Continued from page 1)
programming and talent of America
Broadcasting Co., a division of AB-
PT.

Goldenson stated, "It is with great
relish that we have accepted Bob
Weitman's resignation. Bob's ability
brings to a close a long and very
pleasant relationship with our com-
pany. I am sure he will be missed by
his many friends and associates here."

Weitman stated that he would an-
nounce his plans for the future at an
early date.

Elia Kazan for "East of Eden," and
Joe Logan for "Picnic." Assistant
directors on these pictures, honored
also, were Joel Freeman; Wingo
Freeman; Don Page and Horace
Hawk; and Carter De Haven.

Guild's special D. W. Griffith
Award, presented only twice previ-
ously, was given to Henry King.
The single award made for television-
directed to the Do Wons for the
"Little Guy." The awards were pre-
vented at banquet ceremonies in the
Biltmore Hotel, presided over by
Guild president George Sidney.

Carolina TOA

(Continued from page 1)
number one problem," the exhibitors
also called it "the most dangerous."
They also deplored the shortage of
prints and urged a more even distri-
bution of films so that there will be
"no orphan periods" of films to re-
lease.

In other resolutions, exhibitors
urged producers to review the Pro-
duction Code and legislation; and
stand for "clean and wholesome" pic-
tures. They also lashed out at com-
petitive booking and urged elimina-
tion of this practice.

Elected president of the association
was Jack Fuller of Columbus, S. C.
He succeeds Howard Anderson of
Mullins, S. C., who was named on
the board of directors. Howard McNally,
Fayetteville, was elected first vice-
president, and Bob Bryant of Rock-
hill, S. C., second vice-president.

Directors elected were Frank Bed-
ding, E. V., Newberry, S. C.; H. F. Ki-
cey of Charlotte, H. Fin Lee of War-
saw, N. C., S. L. Irvin of Asheville,
W. H. Hendrix of Reidsville, Roy
Rowe of Burgaw, H. E. Buchanan of
Greensboro, and J. H. S. of Valdese,
R. A. Howell of Smith-
field, A. F. Sams, Jr., J. K. Kime, of
Roseboro, and R. L. Baker of Cas-
sel, N. C.

Ask 3-Year Limit on Copyright Actions

From THE DAILY BUREAU
WASHINGTON, Jan. 30. — The
Motion Picture Association today
urged Congress to set a uniform,
three-year Federal time limit on dam-
age suits for copyright infringement.

At present, the time limit is set by
state laws, which vary from one
to eight years. Fulton Bytheway,
represent-
ing MPAA, told a House Judici-
ary subcommittee that the result is
confusion, need for Expert, and
producers for copyright infringement
shop around to find a state with a
long time limit, and can always file
suit there since the producers do busi-
ness in every state. He said the
producers felt they should have some
degree of certainty of knowing
whether they would be free from liability
for damage suits.

The uniform, three-year federal
statute of limitations was also sup-
ported by the New York City Bar
Assnociation and the copyright section
of the American Bar Assn.; and by
officials of the U.S. Copyright of-
ce and of the National Association of
Radio and Television Broadcasters.

Makelin Plan Film
In Wichita Thursday

HOLLYWOOD, Jan. 30.—Hal R.
Makelins first Makelin Plan picture,
"Pecosmack," will be given a test
run at the Palace Theatre, Wichita,
beginning Thursday. Makelin and
players Jan Merlin, Jesse Barker and
James Mitchell will attend the open-
ing.

Complete Plans for
Loew's International
Coast Sales Meet

The M-G-M world wide Holly-
wood, conference, which will open on
Feb. 3, will include another world-
wide programme and promotion plans which will
open the company at the forefront of t
year's most important international
Meet was announced yesterday. Anti
M-G-M stunt and Dore Schary, head of
the M-G-M studios, will be cohost.
This is one of Loew's first public as
president of the parent company
Loew's Inc., as well as of Loew's
international. More than 100 M-G-
managers and sales, publicity and
other key personnel from overseas
will attend the conference, which
will be the first of its kind to be held
by the M-G-M studios. Plans will
be made for the coming year, with
attention given to recently com-
pleted product, which will
be shown.

The New York delegation will
be headed by Morton A. Spring, vise-
premier of Loew's Inten-
tional, Ward A. U. N. Burger, ge-
neral sales manager.

Reagan to Attend

Charles Reagan, general sales ma-
ger of M-G-M, will represent the
United States and Canadian
organizations.

A feature of the gathering will be
the travel arrangements, which will
include a flight across the North Pa-
line by an airliner of S.A.S., carrying
delegates from Europe, South Afri-
ca, the Middle East and India.

The flight from New York, where the
delegates will gather, to Lisbon, is
said to be the first of its kind ever
designed for the purposes of a
conference.

Also attending the conference
will be David Lewis, of Paris, region
director of Europe; Seymour May of
New York, regional director of South
Africa; Maurice Silverstein, of Mexico
City and regional director of Latin America.

53 Sought

(Continued from page 1)
Arno, Harry A. Bailey, Barney Ba-
han, John Balaban, Myron By-
Harry Bradt, Walter Branson, Ste-
brody, Jack Cohn, Cecil Dicks
S. H. Fabian. Arthur H. Lockow-
ch, Robert, Constantine Frank Ba-
man, Harry French, Emanuel Frix,
Maurice Goldstein, Leonard H. Go-
son, Henry Griffing, Harry Hen-
ri Johnston, Ben Kalmenhon, B.
Edward, Arthur Kriger, A.
Lichtman, M. A. Lichtman,
Robert Livingston, Harry Mau-
E. D. Martin, Pat McGee, Abe Mac-
zarzy, S. A. National J. O. Y.
Daniel T. O'Shea, Sam Pin-
Norton, Paul Rockin, Walter Rea,
James M. Reagan, Eather C. Rhoo-
Arthur M. Loew, Ted Schlaen-
A. Schwartz, Robert Selig, Span-
Skouras, Joseph R. Vogel, Mr.
Albert Walker, Frank Walker, Geo-
Weinseit, Herbert J. Yates, Lam-
Sarris, Robert B. Wilby and Mor-
thilmann.
The Fifth Annual COMMUNION BREAKFAST for Catholic people of the motion picture industry in the Los Angeles area will be held Sunday, February 5th; Mass at nine o’clock at Blessed Sacrament Church, with breakfast immediately following at the Hollywood Palladium. For information and tickets, communicate with the member of the Sponsoring Committee in your office or Studio, or JACK VIZZARD at 8480 Beverly Blvd. Telephone: Olive 3-2200.

Tickets $2.85 each.
KIRK DOUGLAS as "The INDIAN FIGHTER"
is Knocking them Dead!

A HOLDOVER IN EVERY SITUATION!

DETROIT—Palms; AKRON—Loew’s; CANTON—Loew’s; BOSTON—Loew’s State & Orpheum;
BUFFALO—Shea’s Buffalo; CLEVELAND—Loew’s State; COLUMBUS—Loew’s Broad; DAYTON—
Loew’s; KANSAS CITY—Loew’s Midland; NORFOLK—Loew’s State; PROVIDENCE—Loew’s State;
ROCHESTER—Loew’s; TOLEDO—Loew’s Valentine; ATLANTA—Loew’s Grand; BALTIMORE—Town;
DALLAS—Palace; HOUSTON—Loew’s State; INDIANAPOLIS—Loew’s; LOS ANGELES—Los Angeles,
Uptown, Loyola, Hollywood; MEMPHIS—Loew’s Palace; MINNEAPOLIS—State; NASHVILLE—
Loew’s Vendome; NEW HAVEN—Loew’s Poli; PHILADELPHIA—Mastbaum; PORTLAND, OREGON
—Liberty; READING—Loew’s Colonial; RICHMOND—Loew’s; ST. LOUIS—Loew’s State;
SYRACUSE—Loew’s State; WASHINGTON—Loew’s Capitol; NEW YORK—Mayfair.

KIRK DOUGLAS as INDIAN FIGHTER

ALSO STARRING: Walter MATTHAU Diana DOUGLAS Walter ABEL

with EUNICE EDDARD ALEX CHANEY FRANZ BAIL

thru UA
Children's Prices Increased

Adult Admission Prices in Slight Decrease in Last Quarter of 1955

WASHINGTON, Jan. 31.—Motion picture theatre admission prices for adults dropped slightly in large cities during the last quarter of 1955, but children's admission prices increased, the Bureau of Labor Statistics reported.

The BLS collects figures quarterly in 18 large cities and adjusts the results to represent price trends in the 34 largest cities.

BLS said that the index of large city adult admission prices dropped from the September, 1955 record high figures of 211.4 per cent of the 1935-1939 base period to 209.3 per cent at the end of December. The children's price index, down to 173.9 per cent at the end of the third quarter, rose during the last quarter to a 176.3 per cent figure at the end of December.

The combined adult-child index dropped from 205.0 per cent at the end of September to 204.6 per cent at the end of December.

All three indices were on the average:

(Continued on page 4)

See Rejection of D.C. On Admissions Tax

From THE DAILY Bureau

WASHINGTON, Jan. 31.—Members of a House-Senate subcommittee studying ways of raising revenue for the District of Columbia were reported to have tentatively rejected the District's proposal for a new two percent admissions tax.

The District commissioners proposed this levy, to raise an estimated $500,000 a year. Washington exhibitors led the fight against it, but were backed by the film industry generally, since industry leaders felt that

(Continued on page 5)

ScentoVision Demonstrated Here; Now Patrons Can Smell as Well as See Film

The latest in motion picture technical advances, the Italian-Swiss developed process called ScentoVision, a medium which enables an audience to smell the subject matter in motion pictures, was demonstrated privately here yesterday at the Warner Theatre for some 50 persons, among them representatives of a number of theatre circuits.

According to a top circuit executive who attended the initial showing, the ScentoVision process was presented in color on a 16mm. projector and it was wonderful.

The aroma of fresh cut oranges, sliced bananas and grass were ejected from a small attachment on the theatre seat just as the picture of oranges, sliced bananas and grass were projected on the screen. The odor envelopes the viewer "for a second or two" and then disappears, it was said.

(Continued on page 4)

Amendment Asked

Theatre Staffs Are Included in N.Y. Wage Bill

Clarke Proposes Setting 75c Per Hour Minimum

Special to THE DAILY

ALBANY, Jan. 31.—A bill which seeks to amend the New York State Minimum Wage Law to include small store and motion picture theatre employees was introduced in the State Assembly by Daniel L. Clarke.

The Clarke bill intends to raise the salaries paid to ushers, usherettes, doormen, ticket takers, cashiers and porters to the minimum wage of 75 cents per hour.

Assemblyman Clarke pointed out here yesterday that the Federal Minimum Wage Law exempts theatre employees. "But if this amendment to Section 652 of the State Minimum Wage Law is approved, low salaries

(Continued on page 4)

Brotherhood Awards

Dinner Nets $70,000

For 1956 Campaign

By LESTER DINOFF

(Picture on page 6)

With over 1,400 leaders of the entertainment world gathered to pay tribute to Robert W. Dowling, Thomas F. O'Neil and Samuel Rinzler, recipients of this year's Brotherhood Awards, some $70,000 was raised for the Brotherhood Campaign at a Waldorf-Astoria dinner here last night.

Louis Nizer, toastmaster and dinner

(Continued on page 6)

Balcon Resigns from Rank Organization

By WILLIAM PAY

LONDON, Jan. 31.—Sir Michael Balcon has resigned from the J. Arthur Rank Organization after a nine years' association. He also is resigning as a director of five Rank companies.

After the recent sale by the Rank

(Continued on page 4)

TEN CENTS
**IATSE Convention In K.C. in August; Walsh Is Honored**

From THE DAILY BUREAU

HOLLYWOOD, Jan. 31.—The biennial convention of the International Alliance of Theatrical Stage Employees will be held here July third through fifth. On April 20, the IATSE board announced at the close of its first meeting at the Roosevelt Hotel here.

In leading with convention plans, the board decided that headquarters for the coming affair will be in the Muehlebach Hotel in Kansas City, while business sessions will be held in the Board of Trade building.

Five-Day Week Discussed

In other developments, the IATSE group discussed the new basic agreement between Hollywood locals of the union and studios, particularly with respect to the five-day-week, which went into effect yesterday. Richard Walsh, IATSE president, reported on the AFL-CIO merger convention. Plans for organizing the television field are on the current agenda.

**$30 in Walsh Tribute**

More than $80 IATSE union officials, other industry personalities, and state and civic dignitaries, paid tribute to Walsh tonight at a testimonial dinner in the grand ballroom of the Beverly Hilton Hotel, on his election to the vice-presidency of AFL-CIO in charge of screen, radio, and television.

**Seven Wonders’ to Open Here April 10**

The third Cinemara presentation, Lowell Thomas’ “Seven Wonders of the World,” will have its premiere at the Warner Theatre in New York on April 10. It follows the end of the 14-month run of “Cinemara Holiday.”

Opening in other Stanley Warner Cinemara Theatres for “Seven Wonders of the World” have been scheduled. The picture will open at the Million Dollar, on April 20; the Warner Theatre, Amsterdam, on April 21; the Royal, Philadelphia, on April 22; the Ambassador, St. Louis, on April 24; and the Palace, Dallas, on May 1.

**Deutsch Buys Teleplay**

HOLLYWOOD, Jan. 31.—Arnold Deutsch, former M-G-M producer, has purchased for his first independent production, “Public Figure,” teleplay by Harry Junik recently published in the trade digest “Studio One.” “Public Figure” deals with a problem faced by an actor whose career is blasted by an article published in a slander-type periodical, and how he tries to overcome the damage.

**ABC Seeking TV Rights to WB Films**

The American Broadcasting Co. is negotiating with Warner Brothers for the television rights to a number of the company’s pre-1950 features, it was reported here yesterday.

A network representative said that ABC president Robert E. Kintner had been conducting the talks for a number of weeks.

**Double Bill Ban Scraped in Japan**

By A. C. PINDER

TOKYO, Jan. 31.—Japan’s six major film producers have scrapped their gentlemen’s agreement with the government to limit screenings to two and one-half hours, and now will furnish double features to any theatre which requests them.

The plans, which were made early in March, will now take effect on April 1. In addition, some of the films included in the double bill will be released as originally scheduled.

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Opening in other Stanley Warner Cinemara Theatres for “Seven Wonders of the World” have been scheduled. The picture will open at the Million Dollar, on April 20; the Warner Theatre, Amsterdam, on April 21; the Royal, Philadelphia, on April 22; the Ambassador, St. Louis, on April 24; and the Palace, Dallas, on May 1.

**Deutsch Buys Teleplay**

HOLLYWOOD, Jan. 31.—Arnold Deutsch, former M-G-M producer, has purchased for his first independent production, “Public Figure,” teleplay by Harry Junik recently published in the trade digest “Studio One.” “Public Figure” deals with a problem faced by an actor whose career is blasted by an article published in a slander-type periodical, and how he tries to overcome the damage.

**ABC Seeking TV Rights to WB Films**

The American Broadcasting Co. is negotiating with Warner Brothers for the television rights to a number of the company’s pre-1950 features, it was reported here yesterday.

A network representative said that ABC president Robert E. Kintner had been conducting the talks for a number of weeks.

**Double Bill Ban Scraped in Japan**

By A. C. PINDER

TOKYO, Jan. 31.—Japan’s six major film producers have scrapped their gentlemen’s agreement with the government to limit screenings to two and one-half hours, and now will furnish double features to any theatre which requests them.

The plans, which were made early in March, will now take effect on April 1. In addition, some of the films included in the double bill will be released as originally scheduled.
WORLD-WIDE WINNER!

THE GLOBAL GATES ARE OPEN AND THE MOBS ARE POURING IN!

Helen of Troy

WARNERS’ 56-COUNTRY SMASH!
The American Legion's "Back to God" movement, designed to further regular public worship and scheduled annually as a tribute to the four chaplains who heroically gave away their life belts and went down with the torpedoed S.S. Dorchester in World War 2, will be telecast for the fifth year next Sunday over NBC stations (2:30-3:00 p.m.) ... The many-sided controversy, currently raging along the Big Apple involving Jackie Gleason vs CBS, CBS vs NBC, Gleason's ratings vs Conno's, Conno's vs "Stage Show," etc., impelled us to tune in last Saturday at 8 p.m. to "CBSStage Show." We witnessed a fast-moving, well-rounded half hour musical-variety program featuring Sarah Vaughan's listenable trilling, some very clever minciry by Gene Sheldon, an energetic new youngster named Elvis Presley whose guitaristry and vocal delivery of folk songs augurs a bright future for the lad, and the music of Les Freses Dorsev. The program as a whole seemed like a nostalgic reprise to the vaude and stage presentation days of the delicate theatres and the format smacks of solid entertainment for the entire family.

CBSolons quite excited about the latest Trendex which shows: Burns & Allen with a 21.3 vs "Producers Showcase" (NBC-TV) 18.6 in the 8:00-8:30 slot; "Talent Scouts" with 36. vs P. "Showcase" at 8:30-9:00; "Mr. Lucky" with 45.3 vs "Producers Showcase" at the last half hour (9:00-9:30). ... Little 10-year-old Libby Horne, who did a fine song stint last week on the ABCountry music show "Ozark Jubilee," has been signed to a five-year contract by Crossroads TV Productions, producers of the program. ... A pilot film, "The Countless Adventures of Count Carl," starring Albert Carlo with John Newar and Gerald Milton in supporting roles, has just been completed under the direction of Mendy Brown. Original background music for the series will be composed by Tony Scott and Howard Bandy is associate producer. ... Lovely Dinah Merrill, recently seen on "Four Star Playhouse" opposite Dick Powell, has been signed for the female lead on "Playright's" 56 Feb. 4th production of "Return to Cassino." ... Herb Shriver has been signed to an exclusive five-year pact by CBS and starting in the fall will head his own full hour TV series. He'll stay with "Two for the Money" until then. ... Sorry to learn that the affable and popular Bob Weitman resigned from ABC. With his host of friends in Show Business and his vast experience as a showman, look for him to make another top connection soon.

P. Ballantine & Sons and R. J. Reynolds Tobacco Co. will co-sponsor next season's telecasts of the Yankees home baseball games TVia WPX. Agented by W. Exy Co., which handles both accounts, by play the play will again feature Mel Allen (his ninth consecutive year) Jim Woods and Red Barber. ... Harvey Tippett, in charge of the San Francisco area of the Methodist Church, announced its major expansion in the field of Television by releasing a series of 13 programs, "The Way," based on the Gospel of Love. Programs will start on about 200 TV stations this week of Feb. 13. ... After a year of shooting at the Hal Roach Studios in Culver City, the CBS-TV "You Are There" series, now totaling 55 telefilms, will be syndicated through Young America Films, Inc. The fine historical program, CBSStarting April 15, will become a "live" show and will originate from CBS TV City with Robert Sparks and James Fonda executive producer and producer, respectively. Prudential Insurance Co. will continue its "Lust of the Destricted" by Janet de Gore, talented film and TV actress, just back from Bermuda where she flew to appear in a "Crunch and Deses" telefilm.

Formerly executive assistant to David O. Selznick and with CBS since 1951, Louis T. Stone has been named to the newly-created post of director of talent at CBS. ... Murray Benson has resigned from Kagran Corp. to rejoin other ex-Kagranites Martin Stone, Allan Stone, Ed Keen and Milton P. Kayte at (Martin) Stone Associates.

The significant developments in television and their meaning... Every Monday in Television Today Right at the start of the week—through an interpretive new style of trade paper journalism—this concise report of the significant news and events keeps you posted quickly and easily.

Published every Monday in conjunction with Motion Picture Daily

Canada

(Continued from page 1) theatre attendance, just as it had the U.S. Today, there are more than 1,700,000 sets in operation. Fittingly pointed out, however, that the product is delivered by leasing studios "measures up to which we have seen to date, 195 is should be a good year for the Canadian motion picture industry." Big Jump for Drive-ins In the theatre field, the report Vital that conventional houses have increased from 1,793 to 1,938 in two years, while in the same period the number of drive-ins jumped from 200 to 230.

Balcon Resigns (Continued from page 1) Organization of the Ealing Stud it was generally assumed that Balco would continue with Rank at Pinewood and decided to continue as an independent. Three Ealing films produced in 1951 are nearing completion and will be released by Rank. There is a chance that Balcon could get a new distributor. Two additional Ealing productions will be made mostly on location, and are scheduled to begin in April. Thus, it is probably necessary for Balcon to consider new studio arrangements before the end of August.

Balcon will leave here for New York by plane on Feb. 1 or after the premiere of his "Lady Killers" and to look over the American market.

'U' Starting (Continued from page 1) all-time high for U-I in the number of CinemScope features being filmed simultaneously. Launching of the picture will add some 400 employees to the studio payroll, bringing the total to a near-record 2,150. The production spurt will be kicked off on Feb. 13 with the start of "Francis in the Haunted House" seventh in the studio's rebuilding of comedies. Second picture will be "Istanbul," high budget Technicolor CinemScope feature starring Cora Withers. Other starters to get Technicolor treatment will be "Battle Hymn" and "Kid and Me." Final starter of the month will be "The Shrinking Man," science-fiction story.

Carolina TOA Ends Annual Convention CHARLOTTE, Jan. 31 — M. Verdal Looper, booker for the How Exchange here, was elected M. A. Film Row of 1956 at the Theat Owners of North and South Carolina convention banquet which climax the exhibitor group's annual convention.

The new board of directors of the Carolina TOA elected Mrs. Luci e Price as executive secretary of the association.
Dais guests at the annual Mark of Achievements Awards Luncheon of the Amusement Industry Division of Federation of Jewish Philanthropies yesterday are, left to right, Phil Silvers, Benjamin Lazrus, Samuel Rinzler, Steve Allen, Kim Novak, Harry Brandt, Elia Kazan, Paul Muni, Louis G. Cowan and Adolph Schimmel.

Present Achievement Awards

(Continued from page 1)

who served as master of ceremonies, presented the awards. Paddy Chayefsky, who also was honored, was not present when the awards were handed out.

The “Mark of Achievement” award is presented to “figures in the entertainment world whose genius and talent have brought happiness to millions.” Rinzler, dean of motion picture exhibitors, celebrated his 70th birthday recently and received his award in recognition of over 50 years of service to the industry. Silvers was honored as the year’s outstanding television comedian; Miss Novak is the actress recipient of the award; Muni, for his art which extended over many years; Kazan, for his renown in the field of direction in films and on the stage; Cowan, for his success as a TV producer, and Chayefsky for his achievements in writing for TV, films and stage.

Oscar Hammerstein II served as chairman of the awards committee for the event. Harry Brandt was the luncheon chairman. General chairman of the industry’s Federation division is Adolph Schimmel, vice-president and general counsel of Universal Pictures.

The principal speaker at the FIP luncheon was Benjamin Lazrus, president of the Bennis Watch Co., who announced that the Federation’s goal in 1955-56 is $18,100,000. Seated on the dais were Schimmel, Kazan, Dorothy Sarnoff, Muni, Rinzler, Allen, Brandt, Silvers, Miss Novak, Cowan, Lazrus, and Rabbi Bernard Birstein.

Over-all Arbitration

(Continued from page 1)

sent to the recent T.O.A.- Allied agreement on film production “because of the need for additional product at the present time.” Admitting that T.O.A.’s protest for motion picture production by and for the divorced theatre courts might “cause headaches in the future,” he said that he thought the current product shortage “justified the gamble.”

Most Film Companies

Had 1952 Profits

(Continued from page 1)

The statistics cover corporate income tax returns filed by firms with fiscal years ending between July 1, 1952, according to statistics released by the Internal Revenue Service.

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Bans ‘Wild One’

OTTAWA, Jan. 31 — The Quebec Board of Censors has banned Columbia’s “The Wild One,” starring Marlon Brando. Showings of the film have been followed by leather-jacketed youths engaging in riots.

National Pre-Selling

“COLLIER’S” in its Feb. 17 issue has demonstrated that it can publish a pictorial and text story in the grand and spectacular style of Michael Todd by the manner in which it handled his new production, “Around the World in 80 Days” (Todd-ACO).

Three two-page spreads in full color devoted to this new international adventure that has as part of its cast 50 of filmdom’s top stars. Photos made by the “Collier’s” color camera on production sets and locations in many countries are attractively displayed on these pages.


Theatres playing “The Benny Goodman Story” in Chicago, Boston, El Paso, Fort Worth, Denver, Detroit, Indianapolis, Washington, Richmond, Evansville, Fort Wayne and Macon will have the help of a color ad for the new U.I. picture in the Feb. 5 issue of “Parade.” The opening of each theatre will appear at the bottom of the ad.

Striking ads for “Picnic,” “The Rose Tattoo,” “The Benny Goodman Story” and a table of contents ad for “Ransom” appear in the February issue of “Seventeen.”


The review is lead off by a large photo of Kaye by his wearing a long-sleeved coat of armour. The comedian’s armour has been magnetized by a bolt of lightning. There is a comic photo showing Kaye in a jousting coat, in which his opponent’s nose is glued to the magnetized shield of Danny Kaye. There are other photos showing comedy situations created by the magnetic knight.

The Feb. 7 issue of “American Weekly” will have a two-page color spread devoted to glamorous stars of Hollywood.

Baron, Britain’s court photographer, has made color photos of Marilyn Monroe, Jean Simmons, Cyd Charisse, Leslie Caron, Pier Angeli and Jeanette for this unusual spread.

Eva Marie Saint, Academy Award winner, plays her first comedy role in “That Certain Feeling,” co-starring Bob Hope. This new Paramount picture is reviewed in the Feb. 7 issue of “Look.”

WALTER HAAS
Seven Groups

TESMA Sets
Trade Show
Committees

Committees of Theatre Equipment and Supply Manufacturers Association, named to promote TESMA's forthcoming trade show, were announced by president Lee Jones.

The industry's international trade show is to be presented at the New York Coliseum, Sept. 20-24, through the joint effort of TESMA, Theatre Owners of America, Popcorn and Concessions Association, and Theatre Equipment Dealers Association.

The U. S. Department of Commerce has been of great assistance in promoting the international aspect of the forthcoming trade show, Jones declared, stating that Nathan D. Golden, director of Scientific, Motion Pictures and Photographic Division of the Department, had volunteered to work through the Foreign Service Offices to invite participation by foreign manufacturers.

Theatre Owners of America has invited representatives of all theatre organizations throughout Europe to attend its convention.

Members of TESMA's committee members follow:


Advertising Committee: Arthur Hatch, chairman, Strong Electric Corp.; Frederick O'Brien, O'Brien Motor 

ing Co.; Bob Hoff, Ballantyne Co.; Larry Davee, Century Projector Corp.; Leonamag Building, Inc.


Theatre Liaison Committee: Larry Davee, chairman, Century Projector Corp.; Jack O'Brien, Radio Corp. of America; A. A. Ward, Altec Lansing Corp.; George Metes; Ballantyne Co.; Fred Matthews, Mottograph, Inc.

President Lee Jones and executive secretary Lewis are members of all committees.

George Epp Retires

George J. Epp, veteran Universal Pictures Company home office projectionist, who has retired after more than 35 years with the company, was feted at a luncheon by several hundred of his friends at Universal. Recipients of the 1956 Brotherhood Awards of the National Conference of Christians and Jews at the amusement industry division dinner last night were Samuel Rinzler (far left), Robert W. Dowling (center), and Thomas F. O'Neil (far right), William J. Heineman (second from left) and Spyros S. Skouras (second from right), co-chairmen of the Brotherhood campaign, officiated.

N.C.C.J. Honors Three

(Continued from page 1)

chairman, made the presentation of the awards.

The 1956 Brotherhood Award dinner 
marked the 16th anniversary of the amusement world's participation in the Brotherhood effort sponsored by the National Conference of Christians and Jews and launched the amusement industry's national 
campaign for Brotherhood Week, which will be observed Feb. 19-26. Eight thousand motion picture theatres across the country, with newspapers, radio and television, will support the program fostering better understanding among Americans of all faiths.

Four Films Used

The program featured scenes from four films illustrating the objectives and principles of brotherhood—20th Century-Fox's "Gentleman's Agreement," Paramount's "Going My Way," M-G-M's "The Great 
Earth," and United Artists' "The Jackie Robinson Story." Actors Ernest Borgnine, Victor Borge, Louise Rainier and commentator Quentin Reynolds presented a narrative underscoring the theme of each scene. Musical entertainment was provided by Irama Materi of National Opera of Israel.

The ceremonies began with an invitation delivered by Rev. Robert H. Graham, associate editor of "America," and were climaxd by the presentation of the gold plaques to Dowling, Rinzler and O'Neil in honor of their achievements in the field of human relations.

William J. Heineman and Spyros S. Skouras, Jr., national co-chairmen of the Brotherhood Week, officiated at the testimonial.

Finalize Philadelphia Plans

For Brotherhood Week

PHILADELPHIA, Jan. 31.—Ted Schlauger, exhibitor chairman, and Charles Zagrans, distributor chairman of industry participation in Brotherhood Week, today met with their staffs to finalize plans for the joint exhibitor-distributor meeting which will be held Monday in the RKO projection room.

An agenda for the meeting was set up, including the presentation of the awards.

Consolidated Industries New Laboratory

Consolidated Film Industries' new 57th Street plant was unveiled yester-

tday at an inspection tour and cocktail party attended by leading executives

of the motion picture and television industriess.

Douglas T. Yates, director of the Republic Pictures operation stated that the new laboratory aims at superior speed in processing. It is equipped with high-speed-spray-developing 

machines which are based on patents controlled by Consolidated.

The 30,000-square-foot laboratory is equipped to handle color or black-and-white in 16mm., 35mm. or the wide-screen ranges. Air conditioned, the plant aims at completion of prints in 10 minutes, or 35 minutes, in one hour, if necessary, said Yates.

Lemmon to Emce "Photoplay" Awards

Jack Lemmon will emcee "Photoplay" Magazine's 12th annual Gold Medal Award banquet honoring the most popular actor, actress and motion picture of the past year, as determined by a poll of the public. The presentations of the awards will be made on Feb. 9, at Hollywood's Beverly Hilton Hotel.

RKO U.K. Meeting

LONDON, Jan. 31.—Sales representatives from all RKO British branches will attend a special sales conference here Friday following their presence Thursday night at the premiere of Howard Hughes' "The 

Charade" at the Odeon Theatre, Marble Arch.

May Ease Taxes

New Regime in France to Sca Film Problem

BY HENRY KAHN

PARIS, Jan. 31.—The new Freed

Parliament, now in session, is scheduled to give attention to a number of industry problems near future. Among them are theatre tax, film censorship and revision of the Cineme Centre.

High theatre taxes imposed by the last Parliament have become such a burden that some may have to do away with them. In addition, there is some feeling of favor of placing some curbs on illegal taxes. The new Parliament may act on the latter.

Film Banning Now Easy

Under present conditions, films produced under a new official board, which includes industry representatives, can be banned by the Minister of Commerce or, even, municipal officials. The various officials of authority will discuss the situation clarified, it is said.

Revision of the Cinema Centre hangover from the War years now considered superfluous by the industry, also is regarded as like an An institute made up of cinema 
tutors, but under government control, may be put into practice. As a replacement for the Centre, it is felt.

'Goodman' Salute

In Chi. Tonight

CHICAGO, Jan. 31.—A capu

toast of Chicago's civic officials a social leaders as well as Illinois st

digancies and entertainments personalities are expected at the G

ess Hotel here tomorrow night at the "Salute to Benny Goodman" fun

iring dinner of Hull House, C

ogy to the advancement center the underprivileged.

The Hull House "Salute to Ben Goodman" dinner will highlight a two-day homecoming celebration. Benny Goodman and Steve Allen part of the world premiere activity for Universal-International's "T" Benny Goodman Story" in Technicolor, starring Allen and Donna Re

in the music recorded by Goodm at the Chicago Theatre on Thursd

"Excellency" to Bow

"His Excellency," J. Arthur Ra feature release, will have its Ame

can premiere in six theatres here to da. Produced by Sir Michael Balz, the film will open simulta

ously at the Symphony and Regent theatres and the 8th Street Ply

New York, the Jewel and Ast theatres in Brooklyn, and the At

Theatre in the Bronx. It is rele

here by Joseph Breech Associs

1
Details Set

I-J and FTC

Officials Agree

(continued)

No Merger Bill

Just Give 90-Day Notice

On $10,000,000 Deals

From THE DAILY Bureau

WASHINGTON, Feb. 1—Officials of Justice Department's anti-trust

Division and the Federal Trade

Commission have agreed on details of a pre-merger notification bill,

which will be presented to Congress

shortly. Now they have agreed on

terms, and a bill will shortly be in

draft to carry out their agreement.

(continued on page 8)

IF Quarterly

Net: $203,053

From THE DAILY Bureau

OLYWOOD, Feb. 1—Consolidated

net income of National Thea-

tre, Inc., and voting-controlled sub-

sidiaries for three months ended Dec. 31,

$210,053, or seven cents per

share outstanding stock, president

Lester Dinoff reported to stockholders.

Figures for the same period of

the previous year were $146,418, or

six cents per share.

(continued on page 8)

International stars met at the gala premiere in Rome of Howard Hughes' $6,000,000

spectacle, "The Conqueror," which benefitted La Casa Di Riposo Per Cineasti, a

convalescent home for motion picture personnel. The glamorous premiere activities

at Rome's leading theatre, the Sistina Palace, was one of a world-wide series of

capital city debuts of the RKO CinemaScope-Technicolor production. Tonight "The

Conqueror" will have a premiere in London. Among the international stars at the

Rome event were (left to right): John Wayne, star of "The Conqueror," Rossano

Brezzi and Gina Lollobrigida.

(continued)

If Circuits Produce Pictures

Spyros S. Skouras Is Opposed to

Pre-emptive Rights to Producers

By LESTER DINOFF

Theatre circuits, including "divorced" affiliates, should be allowed by the

Department of Justice to engage in motion picture production and distribution

in order to relieve the product shortage, Spyros S. Skouras, president of

Skouras Thea-

tres, declared here yesterday.

R e p o r t i n g

that business

since the first

of the year

"has been good

due to the

quality

product,"

Skouras

stated that the-

atre circuits

should be al-

owed to pro-

duce motion

pictures "without pre-emptive rights to their own theatres."

If a circuit becomes a producer, the exhibition official stated, "its

(continued on page 7)

First Move

Compo Opens

New Campaign

Versus US Tax

Confer with Treasury;

Cheered by Reception

By J. A. OTTEN

WASHINGTON, Feb. 1—A delega-

tion of the Council of Motion Pic-

ture Organizations called on Treasury

Secretary Humphrey today and urged

him to go along with elimination or

reduction of the Federal admission tax this year.

This was the first approach to the Treasury

department since Compo decided to launch a new campaign for admission tax relief.

Members of the delegation said they were cheered by the sympathetic reception they
got from Humphrey.

The delegation was headed by Robert J. O'Donnell, national chair-

(continued on page 7)

$927,000 WB

Quarterly Net

A quarterly net profit of $927,000, after provision of $1,000,000 for fed-

eral income taxes and $100,000 for contingent liabilities has been re-

ported by Warner Brothers Pictures and subsidiary companies.

The net profit for the correspond-

ing three months, ending Nov. 27,

1954, amounted to $1,200,000 after

provision of $1,200,000 and $175,000

(continued on page 7)

British Quota Will

Remain Unchanged

From THE DAILY Bureau

LONDON, Feb. 1—The film quota

law will remain unchanged during the year commencing next Oct. 1,

the president of the Board of Trade

announced in the House of Commons

today.

Accordingly, the quota will remain

at 39 per cent for first features and

25 per cent for supporting program

films.
PERSONAL MENTION

NAT TAYLOR, president of Allied Artists Pictures, Canada; Dave Rose, general manager, and Dave Greenshield, executive vice-president, have arrived in New York from Toronto.

ERNST ZIEGLER, Universal Pictures salesman in Albany, N. Y., is the father of a daughter born there to Mrs. Ziegler at Albany Hospital.

MAX E. YOUNGSTEN and ARNOLD M. PICKER, United Artists vice-presidents, will return to New York over the weekend from Europe.


MARTIN S. DAVIS, Allied Artists Eastern advertising-publicity chief, will leave New York today for Detroit.

WALLY CEDAR, recently-named film, radio and TV public relations head at Crowell-Collier, left New York yesterday for Chicago.

SILAS F. SEADLER, M-G-M advertising manager, has returned to New York from the Coast.

MORT BLUMENSTOCK, Warner Brothers vice-president, will arrive in New York today from the Coast.

HERALD J. MUNCH, Allied Artists vice-president, left here yesterday for Hollywood.

BERNARD BROOKS, chief buyer and booker for Fabian Theatres, has returned to New York from Albany.

A. J. BRONSTEIN, president of Bronstein Drive-in Enterprises, Hartford, has returned there from Scranton.

RICHARD GREENE has returned to London from New York via B.O.A.C.

Co. Heads to Meet Today on Formula

Company presidents and foreign managers will meet here today to discuss the existing deadlock on efforts to reach an agreement on a world formula for the division of profits.

The foreign managers committee, which has been meeting on the issue over a period of months, was reported to be far apart on the problem, necessitating a meeting of the company presidents for possible new direction.

Asks Duty-Free Items For Trade Show

From THE DAILY BUREN

WASHINGTON, Feb. 1. — Rep. Gwinn (R, N.Y.) introduced legislation to permit duty-free importation of foreign foods to be exhibited at the trade fair to be held in New York this fall. The show, in September, is being sponsored by the Theatre Equipment and Supply Manufacturers Association.

State of California Honors IA's Walsh

From THE DAILY BUREN

HOLLYWOOD, Feb. 1.—Richard Walsh, president of the IATSE, was awarded a scroll from the State of California, hailing him for his accomplishments in collective bargaining and for his fight against Communism, presented by Lient. Gov. W. W. Ponder. Walsh attended a testimonial banquet last night in the Beverly Hilton Hotel.

In the keynote address, the IATSE Local 776 business agent, John W. Lehners, cited Walsh's achievement in this area. Walsh was honored for paid vacations for Hollywood craftsmen, establishment of a cost-of-living formula in contracts, launching of a health-care-welfare program and the obtaining of the long-sought five-day week.

Lauding Walsh's efforts in robbing Communists, Jack L. Warner said, "Saint Patrick didn't do a better job in Ireland against the snakes."

Board Continues Sessions

HOLLYWOOD, Feb. 1.—The executive board of the IATSE-Today continued its sessions, dealing entirely with internal matters, but will recess tomorrow for a visit to Disneyland. Meetings will resume Friday, probably early that evening.

Picnic' Premieres In 33 Key Areas

At least 36 theatres in 33 key metropolitan areas will premiere Columbia’s Cinemascope-Technicolor production of “Picnic” this month, it was revealed here yesterday by the company’s general sales manager, A. Montague.

Among the “Picnic” premieres will be one which will serve to open Loew’s State Theatre in Boston on Feb. 13, 1956.

In making his announcement, Montague said that at least 14 extra field exhibitors will be brought to promote Columbia’s permanent field staff of eight in aiding theatre showmen in developing their promotional campaigns for the “Picnic” premieres.

Technicolor Expands Amateur Processing

Further progress toward Technicolor’s entry into the mass consumer color field was indicated yesterday, when Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corp. and of Technicolor, Inc., announced that Technicolor is expected to be available to the amateur photographer in the fall of this year. It has been decided to make Technicolor an important part of the company’s output for all types of film and that Technicolor is expected to be available to the amateur photographer in May, 1956. That section of the Hollywood plant which is presently being equipped for amateur film processing will represent an investment of approximately $650,000. This sum does not include expenditures for new equipment now being installed or other pre-operating charges, he said.

Dr. Dearing Promoted

At the same time, Dr. Kalmus reported the promotion of Dr. Leroy M. Dearing to the post of technical director for the newly-created amateur color processing department. Dolens also stated that additional funds in the amount of $1,200,000 have been appropriated by Technicolor for the increasing amount of research which is expected to be conducted during the next year to improve the quality and service of its products for the motion picture industry. Plant facilities of the amateur color processing division are completely apart from present plant facilities of Technicolor and in no way affect the company’s capacity to serve the motion picture industry, except as they may indirectly be of help, he said.

Emmick, Co-Founder Of Golden State Dies

SAN FRANCISCO, Feb. 1.—Eugene H. Emmick, 73, co-founder of the Golden State Theatre Realty Corp., which developed a circuit totaling 103 theatres, died from a heart attack.

Emmick lived at Atherton, Calif. He came from New York in 1915 when he embarked on a film distributing career in Los Angeles.

He and his associates founded the Golden State Theatre Circuit and built it into the largest independent theatre circuit in Northern California.

In 1947, Emmick and R. A. McCracken sold out to their third partner, Michael Naify, for more than $100,000. Naify changed the name of the company to United California Theatres, Inc.

Set 'Lease of Life'

"Lease of Life," I.F.P. Releasing Corp.’s Eastman-color drama starring Robert Donat, will have its New York premiere at the Little Carnegie Theatre on Feb. 9.

... NEWS ROUNDUP

Flooded House to Re-open

The Palace Theatre, Torrington, Conn., heavily damaged in last year’s New England floods, will shortly follow extensive remodeling that was announced by J. J. Sullivan, owner, and by J. W. Deming, manager. The Scandals will serve as house manager.

To Provide GI Shows

Heran Faulkoff, head of the Anoff Theatrical Agency, has signed contract with the U. S. Government to provide live stage shows in service bases.

Raise Kids’ Admission 5c

The Hartford Theatre Circuit raised children’s admission price from 25 cents to 30 cents at its suburban Lenox Theatre. A six-ounce bottle went into effect sometime before the Burriside, Burling Portland, Conn.

Wausa Theatre Sold

John McQuistan, owner of the seven-building Wausa Theatre in Wausa, Neb., announced the sale of that theatre and four of his local group’s two theaters. Owners are W. J. Thomas, Dr. H. Lundberg and Leonard Phel.

Adopts Student Tickets

Fox-Wisconsin deluxe houses have adopted a student ticket plan in Milwaukee. High school students presenting a $1 ticket stub will be admitted free to the box office and charged only $1 for the ticket. The ticket is punched and, thereafter, a student may attend any of the deluxe houses after the time he wishes for 50 until June.

Cinema Lodge Dins At Shor’s Today

A large turnout is expected at Toots Shor’s for today’s Cinema Lodge membership luncheon at which Althoff, national director of the B’nai B’rith’s Hilbert Foundations, will be the speaker.

The Cinema Lodge luncheon, which is open to all who are interested in the industry, is part of the 1956 series designed to tell the “B’nai B’rith story,” Robert K. Shapton, executive vice-president of Cinema Lodge, will preside at this session.
At Convenience of the Department  
D of J Will Set Date for Its Next Meeting with Joint Allied-TOA Unit

A committee of Theatre Owners of America and Allied States Association representatives will meet with the Department of Justice in Washington to discuss further their joint proposals "at the convenience of the department," according to a TOA representative.

Representatives of TOA and Allied met with Justice officials last week in an attempt to secure governmental approval of their joint plan to allow divorced circuits to engage in film sales and rentals for the agency to use its influence in the preparation of an arbitration system for the industry.

The Department of Justice took the two-point proposal under advisement until its next meeting with the joint TOA-Allied committee.

Urged by Association Officials
Myron N. Blank, TOA president; Bube Shor, Allied States head; Abram F. Myers, Allied general counsel and board chairman; Trueman T. Rembusch, past Allied president, and Herman M. Levy, TOA general counsel, all comprising the joint exhibitor committee, proposed that the Department of Justice permit divorced circuits to produce and distribute motion pictures with pre-emptive rights for their own theatres and that the agency use its influence with the Senate Small Business Committee and with the film company to get the arbitration of film rentals and other selling terms included in the industry arbitration plan.

Try Everything to Aid Film: Kaye

Everything that helps a picture in today's market should be tried, Danny Kaye, now making personal appearances in connection with his film "The Court Jester," said here yesterday.

Kaye, who yesterday made five personal appearances on the Paramount stage, was asked to comment if he thought such appearances helped sell the picture. He replied that he could not be sure, but added that personal appearances can give the picture an added boost, a factor which should not be negated in today's market.

Good Crowd at Paramount
He played to a good crowd at his morning stage performance, drawing frequent applause for his songs and running commentary.

Today, he will leave for Washington for the opening of "The Court Jester" at the Palace, with three appearances slated for him there. From the capital, he will go to Pittsburgh, where the picture opens on the opening of the Fenn Theatre. Next Wednesday he is due in London and from there will travel to Paris in conjunction with the picture's European openings. Before the picture's in-theatre world premiere, he visited many key cities in the U. S., holding newspaper and radio-TV interviews on "The Court Jester."

PEOPLE

Oscar winner, M-G-M producer, Jack Houselman, who directed the 1956 hit at the American Shakespeare Festival and Academy, Stratford, Conn., who is expected to quit the movie industry within a year to live in California, has recently completed "Last for," being given a year's leave of absence by M-G-M.

Jerry Furst, formerly manager of United Artists Theatre in Stanford, Conn., has been named manager of the Palace Theatre there.

Dade Dallas has resigned as city attorney for Feb. 8 before Judge Dawson in New York Federal Court, it was reported here yesterday.

Former director of Allied, who commenced its action against two theatre circuits in October, 1939, contends that it couldn't get a fair trial in New York City and, therefore, is seeking damages from the film industry.

According to reports, the attorneys for the plaintiff and defendants are hoping to work out a settlement of the suit. Edward and George singer are representing RKO The- atres and Archie Weltman is representing Loew's Theatres in the suit. Trial counsel are Robert Wright and William M. Gover.

The action was first argued in 1939 before Judge Learned Hand. A decision was appealed to the Circuit Court of Appeals which reversed the lower court's decision and sent the case back to trial in February 1955.

Bokers' Party Mar. 15

The stage production of "The Mule of the Night," starring Edward J. Robinson, has been chosen for the March 15 theatre party of the American Society of Bakers, it was announced by Harry Margolis, chairman of the affair. The play will be produced at the ANTA Theatre.

MPEA Protests

Capitol Told of Spain, Belgium Tax Increases

WASHINGTON, Feb. 1.—Tax attorneys of the major companies called on State and Treasury officials today to acquaint them with tax problems facing the industry in Spain and Belgium.

Herbert Erlander of the Motion Picture Export Association said the group did not ask the government agencies for any specific help right now but rather concentrated on "acquiring them with our problems, looking toward the time when we might need government assistance."

57% Boost in Spain

The group complained to State Department officials about a new series of Spanish taxes which results in an extra 57 per cent tax, on top of previous taxes, on income to the American companies from Spanish subsidiaries. Taking note of the fact that the U. S. has a tax treaty with Belgium supposedly outwaving double taxation, the group complained to the State Department that new Belgian tax rulings which disfranchise certain deductions for local subsidiaries of U. S. firms and which result in the local firms paying in tax about 15 per cent to 20 per cent of their gross income.

Accompanying Erlander were Gerald Cahill of the Motion Picture Association, Albert Fisher of MGM, Roy Kinnear of 20th Century-Fox, and Benjamin Fincke of Paramount.

Jerry Lewis Is M.C.

Of Dinner for Martin

HOLLYWOOD, Feb. 1.—Mervyn LeRoy, general chairman of the seventh annual Humanitarian Awards Dinner to be held Sunday night at the Beverly Hills Hotel, today announced that Jerry Lewis will emcee the event, which honors Tony Martin for "humanitarian and patriotic contributions to nation, philanthropic groups and individuals."

State, civic and industry leaders will attend the function, proceeds from which go to American Medical Center at Denver.

Guy A. Graves, Sr., Dies; Fabian Official

ALBANY, Feb. 1.—Private services were conducted today in Schenectady for Guy A. Graves, Sr., city manager for Fabian in Schenectady since 1945 and a theatre executive for many years. He died Monday in Albany Hospital after a lengthy illness. Graves was stricken in Proctor's Arcade several days before, and was first taken to a Schenectady hospital.
HERBERT J. YATES presents

IN SHERIDAN • STEVE COCHRAN in

next Spring

co-starring
WALTER BRENnan
SHERRY JACKSON
RICHARD EYER

with
EDGAR BUCHANAN • SONNY TUFTS • HARRY SHANNON

WRITTEN BY
MONTGOMERY PITTMAN • R. G. SPRINGSTEEN

Song “COME NEXT SPRING” by LENNY ADELSON and MAX STEINER
Sung by TONY BENNETT

A REPUBLIC PRODUCTION
The Bottom of the Bottle
20th Century-Fox—Cinemascope

A tense and sometimes depressing melodrama which deals with human emotions in a Cain and Abel situation, and which stars Van Johnson, Joseph Cotten, Ruth Roman and Jack Carson, is 20th Century-Fox's Cinemascope and color by DeLuxe production of Georges Simenon's novel "The Bottom of the Bottle." This is a story which deals with two brothers—one a successful lawyer who runs around with a high society crowd in southern Arizona, and the other an escaped convict with a love for alcohol. Despite its down beat theme, adult audiences will find a measure of interest and entertainment in this drama.

Impressive film-making techniques and talent are employed, thereby again illustrating the many advantages of Cinemascope in wonderful panoramic sequences and the lavish indoor settings which are utilized by producer Buddy Adler and director Henry Hathaway.

Following his escape from prison, Johnson goes to his brother, Cotten, and his wife, Miss Roman, for aid in reaching Mexico. The help is given quite unwillingly at first, as the couple "are keeping up with the Joneses," namely the ranch society crowd headed by Carson. Cotten, to justify the sudden appearance of his brother, tells his friends that Johnson is a mentally sick friend who once had a mania for drink. However, Johnson's desires to reach Mexico and freedom are so strong that he cannot wait for a rain-wollen river to subside, so he attempts to go across on his own and fails.

Upon his return, Johnson resumes his heavy drinking and it is then revealed that Cotten has a black sheep in his family. Fortified with drink, the ex-convict again attempts to reach Mexico, and in his flight runs afoul of the law, steals a gun and takes to the hills. Cotten, pressured by Miss Roman, decides that "blood is thicker than water" and goes to his brother's aid. He also saves his own failing marriage. In the end the brothers are reunited and both feel that life will be better thereafter.

Others prominently featured in the cast are Margaret Hayes, Bruce Bennett, Brad Dexter, Peggy Kuelsen, Jim Davis, Margaret Lindsay, Nancy Gates and Gonzales-Gonzales. The screenplay was by Sydney Boehm.


LESTER DINOFF

World in My Corner
Universal-Int'l.

AUDIE MURPHY'S strong following, as well as boxing and action fans, should enjoy this new U-I release. As an added bonus, Murphy shares most of his ring scenes with well-known welterweight Chico Vejar, who, for sports enthusiasts, is a show in himself. Apart from that, this Aaron Rosenberg production will provide probably only average interest and diversion.

With the aid of good fight photography by Maury Gertsman, Murphy demonstrates his fistic know-how with swift movement and a generally wholesome appearance, which gives a realistic impression of what a fighter should be. Directed by Jesse Hibbs, the Jack Sher screenplay presents an almost standard situation with the poor boy, Murphy, meeting the rich girl (Barbara Rush). Minor troubles intervening, the film contains the has-been manager well portrayed by John McIntire, the not uncommon offer to throw the fight, and the pressures from the syndicate. In an expected conclusion, Audie decides to play it straight, and wins the bout and the girl.

Exhibitors would be wise to take into account the success of "To Hell and Back" in exploiting this film. Also, boxing fans would be happy to know that popular Chico Vejar is sharing the ring sequences with Murphy.

Running time, 82 minutes. General classification. For March release.

J. W.

Miracle in the Rain
Warner, Br'hr.

In adapting his own novel for the screen, Ben Hecht has fashioned a sentimental drama which will afford female audiences an opportunity for a good cry. Men may feel the film is overlong, and puts too much emphasis on the heart-rending tribulations of a girl who has lost her lover in the war.

Well photographed in a New York setting by Russell Metty, "Miracle in the Rain" makes good use of Jane Wyman's talents. As a sweet, naive girl who falls in love with soldier Van Johnson, later killed in action overseas, she manages to capture all the expected emotions of unusual tenderness, while Johnson portrays his familiar self with usual competence. Director Rudolph Mate succeeds in bringing credit to what could be an over-emotional series of events and then excels in making the most of excellently characterized subordinate roles, without which this film could drag on from crisis to crisis.

The Frank P. Rosenberg production, in its earlier scenes, makes a hint or reference to the religious aspects of the film which tie it up climax, and the audience is apt to be either surprised, delighted or irked by the ending, which stages a real miracle on the steps of Patrick's Cathedral in New York. Most of the film makes stock of some monospace happenings and feelings so that, when the fantasy type ending is on the screen, it may seem incongruous beside the rest of the film.

It may be wise either to exploit or tone down promotion on the more sensitive part of "Miracle in the Rain," depending on the exhibitor's knowledge of his clientele's preference.

Eileen Heckart, as the friend of Miss Wyman, demonstrates excellent skill at handling a home-spun and confidential role, and Irene Saege, the next-door neighbor, adds good comic relief to the tear-milking adventures of the stars. Peggie Castle makes a pretty but brief appearance as a stenographer who gets around with the boss.

"Miracle in the Rain" could possibly have its appeal to that little segment that enjoys bringing handkerchiefs to the theatre.

Running time, 107 minutes. General classification. For March release.

JOSEPH WOIT

The Killer Is Loose
Crown—United Artists

A better than average cast tackles an average killer-breaks-outer revenge situation in UA's "The Killer Is Loose" and the result is a mild-portrayed suspense melodrama which should satisfy action and mystery fans alike.

With Joseph Cotten as the detective, moderately torn between his sense of duty, the Harold Medford script gets the necessary dramatic plot in the direction of law and order. Rhonda Fleming, Cotten's wife, he keeps urging him to quit the force, is pretty enough and competent enough to handle the stock emotions.

Wendell Corey, escaped from the prison farm, descends upon him an attempt to make good his threats of years before when he had been convicted for his part in a holdup scheme which was solved by Cotten. No single actor shines above another, however, since the scene in this film is action, co-starred by suspense, and this is the way it should be. Robbery, wiretap, police close-in, bullet volley resulting in death of Corey's wife; prison break, three murders, dragnet and chase through this 73-minute film with enough enthusiasm to compensate for the breezy characterizations presented and the standard dialogue employed.

Produced by Robert Jacks, with Budd Boetticher handling the directing, the film can adorn marquee with three known names. Audience with cops-and-killers preferences won't be disappointed.

Running time, 73 minutes. General audience classification. For library release.

J. V. Daily
The Compo defends his stand on the tax issue, and includes Motion Picture Association president Eric A. Johnston, Samuel Friedman, Joseph Vogel and Robert W. Loew. The meeting lasted just about an hour, with Humphrey prolonging the session far beyond its originally scheduled length by asking many questions, and showing great interest in the industry's presentation, according to Coyne.

The meeting was aimed at "breaking ground" for the new tax relief campaign, but that all the industry officials were pleasantly surprised by the response of the Treasury Department has been taking the position in testimony before Congress that it is opposed to any major tax cuts at this time.

The Compo delegation included Humphrey and his traveling aide, Dan Throop Smith, with detailed statistics on the industry's business position. Coyne said he hoped to get their report in a week or ten days. They will be aimed largely at showing the groups of theater owners in the worst difficulties, with an eye to securing further exceptions to cover these cases.

O'Donnell Pleaded

O'Donnell said he and the conference were completely satisfied with the conference and that it was felt that the industry would be given a full opportunity to present their positions, and that the facts would be forthcoming and studied by the Secretary and his staff.

"My associates," said O'Donnell, "presented a very convincing case. The Secretary offered us a good opportunity to present our case, and the help of the exhibitors in the country will be done forthwith."

Skouras Opposes

The Loew's, Inc., stockholders group, identified with Howard Stein of the Wall Street brokerage firm of Dreyfus & Co., held another meeting here yesterday with Loew's president Arthur M. Loew.

Following the conference with Loew, members of the group held a separate meeting at the Sherry Netherland Hotel. Neither a spokesman for the stockholders group nor a spokesman for management would comment on yesterday's meeting. It is understood, however, that at the first meeting, held last week, Loew turned down the group's request for representation of two directors on the board of directors of Loew's.
TENT TALK
Variety Club News

The New York Chapter of the Women's Association of Allied Beverage Industries made a contribution of $1,450 to the N. Y. Variety Club Foundation to Combat Epilepsy. The presentation was made at the Variety Club dinner at the Advertising Club of New York. Albert G. Gorson, executive director, accepted in behalf of the Foundation. This is the second year that the A.B.I.A has contributed to the Foundation. The 1955 donation was $1,100.

MILWAUKEE.—The Heart Committee of the Wisconsin Variety Club, Tent No. 14, has been holding meetings for the past two weeks in the new wing at Mt. Sinai Hospital here. Interviews have been held for a prospective director.

BUFFALO.—There will be a general meeting of Tent No. 7, Variety Club of Buffalo, on Feb. 13 at 8:30 P.M. in the club's Delaware Avenue headquarters, according to V. Spencer Baker, property master, who said that chief Barker Elmer F. Lux and the crew are intent on making 1956 a "banner year".

PITTSBURGH.—A 15-hour telephone, sponsored by Variety Club Tent No. 1, has raised $185,627 for the Rosalia Hospital, the tent's main charity. Starring in the show were Bes Myerson, Randy Merriman, the cast of "The Big Pay-off" and the "Armies of Night" which have organized several years ago by the late Glenn Miller.

LOS ANGELES.—"The Secret Life of Joe Sweeicle" will be presented on "Four Star Film" on Channel 7, 10 P.M. on Feb. 13 under the auspices of Variety Club Tent No. 25. The film deals with Variety Clubs International and the Heart Award given Sweeicle by the Chicago tent some years ago for his charitable activities for children.

Film Stock Tracings

WASHINGTON, Feb. 1.—The Securities and Exchange Commission reported here today that Jack Coln, executive vice-president of Columbia Pictures, received 1,554 common shares as a stock dividend and sold 7,400 shares, reducing his direct holdings to 63,740 shares during December. The SEC also noted that last month Albert A. List, chairman of the board of RKO Theatres and owner of more than 10 per cent of the common stock, made a gift of 20,000 common RKO Theatres shares, reducing his direct holdings to 510,053 shares.

Now Prohibited by Law

Bill Would Protect Girls Under 18 To Work in Theatres in Virginia

RICHMOND, Va., Feb. 1.—A bill sponsored by the Virginia Motion Picture Theatre Association has been introduced in the Senate Courts of Assembly which is now in session. This bill would amend the "anti-quoted" existing law in order to permit girls 16 years old to work in the lighted lobbies, offices, foyers, and cashier booths of theatres.

Association Heavily Represented

Col. Robert T. Barton, Jr., general counsel for the V.M.P.T.A., represented the association at the hearing accompanied by the following members of the board of directors: Seymour Hoffman, president, Richmond; Carl Dunlap, Richmond; Morton Thallheimer, Jr., and Floyd Stavus, Richmond; Leonard Gordon, Newport News; E. M. Westfall, Martinsville; Willis Crenshaw, Lynchburg; and Jack Bunney, Covington.

The present law of prohibiting girls under 18 from working in theatres goes back to the days of burlesque and risque vaudeville and tends to classify theatres with the haunts governing poolroom employees. Barrington, the only state-old girls are permitted by present law to work in mills, factories, restaurants, as carpheqs and in stores as saleswomen.

Was Voted Out Last Year

This bill, No. 40, is expected to pass the Senate as it did during the last session two years ago. The majority of the theatre operators are contacting their own representatives to the House of Delegates to explain the merits of the bill, with the hopes of preventing it from being voted out in its last session due to lack of proper information and understanding by the majority of members of this legislative body.

Mexico Wants More First-Run Outlets

MEXICO CITY, Feb. 1.—In an effort to improve the situation of the Mexican film industry, the Producers Association here has prevailed upon civic authorities to provide more first-run theatres to increase the screening of Mexican-made films.

In discussions with the Mexican City Ammunition Supervisory Department, the association complained that practically all first-run houses were showing an almost exclusive schedule of American films. Many of the remaining dates are being split among French, Italian, Spanish and British product so that chances for a home film to be shown are small. The association asserts that the home industry is feeling the effect.

Two Circuits in Facts

Recently, Cadena de Oro (Golden chain), a local and rural circuit, contracted to exhibit Mexican pictures exclusively for 20 weeks to three years depending on the theatre, starting March 1. The three-year policy will be started by the Cine Ahumada here, Mexico's original swanky cinema and the circuit's major theatre.

Propose One Censor Unit for W. Canada

TORONTO, Feb. 1.—In a step to incorporate all of Canada under one censorship plan, C. L. Shuttleworth, chief of Manitoba censors, has proposed a single board of censors for all four western Canadian provinces. Presently, each province has jurisdiction over decisions on films although the board of operations are contacting their own representatives to the House of Commons to explain the merits of the bill, with the hopes of preventing it from being voted out in its last session due to lack of proper information and understanding by the majority of members of this legislative body.

Silverthorne in Favor

Reached for comment on the Shuttleworth plan, Ontario's censor, O. J. Silverthorne, expressed favor of the idea. Quoting a 1946 article written by Silverthorne, he asserted that he thinks "the only logical solution" of the Canadian censorship problem would be consolidation.

"It seems to me," continued Silverthorne, "that we could get along very nicely with fewer boards, one for Quebec, and one for the rest of Canada."

Martin Robinson to Western TV Post

The appointment of Martin J. Robinson as executive vice-president of operations for Western Television Corp. was announced by Matthew Fox. Western is a subsidiary of C & C Super Corp. Robinson was in charge of Motion Pictures For Television for three years, and when Guild Films became sub-distributor for MPTV product, Robinson was given special sales assignments for Fox.

Evangelistic Group

Leases Minn. House

MINNEAPOLIS, Feb. 1.—The natity Amusement Co. has sold its 64-year lease on the Southside n- bowmn theatre here to the Evangelistic Audit Group for a reported $25,000.

The religious organization is expected to vacate the old Alvin by the mid-April, announced the architect here Feb. 6. It is understood that Mann, owner of the Alvin, is renting the space to a builder who plans to reuse the structure which has been used for religious meetings for past two years.

D-J and FTC

(Continued from page 1) firms plan to merge and the blind interests of the merged firm, $10,000,000, in 90 days advance notice to J and FTC. They would have to submit full background information, and any additional information sought by the FTC. The firms would be barred from carrying on the merger for the 90-day period. If the government thought the merger illegal, it could go to court before the end of the 90-day period and seek a preliminary injunction, pending a final decision on the matter. FTC would notify the government of the required information would make the firms liable to a fine of $5,000.

NT Profit

(Continued from page 1) as "typical of the motion picture industry as a whole," Rhode adds the decline as due primarily to shortage of quality pictures noted that the trend appears to be continuing into next season since the beginning of the last season. January earnings were comparable to those of the previous January, he said.

Gov. Sees $450,000

From N.Y. Film Fest

ALBANY, Feb. 1.—Gov. Averell Harriman, in his budget message to the legislature today, said receipts of $365,000 from the movie tax in the first 10 months of the current fiscal year indicates revenue of $450,000 for 1955-56.
"No significant change is expected in revenue from this source in 1956-57 and receipts are estimated at $450,000.

Pointing out that motion pictures exhibited in the state are licensed to the education department at a tax of 5 cents per thousand feet for reprints and $2 per thousand feet for prints, Harriman stated annual revenue on these fees "has increased from 18,000 in 1947-48 to slightly over 200,000 in the past few years."
Col. Offers Special 30-Minute Film on 'Harder They Fall'

Columbia Pictures has prepared a special 30-minute short subject comprised of key scenes from the upcoming "The Harder They Fall" and is distributing prints to all 33 domestic branches for showing to exhibitors only.

In making the announcement yesterday, general sales manager A. Montague pointed out that the Humphrey Bogart picture is scheduled for April release and final prints of the feature will not be ready until mid-March. Montague said, "We took the unusual step (Continued on page 6)

Peck and Bartlett To Make 2 for UA

Gregory Peck and producer-writer Sy Bartlett have signed contracts to produce two films for United Artists. Release under the banner of their newly-formed independent company, Melville Productions Inc., was announced by Arthur B. Krin, president of UA.

One of the pictures to be made by (Continued on page 6)

Company Presidents Meet

Set Accord on Global Film Permit Formula

Factors to Be Applied Include Foreign, US Billings; To Extend Over 2-Year Period

Agreement on a world formula for the division of permits was reached here yesterday at a meeting of film company presidents and foreign managers, clinching more than a year of active negotiations among member companies of the Motion Picture Export Association.

The agreement, which was reached despite reports on the eve of the meeting that the companies were far apart, will extend for a period of two years, after which time the formula will be re-examined.

In dividing up the permits in a given country, the following factors and weights will be applied: 30 per cent of the total permits to be allotted will be allocated on an equal division; 32 per cent of the total permits will be divided up on the basis of the gross of each MPEA company in the particular country involved; 22 per cent of the total permits will be allocated on the basis of U. S. grosses (Continued on page 6)

Myers Sees Senate Hearings Feb. 27

WASHINGTON, Feb. 2.—Allied States' "guess" is that the Senate Small Business Committee hearings on industry trade practices, originally scheduled for today, will take place "the week beginning Feb. 27," Abram Myers, Allied chairman and general counsel, says in a membership bulletin distributed today.

Most of the bulletin is given over (Continued on page 6)

$2.80 Scale Set for 'Richard III' Here

Ticket prices for Sir Alexander Korda's production of "Richard III," which will have its American premiere simultaneously on television and at the Bijou Theatre here on March 11, will be scaled up to $2.80 for each roadshow performance.

The British film will have its television premiere over the NBC net- (Continued on page 2)
H. J. Anslinger Says Preminger's Attack Was Aimed at B.O.

From THE DAILY London
WASHINGTON, Feb. 2.—U. S. Narcotics Commissioner Harry J. Anslinger charged that the attack on him by film producer Otto Preminger was largely aimed at stimulating box-office receipts for his film “The Man With the Golden Arm.”

The matter came up during Anslinger's testimony before a House Appropriations subcommittee investigating holding sessions on his agency's requested budget for the year starting next July 1. The hearings were held last week, and made public today. After some discussion of Anslinger's criticism of the film and Preminger's counter-attack on Anslinger, Rep. Sieminski (D., N.J.) asked Anslinger to state for the record his feeling as to why Preminger had attacked him so violently.

Answers 'Off the Record'

"I will have to answer that off the record," the narcotics chief replied, and an off-the-record discussion followed, according to the printed record.

"So that we can say, Doctor," Sieminski then observed, "that this attack on you in the press that has taken place has been motivated by rather scordal approaches?"

"It had to do with the money expected through the theatre tickets," Anslinger replied. "The producer, Otto Preminger, contrived to bring about censorship so as to get good box office."

Objected to the Ending

Earlier in his testimony, Anslinger had indicated that he objected strongly to the hopeful ending of the film. In the book, he told the subcommittee, Frankile commits suicide at the end. But in the movie, he said, "That would not be a good box office."

In the motion picture the story ends with him going off with his girl friend.

TNT to Telecast Electrical Show

The closed-circuit facilities of Theatre Network Television will bring the electrical industry's mass market development program, "Live Better Electrically," to 79 locations across the nation to an audience of 35,000 when the show is telecast next Wednesday, it was announced by Nathan L. Halpern, TNT president.

TNT is producing and directing the show, which will mark the 95th bigsaw closed-circuit presentation by the company, Halpern stated. Following the program, audience members will hear executives of the individual electrical utilities outline their product promotion.

EDITORIAL

(Continued from page 1)

have prices and terms for films included in arbitration, any recommendation by Justice to that effect would be utterly meaningless. Distribution remains opposed to arbitration of film terms and there is no means of enforcing it to accept that method of doing business.

From all appearances to date, the latest TOA-ALLied film arbitration has succeeded only in further alienating distributor sympathies for exhibition's real and urgent problems and delayed the day of their solution. It is doubted in some quarters that any arbitration can be revived even if the will to do so is present later on.

As of this writing, the consequences of the obviously hasty, though calculated, exhibitor action appear to be something less than negative. It may enliven the later Senate Small Business subcommittee hearing, but that, too, promises no prompt remedies for the ills of the trade, and no ultimate restrictions that are not likely to be shared by exhibition, even as it continues to share the consequences of the anti-block booking and theatre divestment "remedies.

There is no substitute, it would still seem, for settling down around the conference table and attempting there to work out amicable understandings. And if you don't get all you're asking for at the first sitting, go back again—and again.

Scope 55 Showings in 7 Canada Cities

Following the demonstration in Chicago on May 31, to Tuesday of this week, 20th Century-Fox has scheduled six additional showings of the new medium in key cities of the Dominion.

Demonstrations, each to be held at 9:30 a.m., will take place as follows: Capitol Theatre, Vancouver, B.C.; Feb., 24; Capitol Theatre, Calgary, Alta., Feb., 27; Capitol, Regina, Sask., Feb., 29; Capitol, Winnipeg, March 2; Palace Theatre, Montreal, March 5, and the Paramount Theatre, St. John, N.B., March 7.

Col. Acquires 'Fortune'

Columbia Pictures announced yesterday it had acquired for $250,000 the printing rights to the forthcoming film version of the novel, "Fortune Is a Woman," which is to be produced by Frank Lauscher and Sidney Gilliat.

Chicago Censor Law Is Again Under Fire

Repeal Being Sought

Sponsored by the Daily
CHICAGO, Feb. 2.—Albemar Leon M. Depres has announced that he will renew his efforts to end film censorship by the city immediately. His statement followed a report last week of David J. Shipman, master chancery, holding Chicago's censorship ordinance to be unconstitutional particularly as it related to Tin Film Corporation.

Depres predicted that a state legislature move also will be made to withdraw film censorship powers from the city of Chicago.

In his statement, Depres claimed that city film censorship could be used better advantage, particularly by increasing the city's police force. A censorship ordinance is administered by the Police Department. Up until now, Depres has lacked the support of other city officials in his censorship efforts.

'Richard III'

(Continued from page 1) work on March 11 at 4 P.M., with the sponsorship of General Motors and will make its theatrical debut 8:30 P.M. in a charity opening the Bijou Theatre the same day.

The picture, which runs three hours, will open to the public March 12 with two showings. "Richard III" will also be in the same policy when it opens at Playhouse in Washington on March 12. On Saturdays, there will be additional shows, at 5:30 P.M. and 11:30 P.M.

Eight Players to Aid On Academy TV Nit

HOLLYWOOD, Feb. 2.—Geor Seaton, president of the Academy Motion Picture Arts and Sciences, today announced the appointment of the following list of nine, to act as host and hostesses for the Academy nominations telecast on Feb. 18 on NBC-TV: William Holden, Judy Holliday, Edmund O'Brien, Tony Curtis, Glenn Ford, Celeste Holm, Polly Lobue and Jack Lemmon.

Alan Handley will produce the program.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
"I'll, CRY TOMORROW"

Starring
SUSAN HAYWARD
and Spectacular Stage Presentation

PRODUCTION OF MOTION PICTURE DAILY

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fett, Advertising Manager; Gus H. Funes, Production Manager; Hollywood Bureau, Yacca Mist Building, Samuel D. Berns, Manager; William B. Wilson, Sub-Bureau Manager; New York, Theatrical Office; William Goering and Louis Sparer, Editors; Advertising Manager; Joseph C. Harbison, Art Director; Assistant Managing Editor; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture, Screen Journal. Published twice weekly and copyright 1938, as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Pageant, and as a second class matter, Sept. 21, 1938, at the Post Office at New York, N.Y., under the act of March 3, 1923. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1.
Prudential's Walter Higgins Says Need for New Talent Will Increase Production

By JOSEPH WOLFE

Producers will be forced by circumstances to produce more pictures to meet the needs of developing new talent, according to Walter H. J. Higgins, general manager of Prudential Playhouses here, and its effect on the industry, Higgins asked: "How long can these stars of yesterday continue on?"

Citing the Audience Awards poll tallies, he estimated that only two of the first 16 male actors at the head of the list were "newcomers," with another four were "young and recent" in maintaining popularity. The remaining 10 had been in the line-up "a long, long, time," he said.

"They've got to make new stars," Higgins asserted. "They'll all soon realize it and product will be more plentiful than ever." On an optimistic note, Higgins said, he felt the producers would not try to "kill the golden goose" with short-sightedness.

Wants More Cooperation

Concerning distribution policies, he remarked that the great burden of "outstrangling the picture habit" in the younger generation had fallen on the exhibitors, while cooperation from the companies had been "lukewarm" at times. "In this respect," Higgins said, "the film companies are not looking to the future."

Citing the case of Prudential's "Little League" showings during alternate Saturday mornings in non-winter months, Higgins pointed out that the early morning kiddie shows tend to integrate films into the younger's schedule, as well as aid local charities. Current "Little League" plans call for total proceeds of the ticket sale going to pre-arranged community charities.

Mrs. Cahill, 84

A Solemn Requiem Mass will be held tomorrow at 10:00 A.M. at St. Jean The Baptist Church here for Mrs. Katherine Cahill, Mrs. Cahill, 84, mother of Warner Bros.' Frank R. Cahill, Jr., coordinator of technical activities, died at her home in New York City, Feb. 1. She is also survived by her daughter, Mrs. Katherine Brown, and one grandchild.

Sees '55 Under '54

TV in Canada Threat to B.O., Taylor Warns

By LESTER DINOFF

Motion Picture theatre business in Canada during 1955 was considerably lower than it was in 1954 due to the rapid expansion of television, according to Nat Taylor, president of International Film Distributors of Canada, who yesterday disclosed here that the company will shortly expand its operations "to include fields allied to the film industry."

Taylor is in New York from Toronto with his newly named executive vice-president David Greisendorf, and general manager Douglas Rosen, for conferences with American producers-distributors. Greisendorf, who also is a partner in International Film Distributors, recently resigned as general manager of Odeon Theatres of Canada to become associated with Taylor and Rosen.

Sees Pattern Changing

"Motion pictures are no longer a time-waster," Taylor declared. "Television in Canada is now and is having a changing pattern in our business." The Canadian film executive said that in 1954 attendance was down eight per cent and grosses off three per cent in comparison to previous annual figures. He said that while 1955 figures are still unavailable, he is of the opinion that last year's exhibition business would be considerably lower than the 1954 figures as '90 per cent of the population of Canada is now within range of television."

"The public at one time used to go to see films when it had nothing to do at home," Taylor said. "But now that television is more readily accessible in Canada, the public stays at home instead of going to the theatres," he said.

Calls for 'Good Product'

Taylor opined that in order to once again attract the public to film theatres, "the industry must have a lure that primarily is good product."

"You can't make pictures without dollars, but dollars don't make films," he said. "You have to be able to sell tickets; there is an audience for all types," he said. "Motion pictures should be tailored and sold to meet the demands of the market," Taylor said.

International Film Distributors release Allied Artists, Italian, Rank and other product in Canada.

Elliott Shapiro, 60

Elliott Shapiro, 60-year-old music publisher, died suddenly yesterday of a cerebral hemorrhage at his home here. For more than 40 years Shapiro was associated with his uncle, Louis Bernstein, in the music publishing firm, Shapiro, Bernstein & Co.

The Oscar Derby of Texas COMPO Follows 'Oscar Race' of Last Season

Special to THE DAILY

DALLAS, Feb. 2—"The Oscar Derby," an outgrowth of, and improvement on, the highly successful "Oscar Race" of last season, is being planned by Texas COMPO. The "Derby" will give cars, radios, color TV sets, electrical appliances, etc., as prizes to contestants selecting the six Academy Award winners in the "picture," actor, actress, supporting actor, supporting actress and song. Ballots will be distributed by participating merchants, but all ballots must be deposited at the theatre.

The project will be heavily advertised by promotional material which has been copyrighted, but which has been made available at cost to others who may wish to use the "Derby" idea.
"SEEING IS BELIEVING"
NATIONWIDE THEATRE SCREENINGS!

Because the great news about "MEET ME IN LAS VEGAS" has exploded like a bomb-shell from Coast to Coast (see Preview Report below) and requests for screenings are coming in from everywhere, M-G-M will show this sensational entertainment in Exchange Centers from Feb. 13th to 16th (inclusive) for exhibitors, press and opinion-makers. Invitations are in the mail with date, theatre name and address for your locality. Don't Miss it. It's a MUST! If you don't get your invitation soon, call your M-G-M Branch.

"I'll go out on a limb and predict it will be the Gold-Mine Attraction of 1956!"


The News Spreads Like Wildfire! It’s the Talk of the Industry!

M-G-M presents in
CINEMASCOPE and COLOR

"MEET ME IN LAS VEGAS"

Starring
DAVEY DAILEY CHARISSE

with
AGNES MOOREHEAD • LILI DARVAS
JIM BACKUS • OSCAR KARLWEIS
LILIANE MONTEVECCHI • CARA WILLIAMS
and GUEST STARS
JERRY COLONNA • PAUL HENREID
LENA HORNE • FRANKIE LAINE
MITSUKO SAWAMURA

Screen Story and Screen Play by ISOBEL LENNART
SONG:
Music by NICHOLAS BRODSZY • Lyrics by SAMMY CAHN
Choreography by HERMES PAN
Photographed in EASTMAN COLOR
Directed by ROY ROWLAND
Produced by JOE PASTERNAK

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)
**Myers Sees**

(Continued from page 1)

to Myers' account of the recent Allied-Theatre Owners of America deal to attempt to relieve the film shortage and have film rentals included in any industry arbitration pact. In an effort to accomplish this Allied agreed to join TOA in a petition to the Department of Justice and the Senate Small Business Committee for permission to diverted circuits to engage in production with pre-emptive sales. This is the situation actually referred to for the circuits' theatres. TOA agreed to "temporarily" withdraw its approval of the arbitration plan and to join Allied in insisting upon inclusion of film rentals in the plan.

**Charge Distributors Disapprove**
The Myers bulletin charges that distributors actually are cold to arbitration and displayed renewed interest in it only in an effort to present a plan to the Senate Small Business Committee hearing. After impugning distributor motives and calling trade papers, including this one, names for publishing anonymous distributor reactions to the TOA-Allied deal, Myers reminds that "name-calling breaks no bonds."

The bulletin anonymously reports a new type of exhibitor complaint involving the withholding of pictures from subsequent runs on the chance that they may win an Academy Award and would have greater value as re-runs in pre-release houses.

**Warms of Three First Runs**

"Exhibitors who have suffered from pre-releases," he writes, "may soon find not two but three first runs crowded instead of them—a pre-release run, a regular release run and an Academy Award run."

**WB Product**

(Continued from page 1)

will be outlined for 10 of the company's forthcoming releases. They are: "Smilin'"

**Peck and Bartlett**

(Continued from page 1)

Peck and Bartlett will be the forthcoming Theatres Guild production, "Affair of Honor," now in rehearsal for a March opening on Broad- way. Peck and Bartlett have acquired the screen rights from the Theatre Guild and from Bill Hoffman, author of the play.

**Cash Dividends**

(Continued from page 1)

the highest for any 1955 month and well ahead of the $5,408,000 revised figure for December, 1954. The increased $5,408,000 month was due chiefly to an extra dividend by American Broadcasting-Paramount Theatres, the Commerce officials reported.

**Global Plan**

(Continued from page 1)

of each member company; an average of 101 per cent of the total permits will be based on the rental of five countries, United Kingdom, Canada, Cuba, Sweden, the Philippines and Italy.
The above represents the basic elements of the agreement upon for details of which still to be filled in by the foreign managers. Of the details, which will be released by the screening out of eight rights of sales of films by some of the MPEA company abroad and the gross billings in such a situation.

It is the first such formula adopted by the MPEA and is expected to end the lengthy wars over permits which usually follow film pact abroad.

**Limit on Gain, and Loss**

Another important element in the agreement is the provision that a company can either gain or lose no more than one permit per year. This vision, it was stated, will come playing the application a agreed-upon formula in a. The limitation will not be true in the initial application if a formula, it was added.

The first application of the form may be in the division of July, for, the total number of will be agreed upon in the new to replace the present one, which pires in April. In the past, the foreign government as well as Italian government divided up permits granted American company the face of the failure of American film companies to come to an agreement among themselves on the division of permits.

**Johnston the Meeting Chairs**

The importance of reach world formula has been stress- steadied by MPEA president Johnston, who acted as chairman yesterday's meeting. Company execu- dents in the past have joined in stressing the urgency of agreement which finally was reached yesterday after months of intensive negoti- ated by the managers committee. The committee, following study of various proposed forms threw the problem back into the hands of the presidents.

**Columbia Offers**

(Continued from page 1)

putting together this two-reel sys- tem in order to give exhibitors a bettering of the impact of this film in advance of release as part of Exhibition, in general, has been- ing for reduction of the time been completion of a top grade product and its release.

The special reels, with original comments, will be provided by Columbia executive producer Jerry Wald, and will include key scenes from all important sequences of the story. In addition, to the new comer Mike Lane and film boxing champions Joe Walcott, Max Baer are seen in the footage.
**Motion Picture Daily**

**New York, U.S.A., Monday, February 6, 1956**

**TEN CENTS**

**Motion Would Assist for Theatre Circuits**

From THE DAILY Bureau

HITON, Feb. 5.-Sen. J. H. Fulbright (D., Ark.) has introduced a bill designed to cut the rate to smaller firms. At present, the first $25,000 and any earnings above that rate be 22 per cent. Fulbright proposed that of corporate earnings is taxed at 52 per cent. Fuller said that the rate be 22 per cent on the first $25,000 and 53 per cent in the rest.

The proposal is said to be of concern to small theatre operators which have been operating (Continued on page 10)

**Business Requires Federation Operate in Theatres: Zukor**

Alph Zukor, chairman of the board of Paramount Pictures and a master of the industry, said that he was convinced that a Theatre Owners of America and Allied States succeeded in their attempt to get the Department of Justice clearance for divorcing circuits to enter production lines. Zukor is a member of the board of directors of the United States Supreme Court.

The final opening in a series of world-wide glittering capital-city premieres for Howard Hughes' "The Conqueror" was held in London at the Odeon Theatre, Marble Arch, with an impressive array of prominent individuals attending. Her Royal Highness the Duchess of Gloucester, aunt of Queen Elizabeth, greets John Wayne, star of the CinemaScope-Technicolor production, while Robert S. Woolf (center), RKO's Managing Director for the United Kingdom, looks on. On his first European trip, Wayne participated in premieres in Paris, Rome and Berlin. (Advt.)

**Reviewing the M-G-M CinemaScope Production:**

**MEET ME IN LAS VEGAS**

Dan Dailey and Cyd Charisse romp through a happy selection of songs and dances in this production which appears destined for excellent box office results. Photographed beautifully in Eastman Color and invested with the added promotional possibilities of such catchy numbers as "The Girl with the Yaller Shoes" and "If You Can Dream," as well as an impressive roster of guest stars, the exhibitor has a well-rounded (Continued on page 6)

**Television Today**

**IN THIS ISSUE**

- Television Today conducts an unusual field-test—sends unarmed reporter into the housewife's world of afternoon programing.
- Spotlighting the news in Television Today.
- Passing in Review—The week's highlights in shows.
IMPDA to Put Insignia on All Product Its Members Receive; Mayer Reelected

An insignia, signifying membership in the Independent Motion Picture Distributors Association, will be available to that organization’s members for imprint on all product which they distribute, it was announced at the weekend following an IMPDA membership meeting at the Trans-Lux Corporation board room here.

Besides taking action on the insignia, the IMPDA re-elected Arthur L. Mayer as president and Max A. Goldberg as vice-president. Other officers elected were Rae R. Miska, secretary, and Peter Horner, treasurer. IMPDA directors elected were Richard Brandt, Richard Davis, Jean Goldwurm, Edward Harrison, Edward Kingley, Ilya Lopert and Benjamin Schrift.

Weitman to CBS
As Vice-President

Robert M. Weitman has been named vice-president in charge of program development for the Columbia Broadcasting System’s television network, it was announced here at the weekend by J. L. Van Volkenthun, CBS-TV president.

R. M. Weitman, who will assume his post on Feb. 15, will report to Hubbell Robinson, CBS vice-president in charge of network programming. Weitman last week resigned his vice-presidency of American Broadcasting-Paramount Theatres and of the American Broadcasting Co.

Fox Detroit Stage
Show Ups Gross

DETROIT, Feb. 5.—The Fox Theatre here inaugurated a one-shot stage program, a “Rock ‘n Roll” show comprising 32 acts plus three Rock ‘n Roll sextettes, which resulted in a $375,000 week.

A heavy promotion campaign, starting a month in advance, was put over by Bobwell and Jean Kennelly, who used full-page cooperative newspaper ads in two colors. Charging a $1.50 top, the house had the biggest weekend gross in years, according to the management. The picture was MGM’s “A Dog’s Life.”

During the run of the stage policy, trailers were used to promote “East of Eden” and “Battle Cry” and business continued good.

Other exhibitors in Detroit are planning to follow the same policy.

Charles Grapewin, 86

LOS ANGELES, Feb. 5.—Charles Grapewin, 86, veteran motion picture actor, died here at his home in Corona.

World Film Permit
Formula Clarified

A clarification of the new agreed-upon formula for the calculation of results was made here at the weekend.

It was stated that under the formula 32 per cent of the total permits will be allocated on the basis of U. S. grosses of each respective company, combined with the grosses of each respective company in the six countries of the United Kingdom, Germany, Cuba, Sweden, the Philippines and Italy. Previously it had been erroneously reported that 22 per cent of the total permits will be allotted on the basis of U. S. grosses and 10 per cent on the basis of grosses in the six countries.

Skouras, Einfeld in
Talks with Wilson

High level discussions centering on United States Air Force cooperation with 20th Century-Fox for their Cinemascope release, “On The Threshold of Space,” were held in Washington, between Secretary of Defense Charles Wilson and other top government officials and Fox President Syros P. Skouras and Charles Einfeld, vice president.

The parleys, set plans of national and local significance in the launching of the attraction dramatizing the work of the Air Research and Development Command and aero-medics under the Surgeon General.

Robinett Named Fox
Manager in Seattle

Chilton Robinett has been named manager of 20th Century-Fox’s Seattle exchange, effective today, succeeding Jack Burk, who has resigned. Robinett was previously salesman in the company’s Portland office.

Craft Earnings Up

HOLLYWOOD, Feb. 5.—Studio craft workers, earnings averaged $127.28 in December, according to a monthly report of the State Division of Industrial Relations. Figures compare with $125.70 in November and $128.32 in the preceding December.

LETTER TO THE EDITOR

SIR:

Can the big producers start writing on the wall, or do the pects to go out of business on their own? The big producers are makingfewer pictures and not making money, and some not so good. Take consideration what has hap-pened in the last two years. The small producers have gone ahead and have kept their pictures releas-tact. Some are releasing motion pictures and the foreign picture is getting more play time. The producers have cut their productions and are not giving the public pictures that they remem-ber, because they are not the best pictures. They want to make pictures that will do better and get more play time. Take a look at the pictures that have been made in the last two years. They are not the best pictures that have been made.

Take a look at the producers who have been making pictures. They have not been making the best pictures. They have been making pictures that are not as good as the pictures that have been made in the past. Take a look at the pictures that have been made in the past. They have been making pictures that are better than the pictures that have been made in the last two years. The producers have not been making the best pictures.

We need more pictures that are better than the pictures that have been made in the past. We need more pictures that are better than the pictures that have been made in the last two years. The producers have not been making the best pictures.

I am writing this letter to let you know that I am not happy with the pictures that have been made in the last two years. The producers have not been making the best pictures.

SAMUEL GOLDSTEIN, President Western Mass. Theatres Springfield, Mass.

Lieser Joins IFE
Pittsburgh, Bufalo

Lewis J. Lieser has joined Releasing Corp.'s sales forces, announced by Raymond Reiner, vice-president, sales manager for the company.

Liese, who operated his own exchange in Buffalo, has given independent operation to IFE in the Pittsburg and Buffalo areas from De Gennaro. De Gennaro now IFE’s Washington office, reports Arthur Manfredonia who is

MOTION PICTURE DAILY, Monday, February 6, 1956

PERSONAL MENTION

MORT BLUMENSTOCK, Warner Brothers vice-president, returned to the Coast from New York over the weekend.

MAX E. YOUNGSTON, United Artists vice-president, and Francis M. Winkeis, his executive assistant, will return to New York tomorrow from Paris.

Charles J. Feldman, Universal Pictures vice-president and general sales manager, returned to New York over the weekend from Chicago and Omaha.

WALTER BRANSON, BKO Radio vice-president in charge of worldwide sales, returned to New York at the weekend from Hollywood.

MANNY REINER, I.F.E. Releasing Corp. general sales manager, will leave here today for Atlanta and Jacksonville.

Julius Gordon, of Jefferson Amusement Co. and East Texas Theatres, and secretary of Allied States, is in New York from Beaumont, Tex.

Martin S. Davis, Allied Artists Eastern advertising-publicity chief, has returned to New York from Detroit.

F. J. A. McCarthy, Universal Pictures Southern and Canadian sales manager, will leave New York today for Cincinnati.

Rudy Berger, M-G-M Southern sales manager, will leave Washington on Wednesday for Fayetteville, N. C.

P. T. Dana, Universal Pictures Eastern manager, left New York over the weekend for Pittsburgh and Washington.

Lila Livinston, vice-president of the Ettenger Co., left here by plane for Chicago yesterday.

Leo Jaffe, Columbia Pictures vice-president, left here yesterday for Hollywood.

Robert Cravenne, delegate general of Unifrance, has returned to Paris from New York.

Bert Ennis, Altec Lansing Corp. director of publicity, has left New York on a tour of key southern cities.

Barney Balaban, Paramount president, left for the Coast over the weekend for an extended stay.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Sten, News Editor; Herbert V. Adams, Advertising Manager; Gus H. Faneil, Production Manager; Hollywood Bureau, Yvonne Vige; Boston Bureau, Grace Young; Chicago Bureau, Hope Williams; Chicago Bureau, Hope Williams; Editor; William P. Weyer, Editor; Telephone Hollywood 3-7900, Cable address: "Quiverpox, New York," in Chicago, Bureau, 112 South Lake St., Chicago, Illinois; in Washington, D. C., 1205 Eighth Ave.; in Pittsburgh, 1205 Sixth Ave., Rockefeller Center, New York 36, Tel. 7-3090, in Buffalo, I. F. E. P. Bureau, 300 E. Main St., Buffalo 1, N. Y.; in Portland, Oregon, 1200 SW Broadway, Suite 205; in Seattle, I. F. E. P. Bureau, 1101 5th Ave., Suite 304, Seattle, Washington.

'WELCOME!'

M-G-M’s WORLD-WIDE HOLLYWOOD CONFERENCE STARTS TODAY!

A hearty and affectionate greeting from all the M-G-M family in America to our visiting associates from abroad who assemble in Hollywood today. We join the entire industry in saluting each of you who has helped to bring honor and respect to our international organization. We wish you a happy and successful conference in California and a safe journey home.

P.S. It's fitting that "GUYS AND DOLLS" (Samuel Goldwyn's Production, distributed by M-G-M) and "I'LL CRY TOMORROW" top the hit parade and that "MEET ME IN LAS VEGAS" is the talk of the industry. You'll see them all and other coming M-G-M BIG ONES like "GABY," "THE SWAN," "TRIBUTE TO A BAD MAN," "THE LAST HUNT," "LUST FOR LIFE," "FORBIDDEN PLANET," and more.

"And thanks to the exhibitors of the United States and Canada for uniting with showmen the world over to make possible: AN M-G-M PICTURE ON EVERY SCREEN OF THE WORLD!"
From 20 Foreign Countries

Loew's Overseas Representatives
Start Meetings at Studio Today

From THE DAILY BUREAU

HOLLYWOOD, Feb. 5.—Arthur M. Loew, president of Loew's, Inc. and Loew's International, tomorrow will open the first of a week's meetings of the company's 78 sales representatives with the assurance that 20 foreign countries will have representation of 100 per cent for the showing of an M-G-M picture in all theatres during this week. In many of the other countries the representation for M-G-M films are at their peak, with comparison with prints available.

Dore Schary, vice-president in charge of production, will be co-host with Loew at the international, country program of activities has been scheduled for the delegates during the week, the agenda to include screenings of at least seven recently completed M-G-M pictures and parts of those now in production.

The domestic sales and promotion departments are being represented by Charles M. Reagan, vice-president in charge of domestic sales, and Howard Dietz, vice-president and director of advertising, publicity and exploitation, who will be among the principal speakers. Members of Loew's International home office executive staff as well as several studio executives will also speak to the visitors.

The 20 foreign countries which have reported full M-G-M representation on the screen for their theatres are Belgium, Chile, Cuba, Eire, Finland, France, Holland, Hong Kong, Israel, Italy, Mexico, Norway, Panama, Peru, Philippine Islands, Puerto Rico, South Africa, Spain, Sweden and Switzerland. Japan has reported better than 97 per cent, Great Britain, 95 per cent; and other countries with same high percentages in the top nineties include Argentina, Austria, Australia, India, Indonesia, Portugal, and Thailand.

Also attending the Loew's International sales convention are Orton H. Hicks, Charles Patti, William Zimmermann, Sam Burger, Ronald Carroll, Arthur Egbert, Paul Crane, Dave Blum and Arthur Finchus, all home office executives.

Sinatra Completes
Brotherhood Films

Frank Sinatra has completed a special Brotherhood promotional film which will be shown in more than 18,000 theatres throughout the country during Brotherhood Week, Feb. 19-26, it was announced by William J. Heinemen and Spyros S. Skouras, Jr., national co-chairman of the faith campaign sponsored by the National Conference of Christians and Jews.

The filmed appeal by Sinatra will seek to call the support of America's Catholic and Jewish brethren in the effort, and will keynote the campaign undertaken by the nation's shewmen in behalf of Brotherhood Week.

The red, which was made by M-G-M, will be distributed by the newsreel divisions of M-G-M, Paramount, 20th Century-Fox, Universal and Warner Pathe.

Mich. Allied Maps
Convention Plans

DETROIT, Feb. 5.—The convention committee of Allied Theatres of Michigan, Inc., the official independent distributor of the Motion Picture News, will hold the annual Allied Executive dinner on April 4 and 5 at the Hotel Tuller.

Registration on Wednesday, the 4th, is to be followed by a business meeting, a luncheon in the hotel's Sky Room, matinee of "Kokomo!" and Variety Club's annual banquet. Thursday's schedule includes a morning_dir he_s to be followed by a dinner-dance to be held at Elmhaven Casino in Windsor, Canada.

The convention committee is composed of William Wetsman, William Clark, Carl Hueeronee, Aale Smith, Milton London and Irving Belkin.

Mexico to Send Its
Films to Argentina

MEXICO CITY, Feb. 5.—Mexico pictures have started a comeback in the Argentine. Películas Mexicanas, old-line independent distributor of Mexican films abroad, is sending a representative and 20 selected films to Buenos Aires, manager Juan Banderas announced.

The picture beam of the new Argentinian government is counted upon to re-establish Mexican pictures, it is intimated. Mexico will reciprocate the growing Argentinian pictures, which have been singularly few in Mexico for some time.

N.Y. Circuits Win
TV Station Bid

WASHINGTON, Feb. 5.—A local Communications Commission hearing examiner recommended to the FCC that the new Buffalo TV channel be awarded to Great Lakes Television Co. for $18,000.

Kallet Theatres, Inc., owns a 26 per cent interest in Great Lakes Cataract Theatres Corp, owns a sixth interest. Kallet also owns WTO in Utica, N. Y.

The examiner recommended no award to Great Lakes over two competing petitions.

RKO Names

(Continued from page 1) CBS-TV in New York, where he has managed the studio and department for about three years, or before March 1. For four years he served as Eastern story editor. Warner Bros, Moore was an associate editor of "Cosmopolitan" magazine for eight years and editor of "Arg" for six years before joining Warner, Jacobson, who will handle casting and talent is the East's foremost talent session, serving as executive for M-G-M in New York for 10 years. He served in similar capacity for Eagle Lion, Ltd., operated his own production and theatrical agency in M. Beach.

SW Shifts Manager
In Mass. and Conn.

HARTFORD, Feb. 5.—Manager shifts in Connecticut and Massachusetts have been discussed, Harry Feinstein, zone manager, and Jack Garman, manager.

Harold Formans, formerly manager of the Meadows Drive-In, Canton, Conn., to the St. Matthews, South Norwalk, Conn., replacing Jack Seiler, who becomes manager of the Palace, Norwich, Conn.

Coronet in 'Frisco
Books 'Oklahoma!'

SAN FRANCISCO, Feb. 5.—"Okloma!" will receive its Northern California premiere at the Coronet Theatre here by Feb. 17.

San Francisco will be the first city to present "Oklahoma!" in the state, which is now showing in New York, Chicago and Los Angeles.

Ryan F-P of D & C

James P. Ryan has been elected vice-president of Dominance & Holdings, Inc., New York City.

He joined the agency six years ago as a copywriter and was made account executive four years ago.

First Franco-Mexico
Film Starts March 5

MEXICO CITY, Feb. 5.—The first co-production in line with the recently made Franco-Mexican film treaty is scheduled to start on March 5. The picture, tentatively titled "Death in the Garden," is to be made in Mexico and France at a cost of $500,000.

Exteriors for the film are to be at Tuxpan, Gulf of Mexico port in Vera Cruz. Interiors will be made in France. Eastmancolor and widescreen, possibly CinemaScope, will be used.

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NEW LENS!

Bausch & Lomb
CINEMASCOPE
35mm Projection Lens
for use with 2\(\frac{3}{4}\)" diameter prime lens

NOW! Bausch & Lomb brings CinemaScope within
the reach of every theatre . . . even to the smallest size and
budget! This new lens, too, is made to B&L standards
of optical quality. It projects clear, sharp CinemaScope
images . . . a fitting companion to the B&L CinemaScope
Lens that set the standard for the industry. Lens cost is
no longer an obstacle to your CinemaScope installation . . .
so ACT TODAY! (Prices on the complete line of
B&L standard CinemaScope Lenses remain unchanged.)

SEE YOUR B&L DEALER...
OR PHONE, WRITE, OR
WIRE B&L DIRECT TODAY!
Start your extra CinemaScope profits rolling
in. Ask for literature and demonstration
Bausch & Lomb Optical Company, 74102 St.
Paul Street, Rochester 2, N. Y. (In Canada
General Theatre Supply, Toronto, Ont.)
**Meet Me in Las Vegas**

Musical calculation pleased to wide audience. And with it, plenty of exploitation possibilities to gather in extra dollar. Choreographed by Hermes Pan, as well as in some uproarious, hip-swinging, knee-kicking parodies of night club entertainment. Later, away from the bright Las Vegas lights, she hoofs in a gingham dress with Dailey and the ranch hands to the tune of the "Yaller Shoes" song, adding charm and homespun intimacy to her performance.

Duval plays a rancher who loses year after year at the gambling tables until he meets Miss Charisse, a prairie ballad-singer. Cyd comes along every table because of her "lucky" presence. From there on in, things follow a familiar path with Paul Henreid, her manager, trying to end the relationship but failing, but the screenplay, by Isobel Lennart, never hampers "Meet Me in Las Vegas." Nor does it get in the way of the musical. It is always light and entertaining.

Making brief guest appearances in the Joe Pasternak production are Lena Horne and Frankie Laine, also the 12-year-old Japanese kid, Mitsuku Sawamura, and Jerry Colonna. Most of the music credits go to Nicholas Brodszky and Sammy Cahn who have written the tunes. An outstanding number is "Frankie and Johnny" with a new set of words by Cahn. With Sammy Davis, Jr. singing the lyrics and Miss Charisse's magnificent dancing, this number will be remembered by many for excellent word-of-mouth.

Produced in Cinemascope and directed by Rowland, "Meet Me in Las Vegas" has much for the entertainment shows to capitalize on. Running time, 112 minutes, General classification. For March 9 release.

—JOSEPH WOLFE

### Le Roy Lauds Martin at Awards Dinner

HOLLYWOOD, Feb. 5.—Presenting the seventh annual Humanitarian Awards Plaque to Tony Martin at banquet ceremonies in the Beverly Hills Hotel tonight, Mervyn Le Roy told the singer: "You have been single out to be honored with this award by your fellow Americans because of your love for humanity, your conscientiousness in alleviating suffering among your fellow men, your patriotic devotion to your country and unselfish contributions in entertaining members of the Armed Forces."

Previous Humanitarian Award recipients are Mrs. Eleanor Roosevelt, Paul G. Hoffman, Danny Kaye, George Jessel, Dore Schary and Drew Pearson.

—PREVIOUSLY

### TV Film Association Plan at Standstill

Plans for the formation of a television film industry association, which would be set up along the lines of the Motion Picture Association of America, "have ground to a standstill" because of the lack of funds, according to a television film executive.

Many of the major TV film distributors had pledged themselves to become dues-paying members of the association and had appointed a committee to draw up a charter, "but they never came through with the support," he said.

Previous Hollywood officials had said that a number of industry figures still have plans for an organization and that some preliminary talks have been held in recent weeks.

### Giveaways Increase in Conn. Theatres

HARTFORD, Feb. 5.—Audience giveaways — kitchenware, dinnerware, dishes and the like — are on the increase again in Connecticut.

Fishman Theatres has started a new kitchenware giveaway at the Rivoli, Dixwell and Howard, New Haven, on Mondays and Tuesdays. New kitchenware deal has started on Thursdays and Fridays at the Community, Fairfield. Chinaware is being distributed simultaneously at East Haven Capitol and the Sampson-Fricker-Bale Empress, Norwalk, has a new dinnerware deal.

—PREVIOUSLY

### Breakfast Attendee by 1,700 at Palladium

HOLLYWOOD, Feb. 5.—逾1,700 Catholic members of the film industry this morning attended a Mass at Blessed Sacrament Church presided over by His Eminence Francis Cardinal McIntyre, and Fifth Annual Communion Breakfast at the Hollywood Palladium. Charles S. Casassa, president Loyola University, delivered the sermon in the church and Bishop Thomas Manning spoke at the Palladium Right Rev. Monsignor John J. Doherty Manning is spiritual director of the Annual Communion Breakfast.

Russell W. Reiner, director of the principal address at the Palladium, Danny Thomas served as emcee. Jimmy Durante had charge of entertainment program, which included Marina Koshetz, vocalist, and Muzzie Marcellino and his orchestra.

### News Roundup

**Ala. Receipts Reported Up**

Theatre receipts in Alabama for the week ending October 30, 1955, were up 9.1 per cent over the corresponding week of last year. The increase is due to the opening of new theatres and improved booking and advertising.
Top Product
Described by Balaban

(Continued from page 1) a visit, where he screened forthcoming product and conferred on Paramount projects.

Realities of the company's two lead pictures, "The Ten Commandments" and "War and Peace," Balaban expressed his conviction that "there is certain to roll up record receipts." Discussion All-Inclusive

involved, in addition to delving into Paramount's product line-up, a wide range of topics, including the company's interest in TV, the possible sale of Paramount's old features to TV, hits on the administration of the Picture Code, and a forecast of box office earnings.

President Perlberg referred to company earnings for the final quarter of the fiscal year which ended in December, "will be equal to the highest quarter we have had in the history of the company." Said the president, "the fourth quarter would include a capital gain of $800,000, resulting from the sale of Paramount's interests in short subjects and color films." A similar capital gain was booked up the previous year, growth of the liquidation of some assets in Canada, he stated, pointing to the two previous year's record earnings.

Inventory Investment High

Balaban estimated Paramount's investment in its inventory of pictures considerably over $30,000,000, highest in the company's history, saying Paramount's belief in motion pictures is "still the greatest form of mass world entertainment conceivcd." 1956 continued, Paramount will release 18 pictures, adding that the company may add to schedule if the opportunity is

Barney Balaban Feels

Code Administration Change Need Forced by Divorcement

A change in the administration of the Production Code, recognizing the problem of enforcement caused by divorcement, was advocated here by Barney Balaban, president of Paramount Pictures, and a member of the newly-formed standing committee on self-regulation, established by the Motion Picture Association of America.

Since divestiture of theatre ownership, and production and distribution companies, Balaban contended that the Production Code Administration had lacked a "whistleback," "gumstick" or "clue," to prevent the exhibition of pictures without a Code. He compared the current situation with a producer going ahead with a picture, costing more than a modest budget, knowing that the picture will not get a Code Seal, to the situation before divorcement, when such a producer would be "dare to risk it with a picture, with the large circuits tied to film companies to protect the Code and liable to penalties if they did not.

The problem, which Balaban called "apart from the Code itself, has been recognized the past three or four years and should have been solved, he added. He said he expected the MPAA standing committee on self-regulation to begin its meetings within a month.

Arbitration Draft
May Go to SSB

The presentation of the arbitration draft by the distributors to the Senate Small Business committee was indicated here by Paramount Pictures president Barney Balaban on Friday. He said he saw no justification of Theatre Owners of America's withdrawal of approval of the arbitration draft.
Rodgers & Hammerstein's

"CAROUSEL" RIDE

THE FIRST MOTION PICTURE IN THE NEW
CINEMASCOPE

55
20th Century-Fox is about to release a motion picture that involves a three-year investment in time, money and effort. It's Rodgers & Hammerstein's "Carousel"...the first film produced in 20th's remarkable new CinemaScope 55.

The advertising campaign for such a venture is necessarily a carefully considered one. And so it's unusually significant that for this movie, and this advertising campaign, 20th bought CBS Radio's Segmented Program Plan. And becomes the first film company to buy full network radio to promote a motion picture.

The reasons behind the choice are clear. CBS Radio is the nation's favorite network. And the plan is the only one in network radio that combines big-star names, large audiences, true flexibility and unequalled low costs. (As so many other advertisers have been finding.)

20th has signed for continuous exposure over three weeks on eight programs, starring this top team of merchandisable names: Amos 'n' Andy, Galen Drake, Peter Potter, Bing Crosby, Mitch Miller, Bergen-McCarthy, Curt Massey and Jack Carson.

Estimated gross listener impressions: over 116,000,000.

Congratulations to 20th Century-Fox on CinemaScope 55...on their wonderful new "Carousel" in color by DeLuxe...and on their new and astute use of radio today.
**In the THEATRE EQUIPMENT and Refreshment WORLD...**

**...with RAY GALLO**

“SNOW MAGIC” is the name of the new ice shaving equipment to produce “snow cones” at theatre refreshment stands, marketed by the Samuel Bert Manufacturing Company, Dallas, Tex. The equipment has a three-door cabinet, which permits more than one operator to work at a time. Designed to employ block ice, the machine has a General Electric power unit. The company reports that when in use, the machine produces in excess of 1,500 pounds of “snow”—enough for 6,000 “cones”—within one hour’s time.

Vacuum cleaner equipment made by the Pullman Vacuum Cleaner Company, is now being sold in the theatre field exclusively by “Doc” Faige & Associates, New York, through territory supply dealers. Pullman’s heavy-duty cleaning equipment for theatres, called the “Vacmobile,” is designed for both wet and dry pickup. There are two sizes to meet requirements of large and small floor areas and/or portability.

Plain black and white vinyl tiles have been added to the floor products line of Hewitt-Robbins, Inc., Stamford, Conn. They will be marketed under the trade name “Vinwall,” according to Wallace C. Gilbertson, general sales manager of the floor products division.

Superior Refrigeration Manufacturing Company, Inc., St. Louis, Mo., is marketing a coffee maker which uses a concentrate and is also equipped to provide hot water for tea, soups, hot chocolate, etc. The unit has a capacity of three quarts of concentrate, which is said to be the equivalent of 410 cups of coffee at one filling. Cream is dispensed from a special section in the machine through a Tomlinson chrome-plated faucet. The cabinet is constructed of polished stainless steel.

Three large drive-in theatres have recently purchased RCA “Dyna-Heat” in-car heaters, with initial installations at each totaling 400 units, according to a report by A. J. Platt, manager, theatre equipment sales, RCA Theatre and Sound Products Department. The three theatres are the Varbalow circuit’s Circle drive-in, Moorcrest, N. J.; Comerford’s West Side drive-in, Plymouth, Pa.; and the Queen’s Chapel drive-in, a Johnson and Saunders operation at West Hyattsville, Va.

**REVIEW:**

**Red Sundown**

Universal-International

An aby executed Western saga, which has Rory Calhoun turning in a steady performance as a gunslinger, is Universal-International’s color by Technicolor production of “Red Sundown.” Excellent supporting performances are offered by Robert Middleton and Grant Williams, the enemies in this story, and Dean Jagger, who sets a rich example for all hands with another of his incomparable characterizations of rugged valor of virtue. The picture was produced by Albert Zugsmith and expertly directed by Jack Arnold from a screenplay by Martin Berkeley.

The story is drawn against a background of the frontier era, but concerns itself primarily with the position, plight and policy of the professional gunslinger of that time, who killed for hire regardless of employer or purpose. Calhoun rides into the picture as a professional gun, picks up another gunslinger about to perish of thirst, boxes up in a shack with him to escape pursuers and promises him, as he is dying, that he will not hire out his gun again. In the next town he comes to he hires out to the sheriff (Jagger) as deputy, opposes the villainous Middleton and the gunfighter Williams, and winds up victor over both and feeling right well to be on the honest side of the law. Martha Heyer, the sheriff’s daughter, is to marry him ultimately.

In unusually business-like fashion, the stage makes no great matter of the feud-war conflict in the background, but deals directly and well with the professional-killer phenomena of the place and period.


**Federal Tax**

(Continued from page 1)

on small profit margins or at break-even points.

Fulbright also plugged the bill during testimony by Secretary of the Treasury Humphrey before the House-Senate economic committee, of which Fulbright is a member. Humphrey promised to study the plan. A catch which says more and more small firms are having difficulty staying in business, and that Federal tax rates should be changed to help them keep going.

**Coast Charities**

(Continued from page 1)

beck, president of PCC, in his final report to the committee at a meeting held in the Beverly Hills Hotel here.

The amount contributed, Goldbeck quoted $50,000 out, exceeding the previous year’s total by $77,081. The campaign was headed by Walter Pidgeon. The funds of the PCC are distributed among 18 charitable organizations.

$137,859 Profit for Mexican Film Bank

Special to THE DAILY

MEXICO CITY, Feb. 5. — Mexican film industry’s own bank, the semi-official Banco Nacional Cinematografico, announced a net 1955 profit of $137,859, according to figures supplied to the bank’s stockholders most of whom are film producers here.

The bank’s Dec. 31 balance sheet showed loans, credits and discounts totaling $5,250,451 as well as $600,000 in circulating bonds. The bank’s present capital of $800,000 and its $50,000 reserve fund will be continued.

**Exchanges Aligned For UA’s Drive**

United Artists vice-president William J. Heimann and general sales manager B. G. Krauze, co captains of the company’s 75th anniversary drive, have announced the alignment of the 32 exchanges for the collections, billings and playdate drive commemorating UA’s founding in 1910.

The U. S. and Canadian branches will compete in three groups of equal grossing potential in the 52-week Drive, which will award more than $50,000 in cash prizes.

The exchanges and exchange managers in the first group are: Atlanta, Byron Adams; Boston, Edward Bigley; Chicago, Harry Goldman; Dallas, Duke Clark; Detroit, Syd Bowman; Los Angeles, Richard Carthage; New York, Joseph Sugar; Philadelphia, T. P. Dwyer; Pittsburgh, T. D. Green; San Francisco, C. F. Frank Harris; and Washington, Al Kane.

The second group comprises: Buffalo, Stanley Kostlisky; Charlotte, Harold Kester; Cincinnati, Jack Finkenberg; Cleveland, D. S. Rosenthal; Denver, Bud Austin; Indianapolis, Ed H. O’Brien; Kansas City, Ralph Amacher; New Orleans, Alex Mallico; St. Louis, D. J. Edle; Seattle, Arthur J. Sullivan, and Toronto, George Heilber.

The third group comprises: Calgary, Robert Badsis; Milwaukee, Joe Imhof; Minneapolis, Herbert Buschmann; Montreal, Sam Kamitsuka; New Haven, Irving Mendelson; Omaha, D. V. McLucas; Pittsburgh, James Hendel; St. John (New Brunswick), J. J. Davis; Salt Lake City, W. W. McKendrick; Vancouver, Henry Tronberg, and Winnipeg, Abe Feinstien.

**CBS Asks New FCT ‘Equal-Time’ Ruling For News, Panels**

From THE DAILY News, WASHINGTON, Feb. 5. — A columbia Broadcasting System of Colorado has asked the Federal Communications Commission to relax the “equal time” provision of the present Communications Act.

The law now states that any station, or network giving time to candidates for public office must give an equal amount of time to all other qualified candidates. CBS vice-president Richard S. $ on Friday urged a House subcommittee of the Department of Commerce to allow the FCC to exempt the “equal time” provisions any shows or panel discussions.

**Looks to Presidential Period**

Salant said present law precluded “any practical or ethical limit” on the number of people who could get free radio or TV time, and that result, stations and networks quickly would sacrifice other programs to candidates. He said that if the law should be relaxed, the CBS radio and TV works would offer free time for some of the major presidential candidates.

Federal communications committees opposed the legislation earlier week, claiming it would give candidates sufficient free to dominate all candidates.

$17,000,000 in Suits Settled Out of Court

The anti-trust actions which sought damages totaling $17,000,000 were settled out of court here today following the trial of the case before Federal Judge Sylvester H. Higgins.

The suits had charged monopolistic discriminations against the plain theatres and named eight major theatre chains as defendants.

One suit had been filed by H. G. Grand Theatres, Inc., operating Star Theatre in upstate Montana. Damages amounted to $7,707.25.

In another suit which had been filed on behalf of the 125th Theatre, the Major Amusement, Inc., had sought $3,500,000, Knickerbocker Theatres, $7,500,000, and H. G. Grand Theatres, $5,000,000.

**Redstone Acquires Rochester Drive-in**

BUFFALO, Feb. 5. — The Shore and the Lamport park drive-in theatres have been acquired by Redstone circuit, which operates Whitestone Bridge Drive-in by Pulaski Skyway at Newark, N. J.; other outdoorers in New England, Long Island and Virginia. Rochester drive-ins were owned by F. J. Robbins of Fill, Inc., a controlling concern. Jack Keegan, manager for drive-in in the Toronto Co., said the Lake Shore will be largely remodeled and expanded.
Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Outlining the News

And the House

Television industry this past year was getting more than its share of attention—some unhappy— from Washington, from House committees, thus: (1) Commerce subcommittee headed by Senator Warren G. Magnuson, FCC general counsel, called to possible discrimination on newspapers seeking TV advertising for committee bills and the communications law; spurs interested in TV stations, counsel said. (2) Concerns of Committee on Education and Labor to the National Association of Radio and Television Broadcasters, in session in California late last week, undertook preliminary steps to bring producers and distributors of films for television under the purview of the TV Code. This would appear to be a wholly worthy, even necessary, procedure.

TB Meeting

There was only satisfaction in the 1955 report of the Television Board and the NARTB in session. The TB Board was particularly busy, approving (1) a continuing study of local TV circulation, (2) a plan to film producers as members of the code review board, and (3) a plan for the code review board's mandates. Earlier in the year in Carmel, Calif., the code review board had asked member stations to cut down on the use of clips, saying they constitute advertising and not entertainment. The TB Board also seemed a rather ticklish assignment that is leading to even more absurd assumptions on the definitions of enterainment and advertising. Also in April, Robert Kintner, ABC Television Board president, was named to receive the NTSC honorary Keynote Award at the April convention in Chicago.

For Rent

The business of renting studio facilities in Hollywood is hardy new, but Ziv Television Programs offers something new and special, any one of four different types of studio rental. Its Tenancy Plan involves: (1) minimum facilities, a bare stage and office space; (2) basic equipment, sound stage, camera gear, recording equipment; (3) regular facilities, the above plus Ziv department heads, stage crews, possibly cost control; and (4) maximum facilities, complete production facilities, casting, production, processing, etc., plus distribution if desired.

Consumption

Those Hollywood vaults bulging with feature films can be made to look a lot less impressive than they might seem at first glance, according to consumption. This is the way it's been done: you figure the average independent TV station now programs about 20 or so different feature films a week to make a total of about 100 a month. In one year that station can use up—repeating its schedule no more than once a month— at least 600 features. In actual practice, the number of different features televised by one station is as high as 1,000 in any one year. It's figures like these that must be responsible for the comparatively low incidence of new-ulcer cases reported among TV film producers recently.

New Twist

A new, interesting and perhaps significant development emerged from an experiment undertaken in Kansas City recently. Henry S. Ungerleider, theatre supervisor, and Norman Sprowl, ad director for Durwood Theatres, advertised the then current "Guys and Dolls" at the Roxy in Kansas City, in all places, the local edition of TV Guide. With a circulation of over eight million, the supply of theatrical features in three weeks. In the fourth week they'd be looking for product again."

In Our View

THERE is word now that the Television Code Review Board of the National Association of Radio and Television Broadcasters, in session in California late last week, undertook presumably preliminary steps to bring producers and distributors of films for television under the purview of the TV Code. This would appear to be a wholly worthy, even necessary procedure.

Although it is quite true that basic and final responsibility for decisions relative to Code matters rests with the individual stations, there can be no doubt that participation in, and adherence to Code practice and policy on the part of the initial suppliers of TV product can redound only to the good of the industry as a whole. The prime example of the value of such internal and self-determined regulation as is here under discussion, of course, is the Production Code of the theatrical motion picture industry. For no less than 25 years it has proved its value again and again, despite occasional problems, lapses and defections, which are inevitable.

It is an unassailable fact that in the case of the theatrical film, the potential patron exercises a specific selective freedom of choice. In the case of the television program, channeled into the home as it is, such freedom of choice cannot be considered more than theoretical. (Ask any parents of today's children.) That being the case, the usefulness or even vital necessity of a Code for Television becomes the more apparent. Despite the theoretical station-responsibility principle, there certainly can be no substitute for first steps that are taken.

If the basic premise is accepted, and it must be, that a code of practice is important to the future welfare of the television industry, then it must follow that all the elements which are charged with the supplying of material for television programs should adhere, faithfully, to the provisions of a Code. Only then can the greatest value be derived from such a system.

—Charles S. Auvronson
EMPLOYING A SORT OF STYLIZED, long-hair variation on the format which Ed Sullivan has found so successful, NBC-TV's Producers' Showcase Monday night came up with what may turn out to have been the year's most unusual entertainment feature. In the abbreviated words of the NBC press department, "world's greatest artists performing world's great music," was a potpourri of the highest order. Several of the week's dramas were distinguished, if only for various isolated elements. CBS-TV's Alfred Hitchcock Hour (January 29) presented a rather talky little holdover by Ray Bradbury, but featuring a wildly macabre performance by Jo Van Fleet. The same network's Studio One Monday night attempted to dramatize John McNulty's charming (and narrative-less) "My Son Johnny," but dramatized only the fact that it was practically without narrative. Wendell Corey, however, has a well-collected voice.

Tuesday night NBC-TV's Playwrights '56 offered an original murder mystery by David Swift. It was cleverly written, acted and staged (by Vincent Donovan) but open to some criticism in that it did not present even one sympathetic character to make for a point of view. A glance at ABC-TV's Wyatt Earp the same evening showed it up well, due largely to the honesty and conviction of Hugh O'Brien in the title role.

Coming on at an hour when most TV critics are in bed with their sublimated hopes and suppressed dreams, NBC-TV Today isn't getting the credit it deserves for some very fine shows. Last week's included an impressive coverage of Sir Anthony Eden's 50th birthday in Mayfair, featuring garnished by Kim Novak and a remote from Washington's Mayflower Hotel for the fourth annual Congressional Prayer Breakfast with President Eisenhower on the dais—all variously informative, revealing and highly entertaining, and live. Elsewhere in the week:

INSIDE BEVERLY HILLS, NBC-T.V. 7½ Hours, 7:30 P.M., EST, Sunday, January 29, 1956. Live and film, from the coast; color and black and white. For Kraft, U. S. Rubber, Meghelli and Lansing Hardware.

There was considerable fanfare and the blowing of trumpets for a spell prior to the telecasting of this ambitious undertaking. Playing on the average folks' interest in trains, for the activities of film stars, the buildup promised keen-eyed glimpses into the homes of certain of the stars of the film world. However, all kinds of other entertainment devices. Unfortunately, the program failed to deliver what it promised—by a long way. In the first show needed a thorough intelligent planning. The homes of the stars developed into a casual, generally ill-at-ease minute or two with a family hastily gathered on a lawn or before the doorway of the home. Art Linkletter purported, as host, to be addressing the televiewer in the 50th year of the coast community, but the whole affair had a highly contrived appearance. The names were good: The Marx Brothers, the team of Goldwyn Stewarts, the Cornell Wildes, etc., and Tony Martin and Helen O'Connell tried hard with a couple of screwed-up dance numbers which seemed arbitrarily inserted into the show, while Sheldon Leonard did a comedy dialogue routine which was better than the rest. The show needed a thorough intelligently planned format and presentation. As it was, it seemed to be going nowhere, and that was how it played.

HIS HONOR, HOMER BELL; "The Missing Heiress" (premiere), WOR-T.V., ½ Hour, 3 P.M., EST, Sunday, January 29, 1956. Film. For participating sponsors.

Gene Lockhart plays the title role here, that of a very inoffensive series put into syndication by the NBC Film Division. If last Sunday's episode was a fair sample, it may be that the series is so gentle and inoffensive as to be almost wholly without drama. Lockhart is seen as an old, small-town judge, the head of a household and an aunt's niece and the standard comedy housekeeper. In particular, "The Missing Heiress" is low-voltage narrative having to do with the judge's dog, an heiress thought to be lost to the fleshpots of New York. As it turns out, she is dancing in a night club just to pay for studies in archeology. It also serves—in a roundabout way—to point a moral to the niece concerning the necessity of maintaining a balance between dreams and reality. No one will argue the point. The performances by Lockhart, by Mary Lee Dearing as the niece, and by Jane Moutrie as the maid are a bit more sprightly than the material itself. But, produced for Galahad Productions. Production values are standard.

THE LAWRENCE WELK SHOW, ABC-T.V., 1 Hour, 9 P.M., EST, Saturday, January 28, 1956. Live, from California. For Dodge Motors.

Lawrence Welk and his orchestra have remained on television airwaves following among tune-in nationwide, and a spot-look on the above Saturday night makes it clear why his audience in front of the set as large and well-entertained, as apparently is his very high and well-entertained-in-person audience at his Coconut Grove, where he holds forth. Mr. Welk, an amiable personality, provides comparatively calm, quiet and pleasant music, with a well-constructed orchestra that evokes such unusual attributes as the more orchestral wind instruments, an organ and such pleasing appurtenances.

ZOO PARADE; "Highgate Ostrich Farm," NBC-T.V., ½ Hour, 3:30 P.M., EST, Sunday, January 29, 1955. Film, compatible color. For Mutual Network, Alternating with American Chicle.

Marlin Perkins' elaborate safari to Africa last year continues to pay off in top-notch film reporting that is as informative as it is entertaining to viewers of all ages. Especially appealing about this particular visit to the Highgate Ostrich Farm in Outshoorn, South Africa, were the air of spontaneity, the surfacing of unusual commentary, notable for good humor and explicitness in discussing everything from feather-vesting to mating habits. The photograph (viewed in black and white) is fine, as are the various sound effects. It may be that some special television awards will be necessary at the end of the year for valor-being able to bring the unprecedented of this quality to the audience normally, and by itself. With fine control she said simply "Go it man. Go it b'r.

IN BRITAIN

LONDON: The I.T.A. has issued its first warning to a programme contractor about the questionable taste of its broadcasts. The sets at the ITV's allowance to have their programs touched up by the "People Are Funny" in which people are persuaded to partake in a number of pranks. Recent examples include: A woman, carrying a doll, costumed a stranger and accused him of being the father of her child; a small boy, playing a violin on the streets, posed as an orphan; another boy squeezed toothpaste on furniture.

After observing the programme for several weeks, I.T.A. issued the warning, and agreed that the more questionable incidents such as the invasion of private homes and the impersonation of orphans in the streets will be eliminated.

Fourteen trade unions and professional organisations—representing writers, actors, musicians, variety artists and others who have protested to I.T.A. that too many American films are shown on commercial TV. They have presented a "gentleman's agreement" with programme contractors to limit American material to one programme in five.

SPOTTLIGHT (Continued)

100,000, and the fact that Guide is "studied" by its reasonable during the cours of a week's tele-viewing, it seems like high penetration at considerably low cost. The first ad pr, the point, a second and large followed.

Hassle

That three-cornered hassel recently being waged among Jackie Gleason and Buick, if only exploited, can do almost much good for the television industry as the private life of Gabor family has done for the entertainment industry. CBS-Gleason-Buck rubs...
An Afternoon in the Life of a Housewife—
Our Man’s Housework Is TV-Tempered

[Editor's Note: To learn something of what the American housewife goes through during an average afternoon at home, Television Today last Wednesday conducted an unusual field test. We sent our Brooklyn correspondent home at noon with instructions to watch television and carry out all those little household chores that might be expected to arise under normal circumstances. That the experiment was a success is a point to be proved. What this house is, is a household duty comprises only those of the most essential order. It be assumed further that the passions, conflict and clash which experienced by our man are but pale shades of what the little lady through five days a week with

1 P.M.: Arrive home carry-on. Open CBS-TV television set, tune in for "P.M., take it lightly."

2:10: Switch to Channel 2 for Jack Smith’s program. He sits behind desk. Looks something like Carson. Manner variable. (“You don’t laugh, I’ll settle for enthun’-a.”) Martha Wright sings. Carpenter is fixing my typewriter. Detach Mistal Mist Nose Spray In-Immersion typewriter roller under couch, I find skis. (Inc., 1952.)

2:39: In kitchen, coffee put on at 1:58: has boiled away. Pot is ruined. Open can of beer. Take vitamin pill.

2:47: In living room. Switch to Channel 2, Art Linkletter’s House Party, in midst of Pillsbury Hot Roll Mix commercial showing how to make an “All-American pizza.” Ask the neighbor if he has a typewriter. Make quick trip to kitchen for box of Ritz crackers. Return to find Jack Slattery interviewing some people in front of a microphone. Three of them have dogs named Susie. Why? Ceiling now 8. Finish beer, do three push-ups, unexpectedly arduous. Start looking for ski wax.

3:00: Switch to Channel 4 for Matinee Theatre. I have black-and-white set but feel institutionally cheated when card says today’s program will not be telecast in color. Read aloud in my Hand and Run,” starring Claire Luce. Obviously a kinescope.

3:18: Get another beer. Find empty can of ski wax in cigarette box. Claire Luce giving intense, interesting performance as an unhappy wife on a Caribbean island. Husband is a nice guy. She is a nice woman. Can’t figure out why they don’t fall in love. Intelligent dialogue. Fine camera work.

3:21: Switch to Channel 2. Big Payoff, just in time to see man win a mink coat for his wife as well as a fabulous trip to Mexico via KLM Royal Dutch Airlines. Identified “deadline” as Civil War camp. I would have missed it. Visibility decreasing. Pulse increasing. Run my wrists under cold water faucet.

3:56: Get can of beer.

4:01: Brighter Day, opens with a cloud burst of rain, followed by scene in which man and woman are besieged in room by somebody outside with gun. Cut to another room and woman (in a church? Impossible to tell, maybe the vestry room). Woman asks: “Richard, do you think it’s possible that Donald’s mind has snapped?” Figure Donald to be man with gun.

4:15: Modern Romances. A dramatized real-life situation. Two combat are trying to swindle Sally Prentiss out of a pin containing a $500 diamond. Take a look at a-lap lip stick commercial (“not for little girls”) reminds of approaching cocktail hour. I remember dishes still in sink. Couldn’t care less.

4:19: Switch to Channel 2, Secret Service and a celling Peter she is sure that the stranger that has pin is her first husband whom she had thought was dead. (Make note to check the use of pins in several current dramas. Symbols?)

4:21: Switch to Channel 5. Wendy Barish asks guest how to go about buying a fur coat. He says, “First go to a reliable store.”

4:22: Switch to Channel 9, unidentified man playing organ. Put

The Show-Makers

Inogene Coca and Max Liebman will be reunited for the first time this year, in "Shoes of Show," when Mr. Liebman offers her in a musical revue, “Max Liebman’s Presents” on Sunday, February 26 from 7:20 to 9:00 P.M., EST, over NBC-TV. Co-starring with Miss Coca in the 90-minute color Spectacular will be Tony Randall.

Leif Erickson stars in “The Story of Brian Headrick” on The Millionaires, Wednesday, February 8 on CBS-TV, from 9:00 to 9:30 P.M., EST. Carole Mathews appears as his wife.

Claude Raines will appear on TV in an "Alfred Hitchcock Presents" CBS-TV play, "And So Died Rila Housekeeper," a psychological murder mystery written by Ray Bradbury, on Sunday, February 12 at 9:00 P.M., EST.

Don Taylor and Sally Forrest co-star in "The Teacher and Hector Hodge" on "Front Row Center," on Sunday, February 12 on CBS-TV from 3 to 5 P.M., EST. The teleplay is an original by Harry W. Junkin.

Marilyn Erskine will star in a TV version of "The Diary of a Young Girl in New York" on Monday, February 13 over ABC-TV at 8 P.M., EST. The teleplay is by Gene Littell, based on a Reader’s Digest article by Cordelia Baird Gross.

Scott Forbes stars in a mountain-climbing story, "Top Man" on Schlitz Playhouse of Stars, on CBS-TV Sunday, February 13 from 3:30 to 5:00 P.M., EST. The story was adapted by Douglas Morrow from a story by James Ramsey Ullman. William Self produces with Ted Tetzlaff directing.

Parke Levy is producer as well as supervisor of scripts of the Spring Bryant show, December Bride, for Desilu Productions. Our recent review failed to note also that Mr. Levy is the creator of the program.
HOLLYWOOD, U. S. A.:  

School Board convention in Atlantic City and to meet with Peter Goethe, president of the NAB, in New York, to discuss the organization's agenda for the coming year. Expansion of NAB's activities in television will be discussed, for closer working with TV producers and stations in better programming. . . . Producer-Director Richard Wilson checks into MCA to package "The Islander," a screenplay by Wilson and his wife Elizabeth. Plans call for a top star package, script and Wilson to be set up for a major studio deal. Wilson co-authored and directed UA's "Man With a Gun."

Walter A. Tibbals has been named vice-president of Four Star Films, effective February 15, by William Cukorshank, president. Mr. Tibbals last week resigned as vice-president in charge of television and radio for B. B. & D. O., advertising agency, after 13 years. He joins Four Star as creative executive in the formulation of new properties and as special liaison with talent, agencies and clients. Recently Lloyd Richards was made vice-president in charge of production. These two appointments are in line with expanded activities of Four Star.

Currently Four Star is producing "Four Star Playhouse" for the executive-stars, Dick Powell, David Niven, Charles Boyer and Ida Lupino; "DuPont Cavalcade Theatre" by producer Warren Lewis, and "Hall of Stars," among others.

"HELLO! I'M DOUG YATES; I'm glad to see you." Mr. Yates, right, played host for two days last week at the very new and shrewd and completely, efficiently modern plant which he now supervises: Consolidated Film Industries film processing laboratories, 521 West 57th Street, New York. The hundreds he welcomed were the executives and technicians not merely of the motion picture industry but also equally of that burgeoning industry, motion pictures for television. For Mr. Yates, and his designing genius, Albert A. Duryea [shown above, left, explaining processing equipment] have 30,000 air conditioned square feet of machinery which will spray, develop and dry 3,000 feet of film per hour.

Shows on the Mark

"My Friend Flicka," adventure series of a younger and his horse based on the popular book by Mary O'Hara, will have its debut on CBS-TV Friday, February 10, from 7:30 to 8 P.M., EST. Starring will be Gene Evans, Anita Louise, Johnny Washbrook, 10-year-old Canadian actor, and Flicka, the horse. Sam White is producer, Robert Gordon the director. The script is by George Slavin and George W. George.

Helen Hayes and stars of the Metropolitan Opera Company will combine their talents in "Springtime USA," a "Voice of Firestone" special hour-long program on ABC Radio-TV networks, Monday, Mar. 10, from 8:30 to 9:30 P.M., EST. "Springtime USA" traces incidents in American history made famous in music or music which has made famous. Miss Hayes will be narrator. Fred Heider will produce and James McNaughton will design the production.

"Good Morning!" with Will Rogers, Jr., a new five-a-week program series which will bring to TV on a regular basis the personality of the son of the famed humorist, will make its debut on CBS-TV, Monday, February 20. The program will be seen Monday through Friday from 7 to 8 A.M., EST, the time period currently occupied by "The Morning Show" over the network.

"Out of Darkness," a 90-minute actuality drama dealing with mental patients, produced by CBS Public Affairs in consultation with the American Psychiatric Association and the National Association for Mental Health, will be broadcast on the CBS-TV network Sunday, March 18, from 8 to 9 P.M., EST, it is announced by Irving Gitlin, CBS director of public affairs.

"Playhouse 90," a new TV dramatic series, will be broadcast on CBS-TV beginning in the Fall of 1956, it is announced by Howard Robinson, Jr., vice-president of network programs, executive producer will be Jack Wilson, former executive at MGM studio.
The reasons for the extraordinarily widespread influence of FAME are perfectly clear. FAME has never been successfully copied, although it has various imitators. Its standing has never been approached in any of the twenty-three years that it has presented the Top Ten Money-Making Stars—which was originated by Quigley Publications.

Likewise unique in the extent of their recognition are the innovations which have been added in FAME throughout the years, expanding its usefulness and value as a record for reference throughout the motion picture and television industries and for writers of the public press.

In these days of increasing mutual interest between the motion picture and television fields—with so much of the same talent being used—FAME becomes even more valuable as the only deluxe and permanent record of the popularity standings of talent and shows, separately covering both fields. The book is divided by a stiff inner-cover, making it simple to turn back and forth between the two fields without confusion.

The handsomely presented findings of FAME are far more widely recognized throughout each year than is true of any other medium of its kind.

The 1956 edition of FAME is now in an advanced stage of preparation, for distribution soon.

EDITED BY JAMES D. IVERS
Associate editors: Charles S. Aaronson, Pinky Herman, Peter Burnup, W. R. Weaver, Hannah Pellen, Jay Remer.

QUIGLEY PUBLISHING COMPANY
NEW YORK             HOLLYWOOD             LONDON
The first 208 engagements—in big and small cities—in the Loew’s Circuit—in big and small theatres—are **SMASH! SMASH! SMASH!**

AND IT’S STILL GOING GREAT IN NEW YORK (VICTORIA)—LOS ANGELES (FOX BEVERLY)—CHICAGO (WOODS)

Now Watch The Other Dates Pour In!

FRANK SINATRA · ELEANOR PARKER · KIM NOVAK

in OTTO PREMINGER’S **THE MAN WITH THE GOLDEN ARM**


Starr and Remuschi
Answer Zenith on Subscription TV

The present brand of television entertainment, which the public receives free, cannot be bettered by subscription television, Alfred Starr and Trueman T. Remuschi, co-chairmen of the Committee Against Pay-to-See TV, declared in a letter to the editor of "The Wall Street Journal" yesterday.

The text of the letter, which was published in the newspaper's "Letters to the Editor" column, was written by Starr and Remuschi to take "emphatic exception" to statements issued by Commander E. F. McDonald, Jr., president of Zenith Radio Corp. The remarks by McDonald were published by "The Wall Street Journal" on Jan. 20.

The committee co-chairman took an opposite viewpoint to that of McDonald who stated that pay-to-see TV "is one way, perhaps the only way, to provide independent television stations, especially those in small cities, with supplementary..." (Continued on page 4)

Oscar Circuit
Taker, Buyer

Charles M. Reagan

Cut In Milw. Censor Staff Sets Off Row

MILWAUKEE, Feb. 6.—A recent decision of the city Motion Picture Commission to reduce the number of its aides from 18 to 13 has set off a controversy over its motives in letting the aides go.

Two of the dismissed aides believe (Continued on page 4)

Skouras Clarifies Situation

Adler Pact Depends On New Zanuck Deal

To Continue As Production Head If Talks Are Not Fruitful; Zanuck Product to 20th

By MURRAY HOROWITZ

The new executive head of production at the studio for 20th-Century-Fox will be Buddy Adler, replacing Darryl F. Zanuck in that post, if negotiations with Zanuck are consummated, 20th-Fox president Spyros F. Skouras said yesterday.

Commenting on current contract negotiations with Admiral, Zanuck, Skouras said the current shift in the top studio post will have no effect on the company's production schedule, which will continue uninterrupted.

The 20th-Fox president said press (Continued on page 5)

Drive-In Sections In All Col. Press Books

Cleveland, Feb. 6.—Columbia Pictures through Abe Montague, its general sales manager, has announced in the Allied drive-in convention program that a special section of each press book will be devoted to ideas for exploitation in drive-in theatres.

Montague, in a by-line article in the convention program, says, "I believe that, perhaps, we distributors have not given enough thought, on our part, to the specialized needs of the drive-in theatre. We should be supplying you with practical suggestions to start sparking your own ideas. I am going to ask our Columbia press book department to develop, for each film, a special section devoted to ideas designed just for drive-ins." He added subsequently that these (Continued on page 4)

Skouras on TV Plans

20th-Fox Holds Talks on Filming Group of 'Spectaculars' for TV

Twentieth Century-Fox currently is negotiating with potential TV advertisers on the production of a group of TV "spectacular" hour-and-a-half shows, it was revealed here yesterday by 20th-Fox president Spyros F. Skouras.

Skouras, in an interview, was asked about the company's TV plans, whether he is contemplating the sale of any part of the company's film library to TV. He responded that the question still is being studied, adding however, that he prefers to encourage such a possibility, emphasizing that most of the company's TV talks center around new subjects. Nevertheless, he joined Paramount Pictures president Barney Balaban in stating that old feature films demand a better price on the TV market.

Skouras said that 20th-Fox may make from six to seven separate TV series, reminding that the company's first TV series "My Friend Flicka" is (Continued on page 5)
PERSONAL MENTION

MILTON B. HACKETT, president of Universal Pictures, returned to New York over the weekend from the Coast.

JEROME PICKMAN, advertising-publicity vice-president of Paramount Film Distributing Corp., and Richard Torni, British actor, have left here for London via B.O.A.C. Monarch.

DAVE PRESTON, staff photographer of "Parade," has left New York with his bride for Hollywood, where he has been transferred by the magazine.

HUGH OWEN, vice-president of Paramount Film Distributing Corp., and AL FITTER, his assistant, have returned to New York from Atlanta.

SALLY SEIN, secretary to J. K. CHAPMAN, United Artists supervisor of branch operations, will be married here on Feb. 12 to Marvin Bael.

EDWARD L. HYMAN, American Broadcasting-Paramount Pictures vice-president, has returned to New York from Detroit.

RONALD NAMM, British producer-director, has returned to England from New York via B.O.A.C. Monarch.

HAROLD HACKETT, president of Off Filmus, returned from New York yesterday from London via B.O.A.C.

WILLIAM POWELL, of Smith Management Co., has returned to Boston from Hartford.

J OSEPH L. MANKIEWICZ has returned to New York from Saigon, Indo-China.

Plan Goodman Salute At Feb. 21 Premiere

Show business and music world celebrities will salute Benny Goodman on the night of Feb. 21 when Universal-International's "The Benny Goodman Story," will have a Kleiglight premiere at the Capitol Theatre here.

The New York premiere will be highlighted by a tribute to Goodman, during which leading disc jockeys will feature Goodman tunes on their programs, hotel and ballroom dance bands will schedule make-buck music, and by a record shop in the Times Square area will play "Let's Dance," the Goodman theme, on their street public address systems.

Both Steve Allen and Benny Goodman will be present at the premiere.

Howard Levy Gets A Shower of Cash At Farewell Affair

Howard Levy, 67-year-old, long-time salesman for Metro-Goldwyn-Mayer here, doffed his hat yesterday at Toots Shor's and found, to his surprise, that the hat was filled with well wishes, old photos and cash gifts before he managed to put it on again.

More than 300 of Levy's friends gathered at Shor's for a luncheon in his honor on the occasion of his retirement.

First, M-G-M's eastern division manager, Herman Ripp, handed Levy a check from the film firm. Following in the ceremonies were David Levy, a friend of Howard for many years, who also presented a check, saying that "some associates" had chipped in to honor Howard. The windfall continued when Lou Weisler, president of the Coliseum of Motion Picture Salesmen, officially the luncheon host, added a sum on behalf of the organization.

Finishing touches to the presentations were Samuel Rinzler, circuit head; Max Fried, president of the Motion Picture Bookers Club; Harold Klein, chief banker of the New York Variety Tent; and Ed McNamie, Howard's old friend, who all presented Levy with a photo of the old gang at First National Pictures, 35 years ago.

Levy was included with the offerings. Levy disclosed that he'd been looking for a Florida retirement location since leaving M-G-M in January.

Jokingly, Levy declared that if the industry would give him another luncheon, he'd be able to buy the Fontainbleau Hotel in Miami.

Theatre Attendance Down in Britain

From THE DAILY BUREAU

LONDON, Feb. 6.—Cinema attendance declined here during the past month, with the first nine months of 1955, the House of Commons was informed.

Figures for the fourth quarter of the year were not yet available, it was stated. But average weekly attendances in the nine months were: first quarter, 23,778,000; second quarter, 23,667,000; third quarter, 22,200,000.

Comparable figures for 1954 were, respectively, 23,031,000, 24,770,000 and 25,927,000.

Allan Leaves M-G-M

INDIANAPOLIS, Feb. 6.—Jerry Allen has resigned as director of exploitation for Loew's branch office here to become account executive for Variety Publicity Associates here.

$251,000 'Alexander' Magazine Ad Budget

United Artists has set a $251,000 program of advertising in national magazines and newspaper supplements in behalf of Robert Rossen's CinemaScope production of "Alexander The Great," it was announced by Roger H. Levy, local director of advertising-publicity.

The record ad campaign, a key feature of the $1,000,000 promotion budget for "Alexander," has reached an estimated combined readership of 147,000,000, Lewis said.

 Starts in April

The magazine program, to be triggered in April, will sport full-page, four-color "Alexander" displays in Life (April 2), Good Housekeeping (April), The Saturday Evening Post (May 12), Look (May 5), Harper's Bazaar (May), This Week (April 15), Family Weekly (June 10) and Picturegoer (date not finalized). A full-page black-and-white insertion will run in the June issue of Parents' Magazine.

30 Pre-release Dates For 'The Conqueror'

Following its global capital-city engagements, Howard Hughes' "The Conqueror" will open in more than 30 theatres throughout the United States on Feb. 22, it was announced by Walter Branson, RKO's vice-president in charge of worldwide distribution. Additional openings will be launched later in February, others in March with many of these engagements carrying over into the Easter holiday period. All the engagements are pre-release.

Among the theatres which will play the RKO CinemaScope-Technicolor release starting on Feb. 22 are: the Oriental, Chicago; Palace, Cincinnati; Palace, Columbus; Virginia, Dayton; Palace, Cleveland; Orpheum, Denver; Orpheum, Des Moines; Missouri, Kansas City and Electric, K. C. Kansas; Pantages and Hillstreet, Los Angeles; Century, Atlanta; Palace, Cleveland; Orpheum, St. Paul; Orpheum, New Orleans; Brandels, Omaha; Majestic, Philadelphia Stanleys, Pittsburg; Capitol, Broadway, Portland, St. Louis, St. Louis; Salt Lake City; Golden Gate, San Francisco; Orpheum, Seattle and the Keith, Washington.

In Dallas Feb. 24

On Feb. 24 it will open at the Majestic, Dallas; Majestic, San Antonio; Worth, Ft. Worth and the Majestic, Houston. On March 31 at the Keith, Boston; Century, Buffalo and the Warner, Milwaukee.


U.K. Trade Complete; Tax Relief Pleas

From THE DAILY BUREAU

LONDON, Feb. 6.—The All-India Committee has completed its case reduction of the entertainment and forwarded it to Chancellor the Exchequer Harold Macmillan. The Chancellor has been asked to receive a small deputation to discuss the presentation.

NTA to Enter TV Film Production

National Telefilm Associates, distributors of films to television stations, has announced that it has embarked upon TV film production activities through a newly organized marketing program department, according to Ely A. Lane president of NTA.

Ahser J. Greshler, former press of York Pictures Corp. has been named point coordinator of the new department. Greshler will gather material for TV series from the top active talents of New York and Hollywood.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

ROCKEFELLER CENTER

"I'LL CRY TOMORROW"

Starring SUSAN HAYWARD

and Spectacular Stage Presentation

TERMINUS

11 W. 54th St., New York 19

MOTION PICTURE DAILY

Tuesday, February 7

PALACE THEATRE, 1272 W. 54th Street, Chicago 18, Illinois

THE SHORTEST TIME, FROM "FILMACK"

YOU'LL GET THE FINEST TRAILERS...

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One month at $25 per order

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1956
juvenile
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15
February
LETTERS
20.

To THE EDITOR

... 

Your article on ScenetoVision
D 2/1/56) reminds me how write-
fiction often have foretold the
advances of the future.
Verne in his writings pre-
d many, so did Bellamy in the
is his “Looking Backward.”
his he foresaw and described
marvelous accuracy such items
vision.
out twenty years ago Aldous
they wrote a book of the future
"Brave New World.” In it
role of motion pictures which
so projected the onlooker
both feel and smell. He
these the “Feelfies” and
the, I believe! So, at least
prediction has begun to come
looking forward to your report-
“The Feelfies’” soon.
Mrs. Alice N. Gorham, United
out theatres public relations
tor, contests the newness of
"Feelfies.” UDT, she says, essayed
agreement with one version of
development at its Vogue Thea-
there 15 years ago. The trial
unsuccessful. When the audi-
was supposed to smell sea
the apparatus gave forth joss
smoke aroma; when perfume
order, it gave with the odor
med beef and cabbage. How-
progress is not to be halted.
ARTHUR HERZOG, JR.
Détroit, Mich.

lobney and Cooper
Report on New Slate

ELTHWOOD, Feb. 6.—Cornelius
lobney, president of C. V. Whit-
ictures Co., arrived here today
er a comprehensive multi-
production program with
C. Cooper, vice-president and
mission head of the company.
lobney also will view final prints
organization’s first picture,
"Searchers,” which will be dis-
Warner Brothers.

in Benter Named
C Sales Manager

ELTHWOOD, Feb. 6.—Leon
in Benter today was appointed
general manager of American Releasing
by James H. Nicholson, presi-
Benter, formerly sales represen-
for 20th-Century-Fox and
manager for Kranze-Levin
in Los Angeles for four
planning a nationwide tour
ussions with ABC franchise

From 1:33 to 1 to 2:55 to 1 Aspect Ratio

Variable Screen Process Shown
With Re-Release of ‘Fantasia’

Walt Disney’s color production of “Fantasia,” which Buena Vista Film
Distribution Co. is re-releasing this month, utilizes an electronic lens
and screen development which enables the picture to open up from 1:33 to 1 to
2:55 to 1 under wider screen conditions.

“Fantasia” will have its initial re-
release engagement at the Trans-Lux
Normandie today, 15 years following
its original release on standard screens
with stereophonic sound, then called
Fantasound.

Classic Composers Presented

Most of the cartoon sequences, in
which Disney presents the music of
Bach, Stravinsky, Tchaikovsky, Du-
kas, Beethoven, Puccini, Moussorg-
sky and Shubert, are presented in the
CinemaScope ratio with the changes
brought about by the electronic
marks on the fourth magnetic sound
track on the print.

“Fantasia” was first reviewed in the
Motion Picture Daily on Nov. 14,
1940.

Blind Young Crime
On Some Pictures

ATLANTA, Feb. 6.—An upsurge of
teen-age crime in Atlanta has been
blamed in part on films that “glamor-
ize juvenile criminals,” it was re-
ported on page one of the Atlanta
Constitution today.

Lack of parental guidance was also
scored in the published statements,
which were made by two Atlanta De-
tectives investigating teen-age crime.
They were Det. J. L. Cain and J. L.
Carey.

Det. Cain said “Blackboard Jangle”
was directly responsible for a new
wave of juvenile crime here recently.

“During the first week ‘Blackboard
Jangle’ played here we noticed a great
increase in teen-age crime,”
Cain said. “And when the movie
played simultaneously at two neigh-
borhood theatres we traced a juve-
nile free-for-all directly to those
showings.”

“Blackboard Jangle” was shown in
Atlanta despite a ban by the city
functioners, after M-G-M won a temporary
court injunction from Federal District
court here.

United Theatre Owners of Okla. Open
First Convention in O.C. Tomorrow
Special to THE DAILY

OKLAHOMA CITY, Feb. 6.—Exhibitors from Texas and Arkansas, as well as
from all parts of Oklahoma, are expected to start arriving here tomorrow
for the first annual convention of United Theatre Owners of Oklahoma
which will get under way on Wednesday
at the Oklahoma Hotel. The board
of directors is slated to meet tomorrow night on the eve of the convention’s
session. The convale will run through Thursday.

Speakers include Sen. James Rinehart; Milt Phillips, editor of the Seminole
“Producer”; Kyle Rores, of Texas COMPO; Al Suddinger, industry analyst;
J. (Bobby) O’Donnell; Robert Walker, Freight, Color; Pat McGee, Denver;
David Cheatham, Pulsalis, Tulsa, and Allen Bergman, Galveston.

A showing of clips of “Carousel” in CinemaScope 55 and a screening
of M-G-M’s “Meet Me in Las Vegas” also are on the agenda.

Annual Awards;
Holden, Jones
And Fox Cited
By ‘Photoplay’

Jennifer Jones, William Holden and
20th Century Fox’s “Love Is a Many-
Splendored Thing” are the 1955 win-
ners of the annual “Photoplay” Maga-
line Gold Medal Awards, it was an-
nounced recently.

Joan Collins was voted “most promis-
ing actress” and will receive a special
“Photoplay” Magazine certifi-
cate.

A similar certificate will be awarded
George Nader, chosen “most promis-
ing actor.” The gold medals and
certificates, and other awards for out-
standing 1955 achievement in every
phase of the industry, will be sented
the winners at “Photoplay’s” annual
banquet on Thursday in the Beverly
Hilton Hotel, Hollywood.

Miss Jones Honored for 2

Jennifer Jones was selected by the
public as the most popular actress
her performances in 20th’s “Love
Is a Many-Splendored Thing,” and
the same studio’s “Good Morning, Miss
Dove.”

Holden, who was voted the same
top honor in Photoplay’s 1954 poll,
will receive his second straight gold
medal for his 1955 performances in
Paramount’s “The Bridges at To-
ko-Ri” and “The Country Girl,” 20th’s
“Love is a Many-Splendored Thing,”
and Columbia’s “Picnic.”

Miss Collins was selected for her
performances in 20th’s “The Adven-
tures of Sadic” and “The Girl in the
Red Velvet Swing.”

M-G-M’s “Backward” had the fans in U-S’s “Six Bridges To
gross,” and “The Second Greatest Sex
Lady Godiva” won for him the
most promising actor” award.

Fords to Get Plaques

Special bronze achievement plaques
will be awarded during the occa-
sion banquet to: Glenn Ford and his
wife, Eleanor Powell, for their
“unfiring devotion to religious and
civic life and their contribution to
the youth of our nation”, to James Dean,
posthumously, for his performances
in “East of Eden” and “Rebel Without
a Cause”; to Otto Preminger, for his
“Make the Man; The Golden Arm,”
and to Columbia Pictures for “Picnic.”

Nine Certificates to Be Presented

In addition to the gold medal for
“Love Is a Many-Splendored Thing,”
nine more certificates will be given:
To Paramount Pictures for “Strat-
egy” mentioned in Universal-Inter-
national for “To Have and Back”;
Warner Brothers for “Rebel Without
a Cause”; Twentieth Century-Fox for
“A Man Called Peter”; Warner
Brothers for “East of Eden”; Samuel
Goldwyn for “Guys and Dolls”; Walt-
ter Brothers for “Mister Roberts”;
Columbia for “The Long Gray Line,”
and M-G-M for “Love Me Or Leave
Me.”
REVIEW:

Forever Darling

Arnaz—MGM

EXHIBITORS who benefited box-office wise from Luella Ball and Desi Arnaz' earlier joint effort, "The Long, Long Trailer" will find themselves in a good position to make up for exploitation angles in "Forever Darling." Although this story lacks the vivacity and charm of the earlier attractions in Nebraska, its light, family-type appeal and the antics of the stars should please most audiences.

Produced by Arnaz, Lucille and Desi are in a husband and wife role again. Lucille is a rich, society girl whose marriage to serious-minded artist Arnaz has reached the humdrum stage. Miss Ball shows concern about the situation, and with the help of James Mason, as a guardian angel seen only by her and the text, the relationship is renewed and the couple fall in love again. Some routine comic situations come up in the Helen Deutsch screenplay, which, at times, just escapes being forced comedy. Characteristic slapstick scenes display Miss Ball's penchant for this type of laugh-getter and will be readily appreciated by her following. Although the film rations its bally-hoos, there is an abundance of smiles and pleasantness which offer adequate entertainment suitable for the family.

Directed by Alexander Hall, the film is essentially a conveyance for Lucille and Desi. Other roles by Mason, and Louis Calhern portraying the father of Miss Ball, are handled with the necessary polish.

Factors that could be a plus value for some audiences are the scenic background of the film photographed in Eastman Color at Yosemite National Park and printed in Technicolor, and a pleasant title song which could become popular.


JOSEPH WOLFE

Milwaukee Censors

(Continued from page 1)

that these were not reprinted this month partly because they had argued against cutting or banning certain pictures to which others were opposed.

Valentine Wells, executive secretary of the commission, denied this and said the number was cut because the commission expected a lesser work load in 1956. He has been the subject of discords between aides and commissioners as to certain cuts in film. One aide suggested a change in the basic rating system.

Mayor Zeidler asked a study be made of the policies in having a standard way of processing those reports. "I believe that whenever a commission member or aide reviews a picture he should put his recommendation down in writing. Formal action should be taken on these reports, and the commission secretary should be instructed to follow through and report on whether the recommendations were followed by the distributor or exhibitor.

Omaha Grand Jury

(Continued from page 1)

eminent attorney stated, and the jury will be recalled if it is decided to press for indictments. Although there were no official statements, film row talk had Ralph Blank and Bill Miskell, owners of the Sky-View drive-in, as the compelling witnesses. They were among the first called to testify. Blank also owns the Admiral and South Omaha Chief, both neighborhood spots.

Name Gaughan

(Continued from page 1)

Foundation, no longer with the circuit.

Anderson, an attorney, moved into the general management of Cooper Foundation on Jan. 4. At that time it was announced that McGee would be replaced by Anderson as general manager and that McGee would become broker and buyer for the circuit which operates theatres in New Mexico, Colorado and Oklahoma. Anderson withdrew from the Lincoln law firm of Bechtol, Mason & Anderson to head the Cooper interests. The firm continues to represent Cooper. Gaughan operated a theatre in Tennessee before joining TOA about two years ago.

Drive-in Sections

(Continued from page 1)

special sections are in preparation now and that the first press books to carry them will be those on "Hot Blood," starring Jane Russell and Caryl Wilde, and "Jabul" starring Glenn Ford and Ernest Borgnine.

Montague's article points out that the drive-in contribution to the national box office dollar now ranges between 15 and 20 per cent.

ITO Oct. Convention

CLEVELAND, Feb. 6—The 1956 annual convention of the Independent Theatre Owners of Ohio will be held in Columbus some time in October, according to ITOC secretary Bob Wile. Until a few years ago, the association always held its conventions in the fall. Of late they have been held in February or early spring.

Income from Abroad

To Increase: Loew

FROM THE DAILY Bureau

HOLLYWOOD, Feb. 6—Prospects for an improvement in the rates of change and in foreign economy, prime factors in the plans of Loew to enlarge its theatre hold abroad, was stated here today by Arthur Loew, president of Loew Inc., during the worldwide sales function here Wednesday.

Loew predicted for the future annual overseas income in excess of $50,000,000 which, he stated, has been earned by the company's foreign market in each of the three years.

M-G-M Meet

(Continued from page 1)

pictures to play on every screen in the U. S. and Canada, as well as in Alaska and Hawaii, this week. The tour is to continue until the end of Feb. 5. A Chase had been designated "M-G-M Week" and a work goal of "An M-G-M Picture on the Screen" had been set.

Theatre Total at 17,710

Reagan, reporting to the conferees being conducted by Loew's president Arthur M. Loew, said that there are 7,100 theatres open and operating in the domestic territory and that figures were obtained in every one of the circuits stressing the fact that they were not simply "token" bookings on a single, minimum-length picture but that the 17,710 theatres will play a grand total of 45,996 pictures—an average of two and one-half pictures per theatre.

Many theatres in opposition to M-G-M customers, he said, play one or more M-G-M features the first time in from seven to ten years.

Starr, Rembusch

(Continued from page 1)

money revenue they need to survive prosper. The Zenith head also on Jan. 20 that subscription television "can only succeed by the use of a better product and then only if the public wants it that way."

Starr and Rembusch stated. "The chief proponents of television network service are now receiving a direct hit on their economic entertainment standpoint, there need nor reason in the U. S. for TV and any illusions of such services has been created by small special claims and private gains, the public is being asked to deprive the cost of UHF stations which closed down due to the lack of license and for other reasons."

Brotherhood Drive

On in Philadelphia

Special to THE DAILY

PHILADELPHIA, Feb. 6.—The rally marking opening of the Brotherhood Drive in Philadelphia's exchange area was held in RKO Radio projection room this afternoon to an overflow crowd. Veterans of the campaign stated that the gathering was the largest they have seen in a number of years marking the kick-off of a national rating effort.

Co-chairman Ted Schlender, Stanley Warner zone manager, and Charles Zagraves, RKO branch manager, greeted the representatives of all 600 theatres in the territory, including Tom Walker, Conerford Theatres; Ben Rosenberg, Penn Paramount Theatres; W. Kreag, Faham Theatres; Mort Lev, Varshow Theatres, and Lou Davidoff, Ellis Theatres, plus Norman Weiss, of William Goldman Theatres; also branch managers and most district managers.

Dr. Andrew Gottschall, permanent local chairman of the National Conference of Christians and Jews, delivered a brief talk outlining the purpose, the accomplishments and the successes of the National Brotherhood Week campaign.

Schlender, as exhibitor chairman, spoke of the theatres' important part in all worthwhile endeavors and outlined the exact duties and methods that theatres in the territory should use to accomplish the educational and material objectives of this campaign.
**MOTION PICTURE DAILY**

**February 7, 1956**

**Adler-20th-Fox Pact**

(Continued from page 1) to bow Friday. In addition, as spoke of the company’s plans sing “spectaculars.”

ment talks with Zanuck involve the independent production of from one to five pictures per year for 20th-Fox. He indicated that both he and Zanuck have allotted four months time for negotiations of a new contract.

In the interim, Adler will function as executive in charge of production and will continue in that post if and when he finds himself with Zanuck are satisfactory concluded, Skouras stated. He went on to say that a new contract with Adler will be negotiated, recognizing his new position. In response to a question, Skouras said that Adler as a 20th-Fox producer “has some participa-

tion in the profits of his pictures. Several months ago, Adler was appointed by Zanuck as his executive assistant. Skouras, in announcing William W. Lusky’s appointment by Adler, was high in his praise of the latter.

The 20th-Fox president, describing his present negotiations with Zanuck as friendly, elaborated on a weekend statement announcing a leave of absence for Zanuck commencing March 1. Under negotiations, in addition to the number of pictures, are such issues as the use of 20th-Fox story properties, Skouras said. Zanuck’s pictures, the

Darryl Zanuck

20th-Fox president added, will be wholly financed by 20th-Fox. While producing in the U.S., Skouras continued, Zanuck will utilize the 20th-Fox lot. In regard to TV rights and other rights to Zanuck-produced pictures, Skouras said it probably will be a 50-50 deal on those matters be-
tween 20th-Fox and Zanuck and reached

Continued from those preferred contracts.

Mark “Oscar,”

meeting’s in the no-in-the-hand, 20th-Fox will not be involved in purchase of the new projection materials needed for such roadshow elements.

The next film slated to be filmed, he added, is “The Greatest Ever Told.”

**In-Fox Adds 26 ope 55 Showings**

The 33 demonstrations of CinemaScope

55 completed as of yesterday audiences totalling more than 500 exhibitions, press and opinion breaking, and in 20th Century-Fox in 26 key domestic cities through July.

A current series, constituting one of the largest film sampling programs, patterned to realize an attendance rate of 500,000 prominent fig-

tures from all areas of the motion picture industry as well as representatives from all major communications and community leaders.

**Coast Arrestit Made For ‘Monika’ Showing**

HOLLYWOOD, Feb. 6.-Based on numerous complaints by city officials and the police in the art district, the city where the Swedish film, “Monika,” was being shown, police squad officers have made a series of raids on the theatres involved, including two drive-ins and one downtown house, the Orpheum, confiscating the films and arresting the managers and the projectionists, who were booked for the showing of an indecent film.

Those arrested were later released in $500 bail.

**Report Mexico-Russia Pact**

Mexico and Russia will make a picture co-production pact this year similar to that which this country has just made with France, it was announced today that the United Artists of Mexico and the USSR(1974) will produce a feature film in 1957.

A 1957 production was indicated.

**Alfred Berry to RKO In Studio Relations**

HOLLYWOOD, Feb. 6.—Alfred B. Berry have been named executive in charge of RKO Radio studio relations, it was announced here today by Charles L. Glett, vice-president in charge of the studio.

Berry, formerly a CBS executive in New York, will be responsible for the supervision of labor relations, personnel relations and public relations at the studio, under Glett.
Great pictures build LIFE's great audience

SPECIAL TO PRODUCERS AND EXHIBITORS

Here are a few examples of LIFE's tremendous impact in city after city across the country:

<table>
<thead>
<tr>
<th>Market Area</th>
<th>No. of Theaters</th>
<th>Seating Capacity</th>
<th>LIFE Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Orleans, La.</td>
<td>63</td>
<td>57,686</td>
<td>71,890</td>
</tr>
<tr>
<td>Grand Rapids, Mich.</td>
<td>23</td>
<td>15,447</td>
<td>73,340</td>
</tr>
<tr>
<td>Hartford, Conn.</td>
<td>31</td>
<td>34,522</td>
<td>168,690</td>
</tr>
<tr>
<td>Salt Lake City, Utah</td>
<td>23</td>
<td>16,839</td>
<td>51,730</td>
</tr>
</tbody>
</table>

*Source: Film Daily Year Book. ‡Source: A supplement to A Study of the Accumulative Audience of LIFE, by Alfred Politz Research, Inc.
Says Films to TV
Dooms ‘Pay-to-See’
The sale of the motion picture companies’ film libraries to television “marks the death knell of subscription television,” Julius M. Gordon, president of Jefferson Amusement Corp. and East Texas Theatres, declared here yesterday.

Gordon, who is in New York on personal business, stated that the sale of these old films “was inevitable.” He said that since these top pictures will be offered on TV free, toll-TV hasn’t a “leg to stand on.”

Snaper Ends Bid to
Upset Loew’s Ruling
Willbur Snaper, former Allied States president, yesterday withdrew his appeal against the decision granting Loew’s Theatres the right to operate a drive-in in Raritan, N. J. The appeal was withdrawn by a stipulation in Federal District Court here.

Snaper, represented by attorney Monroe Stein, contested the initial Loew’s application as operator of the nearby Strand Theatre, in Keyport. A spokesman for Snaper said the record of the court hearing will be presented to the upcoming hearings of the Senate Small Business commit-

Arthur Loew at Meet
Loew’s Future, Domestic
And Foreign, Seen Bright
HOLLYWOOD, Feb. 7.—A bright future for Loew’s, Inc., in both the domestic and international markets, was seen here today by Arthur M. Loew, president, who was recently named to succeed his father, Charles A. Loew, as president of the concern.

Loew added, “M-G-M has always designed its films for the world-wide market. With the growing importance of the overseas box-office, this production policy becomes more vital than ever.”

He went on to say that M-G-M
to confer in capital tomorrow
Allied-TOA Set New
Justice Dept. Meet
May Enlarge Joint Proposals for Federal
Support Beyond Those Already Made

Said Films to TV
Dooms ‘Pay-to-See’

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Kranze Named
Cinerama V-P

Resignation of Bernard G. Kranze as general sales manager of United Artists to become vice-president of Stanley Warner Cinerama was announced jointly here yesterday by William J. Heineinan, UA vice-president in charge of distribution, and S. H. Fabian, president of Stanley Warner.

Fabian said that Kranze was joining Cinerama to expand its world-wide scope and that, for the present, he would devote his efforts to the

Concise and to the Point

More than 6,000,000
Primary Readers

The Magazine for Young Adults

The First Motion Picture in the New
CINEMASCOPE
55

More than your eyes have ever seen

Rodgers & Hammerstein’s
CAROUSEL

20th Century-Fox presents

Advertised in the Mar. Issue of

Redbook

More than your eyes have ever seen

The Magazine for Young Adults

NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 8, 1956
TEN CENTS

Said Films to TV
Dooms ‘Pay-to-See’

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The Magazine for Young Adults
Chretien, Inventor of CinemaScope, Dies

WASHINGTON, Feb. 7.—Professor Henri Chretien, the inventor of CinemaScope, died last night at Walter Reed Hospital here at the age of 70. Private funeral services will be held here on Friday.

Paradoxically, the designer of the first successful anamorphic lens passed on the eve of 20th Century-Fox’s introduction of an improved version of the original process, CinemaScope 55.

The French scientist’s process was first glimpsed by Spyrus P. Skouras, president of 20th-Fox, and Earl J. Sporey, the company’s research director, at Chretien’s home in Nice in 1952. Nine months later—on Sept. 16, 1953—“The Robe” ushered in the process. Professor Chretien attended the premiere of the picture at the Roxy.

Of late, Professor Chretien had been living with his daughter in Washington. He was formerly honorary professor of optics at the Sorbonne.

‘Doctor’ to 52nd St.

“Doctor at Sea” will have its New York premiere at the Trans-Lux 52nd Street Theatre here on Feb. 29, one year since “Doctor in the House” began its 24-week engagement at this theatre. It is being released here by Republic Pictures.

Alfred E. Daff, Universal Pictures executive vice-president, will return to the Coast today from New York.

Al Katz, United Artists assistant general foreign sales manager, and Morton Raven, UA manager of the Trinidad office, will leave here today via B.O.A.C. for Port of Spain.

Steven Schelle, I.F.E. Releasing Corp. Eastern division sales manager, will return to New York tomorrow from Washington and Baltimore.

L. W. Oliver, member of the board of Technical Films, Ltd., is scheduled to arrive in New York from London tomorrow via B.O.A.C.

James R. Veler, United Artists Western division sales manager, will return to New York today from the Coast.

Emmett Dalton, British producer, has arrived in New York from London.

Amusement Ads (Continued from page 1)

WideMark to Produce; Will Make 2 for UA

United Artists yesterday signed contracts with Richard Widmark, who will begin a career as an independent producer for this new Heath Productions, Inc. by making two films for UA release.

First of the two films will be “The Seven Willyads,” a novel by William McGivern soon to be published by Dodd, Mead & Co., in which Widmark will star. Slated for early fall production, the film will be made entirely on location in New York.

Widmark expects to establish offices in Hollywood within a few weeks.

Currently in New York for conferences with UA are two UA producers recently completed a starring role in the Russfield film, “Run For the Sun.”

MGM Studio Hosts L.A. Mayor Today

HOLLYWOOD, Feb. 7—L.A. Mayor Norris Poulson was honored tomorrow at an M-G-M industry luncheon where L-M-G-M national sales representatives and exhibitors from the may other cities around the world.

George Murphy will be master of ceremonies at the event, which he attended also by members talent guilds.
Factors in Current Rise

Growing Availability of Old Films To TV Seen as Market Stimulant

By Murray Horowitz

The growing availability of feature films for TV was described here yesterday as a stimulant for such product for TV market by a spokesperson for Hollywood Television Service, Inc., a subsidiary of Republic Pictures, which recently began selling a new group of 75 old feature films to TV, divided into two packages.

Contrary to previous reports that a glut may develop in view of the sale of the RKO Radio Pictures library to the newly-formed TV company, the spokesperson for Hollywood Television Services described the current TV market for feature films as very active. He said that since Jan. 15, the drugstore in the selling of Holly- wood Television Service's new group of films, deals have been closed in 10 major TV markets.

One of the four packages in the new group of films, consisting of 24 features and labeled the "Silver Group," has John Wayne starred in seven features. The spokesman, telling of TV's constant need for programming and the interest in feature films, said the active, good market exists especially for quality films currently.

Disney Board Meets:
Names 2 New VP's

Hollywood, Feb. 7.–Stockholders in Walt Disney Productions today elected Walter E. Disney, Roy O. Disney, Gunther B. Lessing, Paul L. Pease, Floyd B. Odlum and George P. Wachtel, the drugstore in the selling of Hollywood Television Service's new group of films, deals have been closed in 10 major TV markets.

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Bischoff Suing W.B.;
Charges Pact Breach

HOLLYWOOD, Feb. 7.–Producer Samuel Bischoff today filed a $300,000 damages suit against Warner Brothers, charging their filming of "Helen of Troy" breached a contract under which he, while in Warner employ, had prepared the property for production.

The suit lists use of his material, loss of screen credit and employment compensation as amounting to the figure sought.

Allen Brings ‘Animal’

A priest of Warner Bros., "The Animal World," a history of the animal kingdom in color by Technicolor, color, was delivered to Warners' home office here, by Irvin Allen, the produc- er, who arrived here yesterday.

Certificate of Merit

Skouras Cited For Support of Colo. Hospital

Spyros P. Skouras, president of 20th Century-Fox Film Corp., has been awarded a Certificate of Merit for his activity in the film industry on behalf of the National Jewish Hospi- tal. It is a non-surgical, non-surgical medical center for the treatment of tuberculosis and chest diseases, it was announced by Andrew Goodman, secretary of the New York committee of the hospital.

Skouras was one of seven civic and philanthropic leaders who received the certificates for outstanding work on behalf of the hospital during the past year.

MPIC's Round Table To Mull Code Change

HOLLYWOOD, Feb. 7.–The Motion Picture Industry Council announced its third Film Creators Round Table meeting will be held Sunday evening, February 19th, at the Acme Academy Awards Theatre here, with "Should the Production Code Be Revisited?" as subject for panel discussion.

MPIC executive-secretary Lou Greenspan told panel members have not been selected, or exact number decided upon, but stated selection will be "by category," with all creative contribu- tors to production rep- resented.

Greenspan pointed out that this round table meeting, like its two predecessors, will not undertake to make recommendations or pass resolutions, but will endeavor to air all aspects of the subject, hopeful of clarifying current views and, possibly, yielding some ideas that might prove useful to the recently established MPAA four-man committee.

Bert Stern, Conn to Make 'Mack Story'

Bert M. Stern, prominent Pitts- burgh exhibitor, and Maurice Conn will produce "The Connie Mack Story," for release by 20th Century- Fox, it was disclosed yesterday.

Fred MacMurray will be starred in the picture, which is scheduled to go before the cameras in May, with a script by Barbara Worth and Conn.

Milton Not Jerome

Milton Pickman, film executive, has left here for London. It was inad- vertently stated in a recent edition of MOTION PICTURE DAILY that Jerome Pickman, advertising-publicity vice- president of Paramount Film Distribut- ing Corp., had departed for the British capital.
M-G-M presents a Goldmine of Entertainment

in **CINEMASCOPE** and **COLOR**

"MEET ME IN LAS VEGAS"

**DAN** Starring **CYD DAILEY • CHARISSE**

with

AGNES MOOREHEAD • LILI DARVAS • JIM BACKUS
OSCAR KARLWEIS • LILIANE MONTEVECCHI • CARA WILLIAMS

and GUEST STARS:

JERRY COLONNA • PAUL HENREID • LENA HORNE
FRANKIE LAINE • Mitsuko Sawamura

Screen Story and Screen Play by ISOBEL LENNART

SONGS:

Music by NICHOLAS BRODSZKY • Lyrics by SAMMY CAHN
Choreography by HERMES PAN • Photographed in EASTMAN COLOR

Directed by **ROY ROWLAND** • Produced by **JOE PASTERNAK**

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)
M-G-M HITS THE JACKPOT AGAIN!

It happened when M-G-M's "Seven Brides For Seven Brothers" suddenly flashed across the movie skies and electrified the industry! It's happening again!

"MEET ME IN LAS VEGAS" is creating the same excitement. Word-of-mouth about a wonderful entertainment is sweeping every Film Row. When you see it, you'll know why it scored HIGHEST RATING in its first audience Preview, equalling record-holders "An American In Paris," "Singin' In The Rain" and topping "Seven Brides"! SEE FOR YOURSELF at the theatre screenings in every Exchange Center, from Feb. 13th to 16th.

ASK M-G-M ABOUT THEATRE SCREENINGS IN EXCHANGE CITIES. FEB. 13th TO FEB. 16th!
If your invitation got lost, come anyway.
Kranze
(Continued from page 1)
domestic field for the opening of more theatres to be operated by the company or by other exhibitors. Three Cinerama productions now are ready for exhibition and more are on the way. Fabian added that UA had made a "most generous gesture" in releasing Kranze.

Heineman, in stating that Kranze's resignation was "a loss to the entire United Artists organization," added that in taking over his new post at Cinerama, Kranze "carries with him the sincere good wishes" of the UA management and staff.

Kranze joined UA in 1951 as executive assistant to Heineman and was appointed general sales manager the following year. He will step into his new position on Feb. 27.

Lucy and Desi Start Premiere Activities
BUFFALO, Feb. 7.—Lucille Ball and Desi Arnaz will attend the world premiere tonight in the Dipson Palace in Jamestown of "Forever Darling". They opened the Western New York Heart Fund in Central Terminal, where they also received the key to the city of Buffalo.

The significant developments in television and their meaning...

Every Monday in Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism—this concise report of the significant news and events keeps you posted quickly and easily.

Television Today
Published every Monday in conjunction with Motion Picture Daily

We think that ABC is missing a bet in not exploiting one of the most entertaining week-in-week out programs on TV. We mean Danny Thomas' wonderfully lighthearted, clean situation comedy series, "Make Room For Daddy." Not nearly enough stress is made to make John Q. Public aware of this unusually fine program. Once a family discovers "Daddy," it's a MUST in that household. . . . Dapper Donald Heywood, one of ASCAP's most prolific tunesters, has written the book, lyrics and music for "Soucouyant" (The Calypso Opera) currently playing to SRO in Trinidad and co-produced by Heywood and A. M. Querino. Trinity Productions will film the musical in color for distribution in the U.S. and Canadian market. . . . Signed as Television Consultant by Sidney Bernstein, David Lowe sailed for England yesterday to set up programming and remote telecasts in Great Britain. Lowe was formerly writer-producer-director of the "Coke Time" (Eddie Fisher) programs and later was director of programs for DuMont.

Easily one of the finest-staged and directed telepictures of the season took place Monday night when Robert Montgomery presented "Good Friday, 1865" on NBC-TV, based on W. J. Ferguson's book, "I Saw Both Shoot Lincoln," and adapted by John Lewellen. The entire cast turned in a splendid performance with an especially brilliant portrayal as "Ferguson as a boy" by Michael Allen. Plaudits must also be accorded Joseph W. Bailey, production supervisor for the Montgomery series, and director Perry Lafferty. . . . Al Koppell and Joe Davis have collabed on a beautiful Hymn, "Somebody Sees," which rates a spot on any musical radio or TV musical. . . . With shooting skedded for April, Wm. F. Broidy Productions has signed Jean Yarbrough to direct 13 new "Wild Bill Hickok" telefilms, starring Guy Madison and Andy Devine for Kellogg's. . . . Milton Ford's Sunday Morning TV series, "Time For Adventure" has WRCA captured the meppet audience in New York.

There's a future in this FORD.

A new thrush, Gina Gray, made her debut at Art Ford's (Art meet Milt) Valentine Club on the East Side and the petite protege of Aileen Stanley, herself one of the greatest delineators of song we've ever heard, proved a sensation. Gina possesses youth, charm, pipes, style and delivery which moves this scribbler to predict stardom— but quickly. (Are you reading, noon pitchers and TV producers?) . . . Phil Clarke, for the past seven years the famous CBSouth, "Mr. Keen," has tired from show business and has purchased the Wayne Ranchtype Motel Court on the Lincoln Highway near Gettysburg. A fine actor, a gentle soul and a scholar, he leaves with the best wishes of his legion of friends and admirers. . . . Irish McCulla, whose "Sheena, Queen of the Jungle" telefilms start tonight on WPXI, is in Gotham for several guestings and leaves Thurs. for P.A.'s down South. "Jungle" is a Wm. & Ed. Nassour production, distributed by ABC Film Syndication.

Dodge bigwigs will descend from Detroit en mass Friday to toss a press party for Lawrence Welk at the Sert Room of the Waldorf-Astoria. Larry's Champagne Music program heard TVia ABC Saturday night has proved a musical sensation, winning awards and citations everywhere. Couldn't happen to a nicer guy. . . . Bill NBCullen and TVision Ann Macomber of L.A. were secretly wed in town last Dec. 23. . . . When ballhoppers Billy Pierce, Joe Collins and Bill Hoeflt meet (making some TV spots at Transfilm for R. J. Reynolds Tobacco) can Spring be far away? . . . Alden and abroad by his wife, Edith Adams, and vocalist-pianist Matt Dennis, Ernie Kovacs' TV NBCollins every morning is pure unadulterated hokum, bound to zoom the cigar-eater into the big time. Jac Heim, producer-director of the series, rates a low bow for his deft handling of the crazy-mixed-up kaleidoscope of nonsensical but laugh-provoking shenanigans.

National Pre-Selling
"CAROUSEL'S" singing Shirley Jones, is the crown on the Feb. 6 issue of "Life," photo of the Rodgers & Hamms stars adds up to the product and the new 20th Century-Fox is mentioned prominently on cover.

A pictorial story on "Carousel" people leads off with a spread of full color photos taken on location in Boothby Harbor. Other shots taken at the famous bake, the side shows and in scenes make up an entertaining spread.

"Helen of Troy," "Diabolique," "The Night My Number Came" receive lacustrous reviews in the January issue of "Review."/!

Striking page ad on "Car" and "Picnic" appear in the February issue of "Collier's;"

Jan Landen in the February of "Good Housekeeping" plugs "Nic," and says William Holden's performance in the Columbia play will attract a new feminine audience.

The first of the series of Charles Lindbergh story, titled "Against Odds," appeared in the film of "American Weekly," and the editors of "American Weekly" called to the readers' attention the Lindbergh story will be illustrated in Warner Bros' forthcoming picture, "The Spirit of St. Louis;"

"The Benny Goodman Story" ad appearing in the Detroit Press' section of "Parade" has in bold face type, "Now Playin' Madison Theatre, Detroit;"

"My Most Wonderful Time of the Day" is the title of an article by A. Peck of "The Benny Goodman Story," which appears the February issue of "Woman's Home Companion." She tells "Companion" readers that they, for the part of each day is after 6 P.M. can be with her three children.

To illustrate this thought, there are many photos showing Donna and her children at dinner, playing and helping with their home work.

"Kisnet," reports Ed Miller in February issue of "Seventeen," "gay, dazzling musical about lip love in old Baghdad where a magnificently played by Herb Keel, lives by his wit and singing sapper;"

"Picnic" and "Carousel" were selected as two of the top pictures of the month by Ed Zittel in the February issue of "American Magazine." Action stills taken on the production of these films appear in "Movies of the Month" section old issue.

WALTER LEAS

6 MOTION PICTURE DAILY

Wednesday, February 12
Private club comfort on United DC-7s nonstop to Los Angeles!

"the Continentals!" Here is absolutely everything anyone could imagine in luxury travel. Highlights include delicious meals served right at your seat, buffet snacks and a choice of cocktails, a club-like lounge. Extra-fast luggage delivery, too. Try the “Continentals” on your next trip to Los Angeles.

Leave 10 a.m.—arrive 3:45 p.m.; or leave 12 noon—arrive 5:45 p.m.
JUST WHAT YOUR BOXOFFICE ORDERED!

✓ SUSPENSE!
  like "Laura" and "Black Widow"

✓ FANTASTIC STORY TWIST!
  like "The Left Hand of God" and "5 Fingers"

✓ IMAGINATION!
  like "The Day the Earth Stood Still" and "Titanic"

✓ THAT SPECIAL FLAVOR!
  like "Broken Lance" and "House of Bamboo"

✓ INTRIGUE!
  like "Garden of Evil" and "Soldier of Fortune"

✓ AUTHENTIC BACKGROUNDS!
  like "3 Coins in the Fountain" and "Love is a Many-Splendored Thing"

✓ TOTAL:
  The greatest deception in the annals of naval espionage!

"THE MAN WHO NEVER WAS"

Cinemascope
COLOR BY DE LUXE

Starring:
CLIFTON WEBB · GLORIA GRAHAME

With Robert Flemyng · Josephine Griffin · Stephen Boyd
Produced by ANDRE HAKIM · RONALD NEAME · NIGEL BALCHIN
Directed by Screenplay by
From the Book by Ewen Montagu · Released by 20th Century-Fox

"It's a pleasure to do business with 20th!"
At Department of Justice Session Today

TOA-Allied Unit Has Alternate Proposals

Armed With Recommendations if D-J Rejects Circuit Production, Arbitration

The joint Theatre Owners of America-Allied States Association committee will submit alternate proposals at today's meeting with the Department of Justice in Washington if the government rejects the two proposals to permit divorced circuits' entry into production and for all-inclusive arbitration which have been under advisement since late January,' according to a top TOA representative.

The exhibition committee, which is in Washington at the Justice Department's invitation, is seeking relief from current trade practices.

The status of the alternate proposals, which the joint committee is said to have, was undetermined as it was indicated that if the government turned down the TOA-Allied proposals on divorced circuits and arbitration, the board of directors of both organizations would have to

(Continued on page 8)

UA Ups Velde To Sales Mgr.

James R. Velde has been appointed general sales manager of United Artists, it was announced yesterday by William J. Heineman, vice-president in charge of distribution.

Velde had been a Western division manager of UA since 1952. He replaces B. C. Krakor, who has resigned to become vice-president of Stanley Warner Gernaa Corp.

Velde will assume his new post in the organization on Feb. 27.

In a statement issued in connection with the appointment, Heineman

(Continued on page 7)
Seadler Asks to Be Sued If He’s Wrong

“Sue me if I’m wrong,” said Seadler, advertising director for M-G-M, yesterday while discussing the forthcoming season’s hits which the company will release during 1956. Seadler, who recently returned from Hollywood, optimistically reported that the M-G-M lineup is stacked with “hits.” He cited such films as “Meet Me in Las Vegas,” “The Last Hunt,” “Lust For Life,” “The Rack,” “Dolls,” and “High Society.”

Spring Expects Big ‘Dolls’ Grosses Abroad

HOLLYWOOD, Feb. 8.—Samuel Goldwyn’s “Gays and Dolls” should gross as well abroad as it did in this country, it was predicted today by Morton A. Spring, first vice-president of Loew’s International.

Spring’s forecast was made following the screening of the film for 76 Loew’s foreign sales members who are from 37 different countries attending the worldwide conference at the M-G-M studios. The kickoff spot for the launching of “Gays and Dolls” abroad will take place in Tokyo, Apr. 5, with day-and-date engagements at theaters in Osaka, Kobe, and Kyoto. Samuel Goldwyn and Mrs. Goldwyn are sailing on the President Cleveland, March 17, for their first visit to Japan and to attend the openings.

Rapp Named Fabian Schenectady Mgr.

ALBANY, Feb. 8.—Phil Rapp has been promoted to Schenectady city manager for Fabian Theatres, effective Friday. He succeeds the late Guy A. Graves, who had held the position since 1945.

Rapp’s younger brother, Lon, will transfer from the State and Erie to the Plaza, Schenectady, as a replacement, according to Fabian division manager Eliss Schlegel.

Gene Canott, assistant manager of the Palace in Albany, will succeed Rapp at the State and Erie.

‘Picnic’ Here Feb. 16

Columbia’s “Picnic” starring William Holden and Rosalind Russell, with M-G-M as its producer, opens at the Roxy Music Hall here Feb. 16.

IATSE to Report on Convention Details

Action by the board of International Alliance of Theatrical Stage Employees on industry and internal labor matters which were taken under advisement in Hollywood last week will be made public at each convention meeting. The proceedings are sent out to the IATSE membership, according to an IATSE representative.

Society and IATSE officials have returned to New York from the Coast with the exception of international president Richard Walsh, who has gone to Miami to attend the executive session of the company, which will run until Tuesday. Walsh is a vice-president of the newly-formed AFL-CIO.

Five-Day Week Discussed

According to the IATSE official, among the industry and internal labor matters which were considered at the Hollywood meeting were the five-day week, which will have little effect at the studios, the first annual AFL-CIO convention, an appeal for an “A” charter for Home Office Employs Union, Local H-65 and problems confronting the Hollywood local.

Liability Exemption Asked for Stations

WASHINGTON, Feb. 8.—The National Association of Radio and Television Broadcasters urged Congress to relieve stations from civil liability for defamatory statements broadcast by political candidates.

Robert L. Head, chief attorney for the NARTB, told a House Commerce Subcommittee that broadcasters now face loss of their licenses if they attempt to censor political broadcasts but also face civil liability for defamatory statements made in political broadcasts.

He asked opposed a second proposal to deny subversive individuals or organizations the right to “equal time” on stations during political campaigns, which was available to some other candidate. He said the NARTB approved the objections of this bill but thought it would permit an impossible administrative burden on individual stations.

Says Milw. Censors Among the Toughest

MILWAUKEE, Feb. 8.—Charles Teitel of Teitel Films, Chicago, speaking to the Better Films Council board called Milwaukee’s censorship board “one of the toughest in the country.” He asked audience to broaden their viewpoints and judge foreign films on the basis of different classification rather than by excluding them which they reflect.

Reopen Columbus Art Hor.

The Indiana, Columbus, O., re-opened last week under the management of Charles Sugarman, owner of the World Theatre, who re leased the neighborhood house. Indiana, the only Columbus theatre with CinemaScope equipment will operate under a policy similar to that of the World.

Canadian Board Surplus

The National Film Board, Canada, predicts a surplus of $31 on its main operations during 1954-55 fiscal year. The total income was $3,412,603 for its prize program compared with expenditures of $3,381,447.

Oklahoma Meeting

(Continued from page 1) and will remain so, provided theatrical management and the papers work together.

State Senator James Rinehart of Ottawa spoke on “Know Your Legislation,” urging that law-makers contact their homes rather than legislative sessions.

David Cheatham, of Pulaski, discussed drive-in theatres which use live acts and local talent in conjunction with the film shows.

Election of officers will be held Monday.

Scenes from the CinemaScope production of “The King and I” were shown this morning for the benefit of the Kiwanis Club at the Criterion Theatre. The showing was followed by a get-acquainted coffee for the ladies and luncheon at the Skirvin Hotel.

The day closed with a ranch party and a supper as guests of the Oklahoma Theatre Supply Company’s Beverly’s Hide-Away.
Traveled 25,000 Miles

Wayne, Home from Europe, Says Europe Hungry for U. S. Films

From THE DAILY BUREAU

HOLLYWOOD, Feb. 8.—After 25,000 miles of barnstorming for "The Conqueror," in which he stars, John Wayne returned home today with some concrete ideas about the lucrative foreign market at the present time for the American film.

"I can understand now why nearly 50 per cent of Hollywood's income comes from abroad," Wayne said. "The European is hungry for the kind of entertainment to be found in American films. The average theatra-goer in Europe doesn't want to be prudish educated, and the American film, with its straight entertainment value and high technical skill, gives him what he wants."

See Star-Trips Useful

Wayne stated that his experiences convinced him that similar trips by American motion picture stars should be noted, thereby spreading insatiable goodwill for not only Hollywood but the United States throughout the world. This was Wayne's first trip to the Continent.

RKO, distributor of "The Conqueror," estimates that the European gross alone from the film would top $10,000,000 because of Wayne's personal appearances in connection with the charity premieres in major European capitals.

Interstate, Astaire

In Dance Studio Pact

Charles L. Casanave, president of Fred Astaire Dance Studios Corp., yesterday announced conclusion of franchise negotiations with the Interstate Theatre circuit of Texas.

Neil Agnew, vice-president in charge of the national expansion program with the Fred Astaire Studio operations, has concluded negotiations with R. J. O'Donnell, general manager of the Texas Interstate for Fred Astaire Studio franchises in Dallas, Houston, San Antonio, to be followed by other key cities in Texas.

"Theatre operation is so geared that they can easily handle this business which grosses millions a year without expensive staff additions," Casanave said, adding that similar arrangements are now under discussion with other large theatre chains. Details are to be announced soon, he stated.

Kintner to Receive NARTB Award

WASHINGTON, Feb. 8.—Robert Kintner, president of the American Broadcasting Co., has been named to receive the National Association of Radio and Television Broadcasters' 1956 keynote award. The award, given each year to an outstanding broadcaster, will be presented to Kintner at the NARTB's convention in Chicago in April.
I have just returned from a visit to our Hollywood studio, devoted to screening completed new pictures and to setting our picture plans and projects for the near future with our production heads, Y. Frank Freeman and Don Hartman. The visit gave me the additional first hand information I needed in order to make a complete and accurate appraisal of Paramount's releases for 1956 and 1957.

It is my firm conviction based upon this realistic appraisal, that Paramount product available this year and next will gross at the boxoffice level an amount exceeding the grosses of any previous two years in the history of Paramount Pictures Corporation.

Our two lead pictures, Cecil B. DeMille's THE TEN COMMANDMENTS and WAR AND PEACE, both to start their release in 1956, are certain to roll up record grosses. No company in the business has ever provided two such unprecedented attractions in one season.

I saw THE TEN COMMANDMENTS in rough complete form and was thrilled to the core. It is everything and more, that we and Mr. DeMille hoped. It more than justifies the tremendous production effort, the great all-star cast and the lavish budget that was invested in it. That there never has been a motion picture so inspiring and with universal entertainment values so overwhelming and boxoffice potential so high, I am completely convinced.

Paramount executives recently flew to Rome to attend the screening of the complete footage of WAR AND PEACE, based on the greatest novel ever written, and produced on a mammoth scale in English by Ponti-DeLaurentis, with Paramount's full production and financial cooperation, and directed by King Vidor. Its all-star cast is headed by Audrey Hepburn, Henry Fonda and Mel Ferrer. The enthusiastic report from the screening is that WAR AND PEACE is certain to take its place with the all-time great pictures and top grossers of our business.

Right now Hal Wallis' THE ROSE TATTOO, based upon Tennessee Williams stage hit and starring Burt Lancaster and Anna Magnani, in its first engagements is fast becoming the most talked-about picture of 1956. Indications are that Academy Award time will spotlight its magnificent performances for even brighter boxoffice returns.

Danny Kaye's spectacular super-comedy, THE COURT JESTER, has opened with resounding success in its initial engagement at the New York Paramount Theatre. To follow soon will be our Easter picture, ANYTHING GOES, the richest and most sparkingly modern of all musicals, starring Bing Crosby, Donald O'Connor, Mitzi Gaynor and the incomparable Jeannaire. Also a great and history-making contribution to the musical field is THE VAGABOND KING, based on Rudolf Friml's internationally famous romantic operetta, and introducing opposite the beautiful and talented Kathryn Grayson a brilliant new star, Oreste, whose golden singing voice, I predict, will quickly make him an important favorite with moviegoers everywhere.

The exceptional entertainment values of these three pictures alone, and their costs, could well comprise an entire year's program for many a producing organization.

At the studio I saw in complete form Perlberg-Seaton's THE PROUD AND PROFANE, starring William Holden and Deborah Kerr, with which they have topped THE COUNTRY GIRL and with an entirely different type of picture; THE MOUNTAIN, a dramatic smash based on the well known book filmed mostly in the rugged French Alps and starring Spencer...
FROM PARAMOUNT TO YOU!

Tracy, Robert Wagner and Claire Trevor; Bob Hope’s surefire new comedy THAT CERTAIN FEELING, based on the Broadway hit KING OF HEARTS, with last year’s Oscar winner, Eva (ON THE WATERFRONT) Marie Saint; and Alfred Hitchcock’s suspense masterpiece, THE MAN WHO KNEW TOO MUCH, co-starring James Stewart and Doris Day and made in colorful French Morocco, London and Hollywood. I saw a great TV star become an even greater new film personality when I was superbly entertained by George Gobel in THE BIRDS AND THE BEES, with scintillating Mitzi Gaynor and David Niven. Three more talented newcomers destined to help fill the industry’s need for fresh young stars, namely Carol Ohmart, Jody Lawrance and Tom Tryon, come through strongly under the skilled directorial hand of Michael Curtiz in the dramatic THE SCARLET HOUR.

Among the pictures in actual production at our studio are the new Dean Martin-Jerry Lewis big outdoor comedy PARDNERS and THE LEATHER SAINT, an unusual story which has been favorably compared with GOING MY WAY. Shooting starts soon on the big, exciting Audrey Hepburn-Fred Astaire musical FUNNY FACE; two pictures to be produced by Hal Wallis and starring Burt Lancaster, namely THE RAINMAKER and GUNFIGHT AT THE O K CORRAL. In the latter Kirk Douglas will be co-starred with Lancaster; the colorful LOVES OF OMAR KHAYYAM, co-starring Cornel Wilde, Trevor Howard, John Derek, Debra Paget and Raymond Massey and many other important attractions presenting in top roles such stars as Alan Ladd, Donald O’Connor, Marlon Brando, Bob Hope, Frank Sinatra and others of similar prominence.

To insure the flow of high quality Paramount product we have purchased in the past few months a host of exceptionally fine stories. These include such popular books as GERTRUDE LAWRENCE AS MRS. A., THE SEARCH FOR BRIDEY MURPHY, THE CAPTAIN’S TABLE, FEAR STRIKES OUT, THE GOLDEN JOURNEY, FLAMINGO FEATHER, FROM AMONGST THE DEAD and THE JOKER IS WILD. Our play purchases include the current Broadway hits THE CHALK GARDEN and THE MATCHMAKER and also LITL ABNER, GIRLS OF SUMMER, Eugene O’Neill’s DESIRE UNDER THE ELMS, and Tennessee Williams’ SUMMER AND SMOKE. Our biographical acquisitions include KITTY HAWK (The Wright Brothers), LAWRENCE OF ARABIA and THE BUSTER KEATON STORY. Additionally we plan filming a number of superior original stories especially created by top-flight writers. Negotiations for several additional projects of major importance are nearing conclusion.

All of our pictures will of course be in VistaVision and mostly in Technicolor.

Paramount believes devotedly in the brilliant and prosperous future of the motion picture as still the greatest form of mass world entertainment ever conceived. In that spirit we are investing the largest sum of money in our history and our entire resources of talents and energy and showmanship to the creation of important pictures of the highest artistic and boxoffice levels for the continuous profits and prosperity of our customers everywhere. Our goal and promise are to surpass in 1956 and 1957 the high boxoffice quality of product which we have achieved in the past two years. I have every confidence, based on pictures finished or planned, that we will succeed.

[Signature]
President, Paramount Pictures Corporation
N.Y. Council

(Continued from page 1)
representatives of Skatinon, Telemeter and Zenith Radio Corp. would not appear at today's hearings scheduled on toll-TV by the City Council.

He also emphasized that the Council has no jurisdiction whatever in this matter and that a "fair hearing as to whether toll-TV is in the public interest has already been denied the proponents of toll-TV by the New York City Council." Landis told Mayor Wagner that "the Council has no jurisdiction of any kind over television. Its intrusion in this matter is unwarranted, unnecessary and a waste of the taxpayers' money."

Council president Stark, when made cognizant of the Landis letter to Mayor Wagner yesterday, declared that "they haven't the courage to face the people and could not stand up to open debate because of the weakness of their debate. Their position is one of cowardice."

Col. Renews Lease Of Hudson Office

Columbia Pictures' general sales manager A. Montague yesterday announced that his company had signed a long-term renewal of the lease on the building housing its Houston exchange. The Columbia branch office there was opened in January 1935.

TOA and Lichtman

(Continued from page 1)

which is strangely opposed by TOA.

The letters also spelled out TOA's objections to the current draft and the organization's determination to relay its attitude to the SSB, which has postponed its hearings on the industry from Feb. 2 to a later date, believed the latter part of the month.

Lichtman, in his letter, referred to a meeting between his group and TOA representatives Jan. 11 in regard to the procedure to be followed in submitting the draft to the Attorney General for his consent. Lichtman's letter to Blank, dated Jan. 16, went on to say that "during our discussion, you and your associates stated that, although the Theatre Owners of America have approved, and still approved, the proposed arbitration agreement, and are prepared to join the distributors in submitting it to the Attorney General, they felt that, purely as a matter of timing, the submission should not be made until after the first hearings before the Senate Select Committee on Small Business, now scheduled on Feb. 2. We felt that submission should be immediately and urged that it be done jointly to reflect our agreement."

The chairman of the distribution committee, pointing to the 1935 SSB recommendation, urged the adoption of an industry arbitration system, went on to say in his letter that "we believe that the Senate Committee and the Attorney General should be apprised of any major change prior to the hearings now scheduled."

In his reply, dated Jan. 21st, TOA president Blank, referring to the time when the draft would be submitted, stated that "while the TOA board approved the arbitration plan, it was not happy with it because it felt that the scope of arbitrability was entirely too narrow. It has always been our position that whatever may be litigated should be arbitrable," he added.

Blank, taking exception to distribution's planned "unilateral" action in submitting the draft to the SSB, says copies of his letter to Lichtman will be forwarded to the SSB and the Department of Justice. The TOA president continued to state, that upon receiving the Lichtman letter, he polled the TOA board of directors and a four-point program of action was agreed upon. He listed the four points as broadening the scope of arbitrability, doing everything possible to stem the tide of "ever-increasing" film rentals, even to seeking the arbitration of film rentals and that every effort to bring more profit on the market, and withdrawing its approval, "temporarily," of the arbitration draft until the matter can be reviewed and recommended at TOA’s board meeting, March 4.

Will Utilize Interim Period

The interim period, he stated, would be used to accomplish the projects stated. It was during that interim period, Jan. 24, to be exact, that TOA announced its alliance with Allied States Association on a common program of action.

TOA stated it was releasing the exchange of letters following the appearance in the press of "venomous statements" by anonymous distributor representatives, commenting on the TOA-Allied united front.

‘Goodbye’ to Denver

Universal-International's "Never Say Goodbye," will have its world premiere at the Denver Theatre, Denver, next Tuesday, followed by openings in San Antonio, Houston, Cleveland and Pittsburgh. It will be released in March as one of the films in U-I's current Charles J. Feldman annual sales drive.

TOA-Allied

(Continued from page 1) consider when and if they will be presented.

On Jan. 24, following the announcement of the latest TOA-non-aggression pact, the joint committee presented the Departmants with two proposals—one that they should be able to be all film rentals at Warms in production, another being that film rentals should be included in the industry plan.

Top Echelon Expected

Myron N. Blank, TOA president, Herman M. Levy, TOA general sales writer; Reade, Jr., past president; Rube Shor, Allied president; Abram F. Myers, Allied chairman and general counsel; and Roman Balsal, Horace Adam and other Allied committee members are expected to attend today's discussion.

Julius M. Gordon, Allied member from Beaumont, may attend the meeting.

According to a Department of Justice official, as reported in Motion Picture Daily on Jan. 20, the government is more interested in the TOA proposal of two interconnected divorcing circuits to engage in litigation than to exert its full force in having distribution included in the film rental plan.

Indications are that if the Department of Justice rejects both plans, both exhibitor groups have alternative plans for action.

Will Act Regarding Directors

It also was disclosed at TOA headquarters here yesterday that the board of directors of the national exhibition group, at their meeting in New Orleans, March 4-6, will act on the appointment of a new executive director. A post for a man in the industry and non-industry will be considered, and a successor to George Gauhman, field representative, who resigned earlier this week.

'Destination Moon Rights to Rogers

Budd Rogers this week acquired national distribution rights of Technicolor production, "Destination Moon."

Ben Babb, recently Selznick-vertisng-publicity-director until Nick re-joined RKO is associated Rogers in the re-issue.

You'll Get The Finest Trailers...in the shortest time from FILMACX...
Battle Stations  

JOHN LUND PLAYS chaplain-narrator in this production, in which a familiar group of war picture actors meet the enemy in an aircraft carrier's battle to stay afloat. Produced by Bryan Foy and Lewis Seiler, it offers enough action and drama to account for good box-office results.

Tough-boss William Bendix is depicted having a heart of gold under a salty exterior, and Keeffe Brasselle should please his large teen-age following in the role of the rebellious seaman who reforms in the face of emergency to save the lives of his fellow crew members. Other familiar types include Richard Boone, as the captain, and Jack Dimond, as the youngster crew member.

The story, based on an original by Ben Finney, opens with a "flat" of the Essex class sailing from a California port in the last war to meet its convoy in the Pacific on an assignment to bombard the Japanese mainland. After days of drill on the open seas, the crew finally meets action and the film moves along at an interesting pace. When the convoy is within 100 miles of Japan, the ship is severely damaged. The conclusion depicts the heroic efforts made to save the ship.

Running time, 81 minutes. General classification. For February release.

JOSEPH WOLFE

Velde Promoted  

(Continued from page 1)  

declared: "United Artists is fortunate to have a man of Jim Velde's caliber to fill the key position of general sales manager.

A native of Bloomington, Ill., Velde entered the motion picture industry in 1934 as a night shipper at the Paramount Pictures exchange in Detroit, where he successively served as booker, office manager and salesman. In 1943 he joined the United States Infantry as a private and was discharged following South Pacific service in 1946 as a first lieutenant.

Following World War II, Velde held sales posts with Paramount in Detroit and Washington, then moved over to the Selznick Releasing Organization in 1948 as Pittsburgh exchange manager. The next year he became Eagle-Lion branch manager in Des Moines and headed that company's Detroit exchange in 1950. When the Arthur Krim management team assumed control of United Artists in 1951, he was appointed Western district manager. In 1952, he was elevated to Western division manager, in charge of all offices from Chicago west.

McMillen Tells  

(Continued from page 1)  

Jr., president of Chesapeake Industries.

McMillen testified on behalf of Chesapeake Industries $15,000,000 anti-trust suit against the two circuits, alleging a conspiracy to keep ELC product off the Metropolitan New York market. It was the first day of the trial.

McMillen also testified that in 1951 when he, as president of Pathe Industries, the predecessor company, found that he could not make a profit from the New York market, Pathe sold the physical assets of ELC to United Artists for $500,000. Alleged damages sought by Chesapeake Industries cover a period from 1946 to 1950.
EVERYONE'S CALLING FOR THE

“THREE BAD SISTERS”

...THEY'RE SUCH

GOOD BOXOFFICE!

Ask 'em in...

BUFFALO, Century—HARRISBURG, Loew's Regent
READING, Loew's Colonial—ST. LOUIS, Loew's Orpheum
SEATTLE, Coliseum—PHILADELPHIA, Stanton
SALT LAKE, Lyric—SAN FRANCISCO, Fox

IT'S SOCK BUSINESS ALL THE WAY!

MARLA ENGLISH · KATHLEEN HUGHES · SARA SHANE · JOHN BROMFIELD
with FESS BARKER · MAUDE KENNEDY

Screenplay by GERALD DRAYSON ADAMS · Executive Producer AUBREY SCHENCK · Produced by HOWARD W. KOCH · Directed by GILBERT L. KAY · A BEL-AIR Production
No Blanket U.S. Okay For Circuit Production

By J. A. OTTEN

WASHINGTON, Feb. 9.—The Justice Department is taking the position that it cannot make any commitment on production by divorced circuits until specific proposals are put before it by the circuits themselves.

This position was outlined to leaders of the Theatre Owners of America and Allied States Association at a two-hour meeting with officials of the Anti-Trust Division, Allied president Ruben Shor and general counsel Abram F. Myers and TOA president Myron Blank and general counsel Herman Levy met with Maurice Silverman and other Anti-Trust Division officials.

Following the session, TOA, Allied and Justice officials all refused to make any official, on-the-record comments on the meeting. But participants gave this off-the-record account:

All agreed there was no final decision, and that the meeting was devoted to “further discussion and exploration” of the two points put before Justice by Allied and TOA officials last month. Most of today’s

'Appreciation Week' Will Honor Skouras

"Spyros P. Skouras Appreciation Week," honoring the president of 20th Century-Fox for the part he has played in the improving of motion pictures, has been set for the week ending March 51 by the film company's United States and Canadian sales organization, it was disclosed yesterday.

The salute to the film executive, who was the driving force behind the worldwide launching of Cinemascope in 1953 with "The Robe" and the introduction of Cinemascope 35 this year with Rodgers & Hammerstein's "Carousel," has been timed to coincide with his birthday, on March 28, as a double tribute.

Programming of a 20th Century-
Advice to Rank from Ohio Exhibitors

**Special to THE DAILY**

COLUMBUS, O., Feb. 9—Members of the I.T.O. of Columbus are urging in their organizational bulletin to write to J. Arthur Rank in London telling him that if he would arrange to give pictures of the same advanced publicity build-up that Hollywood pictures get, they would do more business and automatically get bookings in their theatre.

The bulletin suggested that in this way, theaters could help ease their need of product by an expenditure of eight cents (for postage).

"Tell Rank that in answer to his recent ad in the "New York Times" you have no objection whatever to playing English pictures" providing he makes them as well known to American audiences as Hollywood producers do their product, the bulletin advises.

**Goldwyn's Career in Films at Museum**

A study of Samuel Goldwyn's career in the film industry entitled "A Producer's Work: The Films of Samuel Goldwyn," will be presented by the Museum of Modern Art Film Library here, Feb. 13 through July 22. The programs, including 24 Goldwyn films, was two years in preparation and is representative of his work, covering a period from the beginning of his career to the present date. The programs, including 24 Goldwyn films, was two years in preparation and is representative of his work, covering a period from the beginning of his career to the present date.

Included in the film cycle are such hits as "The Dark Angel," "Wuthering Heights," "Aronswain," "These Three," and "The Best Years of Our Lives."

**Casablanca Wins UA Foreign Sales Drive**

United Artists' Casablanca branch has won the grand cash prize in the 1955 international "blockbuster" sales drive honoring Robert S. Benjamin, chairman of the board, it was announced by co-captains Arnold M. Picker and Louis Lober.

The Casablanca office, managed by Andre Ambouet, topped the 85 UA overseas branches that competed in the sales contest. Picker and Lober also announced that the grand prize in the production, which is the successor to Casablanca, which has gone to Germany, whose publicity manager is H. C. Scheffer, the Desmang branch, headed by Jorgen Engeloff, won the prize for the year in the advertising competition.

**Skouras**

(Continued from page 1)

Fox picture in every theatre of the United States and Canada during that pre-Easter week was set as the goal, and leading exhibitors, including theaters of every type and size, will be invited to participate in the "Skouras Fete."

Sparkling the tribute from the stage will be Al Lichtman, director of distribution; W. C. Gelbman, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Alex Harrison, Western sales manager; C. Glenn Norris, Eastern sales manager, and Len Jones, short subjects sales manager.

**Goldbeck Will Assist On SDG 'Playhouse'**

**Television**

HOLLYWOOD, Feb. 9—Today... —George Sidney, president of the Screen Directors Guild, and George Wagman, head of Screen Directors, Inc., jointly announced today that Willis Goldbeck, SDG vice-president, will work full time with Wagman and Hal Lasky, Jr., on goldbeck's "SDG Playhouse" film series. Goldbeck will represent the guild's television committee.

**'Darling' Premiers To Near-Riot Here**

A near riot broke out yesterday afternoon when Lucille Ball and Desi Arnaz appeared outside the Loew's State to sign autographs in conjunction with the opening of their picture "Forever Darling." The couple, escorted by 30,000 persons surged forward to the lobby, mobbing the starring pair. After signing about a dozen photographs, the couple had to escape through a door leading to a dressing room.

**Heinemann Holds UA Midwest Meeting**

A series of United Artists field conferences mapping distribution plans for the next four months will be launched today in Chicago under the leadership of William J. Heinemann, vice-president for distribution.

Heinemann will confer with Mid-
west sales executives and staff members on the roster of releases for the coming month.

**Ontario Tax Take Rises**

The Ontario Government's amusement tax, which was last spring from 12½ per cent per unit, produced $70,301 than predicted in the budget, fiscal year ended March, 1953.

**Skouras**

**Sylors P. Skouras**

—Sylos P. Skouras

—Ontario Tax Take Rises

—Ontario Tax Take Rises

—Ontario Tax Take Rises

—Ontario Tax Take Rises
THE MAN WHO MADE "BREAKTHROUGH" DOES IT AGAIN!

BRYAN FOY, WHO GAVE YOU THAT TERRIFIC BOX-OFFICE BONANZA ABOUT THE FIGHTING GI'S...NOW BRINGS YOU THE GREAT STORY OF THE NAVY'S FIGHTING FLAT TOPS!

"BATTLE STATIONS!"

Authentically filmed aboard a U.S. Navy Carrier!

starring
JOHN WILLIAM \ KEefe \ RICHARD WILLIAM LUND \ BENDIX \ BRASSELLE \ BOONE \ LESLIE

Screen Play by CRANE WILBUR • Based on a story by Ben Finney • Produced by BRYAN FOY • Directed by LEWIS SEILER

...WITH FLYING COLORS FROM Columbia!
McGee Sees Product on Way

(Continued from page 1)

Al Stangell, analyst, of the Pittsburgh Post-Gazette, Pa. The former voiced a plea for greater organizational strength, while Stangell interpreted his latest survey, which indicated a definite improvement in business during the next 12 months.

The board of directors elected Bernard McKenna, Jr., president; Dick Thompson, secretary; Chauncey Motley, treasurer; Emil Thiele, chairman of board; Selbert Worley, Shamrock, Tex., vice-president, Western district; Edward Jones, Tulsa, vice-president, Central district; Charles D. Hicks, Nowata, Okla., vice-president, Eastern district.

E. R. Slocum was reelected executive director. All present board of directors were reelected.

Banquet Closes Convention

The convention came to a close tonight with the president's banquet and presentation of the Skirvin Award.

Six resolutions were adopted by the organization as follows:

1. UTO condemns National Screen Service practice of trade practices in the state of Oklahoma where it is known that the UTO board of directors resort to legal action if necessary to bring about fair and just terms for large and small theatres alike in the state.

2. UTO condemns Paramount and Warner Brothers for their current sales policies in this trade area, in-charging exorbitant terms, print shortage and forced bidding.

3. UTO, representing 341 theatres in this state, which is better than 90 per cent, has endorsed the joint program of national Allied and Theatre Owners of America. The action taken today asks that the attorney general and Senate Small Business Committee urgently consider approval of a place for an inclusive arbitration, including arbitration of selling policies and film rentals, and that theatre circuits, including so-called divorced circuits, be permitted to produce and distribute motion pictures with preemptive rights for their own theatres, which they now own, and legal relocations thereto and not to theatres they may hereafter acquire.

4. UTO urges all members to file evidence of unfair trade practices in detail with the local office immediately so that affidavits may be presented to the state and federal select committee on small business.

5. UTO supports the efforts of R. J. O'Donnell and his committee to eliminate the admission tax by persons owning and controlling the members of their Congressional delegations and urges support of the efforts of the O'Donnell committee.

6. UTO further condones the proposed action of 20th Century-Fox to release "The King and I" in 55mm, only, and asks that it be made available simultaneously on 35mm.

File Bill to Clarify NY Permit Rejection

ALBANY, N. Y., Feb. 9.—A bill requiring the director of the State Education Department's motion picture division to furnish the applicant for a film license a written report, within 30 days of submission, of the reasons for refusing to issue a license, or, if a review by the Regents if the application is not passed upon in that time, with the alternative of a review by the Supreme Court, with right of trial by jury, has been reintroduced by Sen. Fred G. Morritt, Brooklyn.

In the event proceedings against the Regents were instituted in the county where the applicant resides or has its principal place of business, and the court or the jury, if there be a jury, after viewing the film finds it is not obscene, indecent, or inhuman, an order would be entered directing the Regents to issue "forthwith" a license.

ELC Charges

(Continued from page 1)

would have grossed $75,000 more than it did in the Metropolitan New York market if the pictures had been given the same opportunities as were accorded to product of the major companies.

The plaintiff charged that it was induced to sell its distribution contracts and product to United Artists at a loss because of the alleged discrimination against the pictures by the two circuits.

The suit was brought by Chesapeake Industries, parent company of ELC.

Legion Reviews 14; 'Creatures' in 'C'

The French film, "Adorable Creatures," has been placed in Class C in the latest listing of the National Legion of Decency. Of the 14 pictures reviewed, six were rated Class B, the remaining eight Class C.


The productions have been placed in Class A, Section two. They are "The Bottom of the Bottle," "Miracle in the Rain," "Parish" and "Postman for Danger.

"Gomorrah Next Spring," "The Kettles in the Ozarks" and "World in My Corner" received the class A, Section I rating.

SIR: I see in the DAILY of Feb. 10 where you front page SCEN
VISION in its debut in "Yawk. Well, man, that ain't it. We've had ScentoVision StinkoVision every Saturday and in the hinterlands for sale. All you have to do is play "oater", turn off the air conditioning and by the time the list says, "They went thataway", place is filled with a very appropriate aroma in keeping with scene. We have the stable, and the sunny atmosphere at one time or another, when we want to be, not just the grass, we used some.

The advantage of our electric system is so much greater than artificial, city adopted method, so it's anything like the new "magical" equipment they produce with it we will not exist. Better to have it our way and tell them to bring their smell along. We'll let you city people in on our secret system for a cool, 80 degree week and 60% of the grass, we are the extraganzas among history and European royalty, me know if anybody out there can afford it—it's one thing. We have plenty of, smell.

CHARLIE JONES
Northwood, Northwood, La.

Product Discussion

Highlight Gems Market

Discussions on the present and forthcoming television film program were sparked by the Gem division's distribution of TV outlets highlighting the opening. Some announcements of the first internationa1 sales convention of the Columbia Pictures subsidiary company which took place yesterday at the Ritz, Warwick here.

The titles of 104 features to which have been leased to Southern Gem division's parent organization, were expected to be announced today.

With some 40 representatives in attendance, all of yesterday's meetings were confined to analyzing the potential of the company's present presence on TV and discussing the Screen Gems forthcoming TV film shows.
Mastery of picture-taking and laboratory technics have freed today's motion picture production from the practical limitations of time and space. For example, should director and crew be in Hollywood with story scenes to be photographed in New York, the director shoots background and action separately, combines them in the optical department.

There's an Eastman Motion Picture Film for every purpose

To aid the industry in solving problems such as this, Kodak maintains the Eastman Technical Service for Motion Picture Film with divisions at strategic centers. Inquiries invited.

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.
**Never Say Goodbye** Universal—International

**Set Against a Background of post-war Vienna and Southern California,** “Never Say Goodbye,” which stars Rock Hudson and European import Cornell Borchers as the top marquee names, is a bright, romantic drama which should attain substantial grosses in all types of theatres. This is a woman’s picture — laced (by) a young man — a story about a mother who seeks to recapture the love of her daughter, a 10-year-old who believes her mother dead. While the feminine appeal is emphasized heavily, men should like this picture, also. The “tear-jerking” ingredients are distributed evenly and never become emotionally unbearable, even though audiences probably will have wet eyes at the end of the film.

In evaluating the merits of this picture, which was produced by Albert J. Cohen and directed by Jerry Hooper from a screenplay written by Charles Hoffman, much credit must be given to the players, especially Miss Borchers, who makes the story believable. The German actress, who appears in her second American production, the first being “The Big Lift,” has a freshness and appeal which is found lacking in some U. S. actresses and a quality of the Ingrid Bergman type. Miss Borchers, with more roles of this kind, should eventually reach great fame because in her characterization as the mother, she runs the acting gamut—joy and happiness to sadness and depression, very convincingly.

Mention also must be made of Hudson, who portrays an eminent doctor and husband caught in the middle of the affair of love, the love he has for his wife, Miss Borchers, and his love for their daughter, appealingly portrayed by young Shelley Fahares. George Sanders, suave and Continental, is cast as the man who offers friendship and love to Miss Borchers continuously, but whose understanding of the problems causes him to bow out.

The story is a simple one, in which Hudson, an Army doctor in Vienna after World War II, meets nightclub singer, Miss Borchers, and marries her. After a child is born to them, a misunderstanding arises from Miss Borchers’ attempts to alleviate the financial burden of the family. The result of an argument sees the couple separating for a number of years. Hudson returns to America with his daughter and raises her to believe that her mother is dead. But, while attending a medical convention, he meets Miss Borchers again and realizes that he still loves and wants her. The problem confronting the parents is how to tell the child that her mother is alive and that the family is not apart. Others capably supporting the principals are Ray Collins, David Janssen, Raymond Greenleaf and Frank Wilcox.

**Running time, 96 minutes. General classification. Release in February.**

LESTER DIONOFF

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**Our Miss Brooks** Warner

**Eve Arden’s TV following in her comic adventures as the hunt-**
**hunting high school teacher will boost the box-office chances of**
**entry. However, on its own merits, the Warner production is a**
**comedy with average business prospects. Fans of the popular**
**show (it has the highest rating in its program slot) will be able**
**to see half-a-dozen of the same characters and actors transferred**
**from a big screen setting and teen-agers will undoubtedly spread**
**word-of-mouth when they see the zany antics in which the AL J**
**Joseph Quillian screenplay involves the high school principal.**

The David Weisbart production is set in a small town where Arden arrives to begin teaching English at a local high school. There she meets bawdy biology teacher Robert Rockwell whom she vis-
**ualizes** as the perfect husband. Her quest for a mate established, Miss Arden’s adventures include tactics designed to “hook” Rockwell, complex the well-intentioned interference of the headlady, Jane Morgan, and appearance of another admirer, Don Powers. Miss Arden also as a campaign manager for comic school principal Gale Gordon, who announces to the trustees that their town is ready for admittance to the University. Miss Arden discloses her motives are to get the stodgy principal to change his mind and, therefore, out of the high school. In the process the complications are ironed out and Miss Brooks gets her man. All directed.

**Running time, 85 minutes. General classification. For March release.**

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**The Cockleshell Heroes** Warwick-Colu

**Produced in Britain, this suspenseful and expertly acted adventure**
**offers plenty of excitement that can be profitably exploited to**
**the best advantage of all types of audiences. Based on a true**
**story of the British Marines who penetrate enemy defenses during the last war**
**tard-cum-demolition mission, “Cockleshell Heroes” stars Jose Ferrer and Tony**
**Howard. The cast, otherwise, is largely unknown to American audiences.**

Based on a “Reader’s Digest” story by George Kent, the script by Bryan Forbes and Richard Mulburn intelligently points up the costs of the operation and cleverly portrays the enemy as an opponent worthy of the Marines’ best efforts.

After a difficult test in which a group of Royal Marines are dropped from an aircraft somewhere in Britain dressed in German uniforms, no papers or money, and detailed to find their way back to camp, Ferrer in charge, chooses eight men for the mission. Extensively trained, the group paddles up France’s Gironde River in canoes (or “cockles”) and mines an in an attempt to destroy shipping in the occupied city of Bordeaux. Though the mission is a success, its only two survivors are Ferrer and his canoe mate.

The two actual survivors of the operation in real life were employed by Warwick Productions to act as technical advisers. A new song, “Yana,” now being publicized here, is introduced in the picture and is called “The London I Love.” Ferrer’s direction gets the maximum in suspense and excitement from the screenplay. Irving Allen and Albert R. Broccoli produced the film, enhanced by color in Technicolor.

**Running time, 97 minutes. General classification. For April release.**
**No Blanket U.S. Okay**

(Continued from page 1)

Meeting, it was stated, was spent with the exhibitor spokesmen making a renewed plea for Justice to okay production by divorced circuits, with each circuit getting priority. Only a small part of the time, it was said, was spent on the other item in the two-part Allied-TOA accord last month—urging Justice to institute a separate Small Business Committee and with distributors to have film rental included in any industry arbitration system.

**Product Shortage Emphasized**

The exhibitor officials stressed the product shortage and the difficulties this is creating for the independent exhibitor as well as for the major circuits. They urged Justice to give an okay for preemptive production by divorced circuits to alleviate this product short.

Justice officials listened sympathetically but made no commitments or promises on either the production or arbitration issues. However, they did point out that except for National Theatres' preliminary feelers on producing films in Cinemiracle, there are no proposals pending from any of the divorced circuits for permission to enter into production. They said Justice was happy to get any information that Allied and TOA wanted to give it, and would keep all this information in mind whenever it has to pass on any specific application from a divorced circuit for permission to enter into production.

**Say Position Is Not New**

The Justice officials pointed out that this was not a new department attitude and that they had discussed the matter in the past with divorced circuits—for example, for Cinemiracle and Cinemiracle—and would be happy to discuss it again whenever a circuit so felt. However, they did want to point out that the Allied-TOA views would be accepted as those of a "friend of the court," it was indicated.

Participants said it wasn't clear whether there would be a further meeting or even whom the next move was up to. One exhibitor said he was inclined to feel "the whole thing will simmer a while."

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**Committee Names**

(Continued from page 1)

The campaign for "Meet Me in Las Vegas," Dietz continued, will be touched off with the world premiere in El Portal Theatre, Las Vegas, Feb. 21, with drama critics from key cities being flown in to see the CinemaScope production and meet the stars. In addition, there will be tie-ups with retail dealers, a special Milton Berle telecast, personal tours of stars and other promotion activities.

**John Hatcher, 72**

Lew's Plans

(Continued from page 1)

Lapidus Opens WB

Phila. Meet Today

Jules Lapidus, Warner Bros. Eastern and Canadian division sales manager, will preside over a two-day meeting of district and branch managers of the company's Western division beginning today at the Hotel Warwick in Philadelphia. Upcoming Warner product will highlight the conference.

Some office executives present at the meetings are Norman H. Moray, short subjects general sales manager; Bernard R. Goodman, coordinator of field sales activities; Robert A. McGuire, auditor of exchanges; and Larry Lehashy, supervisor of exchanges.

**Senate Sets**

(Continued from page 1)

The denial was made in a wire to a House subcommittee on appropriations before which Anslinger made the charge last week. Preminger contended that it was Anslinger who started the controversy over the narcotics picture in trade paper interviews published prior to completion of the film.
**GOODMAN SWINGS TO TOP SPOT!**

National Boxoffice Survey

*‘Goodman’ Swings to Top Spot*

Goodman Sharp $47,000 Leads Chi; ‘Goodman’ Solid $5,000; ‘Goodman’ Socko $3,000

Goodman Great Big BG, Pitt; ‘Goodman’ Smash $25,000, Det. Ace

Goodman’ Robust $73,000 in Cleve. Cleveland, Feb. 7.

‘GOODMAN’ LOUD.

Philadelphia, Feb. 7. Favorable weekend trade, with “Goodman” is loud at Stanley while “Jester” is rated great at

The Benny Goodman Story

**A Universal International Picture starring**

**STEVE ALLEN**

**DONNA REED**

**With these MUSICAL GREATS**

GENE KRUPA • LIONEL HAMPTON • BEN POLLACK • TEDDY WILSON • EDWARD “KID” ORY

and these GUEST STARS HARRY JAMES • MARtha Tilton • ZIGGY ELMAN

and the incomparable music recorded by **BENNY GOODMAN!**

Written and Directed by VALENTINE DAVIES • Produced by AARON ROSENBERG
MOTION PICTURE DAILY
New York, U.S.A., Tuesday, February 14, 1956

Television Today

IN THIS ISSUE

Television Today looks into the color television future—want-to-see programming is the key to unlock the public's pocketbook.

Spotlighting the news in Television Today.

Passing in Review—The week's highlights in shows.

Court Told 111 ELC Films Played Area

IA in Drive Against Mexico-Made Film

From THE DAILY Bureau

HOLLYWOOD, Feb. 13.—For the first time since the IATSE emblem won its place on the main credit title of all American-made pictures, the IATSE at the weekend denied its use to the producers of "Daniel Boone," which was produced in Mexico by Canaway-Ver Halen Productions, Inc., under conditions objected to by the IATSE and by the Hollywood AFL Film Council.

In a statement released to the press, the council announced the opening of a national consumer boycott campaign against the picture, calling on (Continued on page 2)

Court Told 111 ELC Films Played Area

Counsel for Loew's and RKO theatres declared in New York Federal Court that 111 Eagle Lion Classic pictures out of a total of 100 were played in the circuits' houses in the New York Metropolitan area during the 1948-50 period. The testimony was given in the trial of the action by Chesapeake Industries, ELC parent company, which is seeking $15,000,000 damages, charged that Loew's and RKO refused to give the pictures sufficient bookings.

The trial adjourned Monday until today, no hearings having been scheduled for yesterday in observing Lincoln's Birthday.

Review:

The Last Hunt

Metro-Goldwyn-Mayer—CinemaScope

DEPICTING AN ERA in American history when hunters searched for dwindling buffalo herds on the great plains, an outstanding cast topped by Robert Taylor, Stewart Granger and Lloyd Nolan give stature and vivid realism to M-G-M's "The Last Hunt," in CinemaScope and Eastman Color. Ripe for exploitation and sure to inspire enthusiastic word-of-mouth, this Dore Schary production should prove a potent stimulant for boxoffices everywhere.

Based on a novel by Milton Lott and written for the screen by Richard Brooks, who also directed—and most effectively—the story carefully builds the explosive, almost psychopathic character of its villain, Taylor, who enjoys killing buffalo equally as much as he does people. Accompanied (Continued on page 6)

New Superscope-235 Is Compatible With Scope Optical Prints

From THE DAILY Bureau

HOLLYWOOD, Feb. 12. — The new Superscope-235 is compatible with CinemaScope's optical prints, which have a screen aspect ratio of 2.35 to 1, it was revealed here at a demonstration of the process by Joseph and Irving Tushinsky, developers of Superscope, who pointed out that most of the theatres equipped (Continued on page 11)

Poll Discloses

No Immediate Circuit Talks With D-J Seen

ABPT, SW Study Issue; Cinemiracle for NT

By MURRAY HOROWITZ

No immediate moves by divorced circuits to seek Department of Justice approval for entering production was in evidence at the weekend, a poll by MOTION PICTURE DAILY disclosed. The poll was conducted in the wake of the disclosure that the Jus-
**DENIES SCHARY LEAVING MGM**

From THE DAILY BUREAU

HOLLYWOOD, Feb. 13.—In ad-
journing the week-long conference of
M-G-M's international representatives
here, Arthur Loew, president of London,
Inc., declared yesterday that Dore Schary
was about to sever his connections as
head of the studio.

"There is no truth to this rumor,"
Loew said. "Dore Schary remains in
his executive post and I am contem-
plating no other changes in the execu-
tive personnel. The studio is func-
tioning in fine shape, it seems to me,
and the pictures aboard should be the
best evidence of that fact."

Calls Lineup 'Finest Group'

Loew said that, in his opinion, as
well as those of the delegates, the
pictures that were screened at the
meetings were commendable in every
way. Noting that he was grateful to the
producers, directors and writers, and all
others who participated in the
product, Loew said:

"I would venture to say that they
are the finest group of M-G-M pictures
in the company's history. This sounds
like typical shovemanship ex-
tagellation but I suppose there is
way of giving a superlative appreci-
ation without the use of superlatives."

'Orderly Release'

Tour by Hyman

Edward Hyman, vice-president of
American Broadcasting-Paramount
Theatres, left here at the weekend
for an extended trip which will take
him to Chicago, Salt Lake City, San
Francisco, Los Angeles, Phoenix and
Tucson.

Of each of the cities, he will ap-
proach officials of ABPT affiliate cir-
cuits on behalf of an orderly schedule of releases throughout the
year. While in the city, he will visit studio representa-
tives and see upcoming product. On
Feb. 21 in Los Angeles, he is schedu-
ed to speak before a meeting of
Southern California Theatres Owners
association in response to an invita-
tion to outline his orderly release pro-
gram.

**MAINE TO BE HOST**

Times Square will have its first
"authentic" clambake and all-night
toasts Feb. 11 when the State of Maine
plays host to stars of "Carousel" and
others from the entertainment
world at The Lobster, seafood house
on W. 45th St. To maintain the
genuinely "east" flavor at the clambake,
not only lobsters and clams are being flown down from Maine,
but rocks and authentic Maine
seaweeds as well.

**NEW CIRCLE SERVICE**

Circle Film Laboratories here will
service its clients with Eastman's re-
versal color print method, representing
a new film process adopted when
the version date to the new film is April 9. This

**PONEDEL NAMED REP. PHILIPPINES MANAGER**

Carl Ponedel, formerly Republic Pictures International's special representa-
tive in Spain, has been appointed
general manager in the Philippines
for the company, replacing Fred
Paus, who has resigned. Filling the
Spanish post will be D. Alejandro
Villanovar.

Ponedel has been affiliated with
the Republic International organization
since 1945 as manager in Puerto Rico,
Mexico and Cuba and as special
representative in Venezuela.

**MOTION PICTURE DAILY**

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Editor, Telechron Hollywood
London Bureau, 4 Golden Square,
Hollywood, Bureau, Yucca-Vine
Building, Sunnyside, D. Berns,
Zenith, Skiatron Would Testify

Subscription Television May Get Airing at Senate TV Hearings

WASHINGTON, Feb. 15.—The subscription television battle may get an airing before the Senate Commerce Committee’s current television hearings. It was heard at least two of the three major proponents of toll TV—Zenith Radio Corp. and Skiatron—have approached the committee with an eye to testifying at hearings late this month. Spokesmen for the Joint Committee on Toll TV, the exhibitor-backed organization fighting subscription television, said they would “probably” appear if Zenith or Skiatron does.

Last Thursday committee chairman Warren Magnuson (D., Wash.) said the committee would hear industry and public witnesses for four days during the week of Feb. 21, and he listed subscription television as one of half-a-dozen major problems about which the committee is interested in hearing..

In a brief report on the investigation, said today the committee would “like to get some indication of the different points of view in the toll TV controversy.

At the request of a senator, Salzman said he didn’t see how the committee could now avoid taking some testimony on subscription television. He admitted that the committee had originally been concerned mainly with the problem of UHF stations, but pointed out that Federal Communications Commissioner Robert E. Lee, has urged the committee to consider toll TV as a whole and hold the same point of view would designate a single spokesman to appear before the committee.

The committee will resume its hearings Monday, Feb. 20, when FCC officials are scheduled to return for further questioning.

International Flavor In Films Stressed

With the foreign market accounting for 50 per cent or better of film revenues on many productions, stories with an international flavor should be selected, independent producer Harry Salzman stated here at the weekend.

Salzman, now in the midst of completing “The Iron Petticoat,” co-star- ring Bob Hope and Katherine Hepburn, said that productions “can’t live without the foreign market.” “The Iron Petticoat,” which will be distributed by Loew’s, Inc., in the Western Hemisphere, will be titled “Not for Women!” in Europe, where it will be distributed by the Wolfe Brothers of Great Britain.

For Autumn Release

Salzman said “The Iron Petticoat” will be released probably in September or October, sometime after the Paramount release of Bob Hope’s “That Certain Feeling.” He said the return of the “cold war” and the end of the Geneva spirit scotched his previous plans to film the final location scenes in Russia. The Ben Hecht screenplay, described as completely non-political, concerns an American aviator and a Russian aviatix. It was shot entirely in Europe.

Salzman said his next production will be “No Account,” which will be shot in Italy this summer.

Other transactions included these: Y. Frank Freeman bought 500 shares of COLUMBIA Pictures common, dropping his holdings to 63,740 shares in his own name, 1,629 shares as trustee and 59,683 shares in voting trusts. A. Montague sold 200 shares, dropping his holdings to 9,066 shares, and A. Schneider sold 478 shares, retaining 19,047 shares.

Cohm Sells 7,400

Jack Cohm sold 7,400 shares of COLUMBIA Pictures common, dropping his holdings to 63,740 shares in his own name, 1,629 shares as trustee and 59,683 shares in voting trusts. A. Montague sold 200 shares, dropping his holdings to 9,066 shares, and A. Schneider sold 478 shares, retaining 19,047 shares.

Circuits Queried

Trans-Lux Has ‘Future’ Plans For Producing

Trans-Lux Theatre Corp., which operates vast Eastern theatre holdings and distributes independent domestic and foreign films, will engage in the production of motion pictures and television films for the future," Richard Brandt, vice-president of the circuit, declared here at the weekend.

Contacted for comment on the Department of Justice meeting with the leaders of Theatre Owners of America and Allied States Association in Washington on Thursday, Brandt said that Trans-Lux has been making a study of the production situation for some time.

No Immediate Plans

“We have no immediate plans for active entry in the motion picture production field but Trans-Lux sometime in the future will engage in it along with its present television film programs,” he said.

Gerald Shea, president of Shea Enterprises, reported that he had “no immediate production plans. He said that additional sources of product will be warmly welcomed and that it makes no difference to him who the producer is. “The more the merrier,” he stated.

Spyros S. Kouras, president of Kouras Theatres, also said that his circuit isn’t contemplating any production program. He pointed out that United Artists Theatre Circuit, through Magna Theatre Corp., has a substantial interest in the Todd-AO production of “Oklahome!” and is contemplating future productions in this medium, among them being Rodgers & Hammerstein’s musical production, “South Pacific.”

Many in EFFG

It was pointed out by other independent and “divorced” circuit officials that many theatremen who invested in Exhibitors Film Financial Group, Inc., the Theatre Owners of America-sponsored investment organization which was formed in 1954 to stimulate production. Thus far EFFG hasn’t gotten off the ground due to the non-participation of “divorced” circuits, an issue which had been presented to the Justice Department by EFFG president Sam Pinanski some months ago.

Roxy, Atlanta, 16th To Play Cinerama

The Roxy Theatre, Atlanta, will open “This is Cinerama” on April 2, it was announced by Stanny Warner Cinemara.

The Roxy is the 16th theatre in the United States and Canada to be converted for the exhibition of Cinerama presentations,
PARAMOUNT PRESENTS

DANNY KAYE

in THE COURT JESTER

co-starring

GLYNIS JOHNS

BASIL RATHBONE · ANGELA CECIL RATHBONE · LANSBURY · PARKER

Words and Music by Sylvia Fine and Sammy Cahn
Written, Produced and Directed by NORMAN PANAMA and MELVIN FRANK

Color by TECHNICOLOR

VISTAVISION

Openings everywhere confirm M.P. Daily prediction for PARAMOUNT'S KING-SIZED COMEDY "CAUSE HUZZAH AT THE BOXOFFICES!"
OFFICE SUCCESS!

— SHOWMEN'S TRADE REVIEW

“Funniest Kaye On Movie Record!”
— LIFE

“Uproarious Fun... Don't Miss It!”
— WASHINGTON STAR

“'Jester' Wins By A Kaye-O!”
— N.Y. DAILY MIRROR

“You’ll Laugh Yourself Into Hiccups!”
— MIAMI NEWS

“It’s Good Fun!”
— N.Y. TIMES

“Rides High, Wide And Handsome!”
— PITTSBURGH POST-GAZETTE

“May Well Be The Most Lavish Comedy Ever Made!”
— N.Y. HERALD TRIBUNE

“Rich In Comic Invention!”
— BUFFALO COURIER-EXPRESS

“Danny Is At Top Form!”
— PHILADELPHIA INQUISITOR
PEOPLE

Sam Green, Detroit, has resigned his post with Kornman Enterprises to become general manager of the circuit operated by Sterling Theatres.

Dr. Donald H. Anderson has been appointed assistant superintendent of the industrial laboratory of Eastman Kodak Company at Kodak Park Works in Rochester, New York.

Oscar Hammerstein 2d has been elected a member of the board of directors of the Fund for the Republic, Inc., New York City.

J. M. Wells, for many years owner of the Wells Theatre in Kingsland, Ga., has been elected mayor there.

Virgil Jones is a new salesman for Warners in Albany, succeeding James Moore, now a salesman for RKO. Howard Goldstein, whom Moore replaces, is now general manager for Pernhurt Theatres, Albany.

Jim Anderson, Chicago, has been appointed director of television for Atlas Film Corp. there. He has long been in the advertising, radio and television fields.

General Release for ‘Prisoner’ in March

“The Prisoner,” first picture to be handled by Columbia’s new imported films division, will go into general release, it was revealed in the company’s March schedule by general sales manager A. Montague. Other March releases will be “Hot Blood,” Jane Russell-Cornel Wilde starrer in Cinemascope, the melodrama “Over-Exposed” and the action film “Uranium Boom.”

The Last Hunt

by Granger and Nolan on a lonely quest for hides, Taylor gives an outstanding performance in a difficult, complex role. Added by Brooks direction, the story is developed on an almost constant note of suspense, reaching its climax when Granger steals away from the hunters’ camp with Debra Paget, an Indian who has been held captive by Taylor. Dedicated to revenge, Taylor seeks out Granger and the girl. The final scenes of the rivals’ to-the-finish battle tend to be a bit theatrical but the over-all excellence of the production more than obliterates this fault.

Excitement abounds in many scenes, especially in a buffalo stampede on the grand scale, in a duel between Taylor and Ed Lonehill, as an Indian, and in a barroom brawl involving Granger.

Be assured this is no ordinary Western. It is a good cut above the best of them in dramatic and production values. But its violent action, and there is an abundance of it, adds up to exceptionally strong fare for the young.

Brooks’ direction, with its keen emphasis on searching motivations of the characters, while not neglecting action, will attract attention among class as well as mass audiences. The film’s scenic background, expertly photographed by Russell Harlan, is an added asset of importance.


The Broken Star

Producer Aubrey Schenck has extended the usual ingredients that go into Western action films and has come up with an enjoyable picture. The film is a credit to its director, Lesley Selander, who knows how to pace and shade his plot action, and a neat showcase for the talents of competent actors Bill Williams and Howard Duff. John C. Higgins directs a hand for a slick piece of screenplay writing, also.

Lita Baron, who plays the love interest in this Bel-Air production, will also please the viewers as does the able supporting cast headed by Addison Richards, Douglas Fowley, Henry Calvin and John Pickard. Howard W. Koch produced the film with Schenck listed as executive producer of this United Artists release.

Williams and Duff are deputies and long-time friends, Duff is a somewhat neurotic guy as he has no qualms about killing a person for money and making it look like self-defense. Williams is the complete opposite, a credit to his law-upholding profession. At first, Williams can not think evil of his friend, Duff, but he soon realizes that deputy Duff is a bad one and then all tarnation breaks loose, with some neat suspense twists. Complications pile up when Duff is caught in a swindle, causing both sides, the law and the criminals, to be out looking for his blood. However, Williams catches Duff first and kills him in a mine.

Running time, 82 minutes. General classification. Release date not set.

Tokyo Engagement
Set for ‘Conqueror’

Howard Hughes’ “The Conqueror” will begin its second foreign date today when it opens a roadshow engagement in Tokyo at the Hibiya Elga Theatre.

Meanwhile, in preparation for its projected world run, RKO issued the first in a series of special bulletins to managers and advertising heads covering ideas and special material to be used in local campaigns.

First special lobby piece prepared for all Feb. 22 dates is a 40”x60” set-piece made with three-dimensional effect and fluorescent illumination. “The Conqueror” will open in New York on March 50 at the Criterion Theatre.

ITQ of Arkansas
Conclave April 2-3

A 17th annual convention of the Independent Theatres Owners of Arkansas, will be held at the Velda Rose Motel in Hot Springs, Ark., on April 2-3. Jim Carbery, president, of Little Rock, has appointed J. Fred Brown, Fort Smith, as chairman.

Following a meeting of the board of directors, Brown appointed the following as convention committee members: Mrs. Jessie Howe Anderson, Hot Springs; Mrs. Violet Martin, Hot Springs; Carl Burton, Fort Smith; Cecil Cupp, Arkadelphia, and Clarence Dowall, Hot Springs.

Speakers, will include Myron Blank, of Des Moines, president of the Theatre Owners of America.
**A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS**

**Spotlighting the News**

**The FCC**

A sharp issue with prevailing events, the American Broadcasting Company, in a presentation to the FCC last week, in line with the FCC rules and on TV broadcast stated that fighting word "speak in current competitive positions of ABC and the others, and the fact that ABC and the other stations have created a situation conducive to the growth of VHF."

The company insists that steps be taken to relieve the scarcity of channel allocations. "The shortages of deficiencies are remedied in the channels in its aspects," ABC says.

The FCC is given to those who "immediately obtain the appearance, deferring over-all installation of the allocation plan. In an effort to reach an interim solution, ABC offers specific recommen-
dations for earlier solution in early markets, including chapter and section each case. It concludes that the VHF regulations have been released to permit competitive services and that the new reservation question be resolved.

**Four Stars**

When United Artists was formed in 1919 by three actors and a director, one judicious observer is said to have made historic lament, "The lunatics are taking over the asylum!" The "lunatics," actually made out pretty well.

In our own day, four other "lunatics" have done comparably well. They are Ida Lupino, Dick Powell, Charles Boyer and David Niven, who, with no little aid from Don Sharpe, made an outfit called Four Star Productions a force to be reckoned with in television. A measure of the force was to be seen in the complicated deal by which, last week, Official Films acquired Four Star productions and the related Four Star Television, Inc. It involved a $1,500,000 stock deal and the transfer of 494,000 shares of Official Films stock for all outstanding stock of the two Four Star companies, plus syndication rights to a pile of Four Star product. Four Star Films, Inc., the producing company, is not involved and will go on with the four stars themselves, in TV and theatrical films.

**Big Try**

NBC-TV and the Academy of Motion Picture Arts and Sciences are going to give the Big Try to the second annual telecast of the announcement of the Oscar nominations, being telecast from Hollywood Saturday night. Participating in the ceremonies at the affair will be four previous Oscar winners, William Holden, Judy Holliday, Edmond O'Brien and Celeste Holm, along with Tony Curtis, Glenn Ford, Piper Laurie and Jack Lemmon. If this star line-up doesn't produce an interesting show, the Academy and NBC might well drop the whole idea of announcing the nominations, and concentrate on the actual awards — this year, March 21. Last year's nominations show didn't fare too well with press or public.

**Buys the Package**

Glamorene, Inc., New York, has become the first advertiser signed under ABC-TV's Film Festival Package Incentive Plan, Slocum Chapin, vice-president in charge of sales for the network, has announced. The plan makes the Monday through Friday Afternoon Film Festival and the Sunday evening Famous Film Festival available to advertisers as a single program package. Beginning the day before yesterday, Glamorene is sponsoring one participation weekly on the Sunday show, and beginning yesterday, two participations weekly on the weekday show.

**Taped Pictures**

The Ampex Corporation is getting ready. Last week in a letter to the shareholders, G. I. Long, Ampex president, reported that the company has constructed a laboratory version of the videocassette which is believed (Continued on page 10).
Robert Montgomery presented "Good Friday, 1865" last Monday night on NBC-TV to kick off television's own festival of Lincoln. Televised in color Thursday, it was probably the handsomest and most opulent shows ever undertaken by the Montgomery people. It also had a good deal of charm and style in its story of a little boy who realizes his goal of seeing Lincoln, but only on the night he was shot. One drawback, and a most irritating one, was the fact that the television audience, like the radio audience, were asked to bear with that "top of Lincoln's brow" which would have been a good subtitle.

The controversy waged around CBS-TV, Jackie Gleason, his "Stage Show" production and his "Honeymooners" may well be resolved by a guitar-strumming performer who was a TV unknown until just a few weeks ago. That person is Elvis Presley, an abandoned singer who Marlon Brando should, and doesn't. Last Saturday night (February 4), Presley, in one of his return visits, picked up the Stage Show audience and carried it away accompanied by the kind of squeals unheard since Frankie went legit. Properly exploited, he might well return the Saturday night picture to CBS.

Sunday (February 5) was quite a lot of fun. CBS-TV's Let's Take a Trip trio, Sunny Fox, Ginger MacManus and Bud Flanagan, visited the Little Orchestra Society to hear Hadyn's "Toy Symphony" and Dukas' "Sorcerer's Apprentice." That evening on the same network Ed Sullivan presented a top-notch show with Rodgers and Hammerstein and snatches of the "Pipe to the King," followed a couple of hours later by What's My Line?, understandably and somewhat smugly, celebrating its sixth anniversary.

The Kraft Theatre Wednesday night on NBC-TV went institutionally narcissistic, doing a hatchet job on a big time TV personality. The 20th-Century-Fox Hour, CBS-TV, also Wednesday night, provided a "new" G-G-G-Girl in town. That was "Pinky," the mothership of its 1956 "A Man Called Peter." It was notable in that the leisurly condensation actually covered more narrative ground than the film from which it was condensed. It also picked up its key scene, featuring Bette Davis, almost intact from the picture's footage, which is a precedent devoutly to be ignored. Elsewhere in the week:

OMNIBUS. "One Nation." CBS-TV, 7:30, February 5, 8 p.m. EST, Sunday, February 5, 1956, Live, from New York. For Scott Paper Company.

The notable Omnibus here offered the first of a series of three programs which have as their avowed purpose an examination of the origins, bases and significance of the Constitution of the United States. The subject, in this first installment, is treated in a semi-documentary fashion which is at once refreshing, effective and stimulating and serves most admirably in attaining its objective. Alistair Cooke, Omnibus host, introduces the subject and its narrator, Joseph Welch, the Boston attorney who achieved a degree of attention in the Army-McCarthy hearings, who proves himself to be a man with a fine knowledge of and love for the U.S. Constitution. As he explains the trials and tribulations which led to the final adoption of the Constitution, following its equally painful writing, there are enacted most capably, typical scenes, with such typical proponents as George Washington, Thomas Jefferson, Jefferson, Washington, Elbridge Gerry, John Marshall, Patrick Henry and others. In certain instances, Welch questions them, and their answers come with the actual points of view which history has recorded. It is a most interesting device. From this same studio the host prepared the script with Welch, and they both rate a full measure of praise. A slight weakness rested in the Welch delivery, which tended to be tonally undistinguished and in lengthy parts consequently somewhat dull. In general, a fine job and a distinguishing contribution to the achievement record of television.

HALLMARK HALL OF FAME. "The Good Fairy," NBC-TV, 1/2, Hours, 1 p.m., EST, Sunday, February 5, 1956, Live, from New York, in compatible color. For Hallmark Cards.

The wholly entertaining light comedy of the 1920s by Ferenc Molnar depends for its success so greatly on the portrayal of the anamorphic, and giddy "good fairy" that it was doubly fortunate the keenly successful Maurice Chevalier, producer, Harry Dille Harris for the title role. She brought to the test a fine sense of comedy, and just the right note of happy light-heartedness to make for a high order of result. Chester Gillette as the nameless lawyer she befriends, is especially effective, while Cyril Ritchard, Rodney McDowall and Paul Lynde, as the men who come under the fairy's spell, are all excellent. Evans has come up with a fine and clever touch, a sequel 10 years later, which shows our good fairy married, happily, to the man who would least expect, of course. George S. Kaufman directed and Jean Kerr did the TV adaptation.

THE BOB HOPE SHOW. NBC-TV, 1 Hour, 8 p.m., EST, Tuesday, Feb. 7, Film, For Chevrolet.

Absence may not always make the heart grow fonder, but it's a cinch, in the case of Bob Hope, now in England, that absence from the U.S. scene has resulted in a vast improvement in at least one show. Last Tuesday's was certainly his best for the season to date—the material was consistently amusing, the guest stars (Fernandell, Diana Dors, Yana) were fresh and fun, and the fact that it was on film was more than compensated for by the fact that it was produced in London and Paris and without film could never have reached our screens. Hope's skit with Fernandell was especially good, with the veteran French comedian holding his own with practically no dialogue. Miss Dors provided the eerie spectacle of "Marilyn Monroe" speaking with Mayfair accent, and three of Paris' top couturiers provided Hope with nine of the loveliest "straight men" which it's ever been his good fortune to meet. Hope's writers, perhaps deserve the major praise. They kept him in his professional character of the glib, amorous worm without once resorting to a girdle and/or Liberace joke.

THE MILLIONAIRE, CBS-TV, 1 Hour, 9 p.m., EST, Wednesday, February 9, 1956. Film, For Colgate-Palmolive Company.

This series, with the rather uniquely entertaining format, that of the anonymous billionaire who gives away a million dollars some happily chosen individual continues to hold a good audience and this number indicate comparatively strong local use. In this instance, when the investment man is faced with a jail with a partner in fault, he hires a killer to kill him so that his family will be left free from his insurance. When the million arrives almost loses out in the stringent terms to have his planned "death" called off. It's an intriguing"something snatched in the air" Don Fedderson production good production values focus the able direction of Martin.

DAVID RUNYON THEATRE. "The Face of Johnny Doll" CBS-TV, 1/2 Hour, 10:30, EST, Saturday, February 4, Film, For Anheuser Busch.

To get the figures of properly scrambled, this nun's Runyon Theatre concert might be expected a prize and comes up for the company. When the theme is golf, we be able to call it a knockout, it cannot in this instance, even the benefit of the figures of sport. However, there is a light half of fair, if uninspired amuse in the yarn of the golfer who faces "sculpted" for a woman's favor, then finds out he loves him for himself, not for a plastic surgeon. Allen Jenney Tyler, Bill Elliott and Paul Blyar are adequate, the loge and Broadway dialect ely responsible.

NO CHIEFS... ALL INDIANS"
**COLOR SET STAR IS HITCHED TO COLOR PROGRAM OUTPUT**

**CEN CANBY**

FCM, comes first, the chicken or the egg? Lated into terms of the color television set situation, the question that comes first, the lowering of the price of color receivers or the demand for, and purchase of, color receivers?

Though color sets are currently moving through the stores at a rate, various industry sources in the last several months have been predicting of coming price cuts, of new types of low-cost color sets, and the general number of color receivers to be sold this year—$1,000,000. Last December one NBC executive said: "Millions of color can afford color sets at today's prices. They just don't know they yet."

As a result, there is no long as a low-cost color receiver being priced between $300 and $500 and the prospects for one within the next two years, are dim.

Sales of color receivers now $950 to $950 can conceivably own about $100 if sales reach 1,000 mark this year; they had sunk down several hundred only if sales go into the

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The present time, there is no way to cut important corners in color set production. The complexities in black and white set production have multiplied a million fold by color. In a black and white receiver, some lesay in the "true-ness" of the picture can be tolerated. This same lesay in color might result in a leading lady's skin being a glorious green. Ever since the first flesh pot opened on the banks of the Nile, man has been interested in the true colors of flesh. He isn't about to compromise now. Thus there is no future for the shabby color set.

The difficulties in turning out a good, low-cost color tube were demonstrated not too long ago in New York with the showing for the trade of a tube, the set for which, its makers claimed, needed little servicing. Visiting engineers reported the tube's brightness and good color, however, was not uniform across the screen. It also "radiated," meaning that it would hold up with all other tubes in the neighborhood.

RCA, with interests in all phases of the situation and a huge bang roll, is leading the race toward the elusive rainbow. Last week in Bloomington, Ind., the industry's first plant completely converted and geared for color receiver production. Each one of its lines can turn out a set a minute. Plant cost: $5,000,000. The goal is 200,000 this year. An additional $3,000,000 is marked for further expansion at Bloomington and at the sister plant in Indianapolis. Another $8,500,000 has been spent to step up tube manufacture at the RCA Lancaster, Pa., plant, which will be turning out more than 30,000 tubes a month in the last quarter of this year. In process at the present time is a $12,000,000 program for expansion of the NBC color studio facilities.

Color set manufacturers are getting on the bandwagon. Emerson plans to turn out between 20,000 and 30,000 of its sets this quarter. Sylvania promises "volume" production. General Electric will introduce a set this summer. Hoffman Electronics will turn out 1,000 in the first quarter. Motorola, Magnavox and Philco also will be turning out color sets. CBS-Columbia, which made a batch of 10-inch color receivers and then halted production while these were sold, describes its position now as "watchful waiting." A factor in its "watchful waiting" is CBS-Hytron, now working on a new 22-inch rectangular tube.

Zenith Radio, which evidently shot its bolt on its Phonovision toll TV system, has reported no plans for color TV receiver production. It says: "Zenith has no intention of experimenting on the public during the developmental stages."

RCA also remains dominant in the manufacture of color tubes. Planning to join in the manufacture of the RCA "three-gun" tube are Sylvania and Tung-Sol. General Electric is proceeding "cautiously" with the own "three-gun" tube, with mass production scheduled for 1957.

Philco, meanwhile, is experimenting with a "one-gun" tube, still in the laboratory and which it hopes will be cheaper to make than present tubes. Chromatic Television Laboratories, partially owned by Paramount Pictures, also has an "one-gun" tube which Paramount president Barney Balaban says can go into a set to cost $300 to $400.

With all this, however, color programming remains the key. NBC's Chicago station, WNBQ, goes to a full color schedule for local programming April 15. Its New York and Los Angeles outlets, WCAV-TV, and KRCA, respectively, are expected to follow within the year. This is in addition to the present 40 hours monthly of network color programming on NBC's TV, with additional hours of color monthly now, promises to increase that amount substantially in the Fall. In addition, with the showing of the new, high-speed color film, the Fall season probably will be seeing the first new regular newscasts in color.

The question of what comes first, the chicken or the egg, is answered elliptically: Life. Translated to color television terms, Life is color programming.

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**Who's Where**

**ROBERT W. SARNOFF, NBC president, has announced the election of three vice-presidents. They are: HUGH M. BEVILLE, JR., vice-president, planning and development; THOMAS W. WILE, JR., vice-president and general manager of KRCV, NBC-owned station in Hollywood, and LLOYD E. YODER, vice-president and general manager of NBC-owned stations in Philadelphia.**

**CHANDLER COWLES, Broadway producer, has been engaged by NBC as general manager of the newly-formed NBC Opera, touring company. Mr. Cowles will work under the direction of SAMUEL CHOTZINOFF, producer of the NBC television operas and the touring company.**

**CHET HUNTLEY, Peabody Award-winning commentator on NBC's West Coast news staff, has been signed by the network to a long term contract, according to FREDERIC W. WILE, JR., NBC vice-president, TV network programs, Pacific division.**

**ABNER J. GRESHER, former president of York Pictures Corporation, has been named coordinator of a newly-organized program development department of National Telefilm Associates, Inc., it is announced by NLY A. LANAU, president of NTA.**

**NORMAN ALPERIN, formerly associated with Charles Basch Radio and TV production as a general executive, has joined the sales staff of Guild Films for the New York area, ART GROSS, assistant sales manager, announces.**

**THOMAS B. MCFADDEN, vice-president in charge of NBC spot sales, has been named to a new position to TV sales posts of ROBERT ANDERSON in San Francisco and KENNETH JOHNSON in Los Angeles.**

**ROB QUINLAN, executive producer at KNXT, Los Angeles, will assume duties in New York as a CBS-TV director of news and special events programs at the end of February, the network announced last week.**

**ELIHU E. HARRIS is the new director of advertising for Television Programs of America, it is announced by MILTON A. GORDON, president.**

**DAVID LOWE has gone from Eddie Fisher show and Dumont to London for a three-month stint as producer of current news program for Granada Television Network, Ltd., British TV entry of Sidney Bernstein, film circuit owner.**
HOLLYWOOD, U. S. A.

HOLLYWOOD: Key market stations are setting the pace for quality feature film programming. It all began with the introduction of the "Fabulous Forty" package by National Telefilm Associates, which consists of top quality, Rank and United Artists films.

Encouraged by a sharp rise in ratings, stations are switching from syndicated first-run half-hour programs to the package of important features, to fill better time slots for local sponsorship, it was learned in a discussion with Edward M. Grady, president of NTA in charge of the west coast.

Based on encouragement by station owners to obtain outstanding product, NTA ventured into the purchase of the expensive feature package, already subscribed to by most of the important stations in the major markets, Mr. Gray reported. This group of films includes the recently reported 11 Selznick features, top Universal pictures and others formerly distributed by MGM, RKO and UA.

Daytime programming will absorb more feature films as re-runs of their nighttime appearances.

As a result of this trend toward quality product, the NTA heads, Ely Landau, president, and Oliver Unger, executive vice-president, are negotiating with major producers with product for TV, in keeping with the company policy, based on the premise there will always be a ready market for quality programs.

If public acceptance in television programs continues to adhere to the principles of good taste, and to the maxim of the television program that incalculates the proper desires in children, television will also continue improving its standards on the air, Columbia's public relations head, Edward Cohn, told a meeting of the American Association of University Women in an address at the Women's University Club in Los Angeles.

Speaking on the subject of the National Audience Board (of which she is one of the founders), and what it stands for in the maintenance of high standards in TV, Mrs. Wright stressed the importance to university women in the field.

-SAMUEL D. BERS

TELEVISION IN BRITAIN

LONDON: The curtain is raised for the second act of Britain's great commercial television experiment.

February 17, with all the paraphernalia of a civic sendoff, the second I.T.A. station will go on the air over Channel 8 from Birmingham. The station, to be shared by two programme contractors, TV (Associated Television), weekdays, and A.B.C. (Associated British Cinema), weekends, will service Britain's industrial area in the Midlands.

Extensive surveys and publicity campaigns have been carried out in the area to whip up public enthusiasm and it is claimed that 830,000 sets will be ready to receive commercial TV on the opening night—200,000 more than the London station had when opened last September.

Programme plans are well advanced. Clearly A.B.C. and ATV have had the advantage of learning from the experiences of London contractors. There are no morning transmissions per cent of the Midlands programme, to identify those in London.

SPOKETLIGHT

(Continued)

Orson Welles will be the dramatic narrator of "Out of Darkness," to be CBS P.M., February 19, 90-minute actuality drama which will depict the private world of mental patients and mental hospitals and point up the progress made in the battle against mental illness, on the CBS-TV network, Sunday, March 18 from 5 to 6:30 P.M., EST.

"Command" stars Cameron Mitchell on the United States Steel Hour on Wednesday, February 15 at 10 P.M., EST. James Gregory, Marshall Thompson, and Bill McGuire are costars. The hour is produced by the Theatre Guild.

Keenan Wynn and Laurie Mitchell appear in "Cleo" on the Damon Runyon Theatre Saturday, February 18 on CBS-TV from 10:30 to 11 P.M., EST. Frances and Ben Lesage, Wally Vermin, Robert Christopher, Paul Harber and Joe Devlin are featured.

Steve Brodie and David Kasaday are featured in "The Pre Wec Take Over" on the Damon Runyon Theatre, Saturday, February 25 on CBS-TV from 10:30 to 11 P.M., EST. Featured are Peggy Webbler, Sid Melton, Bobby Faye, stuffy Singer and Michael Granger.

Claire Trevor will be seen on Alfred Hitchcock Presents in "Safe Conduct," Sunday, February 19 at 9:30 P.M., EST on CBS-TV. The teleplay was written by Andrew Solt. In the cast are Jacques Bergerac, Werner Klemperer, Peter Van Eyck, John Banner, Konstantin Shayne and Ralph Manza.

Attention Producers:

Now It Can Be Done!

Optical dope negative with effects such as wipes, dissolves, fades, and superimposed titles in the following combinations: 35mm to 16mm 16mm to 8mm 8mm blow up to 35mm Slow down and speed up action C and G Film Effects 1600 Broadway, N.Y.C. 91, 7-2029

Motion Picture

When ABC Television, the "new" of Associated British Pictures, a circuit was opened in the Midlands, Saturday, February 18, the opera Britain's and ASP's young Jennette Scott, above, The premiere of the film, "Now and in Birmingham the night Hands across the media.

From the experiences London contractors. There are no morning transmissions per cent of the Midlands programme, to identify those in London.

Levitt Joins

Robert D. Levitt, former chairman of Hearst's The Argus Weekly and Pack, more known as The Comic Weekly, to be president of a new sales company, Screen Gems, a nodding yesterday by Jo Mitchell, vice-president in charge of sales. The move is in the continuing executive expansion of Screen Gems, ing to Mr. Mitchell. Mr. Levitt will concentrate on the sales of the company's recent numbered-line-up of 13 new weekly series. In the course of his than-20-year career, Mr. Levitt has been a police reporter, direr of Hearst Enterprises and has been appointed director of a new national News Service into the newspaper business. Right after war he even got in some space travel publicity direct Selznick Productions.

New Labs

Rapid Film Technique, in near specialist in film reopening his and preservation, reports the opening of its new laboratory in Island City and the transfer executive offices to that building Jack Bernard, president, stereotypic set-up more than Rapid film care facilities equipped with v."the very latest in electronic and which cannot be duplicated anywhere." For the convenience of New York City clients and town visitors, the company continues to maintain a service at the firm's headquarters at 21 West 55th Street.

Enter Perry Mason

Erie Stanley Gardner's one-man library, comprising 272 titles and including the Perry Mason stories, last week was acquired by CBS Television for a sum that is probably astronomical and currently is a secret. Under the arrangement, the first property to be broadcast will be the Perry Mason stories, to be shaped into a one-hour series getting underway in the fall. Paisano Productions, headed by Cornwall Jackson and his wife, Gail Patrick, will handle the filming with particular assistance from Mr. Gardner himself.

Name's Not the Same

The changes underway, physically and spiritually, at NBC Film Division are climaxed with the announcement that operations of the Division are being transferred to Kapoor Corporation, the wholly-owned subsidiary of NBC. NBC film syndication activities will continue under the direction of Carl M. Stanton, NBC vice-president who also has been elected a vice-president of Kapoor. The Division will continue to operate the NBC Film Library and the NBC Film Exchange. At the same time, the NBC licensing activities of Kapoor will be continued in a separate operating division under supervision of Edward L. vice-president of Kapoor.

Perry Mason
No Circuit, D-J Talks Now

(Continued from page 1)

E.J. (Continued from page 1)

was made following last Thursday's meeting in Washington between Department officials and leaders of Theatre Owners of America and Allied States Association.

Pollled by Motion Picture Daily executive of National Theatres, American Broadcasting - Paramount Theatres, Stanley Warner, Loew's Theatres and RKO Theatres.

While the over-all impression was that some interpreters to enter production- distribution and exhibition, Leonard Goldenson, president of American Broad- casting-Paramount Theatres, and Sam Boson, executive vice-president of Stanley Warner, that they are studying the problem, underscoring their interest in the situation.

TOA-Allied
(Continued from page 1)

their own theatres, and on arbitration, stated that the TOA directors would evaluate the Justice Depart- ment's reply and possibly come up with better proposals for future presentation.

The board of directors of Allied States will meet in Cleveland on Feb. 21.

Urges Campaign to Combat Vandalism

WASHINGTON, Feb. 4. - The President of the Federation of Motion Picture Councils urged local theatre groups to undertake a major campaign to combat vandalism in neighborhood theatres.

Federation president Mrs. Max Williams made the plea in an address to the District of Columbia Motion Picture and Television Council. She outlined a program which she said had been successful in combating vandalism in Detroit and other cities. It included larger theatre staffs, closer supervision by parents and other steps.

TOA-Allied
(Continued from page 1)

and in a short time, aided by the well wishes of Flynn, who arrives unexpectedly at the airport, she decides to accompany Farrar.

Produced and directed by Wilcox, the film, in Eastman color, presents a variety of the old and ever-popular song favorites.

Running time, 62 minutes. General classification. For February release.

Superscope-235
(Continued from page 1)

tions, if the company decided to enter the production-distribution field, Goldenson went on to point out that the issue still is in the stage of study.

Stanley Warner executive vice- president Rosen said he has insufficient information to evaluate last week's joint exhibition conference with Justice Department officials, and, therefore, could not comment on Stanley Warner's attitude other than he is studying the question.

Cinemiracle Awaits 'Green Light'

From the Coast, it was reported that National Theatres officials stated they have no production plans contemplated other than filming pictures in NT's new technique Cinemiracle. On the Cinemiracle question, NT still is waiting for a Justice Department decision on its request for authorization to proceed with Cinemiracle production.

The two-point joint program of action adopted by TOA and Allied last month called for efforts to get Justice Department approval of divorced cir- cuits to enter productions, with each company having priority to show its own films, and urging Justice to use its influence with the Senate Small Business Committee and with distributors to have film rentals included in any industry arbitration system.

TOA-Allied
(Continued from page 1)

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Produced and directed by Wilcox, the film, in Eastman color, presents a variety of the old and ever-popular song favorites.

Running time, 62 minutes. General classification. For February release.
20th SWEEPS THE ANNUAL PHOTOPLAY AWARDS!

The Most Popular Actress of 1955

JENNIFER JONES
Winner of Audience Awards and National Critics Poll Too!
For Easter opposite Gregory Peck in “The Man in the Gray Flannel Suit”!

The Most Promising Actress of 1956

JOAN COLLINS
Star of “The Girl in the Red Velvet Swing”!

One of the Most Promising Actresses of 1956

SHIRLEY JONES
Becomes a great star in “Carousel”!

One of the Most Promising Actors of 1956

RICHARD EGAN
Soon co-starring with Jane Russell in “The Revolt of Mamie Stover”!

The Gold Medal Picture of 1955

LOVE IS A MANY-SPLENDORED THING
Award to BUDDY ADLER
Producer
Play it again!

The Most Popular Actor of 1955

WILLIAM HOLDEN
He’s hot now for your “Many-Splendored” repeats!

One of the Ten Most Popular Pictures of 1956

A MAN CALLED PETER
Bring it back for Easter!

THANKS to the readers and editors of PHOTOPLAY
No Work to Start on Possible Revision Of the Code Until April, Clark Says

There will be no meeting of the four-man Production Code revision committee until April, Kenneth Clark, vice-president of the Motion Picture Association, said here yesterday. Clark, who has been designated as secretary of the committee, stated that the initial session must wait until Eric Johnston’s return from a world tour on industry affairs. He pointed out that the other members of the group—Barney Balaban, Daniel O’Shea and Abe Schneider, with Johnston as chairman, would be unable to assemble at the same place at the same time until at least April.

No work has started on the Code’s possible revision, Clark said. Johnston, he added, wants to start from scratch, with no pre-conceived notions of what changes may be made until the first session of the committee. At the first parley, he said, the members will agree on the scope of the methods to be adopted.

As Reported by MPAA Survey

U.S. Newsreels Kept International Flavor in Their Issues of 1955

The international flavor of American newsreels was kept intact in 1955, with 32.7 per cent of the total newswreel footage released during the year devoted to foreign activities, it was disclosed here yesterday in a statistical survey of newsreels compiled by the Motion Picture Association of America.

In the previous year, 38.3 per cent of the footage was devoted to foreign affairs.

The total number of newsreel clips released in the U. S. in 1955 was put at 3,673, compared to 3,940 in 1953. The survey covered the five newsreel-owning companies, Warner Brothers, 20th Century-Fox, Paramount, Universal and Loew’s.

Sports figured heavily in newsreels, with 22.3 per cent of the total released footage dealing with that subject, while 18.4 per cent of the total newsreels dealt with government, 11 per cent came under the classification of human interest, 8.7 per cent was devoted to national defense and only 1 per cent, according to the survey, to “political” activities.

David Levy Retires As ‘U’ District Mgr.; Jos. Rosen Replaces

David A. Levy, Universal Pictures’ Metropolitan New York district manager and New York branch manager since 1939, is retiring effective on March 2, it was announced yesterday by Charles J. Feldman, vice-president and general sales manager of Universal.

Levy will be succeeded by Joseph B. Rosen, Universal’s branch manager in Detroit since November, 1954, and formerly associated with 20th Century-Fox in branch manager capacities for 11 years.

Rosen in turn will be succeeded as branch manager in Detroit by Richard B. Graf, sales manager in Chicago since 1952.

After an extended vacation in Florida, Levy plans to return to New York and continue industry activities on a limited basis. He started in

Tax Data Given to Humphrey by Coyne

WASHINGTON, Feb. 14.—Additional figures designed to show the need for Federal admission tax relief today were presented to Treasury Secretary George Humphrey by Robert W. Coyne, on behalf of Council of Motion Picture Organizations.

The delivery of the material was a follow up to a visit to Humphrey.
Krueger Will Film
New Mexican Novel

Spurred by the favorable reception within the industry of his latest on-location film in Mexico, producer Carl Krueger has announced plans for the filming there of "St. Patrick's Battalion," a novel surrounding Mexican war life, some time this summer. Rejection yesterday Krueger said he had purchased the literary rights to the novel by Patricia Cos, which will go into production in June.

Commenting on his latest United Artists CinemSCOPE production that is to be premiered March 15 at Fort Worth, Tex., and subsequently shown Easter Week in Mexico, "Comanche," west and on the West Coast, he said the Mexican filming of "Comanche" resulted in a saving of nearly $750,000. Had it been shot in Hollywood, he said, costs would have totaled $1,575,000, he added.

"Krueger, who previously produced "Sabre Jet" for United Artists, estimated overall cost of "Comanche," which stars Dana Andrews, to be under the million-dollar mark. A crew of 27 from Hollywood accompanied Krueger to the Mexican village of Durango, where some 10,000 Comanche Indians and a crew of 175 Mexicans gathered for the production. Krueger leaves for the Coast next week followed by a visit to Fort Worth for the "Comanche" premiere.

MIPCA Names Panel
For Code Forum

HOLLYWOOD, Feb. 14.—The Motion Picture Industry Council today announced the selection of panel members for Sunday's code forum. The agenda of the day includes a panel discussion on the subject, "Should the Production Code Be Revisited."

The panel will be composed of Jerry Wald, Dick Powell, Herbert J. Blomkest, Robert Aldrich, Kenneth MacGowan, who will act as moderator. The panel will be heard at 8:30 Sunday evening, at the Academy Awards Theatre.

Zukor to Bank Post

Chemical Corn Exchange Bank has elected Adolph Zukor to the post of chairman of the bank's advisory board, its Times Square office. It was announced by Harold H. Hael, chairman of the board. Zukor is chairman of the board of Paramount Pictures.

MPEA Opens Talks
With USIA on Asia

The Motion Picture Export Association has started talks with the United States Information Agency on getting government convertibility guarantees on sending motion pictures to some Southeast Asia countries, it was learned here yesterday.

Primary discussion between the MPEA and USIA is centered on Viet Nam, it was said. According to an MPEA representative, the program is being discussed for the benefit of the MPEA member companies individually. At present, only M-G-M maintains an office in Viet Nam, while the other companies have franchise distributors or sell that territory from other foreign countries.

Reelect H. M. Warner
To W.B. Presidency

Harry M. Warner was elected president of Warner Brothers Pictures at a meeting held here yesterday.

Other officers elected are: Albert Warner, vice-president and treasurer; Jack L. Warner, vice-president and director; Samuel Schneider, vice-president; Ben Kalhuen, vice-president; Mort Blumeinstock, vice-president; Robert W. Perkins, vice-secretary and treasurer; Samuel Carlisle, assistant treasurer and controller; Cyril H. Wilder, assistant treasurer; Harold S. Barford, assistant secretary; Edward K. Hessberg, assistant secretary; Roy Hoyt, assistant treasurer; Thomas J. Martin (formerly auditor), assistant treasurer, and Walter Meilhofer (formerly assistant controller), auditor.

Novak Continental
Sales Mgr. for Col.

PARIS, Feb. 14.—Appointment of Harry Novak as Columbia's Continental sales manager, with headquarters in Paris, has been announced by Lacy W. Kastner, president of Columbia Pictures International.

Novak will serve under Nick Perry, vice-president and Continental manager. Novak until recently had been associated with Continental management. Before that he was divisional manager for Warner Bros. in Latin America. He succeeds Morris Goodman, now assistant to Kastner.
Screen Gems and CBS Close to Signing For Eight 90-Minute TV ‘Spectaculars’

Negotiations are expected to be concluded this week between Screen Gems and the Columbia Broadcasting System whereby the Columbia Pictures subsidiary between eight and 13 television “spectaculars” for the 1956-57 programming season, it was reported yesterday.

Screen Gems vice-president Ralph Cohn and CBS-TV programming vice-president Hubbell Robinson are handling the negotiations for the 90-minute shows which, it was said, will cost $150,000 each and will highlight "top names from the screen world."

According to a Screen Gems representative, the shows would be presented fall on the CBS-TV "Playhouse '90" series which would be produced by Irving Briskin, Screen Gems producer, and a CBS-TV producer.

Eastman’s Curtis to New Aviation Post

WASHINGTON, Feb. 14. — Edward P. (Ted) Curtis, vice-president of Eastman Kodak Co., has been appointed to a new government staff post, that of assistant for aviation facilities, by President Eisenhower, it was announced by March 1. Curtis will have the responsibilities of directing and coordinating a long-range study of the aviation requirements for aviation facilities. He is not relinquishing his Eastman executive post. Under present plans, Curtis will spend about two months in Washington for the purpose of establishing the new project. He will then give part-time attention to the assignment.

Harmon in 10-Film Deal with U.A.

Producer Sidney Harmon and United Artists have signed an agreement for the production of 10 motion pictures by Harmon’s Security Pictures, Inc., and the financing and subsequent distribution by UA.

The agreement supersedes a previous contract that involved the financing and distribution of two films, “Step Down to Terror,” currently in production, and “Men at War” to be made in April from a screenplay by Harmon. The purchase of the W. R. Burnett novel, “Little Men, Big World,” which will follow “Men at War” into production, was also disclosed by Harmon in behalf of Security Pictures, Inc.

Schachtel Joins AA

Jack Schachtel has joined Allied Artists cooperative advertising department, Martin S. Davis, AA Eastern ad-pub chief, has announced. Schachtel resigned from RKO-Radio last week after 23 years with that company.

WB-Hyman Said to Be Near TV Deal

Reported negotiations between Warner Brothers and Eliot Hyman’s Associated Artists for the release of the WB film library to TV was said to be near closing here yesterday.

 Officials of WB or Associated Artists could not be reached for comment. According to reports, about 753 WB features, all made prior to 1948, are involved in the negotiations, with the price to be paid for the library put at $21,000,000.
When those cheering M-G-M representatives from overseas reach home, they’ll say:

"IN ANY LANGUAGE, HAPPY DAYS ARE HERE AGAIN!"

"We saw 'MEET ME IN LAS VEGAS'
(CinemaScope-Color)
It's everything we heard, truly a Gold Mine of Entertainment. Cyd Charisse becomes the screen's new darling!"

The Cast:
Dan Dailey,
Cyd Charisse,
Agnes Moorhead,
Lilli, Darva,
Jim Backus,
Oscar Karlweis,
Lillian Monteverde,
Cara Williams,
The Four Aces,
and Guest Stars:
Jerry Colonna,
Paul Henreid,
Lena Horne,
Frankie Laine,
Mitsuko Sawamura

"We saw 'TRIBUTE TO A BAD MAN'
(CinemaScope-Color)
Cagney is even better than in 'Love Me Or Leave Me.' This picture has everything it takes for a BIG HIT!"
We saw 'THE SWAN' (CinemaScope-Color)
Imagine! With a sure-fire picture, and all that Grace Kelly publicity! WOW!"

The Cast:

We saw 'GABY' (CinemaScope-Color)
Oh what a wonderful love story. Leslie Caron leaps to the top of the star parade!"

The Cast:
Leslie Caron, John Kerr, Taina Elg.

We saw 'I'LL CRY TOMORROW'
It will capture the heart of the world just as it has won fame and fortune in America!"

The Cast:
Susan Hayward, Richard Conte, Eddie Albert, Jo Van Fleet, Don Taylor, Ray Danton.

We saw 'LUST FOR LIFE' (CinemaScope-Color)
Masterpiece is the word for it. The native backgrounds, the drama of a life story are overwhelming!"

The Cast:
Kirk Douglas, Anthony Quinn, James Donald, Pamela Brown, Everett Sloane.

We saw 'THE LAST HUNT' (CinemaScope-Color)
Strong, red meat all the way. Powerful as a love and action drama. The buffalo stampede is terrific."

The Cast:
Robert Taylor, Stewart Granger, Lloyd Nolan, Debra Paget, Russ Tamblyn.

We saw 'THE RACK'
Not since 'Caine Mutiny' has there been anything so powerful about servicemen. Right out of the headlines, sizzling!"

The Cast:

We saw 'FORBIDDEN PLANET' (CinemaScope-Color)
It's amazing! The most unusual drama ever made about outer-space. The effects have never been equalled."

The Cast:

"IT'S A BETTER WORLD ALREADY!"
Toll TV

(Continued from page 1)
the issue, Stark contended that the
three firms supporting toll TV were
insincere in their arguments and were
"talking out of both sides of their
mouths." On one hand, he explained,
James M. Landis, special counsel for
Skatron, asked the City Council to
"drag its feet" on the issue, referring
to Landis' charge that the hearings
conducted by the City Council "were
frustrating away time and wasting
taxpayers' money." On the other hand,
Stark continued, Zenith, in Washing-
town, was urging the Federal Com-
communications Commission to approve
the Phonevision plan immediately.

Leadership Urged
"The City Council of New York
should assume the leadership in the
fight to preserve free television,"
Stark declared, warning that if toll
TV is approved it will mean a greater
tax than any tax the city, state or
Federal government imposes.

Steve Springett, 79
NASHVILLE, Mich., Feb. 14.—Steve
Springett, one of Michigan's pioneer
exhibitors, died here. He was
79. At the time of his death he
owned and was still operating the
Family Theatre in Jackson, Mich.

The significant
developments
in television
and their
meaning . . .

Every Monday in
Television Today

Right at the start of the week—through an inter-
pretive new style of trade paper journalism—this
concise report of the sig-
ificant news and events
keeps you posted quickly
and easily.

Television Today
Published every Monday in conjunction with
Motion Picture Daily
NEWS:

The Man Who Never Was

Century-Fox—CinemaScope

Montagu's novel has been brought to the screen as an intriguing, toughly convincing and exciting piece of entertainment. Nigel Bal- ter's screenplay packs the proverbial wallop with suspense that never sags. And director Ronald Neame has molded his characters skill. Clifton Webb is in top form as the British Naval officer whose assignment is to deceive the Nazis into believing that the Allied invasion hope will be through Greece. And the way he does it should keep audience tense.

Excellent performances are also portrayed by Gloria Graham, Josephine Griffin, Robert Flemyng, Stephen Boyd and others. The story is based on a factual incident during World War II. And that factor is in itself the more interesting. Smatterings of comedy relief, in- volved by the wit of Webb despite his vital, history-making assignment, welcome respite from the heavy drama which unfolds with clock- precision. Patrons who are not overly fond of espionage stories have to make "The Man Who Never Was" an exception. Webb's job of deception is this: Following the Allies' North African campaign, the British seek to make the German high command believe that Europe will be invaded from a different direction from what is depicted by the Nazis. A wild but ingenious scheme is created. A dressed in the uniform of a British officer, is to be launched a submarine off the Spanish coast. Fake documents are to be used on the writer to give the impression that the Allies are invading through Greece. It is expected that the body will be sold by German agents when it is washed ashore and that the Ger- many believe the deceased was an officer whose plane had been down at sea.

Working with the realization that the German Intelligence staff will be easily baffled by fake documents, Webb works with extreme to make the scheme work without a hitch.

Ten comes the Germans' task of determining whether the find- ings are genuine. An agent, Boyd, is dispatched to London and follows the exciting events of making the whole plot work. And he succeeds.

The Hakim produced. The DeLuxe color and CinemaScope treat- ment add much to a picture which, because of its fascinating theme, will be effective in any medium.

Stars in the cast are Andre Morell, Laurence Naismith, Geoffrey Toone and Cyril Cusack.

Running time, 103 minutes. General classification. For February release.

AL STEEN

The River Changes

Warner Bros.

W. CRUMP, who directed and wrote the story for "Cease Fire," semi-documentary film about the Korean War released in 1954, used a similar technique in "The River Changes" to tell the story of a small village "somewhere in Europe" which is suddenly taken by Communist forces. The solitude of the village is "legalized" by the nation's frightening. The river running alongside it and forming a new boundary has been made to shift its course following a land- slip, thereby placing the previously free territory behind the Iron Curtain. For a short period the villagers endure the abuses of the invaders, but in the end they revolt and escape back across the river to joy freedom again.

Though the village is not identified in the film, a narrator asserts the story "is a true one." In the interests of documentary detail (who also produced) has cast the picture with unknown actors, with whom are also rather unskilled. The part of a girl who frater- nizes with the Russians is played by Rossanna Rory, an attractive blonde, whose lover is enacted by Harald Maresch.


R. G.

General Teleradio

Sues Sierot Pictures

HOLLYWOOD, Feb. 14.—RKO Teleradio Pictures, Inc., has filed suit against Sierra Pictures, Inc., for recovery of $18,000 advanced to Producers Representatives, Inc., on Sept. 8, 1947, in connection with the dis- tribution of "Joan of Arc." The complaint says Sierra guaranteed the advance.

Lider Reelected

(Continued from page 1)

president; Melvin B. Saifer, first vice-president; Edwin Fedeli, elected second vice-president; Henry Gaudet, secretary, and Julian Riffkin was re- elected treasurer. Nathan Yantis was re-elected national delegate and Lider was elected alternate delegate.

The directors elected were Norman C. Glassman, chairman; W. Leslie Bendle, Ned Eisen, Ray Feely, Leonard Goldberg, Arthur K. Howard, Frank LePage, Albert B. Lomie, Walter E. Mitchell, Daniel J. Murphy, Samuel Reuik, Theodore Rosenblatt, Andrew Tegu and Robert Viano. Carl Goldman was reappointed executive secretary of the organiza-

David Romm, 84


Coyne in D.C.

(Continued from page 1)

on Feb. 1 by a group of COMPO leaders seeking further reduction or elimination of the Federal tax. At that time COMPO promised to provide Humphrey with additional information later on the effect of the tax on different classes of theatres. This and other material went to the Treasury chief today, Coyne said.

He added that this material "still just hits the highlights," and that a more detailed presentation would be made in the near future to Hum- phrey's top assistant, Dan Thropp Smith.

Kingsley

(Continued from page 1)

acquisition by his organization and the special Columbia Pictures sales division which he heads, pointed out yesterday that French producers are confronted with two main problems. They are, he said, "the rising costs of production due to a heavy utiliza- tion of color and CinemaScope" and the "lack of a U. S. market for French product despite the fact that they have better returns in other countries."

"The success of a foreign picture in this country primarily depends on the American audiences' acceptability of dubbed pictures," Kingsley said, adding that at present "there is little hope and no real need to supplement U. S. product with French films."

12,000,000 readers of

McCall's

will read about 20th Century-Fox's

great new musical drama

McCall's

Rodgers & Hammersteins

CAROUSEL

THE FIRST MOTION PICTURE IN THE NEW

CINESCOPE®

MORE THAN YOUR EYES HAVE EVER SEEN!

This great new motion picture en- tertainment will be spotlighted by a big full-color, full-page adver- tisement in March McCall's.... the magazine of Togetherness, that influences the entertainment de- cisions of millions of women and their families!
KNOTHOLES

...and SHOWMANSHIP

They both bring out that "WANT TO SEE"

It's the nature of the human animal to be intrigued by that glimpse of goings-on behind the fence... and lured by the sights you give from your shows. The more you show the more they'll go.

So, keep on showing and selling with all the tools, tricks and techniques of showmanship. You'll find 'em at your N.S.S. Exchange!

NATIONAL Screen SERVICE

Pride Baby of the Industry
At Waldorf Here, May 9-12

Variety Clubs Int'l Outlines Agenda For 4-Day 20th Annual Convention

A busy four-day schedule for the Variety Clubs International 20th annual convention slated to be held here on May 9-12, at the Waldorf Astoria Hotel, was outlined at a luncheon meeting yesterday at New York's Variety Tent No. 35, the host tent, by Marty Levine, chairman of the convention committee.

The schedule of convention events includes daily sessions, to be topped by the Humanitarian Award dinner and a midnight party on the concluding day of the sessions. In addition there will be special events for the ladies, plus sponsored tours and a masquerade "March Gras" party on the evening of May 11.

Levine, at the luncheon at Toots Shor's, attended by some 200 members and guests, urged full participation at the convention. He said that (Continued on page 7)

Skouras Again Heads Industry R.C. Drive

Spyros P. Skouras, president of 20th Century-Fox, has been named chairman of the Greater New York motion picture committee for the 1956 Red Cross campaign for members and funds. It will be his seventh term.

Skouras will head the solicitation of individuals, firms and corporations in all branches of the motion picture industry for Red Cross support, it was announced by H. S. M. Burns, president of Shell Oil Co., who is serving (Continued on page 7)

State Position

Loew's Group Will Support Management

Sees 'Understanding' To Strengthen Board

The Loew's stockholders group, identified with Howard Stein of the Wall Street brokerage firm of Dreyfus & Co., yesterday threw its full support behind the present Loew's, Inc. management, announcing that there would be no proxy contest and that the group would vote with management at the Feb. 23 annual stockholders meeting.

Stein, acting as spokesman for the group, said that "it is our understand- ing that the Loew's board will be (Continued on page 6)

UA Will Hold 2-Day Sales Meeting Here

United Artists will launch a two-day sales conference at the home office on Feb. 24, bringing together all district managers from the United States and Canadian territories. It was announced by William J. Heineman, vice-president in charge of distribution, who will preside.

The distribution planning sessions mark the first meeting of district heads with James R. Veale since his (Continued on page 6)

Screen Gems Starts Profit Sharing Plan

All sales representatives of Screen Gems, Inc., the television subsidiary of Columbia Pictures, will share in the company's profits at the end of the year, according to Robert H. Salk, Screen Gems director of sales.

The Screen Gems sales staff in the (Continued on page 6)
**EDITORIAL**

Brotherhood Week, February 19-26

By Sherwin Kane

THE annual observance of Brotherhood Week will begin Sunday, continuing through Feb. 25.

The motion picture industry from year to year evidences increasing interest in helping to make the public observance of Brotherhood Week a national success. Each year more theaters aid in establishing new committees in the National Council of Christians and Jews, the sponsoring organization for Brotherhood Week, and each year the sums collected for the Council’s efforts to eliminate prejudice and to strengthen religious and racial harmony in America show an increase over collections in the previous year’s campaign.

There is every reason to believe that this year will be no exception. Under the co-chairmanship of William J. Helfenman and Spyros S. Skouras, and with the effective and varied campaign that is being carried on under the direction of Al Tamarin, in charge of publicity for the drive, the tools for an excellent job by participating theatres are readily available.

Thousands of theatres in all parts of the country have found that identification with the Brotherhood campaign has elevated and strengthened their standing in the community.

They have also the satisfaction of knowing that by aiding in the National Council’s drive for the extension of brotherhood among Americans they are contributing importantly to the building of a stronger and better America, free of the weakening and divisive poisons of prejudice.

World’s Biggest Ad Sign Ready Friday

Si Sandler, M-G-M advertising manager, will be host to a group of press representatives in his third floor office in the Loew’s State Building tomorrow noon as the new, block-long sign announcing M-G-M’s “Meet Me in Las Vegas” engagement at the Astor Theatre, is completed on the opposite side of the street.

Jann Holden will climb a scaffolding to put the final touches on what is said to be the world’s biggest advertising sign extending from 45th to 46th Street above Broadway.

Sales Toppers Confer On Compo, Army Bases

The activities of the Council of Motion Picture Organizations concerning problems relating to the exhibition of motion pictures at Army and Navy base theatres were among the topics reportedly discussed at yesterday’s meeting of the sales managers committee of the Motion Picture Association of America.

It could not be learned whether the conference discussed in successor to Mr. Lichtman, who is due to retire as distribution director of 20th Century-Fox next month, on the governing triumvirate of COMPO, Richard Altman, new president, and his management committee, could not be reached for comment.

AA and Hamikos to Make ‘Hunchback’

Allied Artists and Paris Films Productions, headed by producers Robert and Raymond Hakim, have concluded negotiations for the joint production and distribution of a film to star Gina Lollobrigida and Anthony Quinn and based on Victor Hugo’s “The Hunchback of Notre Dame.”

The film, to be directed by Allied Artists, vice-president Harold J. Mirisch, will be produced by the Hakims and directed by Jean Delannoy. It will be filmed in Paris, with shooting scheduled to begin in the late spring of this year.

RKO Sets Shooting Dates for 3 Films

Hollywood, Feb. 15.—Production of three features will begin within a period of two weeks, it was announced by William Dozier, RKO Radio Studio’s vice-president in charge of production, following a two-week visit to New York.

Starting dates disclosed by Dozier include “Tension at Table Rock” on March 1, “Back from Eternity” on March 4 and “Beyond a Reasonable Doubt” on March 14. At the same time camera crews will continue the filming of “The First Traveling Saleslady.”

Form Seltzer Films, Set Program Later

Hollywood, Feb. 15.—Frank and Walter Seltzer have announced the formation of Seltzer Films with a program of pictures to be released at a later date.

At the same time Walter Seltzer postponed his announced partnership in the publicity firm of Blows-Maslow which will continue in the same offices at Hollywood.

**NEW ROUNDS**

**HITS MEMPHIS CENSORS**

William Goodman, Memphis, newspaper columnist for Columbia Pictures it has been announced, will sponsor the gala American premiere of the new Alec Guiness-Elizabeth Taylor comedy, “The Lady’s Memorial.”

A version of the film, suitable for viewing in Memphis, will be run. The city council has threatened suit that made the board withdraw its ban on “Blackboard Jungle.”

**BENEFIT BOW FOR ‘LADYKINS’**

Union Settlement, a 61-year-old Protestant anti-poverty agency, will sponsor the gala American premiere of the new Alec Guiness-Elizabeth Taylor comedy, “The Lady’s Memorial.”

A version of the film, suitable for viewing in Memphis, will be run. The city council, however, adjourned immediately after hearing Goodman’s talk without acting on the suggestion. It was indicated the council will take some action at a later meeting.

**TV SET PRODUCTION READ**

Production of television recordings was established a new record in the Radio-Video-Television Producers Associations reported for the past year, 7,756,521 receivers were manufactured, surging the previous record of 1950 with 4,853,500 sets marketed by consumer demand at the start of the Korean War.

**CANADIAN EXPORT DROPS**

Canadian film exports dropped slightly in the first two months, 1955 to $3,380,000 in 1954. For the same period 1954, the Canadian Government announced, recent months had been an upward trend in such figures.

**CROMIN, PUBLICIST, DIES**

BOSTON, Feb. 15.—Funeral services for Francis P. Cromin, well known theatrical and film, publicist, were held today at St. John’s Church here. He had the publicity for the Kenmore Square and Central Square theatres and theatrical personalities. He was killed by his widow and a son.

**THE MOTION PICTURE DAILY**

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher, Sherwin Kane, Editor; Raymond Levy, Executive Editor; All Steen, News Editor; Herbert V.Advertising Manager; John Hoenig, Production Manager; Hollywood Bureau, Yucca-Vine Building, Standard Bank, Manager, William W. Laughter, Editor, Telephone Hollywood 7-4607, 777 S. Figueroa St.; Chicago Bureau, 32 South LaSalle St., George, Manager, R. H. Krohn, Telephone Re Elegant 3-0689, Los Angeles, California, Los Angeles, California; New York Bureau, 1105 Park Ave., Washington, D.C., Manager, R. E. Robinson, Telephone West 6-0689, New York City.

London Bureau, 4 Golden Square, Hope Williams Management, Peter B. Ernest, Manager, Peter B. Ernest, Telephone Ritz 9-0523, Los Angeles, California. Mail correspondence to Publicity Department, 800 All Steen. Address, 800 All Steen, New York City, 1000, New York City, New York City, New York City.

MOTION PICTURE HERALD; TELEVISION TODAY, published weekly as a 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 yearly, $6 in the Americas and $1 foreign; single copy, $1.
For Fuel and Accessories

N.J. Allied May Organize
Group Purchasing Project

Allied Theatre Owners of New Jersey, following a compilation of its theatre operations questionnaire which members currently are filling out, may organize a group purchasing plan for buying fuel, bulbs, and other theatre necessities, according to ATONJ president Sydney Stern.

Stem, who yesterday announced that the unit will hold a membership meeting here on Feb. 28 to hear a report on the Allied States board of directors meeting in Cleveland next week, said that the compilation of the ATONJ survey should be ready sometime next month.

He said that ATONJ will be represented at the Feb. 19-20 Allied directors meeting by Wilbur Snaper, Irving Dollinger and himself.

Will Sean Sales to TV

Stem also said that at today's board meeting, a study of the sales to television of film libraries will be launched.

Commenting further on the ATONJ questionnaire, the New Jersey circuit head said that a group purchasing plan could result in huge savings for theatre owners. He said that while some circuits have been receiving discounts when buying heavy fuel and other theatre necessities, a bulk buy by one group could result in further savings and would also eliminate many bookkeeping duties.

The ATONJ questionnaire is broken down into various departments dealing with marquees, lobby, foyer, auditorium, screens, trade papers, television and screen advertising.

23 Pictures Now
In Work at Studios

HOLLYWOOD, Feb. 15.—Only one new picture started this week and production was completed on three others, for a total of 23 pictures now in work.


Ned Hullinger Dies

Ned Hullinger, 43, regional manager of the ABC-TV station relations department, died of a heart attack Tuesday evening. Hullinger had served in that position since February, 1953. Prior to that, he was manager of station relations for ABC's Western division in Los Angeles.

John Schwalm Passes

HAMILTON, Ohio, Feb. 15.—John A. Schwalm, a pioneer in the Ohio exhibition field, died here. He was the father of Charles F. Schwalm, city manager of the city.

Plaintiff Rests in Suit
Of ELC vs. Circuits

The plaintiff, Chesapeake Industries, rested its case yesterday in its suit against the Loew's and RKO circuits, of Judge Stephen W. Freeman, theatres did not give Eagle-Lion-Classics a fair share of the New York market. A move by RKO and Loew's to dismiss was denied.

First witness for the defense was Robert Miller, a former accountant for the RKO circuit. Sol Schwartz, RKO president, will be on the stand today.

St. Lawrence-Schine
Trial Starts Monday

ALBANY, N.Y., Feb. 15.—The $1,500,000 anti-trust suit brought by St. Lawrence Investors, Inc., operators of a theatre in Canton, N.Y., against Gene Schine corporations, the two Schine brothers and eight major distributors, will go before the U.S. District Court in Utica on Monday.

The trial, which will be presided over by Judge Stephen W. Freeman, concerns the Strand and Pontiac theatres at Ogdensburg. St. Lawrence Investors, Inc., which introduced the original suit five years ago, operates the St. Lawrence-Kaapokos American Theatre at neighboring Canton. Last December they introduced a supplemental action for $600,000 covering the period from October, 1950, to January, 1956, because of a law fixing the statute of limitations in federal cases at four years. The law went into effect last Jan. 1.

Ned Hullinger is appearing for the distributors while Leonard L. Rosenthal of Albany and Thomas V. Kenney of Troy are representing St. Lawrence Investors, Inc. A Buffalo law firm is appearing in behalf of the Schine group.
WORLD BEA
All around the globe from New York to New Zealand and from Buffalo to Bombay, Warner Bros. is making box-office history with Helen of Troy.

Starring ROSSANA PODESTA as HELEN, JACK SERNAS as PARIS in CINEMASCOPE and WARNERCOLOR.

Also starring SIR CEDRIC HARDWICKE, STANLEY BAKER, NIALL MacGILLIVRAS, NORA SWINBURN, ROBERT DOUGLAS, TORIN THATCHER, MAX STEINER.

Screen play by JOHN TWIST and HUGH GRAY, directed by ROBERT WISE.

"Life" reports in the Feb. 13 issue that "to make sure that the story of his life soudned right, Benny Goodman stuck close to the set when 'The Benny Goodman Story' was being made. He was even on hand to see that the band was on beat while its performances were filmed. Helping Goodman were his famous bandleaders—Harry James, Ziggy Elman, Teddy Wilson, Lionel Hampton and Gene Krupa.

An entertaining personality story on Susan Hayward, star of "The Conqueror," appears in the February issue of "Redbook." This story gives the long-awaited RKFO feature a good seal-off for its opening engagements in key cities.

"Miracle in the Rain" has been selected as the picture of the month for March by "Seventeen." It stars Van Johnson and Jane Wyman. Many scenes were made on location in New York at St. Patrick's Cathedral and in Central Park.

WALTER HAAS

Loew's Group

(Continued from page 1) strengthened," he declined to elaborate, but it was clearly indicated that the group expected one or more directors to be added to the board, representing Wall Street brokerage houses.

The statement was issued to mark the completion of the group's talks with Loew's president Arthur M. Loew, Sr., explained. The group claimed to represent approximately 500,000 shares in Loew's.

"Constructive Direction" Noted

Stoil, referring to the series of conferences his group has held with Loew, expressed his conviction that Loew is moving in a constructive direction and will do as much as possible to improve the earnings of the company.

Loew's officials could not be reached for comment.

Screen Gems

(Continued from page 1) U. S. and Canada has been increased nearly 400 per cent in the past 12 months, he said.

Salk, commenting on the first international sales convention of the company, said that "it was a tremendous success." He said that the Screen Gems sales representatives will share in the company's profit on a basic bonus program.

REVIEWS:

The Come-On

HOLLYWOOD, Feb. 15

MARQUEE NAMES as marketable as Anne Baxter, Sterling Hayden and Superscope promise far more and better than this production delivers. Under these names and a title that has limitations as to meaning but some degree of provocative interest for just that reason, the half-dozen creative gentlemen responsible for the story have put together scenes, dialogue and action that contradict their collective skills and talents penned long Gone by other works.

Without the three names that give the attraction its billing strength, the picture could be written off quietly as a respectable but small disaster. But a billing strength likely to bring in large numbers of paying customers is a major sacrifice when coupled, as here, with a piece of merchandise that sells it short.

The title applies to Miss Baxter, portraying a money-minded partner in a floating badge game, and the script by Warren Douglas and Whitman Chambers (from the latter's novel) has a hard time trying to make up its mind whether to make her vixen or victim, finally killing her off, after she's committed a couple of murders, without coming to a clear decision. The script is a little more decisive about Hayden, portraying an implausible but presumptively honest fishing man who falls for Miss Baxter on sight in the opening scene and sticks with her, without doing much toward talking her out of her criminal ways, until she gets shot down by her second murder victim in his death throes.

John Hoyt plays the badger game operator with a sincerity that is no match for the dialogue lines assigned him, and Jesse White plays a secondary heavy in a way that gives the film its only moments of similarity to reality.

Direction by Russell Birdwell starts the picture off at a walk and slows it down steadily from there on to a creeping finish. His handling of his players and cinematographer Ernest Haller's camera suggest he may have started out to utilize the all-revealing method that TV calls "cameo technique" and, finding it hard to control in Superscope dimensions, to have taken refuge in melodramatic conveniences that even TV hasn't had much use for in recent times.

The producer is Lindsley Parsons, whose associate producer is John H. Burrows, and the picture bears no resemblance whatever to their past product.


William R. Weaver

Slightly Scarlet

Bogeaus—RKO—Superscope

FILMED IN SUPERSCOPE and color by Technicolor, "Slightly Scarlet" offers good marque value with John Payne, Arlene Dahl and Rhonda Fleming sharing top billing. The story of the struggle of racketeers to gain and use civic power for personal ends is leisurely paced, but marked by periodic action, and should provide a fair quota of excitement for the average audience.

The Benedict Bogeaus production is based on James M. Cain's novel, "Love's Lovely Counterfeit." Cain's success with film portrayals of his novels ("Double Indemnity," "Mildred Pierce" and others) offers a plus value for exhibitors looking for exploitation angles.

Payne, top lieutenant to syndicate boss Ted De Corsia, cleverly steps into his employer's shoes by secretly aiding a reform candidate to gain the mayoralty. After the election, with civic pressure facing De Corsia's departure, Payne assumes crime operations while making romantic overtures to the mayor's secretary, Miss Fleming. After a series of underworld dealings with both the law and the underworld, Payne comes face to face with his predecessor and in an effort to protect Miss Fleming and her sister, Miss Dahl, he shot critically. Police arrive to apprehend his criminals.

Allan Dwan's direction is competent, though the screenplay, written by Robert Blees, bags down at times with extraneous conflicts. Supporting characters in the cast handle the familiar type of roles with the necessary skill.


$340,000 Yearly for RKO Court Expense

WASHINGTON, Feb. 15—The expenses of $340,000 per year for the past six years for handling trust suits was reported by Radio Pictures in a statement with the Securities and Exchange Commission by General Tire and Rubber Co., the parent company.

The statement disclosed that the company paid Howard Hughes $500,000 for RKO Radio.

UA Meeting

(Continued from page 1) appointment as general sales manager. The company also made its first full-scale gathering of UA sales leaders in New York in a half year.

A highlight of the conference was the announcement of plans for the national distribution of Robert Breer's "Alexander the Great," Cinema production.

President Arthur B. Krim, chairman of the board, Robert S. Benjamin, president Max E. Youngstein, Roger H. Lewis, national director advertising-publicity, will participate in the conferences.

Field Executives to Attend

Field personnel attending include John Turner, Eastern district manager; Sidney Cooper, Central manager; George Pabst, South district manager; F. J. Lee, Middle district manager; Ralph Clark, Coast district manager; Charley Chapman, Canadian district manager; Joseph Sugar, New York branch manager; Harry Goldman, Chicago branch manager, and Milton E. Cohen, division manager.

Among home office executives participating in the meetings were Joseph Ende, controller; Hughes, Eastern and Southern tract manager; Arthur Reiman, Eastern contract manager, and Chapman, supervisor of operations.

Wolfson Firm Loses Bid for TV Station

WASHINGTON, Feb. 15—A company in which exhibitor Max Wolfson has a small interest lost in court its fight for a television station.

The Court of Appeals here unanimously upheld a Federal Communications Commission decision that the Tampa channel to the Television Co. and denying the applications of the Tampa "Time of Orange Broadcasting Co.," which has a five per cent interest in One.

The court held the FCC had acted well within its discretion in awarding the award to Tampa Television....
The Angel Who Pawed Her Harp

Associated Artists—Dominant Pictures

This is a charming, gently humorous little British picture that never quite gets over its handling, as director Alan Bromley has tempered all of the ingredients with a deft touch. The film is highly suitable for "art house" trade which should find it a welcome relief from the serious fare now predominating in that market.

An ethereal atmosphere prevails throughout. An angel, Diane Cilento, comes to earth to further the gospel of love, in this case upon Phillip Guard, a young clerk, who courts Sheila Sweet. The harp comes to the fore when Miss Cilento pavans it for earthly living expenses, a practical notion that expands itself into her assisting Guard's widowed mother in attaining happiness and also to the parents of Miss Sweet who have suddenly taken for granted their marital bliss.

The heavenly theme of introducing happiness to persons lost in themselves spreads to two gentleman crooks, a bookmaker and an Irish drinking companion who regain the lost virtue as the angels return, without harp, to paradise.

Running time, 73 minutes. General classification. For release in February.

Allied May Object

(Continued from page 1)

Sait,” “The Revolt of Mamie Stover” and “The Sixth of June.”

Other home office sales and promotional executives to attend the West Coast parleys are W. C. Gehring, executive assistant general sales manager; Alex Harrison, Western sales manager; C. Glenn Norris, Eastern sales manager; Edward E. Sullivan, publicity director; Leslie F. Whelan, director of advertising and publicity of 20th Century-Fox International; Ira Tulipan, publicity manager, and Charles Levy, national magazine publicity contact.

Discussions will cover the over-all merchandising and promotion of “The Man in the Gray Flannel Suit,” a Darryl F. Zanuck production.

The executives will return to New York early next week.

Skouras Heads

(Continued from page 1)

as general chairman for the campaign in greater New York.

Skouras is planning a luncheon of executives of the industry, including theatres and circuits, producers and distributors, and equipment and service firms to exhibit their aid in obtaining contributions toward the work of Red Cross.

Johnston Will Meet

With MPAA-MPEA

A meeting of the board of the Motion Picture Association of America will be held May 9, followed by a session, luncheon, another session, and in the evening the Town Nite. A similar session is scheduled for the following day in New York, sponsored by Pepsi-Cola, on the evening of May 10, and a "Mardi Gras," sponsored by Campbell Soup Co. The following day's session will open with a special luncheon in Chicago, sponsored by Coca-Cola, with a "Mardi Gras," sponsored by Pepsi-Cola the following day.

TV Receiver Sales

Set Record in '55

From THE DAILY BUREAU

Television WASHINGTON, Feb. 14. — Retail sales of television receivers established a new record in 1955, the Radio-Electronics-Television Manufacturers Association reported. During the year, 7,211,094 TV receivers moved through retail outlets compared with 7,317,034 sets sold a year earlier, the previous record year.

December sales totaled 933,467, BETMA reported, compared with 591,366 in November and 1,695,702 TV receivers sold at retail in December 1954.

Republic

(Continued from page 1)

before departing for Rio de Janeiro.

"Our better product will enable Republic International to substantially increase its bookings and business this year over those of 1955," the film executive declared, adding that film business in general throughout Europe is now "very good" for all U. S. companies. However, he said, the industry in Great Britain has been hit somewhat by commercial television.

"Despite British reports that TV is not hurting business, I am of the opinion that TV has cut into our business by some 10 to 12 per cent," Arnon said. He pointed out that the British industry will rebound from this decrease shortly.

TV Deal Widely Noted

Commenting on the sale of some 60 pre-1948 Republic pictures to the Italian television service, Arnon said that the deals were finalized some six weeks ago and reported in the Italian press, has been following him "all over."

"This two-year TV deal, consummated by our Italian network, Republic Service subsidiary, has been approved by Italian exhibitors," he said. Each of the 60 films, which have no commercial theatre value, will have two runs over the Italian governmental TV service, in 1956 and 1957, he said, adding that TV screen time is very limited in Italy as the only stations in operation now are in Rome and Milan. Arnon said that Italy is building two "booster" TV outlets, in Naples and Genoa, which will afford time to telecasting, which is now limited on the two operating TV stations to two to four hours daily.
FROM THE STUDIO THAT BROUGHT YOU
“BEND OF THE RIVER”

WAS THE
SIXTH MAN
THE SECRET
TO THE FIVE
EMPTY GRAVES?

Universal International presents

RICHARD WIDMARK
DONNA REED

BACKLASH
SUSPENSE THAT CUTS LIKE A WHIP!

PRINTED BY
TECHNICOLOR

co starring
WILLIAM CAMPBELL · JOHN McINTIRE
with BARTON MacLANE · EDWARD C. PLATT · HARRY MORGAN
Directed by JOHN STURGES · Screenplay by BORDEN CHASE · Produced by AARON ROSENBERG

ON THE WAY... "Away All Boats" The battle cry of the South Pacific!
NT Gets Cinemiracle Okay; 16 Features in 5½ Years

Para. Starting Ten Pictures

From THE DAILY

HOLLYWOOD, Feb. 16.—Ten productions will start at the Paramount studios here between March 12 and July 1, the company has disclosed. Two of the films will go before the cameras in March, five during April and three in June. All will be in VistaVision and will be given top-budget promotion.

"Gunfight at Ok Corral" will get (Continued on page 6)

Court Rejects Austin Suit as 'Class Action'

Rugoff & Becker, owners of the Austin Theatre in Kew Gardens, N.Y., have been given 30 days to rewrite their complaint in a treble damage anti-trust action against 20 industry defendants by Federal Judge John F. (Continued on page 5)

REVIEW:

CAROUSEL

20th Century-Fox—CinemaScope 55

"Carousel" is as happy a choice for the introduction of 20th Century-Fox's new CinemaScope 55 process to the public as was "The Robe" for the original CinemaScope in 1953. For the Rodgers and Hammerstein musical, starring Gordon MacRae and Shirley Jones, is a class production for the masses. It would be great entertainment in any screen ratio and in black and white, but produced as it is with pride of craftsmanship and an open hand in the new and better CinemaScope 55, in color by DeLuxe, it is, indeed, as 20th Century-Fox's ads say, "More than your eyes have ever seen before." On the screen, of course.

CinemaScope 55 adds to the pleasure of viewing this tuneful, colorful, eye appealing production, not only by endowing the screen with an imposing, luxurious and realistic image, not only by filling the theatre with sound of wonderful fidelity and with sometimes startlingly realistic effect (at least, as stereophonically reproduced in New York's Roxy Theatre), but also by supplying the photographic definition and depth illusion to stir and heighten the sense of audience participation.

There is enough new, different and good about CinemaScope 55 to (Continued on page 5)
Long Junkets On 'Alexander'

A large scale personal appearances program, involving stars and talent, covered an itinerary of 63,700 miles and aimed at reaching an audience of 80,000,000 to 90,000,000, was announced for "Alexander the Great" by Alfred Tamarin, assistant national Representative, director of advertising, publicity and exploitation for United Artists, here yesterday.

Tamarin, in outlining the personal appearances program, described as one part of the all-over campaign on the Robert Rossen production, said the CinemaScope film probably will have its initial release around Easter. He said the "unprecedented" personal appearance phase of the campaign has been budgeted $75,000, with over $1,000,000 allotted for the overall drive.

To Cover 157 Cities

Among those participating on the tour, which will encompass a total of 157 key-city appearances over a period of 17 weeks, will be: Rossen; Richard Burton, starring in the title role; co-star Frederic March; Carol Rossen, the producer's daughter, who participated in the historical research; featured players Barry Jones and Ramsey Ames; David Flolkes, designer; and giant press agent Dave Ballard, who is seven feet, five inches tall.

Tamarin, announcing UA's plans at a trade press conference at the Hotel Sherry Netherland, was flanked by featured players Jones, March, Jones and Ames, who will leave here on Monday on tour. Rossen, his daughter, Burton and March are slated to launch their junkets next month. Ballard and Flolkes are now on the road in the inaugural phase of the promotion.

Seeks Point-of-Sale Contact

UA's assistant national advertising-publicity director, in explaining the extensive planning in inaugurating the picture, stressed the need for an active, dynamic campaign reaching the point of sale in today's market, with the need of a multiplicity of stimuli. He called the picture UA's "entry in the major leagues," seeing a gross of from $15,000,000 to $20,000,000 for the estimated $4,000,000 production, which was entirely filmed in Spain.

See $1,000,000 for 'Guys' Capital Run

"Guys and Dolls" is expected to rack up a sturdy $1,000,000 before it bows out of the Capitol Theatre here on Tuesday evening, completing an engagement of 15 weeks and five days at the Loew's Theatre Broadway showcase.

On Tuesday evening, the Samuel Goldwyn production will be replaced by "The Benny Goodman Story." The 15-week-and-five-day engagement was topped only by the 20 week and one day run at the Capitol at "From Here to Eternity."

ABPT Acquiring 22% of Research Firm

Western Union and American Broadcasting-Paramount Theatres, Inc., yesterday announced the signing of a contract for the acquisition by each company of a 22 per cent interest in Technical Operations, Inc. of Arlington, Mass., a manufacturing, research and development organization. ABC-Paramount and Western have options to increase their individual stock interest up to 25 per cent each. This transaction is subject to approval at a meeting of Technical Operations' stockholders on March 13.

The transaction will increase the working capital of Technical Operations by $553,000, representing the exchange by each company of 46,119 shares of common stock at $6 a share. Technical Operations is engaged in a broad range of scientific work with emphasis on the application of electronics, operations research, chemistry, physics and electronics to industry and government uses.

Eric Johnston Tells MPA Meet of Trip

Eric Johnston, president of the Motion Picture Association of America, told a meeting of the MPAA board of directors here yesterday of his plans on his projected world-girdling trip. Following the meeting, he left for Washington, from where he will take off by plane on Monday for the Coast enroute to the Far East.

Two Phila. Theatres Acquired by Ridge

PHILADELPHIA, Feb. 16—Ridge Theatre Corp., has acquired the key run theatres of the city, from Harry Waxman and associates. The sale of these theatres is said to constitute one of the most important real estate transactions in the past year in the business locally in the last few years.

Brotherhood Week Starts on Sunday; Goal is $250,000

With its sights set on a fund-raising goal of $250,000, the amusement industry will launch observance of Brotherhood Week Sunday.

The inter-faith effort, sponsored by the National Conference of Christians and Jews, climaxess more than months of planning and preparations by the leadership of William H. Heineman and Spyros S. Skouras national co-chairmen of the Brotherhood Week drive.

Much of the Brotherhood Week activities scheduled in more than 18,000 motion picture theatres and exhibitors will recruit members, solicit contributions to carry on the Brotherhood program through the coming year.

Civic Support Pledged

Governors of more than 40 and thousands of mayors will do their part to support the Brotherhood effort. In many municipalities, plans have been made to hold the inaugural ceremony, with civic leaders participating. School children are excused from classes to attend.

Film house promotion during Brotherhood Week, Feb. 19-20, will include presentation of a new feature featuring Frank Sinatra in "A Rescue Squad," lobby and marquee displays and cruising booths manned by men and staff members.

Curley Dies; Veteran St. Louis Exhibitor

ST. LOUIS, Feb. 16—Funeral services will be held tomorrow for Thomas M. Curley, 67 year old retired motion picture theatre owner who died on Tuesday.

During his long career in the field, Curley worked for William Goldstein and in 1923 purchased the Q Theatre and the adjacent Queen Tom from Goldstein, who now owns the Palace and Todd Theatres of Philadelphia. In 1930, Curley bought the Ashland Theatre, and a time owned and operated the Lee Theatre. He retired several years ago.
ONE of the most eagerly awaited events in motion picture history became a reality last night, when 20th Century-Fox introduced CinemaScope 55 and Rodgers & Hammerstein's "Carousel," starring Gordon MacRae and Shirley Jones. The 6,000-seat Roxy Theatre in New York saw prominent leaders from every walk of life hail both the musical drama and the revolutionary new process. Stars of Hollywood, Broadway and TV, United Nations ambassadors from 65 countries, the governors of New York, Maine and New Jersey, society leaders and the press made up the glittering "first night" audience. All proceeds from the event are being turned over to the New York Medical College. Cameron Mitchell, Barbara Ruick, Robert Rounseville and Claramae Turner also star in the attraction produced by Henry Ephron and directed by Henry King.

In the picture at the right are Gov. Edmund S. Muskie of Maine and "Carousel" star Shirley Jones astride a carousel horse.

Pictured in the Roxy lobby, from left to right, are W. C. Gehring, executive assistant general sales manager of 20th Century-Fox; Mrs. Al Lichtman, and Al Lichtman, director of distribution for 20th Century-Fox.

One of America's great tennis stars, Don Budge, is flanked, on the left, by Mrs. Budge and, on the right, by Mrs. Charles Einfeld.
Federal Approval for Cinemiracle

Reopen N.Y. Drive-In

The 325-car Beach Drive-In, Lake George Village, N. Y., which has been closed for three seasons, will be reopened in May under new management. Joseph Mirasola, who conducts the Warren in nearby Warrensburg, will operate the outdoor under the name of New Beach Drive-In.

Hebert and Rose Part

William Hebert and Glenn Rose, Los Angeles, will conclude their four-year public relations partnership on April 1. Each will form his own organization.

Wishing Well to Omnimills

Omnimills, Inc. has acquired United States distribution rights to "Wishing Well Inn," a new British comedy-drama starring Brenda De Banzie. Omnimills adds "Wishing Well Inn" to its agenda of imported product which includes, the recent "This Strange Passion."

Dezel Acquires Two

Albert Dezel has completed a distribution contract with Richard Davis of United Motion Picture Organization, Inc. to handle "The Sheep Has Five Legs" and "Diabolique" in the Michigan territory.

Albany's 46-Year-Old Grand Closes Today

Special to THE DAILY

ALBANY, Feb. 16.—The 46-year-old Grand Theatre, closed by Fabian Theatres tomorrow, at which time Paul V. Wallen, its lessee for 20 months, will assume operation of the Leland as a first-run house. Wallen, one-time manager of the Grand and of the Leland, has signed a lease for the latter with Fabian. It had been a second-run in recent years, although operated years ago as a first-run by the late Chris Buckley. Poor business led to a mutual agreement for termination of Wallen’s lease on the Grand. A 1,550-seat, three-story house, it originally played P. F. Proctor vaudeville. Reports are that the Grand will be razed for a parking lot.

Projectionist Dies

HARTFORD, Feb. 16.—Louis Levy, 79, retired Connecticut motion picture projectionist, died of a heart attack on an Eastern Airlines flight from Miami. He had served as projectionist at the Warner Theatre, Bridgeport, for 50 years, retiring three years ago.

(Continued from page 1) to all exhibitors who want to install Cinemiracle equipment.

The proposal must still be approved by the New York District Court. The matter is set for a hearing by Judge Ryan next Friday, Feb. 21.

What will actually be put before Judge Ryan is a petition by National for an amendment to the original 1954 Century-Fox consent decree, which focused the then-hot issue of producing or distributing films. Justice officials said the department has agreed "not to oppose" the petition, and pointed out that it had actually been worked out through high-level Justice and Justice officials during interminable negotiations over the past eight months.

Second Such Authorization

The Justice okay for National to enter into production marks the second time Justice has permitted a divorced circuit to go into non-exhibition. The first time permitted Stanley-Warner Theatres to make films in Cinemiracle.

Under the new National petition, National would be given the right to produce up to 16 Cinemiracle films during a five and one-half year period starting from the date of the first public exhibition of the first Cinemiracle film. After three and a half years, if no hearings or reactivation of the court to permit it to produce additional features. Moreover, it could distribute for an extra two years—or a total of seven and a half years—any of the 16 films produced during the five and one-half year period. This is designed to give the company time to make money from the distribution of films produced toward the end of the third and one-half year period.

May Use Own Theatres

National would be permitted to install permanent equipment to theatres. Cinemiracle features in up to 24 of its own theatres, but it could do this in no more than one of its theatres in any one city, except in New York, Chicago and Los Angeles, where it could put equipment in two theatres. It would be permitted to equip an additional six theatres permanently for Cinemiracle if it could show that the exhibitors in those communities were not interested in getting a Cinemiracle license.

National could also exhibit Cinemiracle films through temporary portable equipment on to a total of six other theatres of its own and through arrangements with six other theatres not owned by National, but none of these theatres could show Cinemiracle films for more than three months of any one of them.

Sub-Licensing Permitted

During the first and one-half period that National is producing Cinemiracle films, it would not be required to license any other first-run Cinemiracle films nor would it be required to license any other exhibitor to install equipment to the films. If it wanted to give a sub-license during this period to produce films in Cinemiracle could do so. But it licensed right to produce on a participating basis, with National getting a payment of the receipts or profits, any produced on this basis would go against the other 16 allowed to National.

Moreover, if it wanted to license any non-National theatre to show Cinemiracle equipment during the previous period it could not license the theatre on a receipts or profit-sharing or participating basis. It could make license on the basis of so much person admitted to the theatre, and the reason for the basic exhibition equipment was no way affects National's right to on a percentage basis the picture produces during this five and one-year period.

Time Limit Is Definite

The amendment specifically is that after five and one-half years National could no longer produce films in Cinemiracle without full court approval, and adds that additional rights beyond to the period of the picture that would contemplate production after five and one-half years.

Most important, after the five and one-half year period is over, National would be required to license the Cinemiracle exhibition equipment to all or theatres or sub-license the exhibition process to all who would be producers on a reasonable, non-exclusive, non-royalty basis. Any anticipating basis would specifically outlawed.

Provides for Re-Issues

Still another provision affects distribution after seven and one-years of the films produced into National itself. The petition is that after, if this seven and one-year period during which it can distribute its films, National shall want to transfer the distribution of the films to some other entity, perhaps for resale purposes, it does. But if the film is transferred to a participating basis, then any independent exhibitor who makes a return of the film must be given first call at the films.

Arthur Bateman, 62

OTTAWA, Feb. 16.—Arthur B. Bateman, 62, who obtained the first picture license in this capital and the only one of that day in the capital theatres here, including the Hope and Bialdo, died in hospital after lengthy illness.
Carousel

(CONTINUED FROM PAGE 1)

Miss Jones, visiting the carousel with her friend, Barbara Buick, is dazzled by the smooth-talking Barker. MacRae, is married to her, and Miss Jones by her boss, the mill owner, played by John Dehner. Unable to obtain work, MacRae becomes resentful of his meaningless life and quarrels with Miss Jones. He is about to return to Miss Christie and the carousel job when told that he is to become a father. First elated, then dejected because he is penniless and cannot provide for the expected child, MacRae listens to a plan by Mitchell to return to town from the annual clambake when no one observes them and hold up Dehner. The plan backfires when the latter overpowers Mitchell and MacRae is killed when he falls on his own knife while attempting to flee.

As his daughter grows up she is scorned by the children of the town as the daughter of a thief. MacRae is given permission to return to earth to help her. He arrives on the girl's graduation day and discovers Lockhart giving the address in which he reminds each that neither the fame nor shame of parents is theirs—that each must stand on his own and be judged according to his own deeds. The daughter encouraged, the mother comforted, MacRae returns to his starry heaven.

Henry King's direction is an apparent strong point of the Henry Eplorn production. The performances of the principals are excellent and, following on their distinguished work in "Oklahoma!" the place of MacRae and Miss Jones in the entertainment world is unmistakable. The musical play by Rodgers and Hammerstein was based on Ferenc Molnar's "Lilom," as adapted by Benjamin F. Glazer.

"Carousel," by any showman's standards, is a distinguished entertainment which he can present with pride and, most certainly, with profit. Running time, 128 minutes. General audience classification. Release, in February as a special.

SHERWIN KANE

REPARTEE enlivens scene (below) in front of Mullin's carousel in the 20th Century-Fox CinemaScope 55 production "Carousel." Left to right, at center: Gordon MacRae, Shirley Jones and Barbara Buick. In ticket booth, far left, Audrey Christie.
'Carousel'

(Continued from page 1)
industry must continue to adopt new technical advances to keep ahead of TV competition, making the screen the popular medium for supplying a superior form of entertainment.

Aided Medical College

The Roxy benefit premiere, which raised $53,000 for the New York Medical College, drew a capacity audience, headed by the governors of thirteen states, according to the announcements to invitations received by the sponsoring group. The three state chief executives were slated to be Gov. Robert Meyner of New Jersey, Gov. Averell Harriman of New York and Gov. Edmund S. Muskie of Maine. They headed a list of notable entertainment and prominent members of the diplomatic corps.

The kick-light premiere, which drew a huge crowd along Broadway and stirred considerable excitement, also marked the realization of studio experiments conducted under the direction of Darryl F. Zanuck, the company's chief executive, in charge of the studio. The experiments resulted in the adoption of the 55mm. CinemaScope technique for selected 20th-Fox subjects under which 55mm. film is utilized for shooting, with the finished product being reduced for 35mm. CinemaScope projection.

Lichtman, Gehring Tell Plans

Al Lichtman, 20th-Fox distribution director, and William C. Gehring, executive assistant general sales manager, stressed the company's intent in initially releasing the first 55mm. film, in the 35mm. version only, explaining that initial 55mm. roadshow engagements for 'Carousel' had been rejected in light of the product shortage. Originally, it was planned to roadshow "Carousel" for 40mm. production before the production was sent into general 35mm. release.

Last night's premiere activity was telecast by New York's independent TV stations in roadshow sponsorship of F. H. Snow's Canning Co. of Maine. In addition to receiving large-scale radio coverage, the radio and television publicity will precede the scheduled full-page advertisements in the New York "Times" and "Herald Tribune" on Sunday which will kick off a national advertising and promotional campaign by American Airlines, in a tie-up with 20th-Fox.

Largest Budget Since 'Rube'

According to Charles Einfeld, vice-president in charge of advertising, publicity and exploitation, the campaign on "Carousel" has been budgeted at more than $1,200,000 and may go as high as $2,000,000, representing the largest amount ever released for the company since "The Rube," which only about two-and-a-half years ago ushered in the CinemaScope medium at the same time Roxy Theatre.

"Since vice-president WMIP, the Rube's circle, more than 30,000 theaters circling the globe have equipped for CinemaScope exhibition.

Vital in 'Scope 55 Activity

Darryl Zanuck Al Lichtman

Theatre Executives Frankly Enthusiastic By CinemaScope 55

By JACK EDEN

Outstanding executives in the field of exhibition were frankly enthusiastic regarding CinemaScope 55 when questioned here last night at the world premiere of the new medium held in the Roxy Theatre.

Typical among the sentiments expressed was the opinion of Sol A. Schwartz, president of RKO Theatres, who declared, "It is the most spectacular advance in projection in the history of the industry."

"Magnificent," Says Goldenson

The production was magnificent," said Leonard Goldenson, president of American Broadcasting - Paramount Theatres, and he added, "The picture was wonderful and should be a box-office winner.

Si Fabian, president of Stanley Warner Theatres, called CinemaScope 55 "a new medium, wonderfully different," and, as if in affirmation, declared, "I'll play it whenever I can get it."

The excellence of the music was stressed by Spyros S. Skounas, president of Skounas Theatres, who, after predicting great things at the box-office for the film, summed up his attitude by saying, "It is unexcelled as a musical."

Appeal 'Windmill' On Two Fronts

Refused the seal of approval by the Production Code Administration last Feb. 3 on its film, "Letters from My Windmill," the French firm of Tobian Pictures, Inc. has scheduled an appeal meeting next Monday in Hollywood.

At the same time negotiations have been completed for a similar meeting with the Legion of Decency which refused approval of the film curier.

The PCA appeal move came to light during an interview yesterday with Fred Heldt, chairman of the board of the Mediterranean Film Co., distributors of films produced by Marcell Pagnol. Heldt will meet with Geoffrey M. Shurlock of the PCA to petition the case.

N.J. Allied Protestos 'Oscar' Nominations On Saturday Nights

Allied Theatre Owners of New Jersey's delegates to the Allied States Association board of directors meeting in Cleveland next week have been instructed to ask the board that consideration be given to protesting the future telecasting of the Academy Awards on Saturday evenings, Sydney Stern, ATONJ president, stated here yesterday.

Named as Delegates

Stern, along with Wilbur Snapper and Irving Dollinger, have been selected by the ATONJ board of directors, which met here yesterday, to be the unit's delegates.

The unit of National Allied will also ask that discussions be launched into the feasibility of the M-G-M Quaker Oats tie-up on "Forever Darlin'" and "Forbidden Planet," Stern said. He pointed out that under the present clearance and run situation in New Jersey, these films would not be available to suburban theaters for 'at least 10 weeks following first-run exhibition in the state.'

Convention in May

The ATONJ board of directors also announced that the unit's annual convention will take place at the Concord Hotel, Lake Kiamesha, N. Y., May 27-30. Dick Turtletaub has been named convention chairman.

Para. to Start

(Continued from page 1)
under way in Technicolor at Phoenix, Ariz., on March 12. On March 26, at the studios, shooting will start on "The Maverick."

Four productions are slated to start on Apr. 2. They are: "Funny Face," "Hollywood or Bust," "Omar Khayyam" and "The Lonely Man." "The Sons of Katie Elder" will go before the cameras late in April.

The first of the June films will be "Hal Wallis' "The Rainmaker," and will be followed by two screen biographies, "The Buster Keaton Story" and "The Jim Piersall Story," the first recounting the life and times of the early film comedian and the second being based on the experiences of the Boston Red Sox outfielder.

Loew Board

(Continued from page 1)
heads of the statement issued by Loew's stockholders group, led by Howard Stein of the bro-
Ko Circuit Welcomes NT In Process

Murray Horowitz said the Department of Approvals for Allied Theatres' Cinemiracle plans have reached a standstill here after the weekend by Schwartz, president of RKO Theatres, who said he welcomed any move aimed at increasing the supply of raw materials.

If RKO Theatres would be interested in exhibiting Cinemiracle, Horowitz replied that his circuit (Continued on page 4)

To Hold First Local Conference

A comprehensive guide to foreign department, domestic studio executives will be conducted by Universal-International Films in Hollywood on May 7. It was announced by Alfred E. Daff, Universal Pictures Co. executive vice-president, and president of the foreign subsidiary organization.

Daff, who will preside at the conference, declared that the first of its kind U.I. announced that screening (Continued on page 4)

ELC Suit Trial Ends: Briefs Due March 16

Trial of the Eagle-Lion Classics suit against RKO and Loew's theatres ended on Friday when Federal Judge Archie Dawson taking the case under advisement. Chesapeake Industries, parent company of ELC, had charged inability to get sufficient payoff of ELC product in the New York Metropolitan area and had sued for $15,000,000. All briefs must be submitted by March 16.

Blumenstock Moving To NY From Studio

By William B. Weaver

HOLLYWOOD, Feb. 19.—In order to secure closer collaboration between the advertising-publicity efforts with the distribution department, Mort Blumenstock, vice-president in charge of advertising and publicity for Warner Brothers, will move his office from Hollywood to New York.

It was announced at the weekend by Jack L. Warner, Blumenstock will begin operating out of New York on March 1. Bill Hendricks will continue as studio publicity director, with Gil Golden and Larry Golob in New York as National advertising manager and eastern publicity director respectively.

Nominees Listed for '55 Academy Awards

By William B. Weaver

HOLLYWOOD, Feb. 19.—Nominations for 1955 Academy Awards in the top categories as announced here last night are:


2 Others in Line

Shor Expected To Head Allied For 2nd Term

Dollinger, Gordon May Be Picked If He Declines

Special to THE DAILY

CLEVELAND, Feb. 19.—Another indication that Ruben Shor will accept a second term as president of the Allied States Association was in evidence here as the Allied board opened its annual meeting at the Hotel Cleveland Thursday.

The sessions are expected to continue through tomorrow, with the possibility of a carry-over at Tuesday.

It was reported that the reelection can be his (Continued on page 4)

Tax Repeal Chairman Accept In 33 States

Robert I. O'Donnell, national chairman of COMPO's Federal tax campaign committee, announced on Friday that 53 picture industry representatives had agreed to serve as chairman or co-chairman of state tax campaign in 33 states and the District of Columbia. Organization of local or regional committees in these states has begun.

Tax campaign committee chairman (Continued on page 4)

Odum to Testify on Atlas-RKO Merger

From THE DAILY Bureau

WASHINGTON, Feb. 19.—Atlas Corp. president Floyd B. Odum is scheduled to testify next Monday before a Securities and Exchange Commission hearing officer on the proposed merger of Atlas with RKO. (Continued on page 4)

Television Today

IN THIS ISSUE

PAGE 5

writers Guild of America (East) holds a craft meeting, searches the souls of producer, director, script editor, actress and lay critic.

spotlighting the news in Television Today.

passing in Review-The week's highlights in shows.
**PERSONAL MENTION**

JAMES A. MULVEY, president of Samuel Goldwyn Pros., has returned to New York by plane from the Coast.

MADELEINE DELLAVENTA, secretary to STAN BRODY, of the United Artists publicity department, has announced her engagement to JOSEPH BONGIORNO.

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, has returned to New York from Toronto.

ROGER H. LEWIS, United Artists national director of advertising-publicity, will return to New York today from Hollywood.

DINO L. LAURENTITIS, Italian producer, will arrive in New York from Naples today aboard the "Cristoforo Colombo."

BRYAN B. ROBBINS, National Screen Service vice-president, is in Cleveland from New York.

JOSEPH M. MANKIEWICZ left here via B.O.A.C. on Saturday with Mrs. Mankiewicz for Barbados, B.W.I.

SAM ECKMANN, chairman of Loew's International's British offices, left here for London at the weekend.

MILTON E. COHEN, United Artists Eastern division manager, will arrive in Cleveland today from New York.

CHARLES AMORY, president of Minot Films, left here via B.O.A.C. on Friday for Montego Bay.

**Fitter, Aide to Owen, Leaving Paramount**

Al Fitter, assistant to Hugh Owen, vice-president of Paramount Film Distributing Corp., has resigned from the company, effective March 9, to enter the industrial oil business.

Fitter started at Paramount in 1946 as a sales trainee in New Haven. Three years later he was named office manager in Buffalo and was promoted to his present post in 1951.

**Blumberg Brother Dies**

Herman Blumberg, 64, brother of N. J. Blumberg, chairman of the board of directors of Universal Pictures, died at his home in Fort Lee, N. J., after a lengthy illness. Funeral services were held yesterday at the Park West Memorial Chapel.

**High School Pupils Increased Theatre Attendance in '55**

Despite their growing interest in the movies, high school students in 32 key television cities throughout the nation increased their film theatre attendance by 11 per cent last year.

Reported by the Gilbert Youth Research Organization, which conducted the survey among 3,500 students, the findings show that increased attendance resulted from finer films produced in America as well as in foreign countries. At the same time, TV interest mounted with the offering of higher caliber entertainment, it was said.

Dean and Grace Kelly Winners

Named in the agency's poll to determine film, TV and recording favorites of students were the late James Dean as the most popular male screen star and Grace Kelly as female counterpart. "Blackboard Jungle" took honors as the best film for 1955.

Other selections were Frank Sinatra as top male vocalist; JAY P. MORTON as favorite female vocalist; Steve Allen, best-liked TV personality; Perry Como show, best TV variety program; Studio One, favorite dramatic show; Phil Silvers as Sgt. Bilko, favorite comedy honours and Wyatt Earp in the role of western stories.

**Stern To Head IFE Western District**

Harold Stern has been appointed I.F.E. Releasing Corp., Western district sales manager with headquarters in Los Angeles, it was announced by Murray Reiner, general sales manager for the company.

Stern, until recently an independent producer, was formerly West Coast district manager for Eagle-Lion, Los Angeles sales manager for United Artists and West Coast district manager for Gaumont British. He replaces Alex Cooperman, who resigned.

**Perry, N.E. Exhibitor Leader, Dies at 83**

BOSTON, Feb. 19—Funeral services for Francis Perry, 83, owner of the Orpheum Theatre at nearby Foxboro, were held today at Bethany Congregational Church, Foxboro. A past president of Independent Exhibitors, Inc., he was an active member of the organization until his illness a few years ago.

He is survived by a son, Francis, Jr., who has been the operating executive for over 20 years.

**Rank Announces 18 For '56 Production**

A minimum of 18 major films planned by the J. Mankiewicz Organization in addition to eight others currently in the editing and cutting stages for release this year, it was announced by JARO.


Seven Being Edited

In the editing stages are "A Town Like Alice," "The Black Tent," "Who Done It?", "The Feminine Touch," "The Long Arm," "The Battle of the River Plate" and "Reach For the Sky."

**Bill Would Permit Averaging Income**

From THE DAILY BUREAU

WASHINGTON, Feb. 19.—Rep. Davidson (D., N. Y.) has introduced new legislation to permit film workers and other taxpayers with widely varying incomes to average their average tax rates for tax purposes.

Such legislation has long been sought by the talent guilds. Under the Davidson plan, taxpayers would be permitted to treat the current year and the first several preceding years as one unit, and could pay the tax on the basis of the average income for the two or three years. However, this would apply only where the tax rate without averaging would be more than five percentage points greater than the tax rate with averaging.

**Unchained' Cited In Tolerance Cause**

The Hall Bartlett production of "Unchained," a Warner Brothers release, was commended yesterday by the National Committee of Jews and Gentiles as the most outstanding film for 1955 contributing to the cause of brotherhood.

A story of the world's largest honor period, it shared honors with "And So They Grow," a Play Schools Assn. release, and "Commencement," a dramatization issued by the President's Committee on Government Control of Motion Pictures, in the 16 mm. non-theatrical film category.

Some 30 awards were announced by the NCCJ to coincide with Broth erhood Week which opened yester day.

**7-Year U-I Pact to Curtin**

Universal-International signed a 7-year, exclusive, multiple-picture contract with Howard Curtin, who stars as his first seven-year pact with the studio in 1948.

**'Coral Sea' Rights to UA**

Allied Artists has secured the hemisphere distribution rights for "The Battle of the Coral Sea," Amicus, the produced feature starring Chip ferty. The film was produced by Rafferty and directed by Lee His son.

**'Vegas' to Bow Here Mid**

The Broadway premiere of M-A's musical, "Meet Me in Vegas," will take place at the Theatre on the evening of March 1.

**Two Named to UA Overseas Posts**

Arnold M. Picker, vice president of United Artists in charge of foreign distribution, announced two appointments involving the company's overseas operations.

Leon Feldman, formerly in sales manager in Germany, has been appointed general manager for France and Luxembourg, with quarters in Brussels. He succeeds Daniel Frankel, resigned.

Morton Raven, who served as assistant manager in Singapore in the past year, has been named manager in Trinidad. He replaces William Debren, resigned.

**$10,000 Louisiana Fire**

Fire did an estimated $10,000 damage to the Star Theatre in New Orleans. The blaze broke out in the balcony in the section booth three hours after the theatre closed. It took nomal damage to several theatres after control. The theatre is owned by O. C. Hauber, of Pine Bluff, and Mrs. J. T. Ball of Pineville.

**Reopen Flooded Theatre**

Jason Theatrical Enterprises opened the flooded Midtown Theatre, Torrington, Conn., following remodeling estimated at $10,000.

**8-Year U-I Pact to Curtin**

Universal-International signed a contract with Howard Curtin to new seven-year, exclusive, multiple-picture contract with Curtin. The studio signed his first seven-year pact with the studio in 1948.

**'Vegas' to Bow Here Mid**

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For two generations of movie-goers, the right carbons—"National" Carbons—have assured the finest possible picture on America's movie screens. And the advantages of "National" Carbons don't end there. This superior picture quality is delivered to the theatre owner at a cost per unit of light and length of carbon burned that is the lowest obtainable anywhere!

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PEOPLE

Ellis Ford, former Delman Theatre manager in Houston and currently at Hearst-Page Pocenop Co., is to take over the management of the Broadway and Yale Theatres there. These two theatres were recently acquired by Bill O'Donnell, Dallas, from Interstate Theatres, the company he stayed on temporarily to manage them, has returned to Interstate.

Claudia Astrum, after almost 10 years with Columbia Pictures in Cleveland, resigned to succeed Stella Smetanka at Milton Mooney's Co-operative Theatres of Ohio. Prior to joining Columbia, Miss Astrum was with Republic Pictures for 13 years.

Fred Kent, Jacksonville, Fla., theatre owner and chairman of the State Board of Control, has been named to head the Heart Fund of Variety Tent No. 44.

Marvin Reed, former assistant manager of Loew's Grand Theatre, Atlanta, has been appointed as manager of the new Riviera Theatre, Miami, a unit of Loew's.

Howard Whitworth is the new owner of the Franklin Theatre, Lavonia, Ga.

Name Bernstein AA Chi. Branch Mgr.

Promotion of Vic Bernstein to Allied Artists' Chicago branch manager was announced at the week-end by Morry B. Goldstein, the company's vice-president and general sales manager. The move will permit Nat Nathanson, AA Midwest division head, who has been serving also as branch manager for the past year, to devote his time exclusively to the supervision of his district, which includes Indianapolis, Milwaukee, Omaha and Des Moines, in addition to Chicago.

Chicago sales manager for the past year, Bernstein joined Allied Artists, which was then Monogram, in 1941 as head booker and office manager.

Shuberts Must Get Rid of 12 Theatres

WASHINGTON, Feb. 19.—The Shubert theatrical interests must get rid of 12 theatres in six cities under an antitrust consent decree approved in New York on Friday. The decree will take the six-year-old company anti-trust suit against the legitimate theatre chain. It would have to dispose of four theatres in New York City, two each in Boston, Philadelphia and Chicago, and one each in Cincinnati and Detroit.

“night,” depending on the expenditures involved and the deal offered. Under NT's agreement with the Justice Department, before the New York District Court for approval, NT's rights to exhibit its Cinemiracle productions in NT houses are limited.

Surveying the NT development as “very helpful” to the industry, stressed that all practical, new processes should be encouraged, and if Cinemiracle is such a process, it will be beneficially added.

Other circuit officials declined comment here, explaining either they had not seen a demonstration of the process, or had not familiarized themselves with the Justice Department agreement, which runs along the lines of the agreement between Stanly Warner and the Justice Department on the Cinemiracle process.

In the Justice Department agreement with NT, which will be submitted for court approval here on Friday, permits National Theatres to produce up to 16 features in its Cinemiracle process over a two-year period. Executives of NT, the circuit which was divorced from 20th Century-Fox under its consent decree, informed Motion Picture Daily's counsel they were exclusively interested in Cinemiracle production, and had no interest in the production of regular features, thereby ruling themselves out of making the latter except in the Justice Department agreement, as sought by Theatre Owners of America and Allied States Association.

Expect Shor (Continued from page 1) if he feels that his health will permit the continuation of his duties as the association’s chief. Shor had several other eligible health last year and some doubts had been raised as to his ability to carry on for another term. However, his apparent recovery is regarded as a sure sign that he will be able to fill the shoes of the board and continue as Allied's president.

If Shor should do the unexpected and decline the nomination for re-election, it appears that the post may fall to one of two possibilities. One is Irving Dollinger of New Jersey, long an Allied leader, theatre operator and head of Associated Theatres, looking like the obvious choice. The other is Julius Gordon of Jefferson Amusement Co. of Texas. However, indications are that the choice, insofar as 1950 is concerned, will be Dollinger in the event that Shor declines a second term.

In preparation for the convention of the National Drive-in Theatres Association, which will start on Tuesday, the exhibitors have begun to shape today and are expected to be completed by late Tuesday. Registration is scheduled to start Tuesday morning.

Odlum to Testify (Continued from page 1) Pictures Corp. and four other companies.

Atlas officials submitted formal documentary evidence on the proposed merger at briefing proceedings Friday, and the company application was then continued until Feb. 27 to give SEC officials a chance to study the evidence.

So far the commission has received opposition to the merger from only one person, a stockholder in Wasatch Corp., one of the firms involved. He argued that the merger and agreement are unfair to Wasatch stockholders. One RKO stockholder, a Mr. Kast, has filed notice that he wants to appear, but did not indicate whether he favors or against the merger.

Cinemiracle Is Welcome (Continued from page 1) between Stanley Warner and the Justice Department on the Cinemiracle process.

The Justice Department agreement with NT, which will be submitted for court approval here on Friday, permits National Theatres to produce up to 16 features in its Cinemiracle process over a two-year period. Executives of NT, the circuit which was divorced from 20th Century-Fox under its consent decree, informed Motion Picture Daily's counsel they were exclusively interested in Cinemiracle production, and had no interest in the production of regular features, thereby ruling themselves out of making the latter except in the Justice Department agreement, as sought by Theatre Owners of America and Allied States Association.

Tax Repeal Chairmen (Continued from page 1) for the 15 other states are expected to be announced shortly. Formation of committees in 435 Congressional districts was expected.

Chairmen and co-chairmen named to date include:

- ARIZONA, George Aurelius; AR-KANSAS, K. K. King and James S. Carberry; CONNECTICUT, W. C. Ely; DELAWARE, Lewis S. Back and Edgar J. Dooley; DISTRICT OF COLUMBIA, A. Julian Biviera and Orville Crouche.
- FLORIDA, Laury Munson; GEORGIA, Wills Davis and O. C. Lem; ILLINOIS, Duncan Kennedy, David Warfelstein and George Korokotes; KENTUCKY, Gene Lutes; LOUISIANA, Maurice F. Barr; MAINE, C. J. Russell, Sr. and Ralph Tolby.
- MASSACHUSETTS, Martin J. Mullin (also general chairman for New England exchange area); MICHIGAN, Harold H. Brown; MINNESOTA and SOUTH DAKOTA, Harry Parchola and Edmond R. Ruben; MISSOURI (Eastern Section), Edward Arthur.
- MISSISSIPPI, Alabama; MONTANA, Carl E. Anderson; NEW HAMPSHIRE, Melvin Morrison and Lloyd B. Diamond; NEW JERSEY, Charles Smokwitz, Maurice Miller and Walter Reade, Jr.; NEW MEXICO, Ed Kiwell and Nathan Green.
- NEW YORK CITY METROPOLITAN AREA, Harry Brandt and Emanuel Fries; ALABAMA exchange area, Elias Schlegner; BUFFALO exchange area, George McKenna; NORTH CAROLINA, Harry Buchanan; NORTH DAKOTA, Ed Kraus; OHIO, Frank Murphy and Herman Hunt.
- EASTERN PENNSYLVANIA, Ted Schlegner and Bill Goldman; RHODE ISLAND, Ed and Harold Thomas; SOUTH CAROLINA, Robert Bryant; TENNESSEE, A. M. Lightman, Jr.; TEXAS, Marshall; MONT, Frank O'Neil; VIRGINIA, Carlton Duffus and Seymour Hoffman.
- WASHINGTON, Freddie A. Danz; WYOMING, Russell Schulte and Ray Davis.

U-I Conference (Continued from page 1) of new product and discussions on new sales and promotion policies will highlight the meeting. Americo Aboaf, vice-president in charge of foreign distribution, will conduct the sales meetings.

Foreign federations also will be delegated to make plans for new product and discussions on new sales and promotion policies will highlight the meeting. Americo Aboaf, vice-president in charge of foreign distribution, will conduct the sales meetings.

Monday, February 2

REVIEW:

The Brain Machine

RKO Radio

A Brazzan melodrama, clothed murdered and kidnapping and a cop, "The Brain Machine" moderate interest to the theatre's young patrons. Performances by Maxwell Reed, who portrays a sadist maniac adept in the smuggling drugs.

Produced by Alice Snowden directed by Ray Kellogg, the story surrounds the efforts psychiatrist, Elizabeth Allan, to hospital patients. Using an "enciphered," or "brain machine," a murderer's reaction. Before any results are offered, she transfers to another in a move to separate him from her husband, Patrick Bar, a doctor, who devotes most of his time to his wife.

Reed, a patient at the new facility undergoes a series of tests by Allan in a move to separate him from brain waves with the patient's in the original institution. The series a complex idea arising from the results of the chairman, among them the kidnapper, Miss Allan by Reed, who diverts drug smuggling operations to be in a hospital.

The plot thickens beyond practicality in the final scene, showing the film as Miss Allan and Reed in supporting roles for two that eventually discover Reed to be a maniac who revealed himself in the original "brain machine" tests. Running time, 72 minutes, a classification. January release.

Walter Gross, 60; ABPT Counsel, VP

Walter W. Gross, director, president and general counsel of Associated Theatres, who died here on Thursday, was buried in the city. Born, Troy, N. Y., private and interment were scheduled by the chairman, where he was a third-generation member of the office since 1885. He was a graduate of Harvard College and the New School, he had practiced law in this city since 1920. He was the president of the Association of the City of New York and the New York City Lawyers Association.

16 'Conqueror' Trail

Sixteen separate trailers for "Conqueror" are scheduled for radio TV networks throughout the country this week preparatory to the first run in 200 for the past 29 years. A native of Harvard College and the New School, he had practiced law in this city since 1920. He was the president of the Association of the City of New York and the New York City Lawyers Association.

'Conqueror' Trail
Spotlighting the News

Commercials

The enormous extent of the TV network's special operation is made clear by recent commercials offered by CBS on television, setting a figure $25,000,000 as the gross for commercials run during the first quarter of the year, up 7% from the quarter of the previous year. \(\text{Newspaper content}

Effects Printer

C & G Films Effects, New York City, announce the acquisition of a new optical printer that does everything but write dialogue. Equipped with controls which are said to be unique on one machine, it wipes, dissolves, fades, superimposes, titling and all other kinds of optical effects, on almost all sizes of film. The idea, of course, is to save time in the industry where time is money.

New Faces

If there is a vital need for more talent to fill television's requirements for program development, Ziv TV is importantly involved in attempting to fill that need. Announcement of its forthcoming talent auditions is only three weeks old, yet, the company reports, already in excess of 800 letters have been received from applicants. William Castle and Jo Epstein are in charge of the tests. The development of new talent is vital to television's constant search for freshness.

Chilly First

Television is replete with "firsts," as befits a growing medium. Interesting and exciting should be the historic first planned next Sunday, February 26, by NBC, with a full hour, all-color TV film of the current American expedition to the South Pole. "Antarctica: Third World" will consist of film taken by NBC's William B. Hartigan, assigned to Operation Deepfreeze. Chet Huntley, news commentator, will narrate.

Enterprise

The sign of lively enterprise in any undertaking is a constant searching for something new, novel and different. Thus does Guild Films seek, and find "Here Comes Tobor," which in a new TV series will recoup the adventures of Tobor, a mechanical man which reacts to stimulus, and is the companion of a small boy. R. R. Kaufman, Guild president, and Harry Bannister, vice-president in charge of station relations for NBC, and William J. Moyer, vice-president and general manager of KARD-TV. The station is owned by Wichita Television Corporation and is equipped to carry network-originated color programming.

In Our View

The matter of public service by television generally and by specific units of the industry in special areas is of continuing importance for television. Two particular instances of that kind come to attention, and are cited not because they are unique, but rather because they offer the "case in point" and focus on the situation.

Earlier, mention has been made here of the public service overtones of the Confidential File series done by Guild Films. Now comes word that a public service division has been established by the company to handle distribution of prints of its TV shows for private, non-television screenings, with the department in charge of Curtis Kaufman, director of client relations. We may accept the fact that there are obvious values accruing to the company in this procedure. At the same time, it is often overlooked by many that such public relations have reactions above and beyond the obvious.

There is another kind of public service, which also must of course fall under the general heading of public relations. In effect, often enough, what is good public relations can be and is good public service as well. We cite the case of Station WTVJ, Miami, Florida, of which, incidentally, Mitchell Wolfson, long a motion picture leader, is president. This station moves in divers ways to provide a high degree of public service to its community. When educational TV came to Miami, WTVJ lent facilities and skillful assistance; welfare agencies were urged to learn the how and why of TV, so that its services could be used to better advantage in their work; there is and will continue to be a full schedule of religious services and features, for all creeds at all times. In effect, there is no aspect of community life of worthwhile nature which fails of assistance from the station.

It is good citizenship, of course, it is for the good of the whole industry as well and, strangely enough, it happens also to be good, sound business sense.

—Charles S. Aaronson
Television Today

Passing in Review

TWO NBC PERSONALITIES from "Tonight" went legitimate last week, but the trend was not likely to send chills down any Method Actor's spine. Their names were successful was the experienced Steve Allen, quite fine in the title role of Louis Pelletier's highly comic "The Man on Roller Skates," presented by the Kraft Theatre Wednesday night. On the other hand, the personable Gene Rayburn turned out to be a jack-of-all-trades, but acting in the title role of John McPhee's "The Man Who Vanished," on the Robert Montgomery show Monday night.

In a strained fantasy mood, Mr. Rayburn resembled nothing so much as he did a man trying to act like an actor. Mr. Allen may well be the exception that proves the rule that acting is a craft not to be taken lightly by the real-life personality. It may be apocryphal, but there was a rumor last night of a 45-minute monologue, "You Can't Take It with You," with J. Fred Muggs making his dramatic debut as Grandpa Vanderhof. Of course, he's no actor but he is a Name.

Joe Lincoln, in such varying weights and measures as those of Raymond Massey, Royal Dano, Otis Reid, Jr., G. W. Horsley and John Ireland, among others, wrestled all sorts of fates all over the TV screens last week. The modern dress dramas were not necessarily any more original, although Cameron Mitchell did a very able job in the Steel Hour's "Command" Wednesday night on CBS-TV, and John Forsythe and Kurt Kasznar were effective in Tuesday night's "Return to Cassino," on NBC-TV's Playwrights '56.

Sheena, described as Queen of the Jungle and who has the proportions of a Nebraska sand dune, tussled with the Bashis and Chipalas in the new show on WPIX Wednesday evening. The results fascinated the tots and gave the adults a chuckle or two. Another of the week's special events was the visit of NBC-TV's Today to Philadelphia and a particularly interesting live tugboat trip up the Delaware River. Elsewhere:


The Ford Star Jubilee has already developed a fine tradition of important television productions, and this latest, based on the best seller by Jim Bishop, falls easily into place as a splendid contribution to the best in television. As produced by Gregory Associates, Inc., and directed by Delbert Mann from the original adaptation by Terry and Denis Sanders and Jean Holoway, the TV play captured the spirit of the man, Lincoln, and conveyed a deeply human picture about the man, Lincoln, in its recording of casual and important moments of the day's calamity. Raymond Massey, of course, was Lincoln, and mayhap he now is a bit too much Massey. Jack Lemmon was a good, strongly emotional John Wilkes Booth; Lillian Gish appeared miscast and out of character as Mrs. Lincoln, while Charles Laughton was the always effective narrator. Especially good were the production values throughout with, as was the cabinet, in session most impressive. Harry Ackerman, CBS special projects chief, supervised. There is credit, and more, for all.

WARNER BROS. PRESENTS, "Seige." ABC-TV, 1 Hour, 7:30 P.M., EST, Tuesday, February 11, 1956. Film, for Chesterfield and General Electric.

Here is the first of a new series of offerings in the Warner Bros. Presents group, which will alternate with the Casablanca and Cheyenne segments. This new format will provide the producer at least a greater latitude than was the case with "Casanova," and because variations from the script in its recording of casual and important moments of the day's calamity. Raymond Massey, of course, was Lincoln, and mayhap he now is a bit too much Massey. Jack Lemmon was a good, strongly emotional John Wilkes Booth; Lillian Gish appeared miscast and out of character as Mrs. Lincoln, while Charles Laughton was the always effective narrator. Especially good were the production values throughout with, as was the cabinet, in session most impressive. Harry Ackerman, CBS special projects chief, supervised. There is credit, and more, for all.

WIDE WORLD, NBC-TV, ½ Hour, 4 P.M., EST, Sunday, February 12, 1956. Live, for General Motors.

This remains one of the most technically fascinating shows on television, a medium where technical fascination tends to wear off quickly as further wonders come along. The sequences, however, on last week's "World of Celebrations" provided, with two exceptions, the unrehearsed spectacle of American home-town boosters making themselves look silly. The Mardi Gras celebrations in New Orleans were at least reportorially interesting, but the sight of Tampa businessmen dressed up like pirates, of South Hutchinson, Kansas housewives of Televising Film and of a Gay Nineties Day in Forest Grove, Oregon, were drab and a little embarrassing, spiritually. Sinclair Lewis might have enjoyed them. Much more interesting were the views of El Paso's "mountain cathedral" topped by the Christ of the Rockies, and an extended visit to the scenes of Lincoln's youth, with the Lincoln Memorial, closed the show. Wide World production presentations, like people, are best when they remain informal, candid, and when they are amateur. They and Drive Schneider directed and Norman Frank produced.

INSIDE NBC, WRCA-TV, ½ Hour, 6:30 P.M., EST, Friday, February 10, 1956. Live, from New York. For participating sponsors.

Often entertaining and generally informative is this twice-weekly peek behind the scenes NBC which, in a series of unadulterated, unrestrained plugs for current and coming NBC shows, a fact worthy of mention in light of the recently expressed antipathy on the part of NBC'spool films as part of the entertainment on some other programs. Since NBC is almost as much of an institution as it is a company, the plug herein can be accepted with a minimum of curiosity. The other night (Feb 10) Bill Cullen, the nervous, sourceful host, spent his time using with Ben Grauer, "Big St. host, and managed to stir up a lot of interest for that show course of the visit to the sets discussion of the program's cedure. James Elson is producer.

MEET MILLIE, CBS-TV, ½ Hour, 9 P.M., EST, Tuesday, February 16, 1956. Live, from Hollywood. For pharmaceuticals, Inc., associating with Carter Products.

About the only live situation comedy left on the networks, showing more audience strength than even CBS believed possible, "Meet Millie" has in recent weeks been inspiring a lot of speculation as to the origins of success. The live format—and air of spontaneity—obviously a lot to do with it, but they only part of the truth. The must lie in the characters brought to life by Elena Verdugo as Marilyn Kaplan and Alfred Florence Halop as Mama. Halop is particularly fascinating as an indomitable cliche-wisesomewhat vulgar in her cracking way, but also appear and warm-hearted with a side of sentiment a yard wide. Tuesday night Mama was detained not to be a burden on social life and proceeded to false home life for herself. The result is funny and not without a touch pathos. Lester Vail is producer.

HOLLYWOOD, U.S.A.

HOLLYWOOD: Considerable interest was engendered here last week with the announcement by Barney Balaban that Paramount Pictures would increase activity in the television and electronic field. He said Paramount's Sunset Blvd. studios, operated, by the paramount Sunset Corp., would have available, June 1, a studio completely equipped for television production on a daily rental basis for stage and equipment. These plans are present, according to Mr. Balaban, five complete modern stages, which makes it possible to accommodate any type of television production. Mr. Balaban added that Stanton M. Oswood has been appointed general manager of the new studies. Mr. Oswood resigned as assistant and director of television operations for NBC Television, to assume his new position.

Production of 39 new "Lassie" TV films will start in Hollywood in June, the sponsor, Campbell Soup Company, has announced. The series, starring Tommy Rettig, Jan Clayton, George Cleveland and the indispensable Lassie was renewed for this year for the third year in a row. Campbell, Robert Maxwell president of "Lassie" in association with television Programs of America, Inc. (TPA). The series is on CBS-SAMUEL D. BL.
EASTERN TV WRITERS 'ZERO IN' ON SOME FAVORITE TARGETS

Saturday, February 20, 1956

Television Today

Who's Where

By VINCENT CANBY

Time was last Wednesday evening and the place, the Garden of the Hotel Pierre. The occasion, as usual, was the first craft meeting of the Writers Guild of America, East. In keeping with the spirit of the evening, the crowd was alive and it was free. The format was modified, as the meeting was held in a TV studio in New York.

The theme: the triumph of the television script over problems arising out of its own environment (producers, directors, low prices, sponsors, actors, comedy writers). Opening scenes were rambling, lacking pace or direction. Writers (almost 200) greeted each other effectively, almost as if they were busy moving around at a large party. A mobile bar had been set up and was dispensing bourbon at 93 cents a shot, which might have seemed an odd price, except that the corner saloon was 41 floors below. Snatch of overhead dialogue: "Those ... at Front Row Center kept it for five weeks before they had a script." Her performance threw the whole thing out of key.

Eventually the stars assembled on the dais to be introduced by moderator Don Ettlinger: Jay Nelson Tuck, radio-tenure critic for the New York Post; Frank Schaffner, director of One Man and Person to Person; Ethel Frank, script editor for NBC Matinee Theatre; "She buys scripts by the gross"; Herbert Brodkin, director of the Goodyear-Alcoa Playhouse, and Nina Foch, actress. The inquisitors were TV writers David Davidson, Louis Jacoby, Helstel Wells, and Ernest Kinoy. The show, ad lib and unhearsaid, began to take shape.

SUSAN JACOBY: IS TV A TV'S WORLD?

Brodkin effectively threw question back by saying that was a question for the writers themselves to answer. "The time, in existence long before television, was a reflection of more than attitudes.

As Foch agreed that this was a social problem and recalled the hundreds of roles in which the little woman's function is to help her man through his crisis, but "nobody ever knows what her problem is!"

MR. WELLES: MUST THE CORN BE AS HIGH AS AN ELEPHANT'S EYE? HOW MUCH FAULT FOR ANY LACK IN TV QUALITY RESTS WITH THE PUBLIC AND HOW MUCH WITH THE SHOOT MAKERS?

Mr. Tuck put the responsibility squarely on the producers, directors and writers. The public, he indicated rather darkly, is more intelligent than many people think. Mr. Schaffner agreed. Miss Frank declared that nobody on Matinee Theatre ever set out to be corny. If the results are corny, she said, it was a reflection of the measure of failure to achieve the public's efforts. So did Mr. Brodkin: "I never try to do a show to please others, just myself." Half of a producer's job is in making a show, the other half is getting a script that he wants to use. A producer's life is a complicated one. That very morning, he related, he had been closeted with a sponsor's representative who had wanted to change the nationality of some Jewish children who figured in a script about their escape from a concentration camp by a group of nuns.

MR. KINIO: IS THE EXCITEMENT OF LIVE TV ENOUGH TO OVERCOME THE ECONOMIC ADVANTAGES OF FILM?

Mr. Brodkin thought television film might be better if more East Coast people indulged, but that essentially it should make no difference, that filmed TV could be as good as live. Mr. Tuck agreed. His wife, he said, tells him that live TV communicates to her. To him, he added, the best TV film never has the picture sharpness of live TV. Relatively speaking, Mr. Schaffner took exception to Mr. Tuck's wife. His grandson, said Mr. Schaffner, watches a terrible little set whose picture is always out of focus. "He watches everything, loves it all and can't tell the difference (and doesn't care) between live and film." The key to the question, he summed up, is not live vs. film, rather it is in the recognition that certain properties lend themselves to film and others to live production.

MISS JACOBY: WHEN ARE WE GOING TO GET OUR SHARE OF THE HUGE PRODUCTION BUDGETS?

Mr. Brodkin admitted that good writers are underpaid, but that the brass was beginning to recognize the writer's estate—"the situation should improve in the next year."

MR. WELLES: WHO SHOULD REWRITE A SCRIPT? IF WE SUPPLY THE BLUEPRINT, CAN YOU PULL OUT THE BASEMENT WHEN THE AUTHOR ISN'T HERE?

This idea was deployed by everyone, although Mr. Schaffner almost started a riot on the floor by observing that he knew of no case in which a good script had been ruined by bad direction. After that chuburb, it was generally agreed that the writer—as an essential part of a team—was required to attend rehearsals, and if he didn't, he couldn't blame anyone else for mishandling his work. Gone is the day when an author has to have a friend in the front office so he will be allowed to attend rehearsals. Writers, in fact, are here to stay.

With that heady thought, time was called by the moderator so that the illusion of peace might reign around the portable bar, 41 floors above the corner saloon. There were no depositions.

VINCENT CANBY

The Show-Makers

Keenan Wynn and Julie Adams star in "Circle of Guilt" on "Studio One" tonight, on CBS-TV. Also starring are Fred Clark and Peter Graves. Produced by Felix Jackson and directed by Franklin Schaffner, the teleplay was written by Mel Goldberg.

Charles Francis (Socker) Coe, once vice-president and general counsel for the then Melan Picture Producers and Distributors of America, and Oscar A. Doob, former MGM New York executive, have teamed in Palm Beach, Fla., on The Living Story, with Coe as narrator in the planned Theodore Gранick TV series.

John Ireland stars in "Ordeal" on the "Schlitz Playhouse of Stars" Friday, February 24 on CBS-TV.

Applying with him is Maxine Cooper.

Tom Tully, Glenda Farrell, Jim Beckus and Ronnie Burns co-star in "Uncle Barney", an original tele-comedy written by Ben Starr, on "Front Row Center" Sunday, February 26 on CBS-TV. Robert Sterling is master of ceremonies, Edgar Peterson produced and Russel Stoneham directs.


Mark Danan and Everett Sloane will appear in "Place of Shadows" on "Alfred Hitchcock presents" Sunday, February 26 on CBS-TV. The teleplay was written by Robert C. Dennis and directed by Robert Stevens. Sean McClory, Everett Glass, Joseph Douning and Hurry Tyler are in the supporting cast.

HE'S WINNING IN A WELK!

The rather exciting splash—rating-wise—which the Lawrence Welk Show making across the TV board nationwide is indicated in the smiles above, with the band leader visited New York last week. From left, Robert E. Kenney, president of ABC, Walt Show network, of course; Mr. Welk, in from California, radiating charm and confidence, and J. W. Minor, sales executive of Dodge Motors, the quite happy sponsor, of course. The reception was at Waldorf-Astoria.

TELEVISION IN BRITAIN

THE I.T.A. (Independent Television Authority) may take over Independent Television Network—the company responsible for sending commercial TV's programmes. This news follows the dramatic resignation of Mr. Crawley-appointed head of the news company a year ago, states: "The main reason for the resignation was my conviction that the board comprised of representatives of an outside contractor who differ so much in their outlook towards television is incapable of maintaining a consistent policy toward the new service.

Sir Kenneth Clark, chairman of the I.T.A., immediately issued a surmise that news would have right place in commercial TV.

The battle for viewers prove The B.B.C. now admits, for the first time, that I.T.A. programs are attracting bigger audiences in homes which can receive services. The I.T.A. average audience rose from 225,000 in the first seven weeks to the quarter to 235,000 in the seven, says the B.B.C. In I.T.A. jubilantly announced figures—that their audiences were now twice as large a B.B.C. in the London area.

FOLLOWING a spate of reports, Val Parnell, boss of a London Palladium, has been appointed chief executive of ATV, a newly-created post at the London’s ATV programmes. The London weekender ATV is the London weekend tractor and also operates the new Midlands station.

CARL BRISSON is the first star to be signed by Herbert Weingarten to launch his new television series. He will be presented in a series written by Harold Pinter, "Romance Is Where You Find It."
Seven Speakers Heard at Forum

**Talent Guilds Should Have Voice In Code Direction, MPIC Is Told**

*By WILLIAM R. WEAVER*

HOLLYWOOD, Feb. 20.—Five panel members and coordinator participating in the Motion Picture Industry Council (Continued dialogue) announced largely agreed on the point that the principal talent guilds should have a voice in administering the Production Code, and on little else.

The forum was the third in MPIC’s “Film Creators Round Table” series. The subject was “Should the Production Code Be Revised?”

After nearly three hours of debate between the panelists, and with questions from the floor, the code’s critics were limiting their demands to changes in code terminology from content or import. 

Panellists, in this order, were: Ken MacGowan, coordinator; Dick Powell, Leonard Spigelglass, Robert Neeman, Andra Paras, and Richard Hartman.

**New Hartman Firm; Para. to Handle Films**

From THE DAILY BUREAU

HOLLYWOOD, Feb. 20. — Paramount and Don Hartman today jointly announced a new arrangement under which Hartman is relieved of his responsibilities as executive producer of the company in order that he may set up the Don Hartman Production Corp., as an independent company to produce pictures for Paramount.

(Continued on page 6)

**Jacobs Named Aide To Para.’s Owen**

Eugene (Jake) Jacobs, of Paramount’s Kansas City branch, has been appointed assistant to Hugo Owen, vice-president of Paramount Film Distributing Corp. Jacobs, whose appointment is effective immediately, succeeds Al Fitter who has resigned to enter the industrial oil business.

(Continued on page 6)

**Review:**

**The Conqueror**

*RKO Radio-CinemaScope*

**HOLLYWOOD, Feb. 20**

Everything in and about “The Conqueror” portends great grosses. It is a big attraction in every commercially calculable dimension—marquees, box office, sales, theatre attendance, sales of premium calculable and potential in word-of-mouth publicity of both the pro- and the con-kinds. It is tremendous in size, swift and sweeping as to movement, unrestrained in dialogue and in action, a powerful representation of the life and policies of one of History’s most unprincipled tyrants. It figures to earn a fortune.

“The Conqueror” has marquee power to spare. The top leads, John Wayne and Susan Hayward, playing the young Genghis Khan and the Tartar woman he calls wife, are at peak box office value, domestically.

(Continued on page 4)
New U.K. Automatic Projector Is Shown To Union Official

By PETER BURNUP

LONDON, Feb. 17 (By Air Mail).

-- Projectomaton was demonstrated here today at the Odeon, Tottenham Court Road, by C. B. Kake, manufacturer and vendor of the automatic theatre projection device. In attendance was Tom O'Brien, M.P., and general secretary of N.A.T.K.E., to which union projectionists belong.

O'Brien warned that the system is going to injure us and we are going to oppose it and stop it if we can.

Shortage Exists

"But," the NATKE general secretary continued, "I think we see in Projectomaton one of the means of solving the problems of the men in the box. There are from 750 to 1,000 projectionists short in this country. Men are leaving the industry. The modern young man is not going to work six nights a week. It is a problem concerning the industry as a whole. Without projectionists this industry could fold.

"We must welcome any device that can improve the lot of the projectionist. We are approaching Projectomaton with our eyes open. It is the most important technical development in this industry since the introduction of sound. . . . It is a friend."

The O'Brien sentiment were subsequently echoed by projectionists present who said the group of cinemates saw at least one merit in the device. It would undoubtedly give greater leisure time to projection crews and materially assist an improved shift system.

Theatre Manager Pleased

The manager of the Odeon, in which the demonstration took place, said: "We have been using the equipment for four months and after minor initial blemishes it is now working very efficiently. We still have our usual six operators, two on at any given time with a junior. But it has meant that we have been able to organize much better shift systems.

UA Launching Velde Salute Sales Drive

United Artists' distribution force in the United States and Canada will salute James R. Velde, newly-appointed general sales manager, with a five-week sales effort, it was announced by William J. Heineman, vice president in charge of distribution. The "Welcome to Jim Velde" drive will be launched this week and will extend through March 31.

Velde will take his post next Monday. He replaces B. C. Kranez, who is resigning to become a vice president of Stanley Warner.

Johnston and Wife Off on Global Trip

From THE DAILY BULLETIN

WASHINGTON, Feb. 20.--Motion Picture Association president Eric A. Johnston and Mrs. Johnston left here today for the start of their round-the-world trip.

The move to Los Angeles, where they'll remain tomorrow. Tomorrow night, they fly to San Francisco, and will leave there Wednesday morning for Japan. They'll be joined in San Francisco for the trip by Merrie Smith, Johnston's secretary, and Motion Picture Export Association vice-president Irving Maas.

They will arrive in Japan until the first week in April. After Japan, they'll go to the Philippines, Hongkong, Thailand, Malaya, Indonesia, India, Pakistan, Italy, and France.

'Goodman' Bows at N.Y. Capitol Tonight

A large list of show business personalitics, headed by Benny Goodman and Steve Allen, will attend the New York premiere of Universal-International's Technicolor film, "The Benny Goodman Story" at the Capitol Theatre tonight.

As part of tonight's activities, both Goodman and Steve Allen will be present with plagues on the stage of the theatre by Leonard Feather, musicologist. The plaques, awarded by "Downbeat" Magazine, list Goodman and Allen for their contributions to American popular music.

On going news notes: lobby and stage events to public this evening will be Bill Silbert, nationally known disc jockey, who will be stationed outside the Capitol throughout the evening.

Allen will appear tomorrow in the lobby of the Capitol and personally autograph photographs of himself for patrons.

WB Trade Showing Two on March 12

Two of Warner Bros.' forthcoming releases, "Serenade" and "The Searchers," will be given a special theatre trade screening on a national basis on March 12. The two productions will be shown in each of the company's 52 exchange centers simultaneously. Exhibitors, as well as press, radio and television representatives, have been invited to attend the theatre screenings.

"Serenade," which co-stars Mario Lanza and Joan Fontaine, has been selected as the Easter attraction at Radio City Music Hall. It will be nationally distributed. John Wayne stars in C. V. Whitney's "The Searchers," a John Ford production. It will be nationally distributed May 19.

RKO Now Geared to Recapture Industry Position, GTR Says

"Encouraged by the trend of cutting world-wide industry grosses RKO (Radio Pictures) is physically and financially geared to recapture position in the competitive picture industry," the General Tire & Rubber stated in its annual report, read by stockholders yesterday.

General Tire & Rubber, the company, devoted two pages in its 52-page annual report to the activity of RKO Telecolor Pictures, Inc., a new corporate name for the men General Telecolor and RKO Radio Pictures A.M. Reporting shows for activities for the year ended Nov. 30, 1955, it stated that the merged company, RKO Telecolor Pictures "represents the first major independent in the field of motion pictures and broadcasting."

"For RKO Pictures the men means the promotional support Mutual Broadcasting System and leading television associations; and, the company's broadcasting interest means it the availability of an unlimited source of program material," the report stated. It went on to say that RKO's film slates are sold to C & C Television Corp. and steps taken to reactivate motion picture production at the RKO studio.

PERSONAL MENTION

WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, and B. G. KRANZE, general sales manager who will move to Sony Valley next week as vice-president, left New York yesterday for Cleveland.

JAMES A. MIDLEY, president of Samuel Goldwyn Prods. has postponed his scheduled return from Hollywood to New York until the latter part of this week.

JACK DIAMOND, publicity director at the Universal-International studios, will arrive here tomorrow from the Coast.

F. J. A. MCCARTHY, Universal's Southern and Canadian sales manager, will leave here today for St. Louis.

MILTON R. RACKEM, president of Universal Pictures, has arrived in Hollywood from New York.

ERNST EMMLING, Loew's Theatres advertising-publicity manager, has returned to New York from Miami.

IRA TULIFAN, 20th Century-Fox publicity manager, has returned to New York from Hollywood.

EDMUND C. DEBERRY, Paramount branch manager, has returned to Cincinnati from New York.

$145,000 Week Seen For 'Carrousel' Here

"Carousel," 20th Century-Fox's CinemaScope $5 production of Rodgers and Hammerstein's musical, is expected to gross $145,000 during its first week on the Roxy Theatre screen here.

Robert C. Rothafel, managing director of the Roxy, said the theatre would exceed first week receipts of "The Robe" of September 1953, which introduced CinemaScope.

Meanwhile, Grauman's Chinese Theatre in Hollywood, which premiered the film on the Coast, reported the highest non-holiday weekend gross, $18,000, in its history. It topped records set in 1953 by "The Robe" and "The Tall Men.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Feb. 22, Washington's Birthday and a legal holiday.
PROFITABLE READING!

Get it FREE at your nearest branch of

NATIONAL Screen SERVICE
The Conqueror

(Continued from page 1)

and worldwide, as the picture goes into exhibition. Pedro Armendariz, who is co-starred, means money in his own right throughout the Latin-American world. The producer-director, Dick Powell, who has a many-sided fame—films, radio, television, now a producer-directorship—is a killing factor not to be overlooked by a shrewd man; and it is not to be forgotten, that the pre-exploitation publicity has made quite clear, that the name of Howard Hughes (topmost on the main title) and the number of dollars he spent on the picture ($60,000,000) are extremely meaningful in entertainment-seeking circles. Add the sell-sealing signature of the team Cinemascope and Technicolor, and how anybody going to persuade himself he can afford to miss "The Conqueror."

The size of the production is something to measure with a Cinemascope camera, not with words of a typewriter. The terrain, an immense expanse of Utah doing convincing service as the Gobi Desert, is so vast, rugged, rocky and steep, that the hundreds and hundreds of horsemen racing across it to raid, ambush, battle or pillage, thwart numerical estimate. Similarly, if the cloud is so stretched to cover another largely uncovered expanse, the desert palace of the aging monarch whose realm the Khan covets, and ultimately takes, is so big that dozens of uninhabited dancing girls, finally including Miss Hayward, perform their exotic duties simultaneously without crowding. (Possibly the only stinging of the $6,000,000 budget occurred in the costuming department.)

The screenplay, by Oscar Millard, opens with the riding by Wayne known at this time as Temujin, with his title of Gough Khan far in the future, of a desert caravan conveying Miss Hayward, a Tartar princess betrothed to a Merkit chieftain, whose filly line has raised in Temujin a determination to have her for his own. Killing most of the captured chieftain’s men, and sending the chieftain himself on his way, he takes the girl, whom he meanwhile has discreetly to verify his first impression of her beauty, to his camp, where his mother reproaches him slightly for his act. That night, and for a while after, the girl reflects his advances, but later on they are pursued on horseback by enemy horsemen and, taking shelter under a cliff, arrive at a physical standing which, a good deal later in the picture, develops into a permanent mating from which, an off-screen narrator informs at the finish, descend the rulers of hal the world for the following century. Between their initial meeting and the close of the picture, of course, there have been many and violent events, armed conflicts, political plottings, terrorizations, murders and action, exciting, stimulating material, of all kinds, excellently produced, directed and performed.

The picture is not for children, naturally, both because it contains incident, dialogue and costuming unsuitable for juvenile entertainment, and because the Gough Khan story, as told in this picture, makes a case which is so grave, lust, violence and force as tools of success.


William R. Weaver

Buena Vista Adds to Staff Promotions

As a follow-up to the recent promotions of James O’Gara to Eastern division manager of Buena Vista and Jessie Clunich to Western division manager, Leo F. Samuels, president and general sales manager, has announced other promotions in the reorganization of the Walt Disney enterprises.

Howard Hein, home office sales administrator, has been promoted to assistant Western division manager under Clunich. Leo Greenwood, district manager of the East-Central district, with offices in Cleveland, has been named assistant Eastern division manager under O’Gara. Both Hein and Greenwood will headquartered in New York.

Ted Levy, Detroit sales manager, has been promoted, in turn, to Greenwood’s former position as East-Central district manager.

Lee Katz to Europe

In New AA Post

Appointment of Lee Katz to the newly-created post of Allied Artists’ European executive production representative was announced by Steve Brodly, AA president.

Katz, for the last two years managing director of Allied-Anglo Pictures, British associate company of Allied Artists, has been working with AA company executives at the studio for the past two weeks. He will leave for Europe in about 10 days to become affiliated with Allied Artists. Katz held various executive production posts at Warner Bros., M-G-M and Columbia.

Ealing

(Continued from page 1)


Sir Michael, producer of five films which starred Alec Guinness, could not make his way to any quick answer when asked whether the British product was "a stab with a knife" in the American market. Sir Michael, on the other hand, though promising a two-film program for this spring, To the art theatres, have handled very well. With the hit Universal, Sir Michael added, Guinness has become an internal figure. In the same vein, he praised Walter Beade’s Continental Films for getting good results in a specialized market.

Gites Value of Art Theatre

Hopeful that some of the suits in the specialized market will wear to the wider, commercial market, Sir Michael expressed his fear that what is acceptable and done by the art theatres today wins a larger share of the picture business in the commercial theatre tomorrow.

Sir Michael, here with his associate Reginald Baker, who is in charge of the financial administration of Ealing, said another of his current pictures will have its American premiere at the Strand, which holds a higher prestige. He referred to "Touch and Go," which was made under the Arthur Rank banner and is being distributed in the U. S. by Universal, and which will bow at the Strand for March 25. The Ladykillers, starring Dirk Bogarde, who is produced by Sir Michael, opens March 18, at the Sutton. It is being distributed in the U. S. by Continental Films.

Right now, Sir Michael contended, he is concentrating on production plans, with distribution problems both in the U. S. and abroad at the planning stage.

Admits Intruders of TV

Regarding the new competitive commercial TV in Britain, Sir Michael said it certainly is having an effect on theatre attendance there and effective as the commercial TV network extends out of London. Asked about production costs in Britain, Sir Michael said film production costs are the rise, describing London’s economy as inflationary, and the size of Britain’s entertainment industry went on, 10 per cent a year, withees passing the 40 per cent of production to the consumer. The form of higher admissions.
Urge Code 'Voice' for Talent Guilds

(Continued from page 1)
Aldrich, Jerry Wald and F. Hugh Herbert. The principal speaker from the floor was William Gordon, Universal-International's code contact man.

Gordon won audience applause by rectifying several misstatements regarding the code which had been made by the panels. All panels spoke extemporaneously or from notes.

Following extended opening remarks by coordinator MacGowan, former producer now in charge of the U.C.L.A. theatre arts department, who reviewed the circumstances leading up to industry's adoption of the Production Code, Powell read aloud to a sparse Sunday evening turnout the complete text of the main body of the code.

Powell Opposes Changes

Powell, reciting statistics showing the foreign attitude toward the present American Product, said, "I think we should devote ourselves to living up to the code, rather than to changing it."

Spigoln paci said creative writers would be happiest under "untrammeled working conditions," but "this is impossible" and went on to name 14 organizations which work in conjunction with the Motion Picture Association of America. He pointed out that 53 bills advocating federal censorship have been defeated as the result of industry self-regulation by the code, but added that present "unilateral action by company heads" in administering the code should be broadened to include giving consultative voice to creative guilds, but "no changes should be forced as a result of any single picture—no film can hold a gun against the code."

Sees Impartiality Lacking

Aldrich, taking the stand that the Code's principal useful function is to "protect" the industry against outside censorship, declared it has not done this impartially, with respect to independent producers, and cited one picture in which, he said, the Legion of Decency had compelled him to make 23 cuts "even after it had received a Code seal."

Aldrich said the MPAA has maintained a "company store" policy in administering the code, and that the most important question now is "how will any new code be administered?"

No other reference to any new code was made during the evening.
Wald took a firm stand against restoration thinking, and went at length into specific pictures among the 200 made by him in the past 23 years which had code problems that had been worked out successfully by code administrators Joseph Breen and Geoffrey Shurlock.

"Johnny Belinda" and the forthcoming "Lady Chatterly's Lover" were among the examples he mentioned. Then he named as the biggest sellers of all time, which were made under the code, "Gone With the Wind," "The Robe," "From Here to Eternity," and others.

Herbert, again re-stating his standard argument that the United States Constitution had need of 22 amendments, said the Production Code shouldn't be immune from amending. "It may surprise you to hear me say it," he added, referring to his "The Moon Is Blue" experience, "but I am in favor of a code although not this one." He did not say what kind he favored, however.

Gordon Points to Revisions

Speaking from the floor, Gordon called attention to the fact that the code has been revised or amended several times since its inception, and that the language criticized by Herbert was not language in main body code, that had been read by Powell, but in a supplemental section.

Circuit Offers Stock

ALBANY, Feb. 20—A stock issue, the first offered here, is being advertised for United Drive-in Theatres Corp., which proposes to construct the first of a circuit in the Albany-Troy-Schenectady area. A total of 250,000 shares is involved, the price being given as $1 per share. Common stock value is 10 cents par.
In the THEATRE EQUIPMENT and Refreshment WORLD . . .

...with RAY GALLO

WESTREX Corporation, New York, has announced a new line of sound reproduction equipment for theatres, including both multi-channel and single channel systems. The announcement states that the 1956 equipment is "simpler, smaller and from 5% to 30% less expensive than comparable 1955 units." It is pointed out that the single channel systems utilize the new major components of the multi-channel systems and are designed "to give the best sound reproduction for theatres not yet ready to convert to stereo sound." In addition, "these single channel systems can readily be expanded into multi-channel systems."

Shown in the photo is the "new Super Clay Brick Broiler" made by Bakers Pride Oven Company, Inc., New York. The broiler has been specifically designed so that an enclosure may be built around it—of brick, stainless steel or copper—to give it a "charcoal pit" effect. In this way, it is pointed out, the broiler can be made to blend in with other refreshment equipment. The units are available in nine different sizes according to the number of grades required. The company also makes a line of electric and gas pizza ovens.

Henry EK, formerly sales manager for Wilkon and Company, meat manufacturers, at Cedar Rapids, Iowa, has been named sales manager for Steel Products Company, which produces coffee makers and vending machines, also at Cedar Rapids. He will have charge of nationwide sales, promotion and advertising of the firm's "E-Z Way" coffee makers for soluble coffee.

"Barven 6-D" is the name of a new hot drink automatic dispenser to serve six drinks announced by Barven, Inc., San Marcus, Calif. By inserting a coin and turning the proper dial, the customer can get coffee, tea, hot chocolate, Sanka or soup. Cream and sugar to individual taste and a change maker are also supplied.

Allied Board

(Continued from page 1)

anticipated acceptance of "Carousel" in 35mm.

Business included a discussion of the M-G-M Quaker Oats Free Kiddy Admission tieup following Mike Simons demonstration of extensive exhibitor approval of the deal prior to its consummation. He asked the board's authorization to give "due weight in the reservation to voice disapproval if it proves disadvantageous to exhibitors.

The board also protested producer policies of withholding dye possible Academy Award winners citing specifically "Marty," "East of Eden" and "Rebel Without a Cause."

No Action on Tax Repeal

No action was taken on admission tax repeal, Shor restating the board's previously announced position that this is not the time to pursue such action.

Also protested was the use of film clips on TV as a wrong selling method which "more often ushers than sells movies," Shor said.

No EDC committee report was made, Shor stating that all Allied effort is currently being concentrated on the Senate committee hearings March 21-22.

The Allied spring board meeting, Shor announced, will be held as soon as possible after the conclusion of the Senate committee hearings.

Drive-in Meeting to Cincinnati

The next national Allied drive-in convention will be held Jan. 27, 1957 at the Netherland Plaza Hotel, Cincinnati.

Three resolutions were passed at the final board meeting. One reaffirmed approval of the joint Allied-Theatre Owners of America convention held by Allied and eastern groups, calling for a joint move to set up a voluntary all-inclusive arbitration system, including film rentals, selling policies and trade practices and to modify the consent decree to enable franchisees to engage in production and distribution under specified circumstances.

Another resolution urged regional Allied units to consider the joint Allied-TOA program at the earliest date and to notify the Justice Department of their position.

The final resolution censured certain trade papers for their reporting of the Allied-TOA cooperative plan.

Prices Discussed

Discussions among the Allied States Association board of directors yesterday morning were concentrated on film prices, specifically, according to Allied president Shor, "M-G-M's terms for 'Guys and Dolls,' Para-

21-22." He flatly contradicted rumors that Allied has any intention of withdrawing its request for Federal relief saying that contrarywise, if these conditions continue "there will be other converts to our proposal for Federal regulation." He failed to name these "other converts."

AB-PT Seeks Further Divestiture Extension

American Broadcasting - Paramount Theatres will ask the Justice Department for still another extension of its final agreement. The present deadline is March 3.

At the time of the last extension, on Dec. 3, the circuit still had 51 the-

Drive-in Met

(Continued from page 1)

reserved virtually all of the architect.

The convention will be open-

to drive-in theatres. The com-

will end on Thursday night w.

shaped by the welcoming address

and Paramount's declaration of

new and existing relationships and

in 35mm.

been 1956 equipment is "simpler, smaller and from 5% to 30% less expensive than comparable 1955 units." It is pointed out that the single channel systems utilize the new major components of the multi-channel systems and are designed "to give the best sound reproduction for theatres not yet ready to convert to stereo sound." In addition, "these single channel systems can readily be expanded into multi-channel systems."
More of a ‘Professional’ Touch

NBC Oscar Nominations Telecast
Showed Improvement Over Last Year

By MURRAY HOBORWITZ

A smooth, professional touch accented this year's show of the Academy Awards nominations seen on NBC-TV Saturday night from 9 to 10:30, EST. From the telecast viewpoint, the show appeared interesting throughout, but the interest of the general public probably waned as nominations went into the technical categories. Apparently, viewers have had no Peggy to retain the public's interest for an hour and-a-half, while lists of nominees ranging from the best sound to the best picture of the year were discussed.

Yet everything was handled with organization and intelligence this year, as contrasted to previous Academy telecasts. With Fredric March serving as "anchor man," roster of stars served as host and hosts for the event, ending off the winning nominees, many of whom were present at the NBC Coast Theaters.

Film clips from best picture and other nominations were wisely selected, showing some dramatic highlights which could very well serve as trailers for theatrical exhibition. It should be noted, however, that the glamour associated with a number of performing stars did not stand up too well before the unprepossessing TV camera’s eye. A recapitulation of the nominations in the top categories would also have aided the program, in light of the seemingly bewildering number of nominees from the viewpoint of the general public.

Titles and names of winning nominations were superimposed on film clips of last year's "Oscar" awards. While the technique served its purpose, it would have been wiser to use it sparingly.

A lighter touch, which would not deprive the show of any of its dignity, also would have been welcome. A Comedean Jerry Lewis who will be on hand for "Oscar Night" on March 21 should supply the needed levity. He did just that when he came on for a few moments on last Saturday night’s show, with dignity, too.

Academy Telecast
Theatres Say Business Good On Sat. Night

Theatre business during the 90-minute national telecast of the Academy of Motion Picture Arts and Sciences nominees for its 28th annual Awards ceremony, presented last Saturday evening over the television network of National Broadcasting Co., was considered "satisfactory" and "good," according to a number of Eastern and independent theatre executives.

The presentation of the "Oscar" nominations, which was sponsored for the first time by the Oklomobile Division of General Motors, was viewed by an estimated television audience of 44,000,000 over 123 TV stations. NBC-TV network officials yesterday reported that the network's down time for the 9:00 to 10:30 p.m. EST show was an average 28.1 compared with the Trendex rating of 30.6 attained last year.

Business in Broadway and many neighborhood theatres on Saturday evening was termed by one Eastern circuit official as "quite satisfactory."
BIGGEST OPENING SINCE "THE ROBE"

First three days surpass gross and attendance on EVERY 20th attraction since "The Robe," which holds the all-time world's record!

ROXY THEATRE • CHINESE THEATRE

New York Los Angeles

RODGERS & HAMMERSTEIN'S CAROUSEL

COLOR by DE LUXE

THE FIRST MOTION PICTURE IN THE NEW

CINEMASCOPE 55

"A NEW MILESTONE IN MOTION PICTURE HISTORY!"

— Front page, N.Y. Journal-American
Says Wholesome Entertainment Demanded

**Ohio Gov. Lausche Warns Industry On Presentation of Off-Color Films**

Special to THE DAILY

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Speaking at the luncheon session, Gov. Lausche said the people wanted and would demand wholesome film entertainment and he asked that exhibitors refrain from jeopardizing their present and future operations by showing off-color pictures.

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(Continued on page 6)
New Highs Reported For Film Exports
By Commerce Dep't

Speciul to THE DAILY
WASHINGTON, Feb. 22. - U. S. exports of motion picture film and equipment were at record levels in 1955, according to Commerce Department Film chief Nathan Golden.

He put 1955 shipments at 367,060,089, a 12% increase over the 1954 exports of $39,092,775. Golden stated out there were gains in the shipments of all types of exposed films, rawstock and equipment.

Shipment of exposed or developed motion picture feature films rose from 35,754 linear feet valued at $12,445,419 in 1954 to $16,157,413 last year. Shipments of 35 mm. and 16 mm. positive features rose sharply both in quantities of feet and dollar value, while shipments of 35 mm. and 16 mm. negative features rose in terms of linear feet but dropped slightly in dollar value.

Rawstock exports rose from 452,857,303 linear feet valued at $12,-
166,553 in 1954 to $24,669,513 feet valued at $14,753,910 in 1955. All six categories—35 mm. positive and negative, 16 mm. positive and negative, and 8 mm. positive and negative—shared in the increase.

Las Vegas' Opening Viewed on Color TV

LAS VEGAS, Nev., Feb. 22.—The world premiere of M-G-M's "Meet Me in Las Vegas," held here last night at the 500-seat El Portal Theatre, marked the first time that such a film was shown over television.

The ceremonies formed a feature of Milton Berle's NBC program, which originated here.

Proceeds from last night's performance were donated to the Children's Hospital of Las Vegas Variety Club, Tent No. 39. Approximately $5,000 was raised for the cause.

Skouras, Adler Here

Twentieth Century-Fox president Spyros P. Skouras and company president Joseph H. Moskowitz, and publicity director Edward E. Sullivan, have arrived in New York from Hollywood following studio conferences on Darryl F. Zanuck's "The Man in the Gray Flannel Suit."

Fitted Named

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general sales manager. He takes over his new post on March 12.

As Western division manager, he will supervise the UA exchanges in Chicago, Kansas City, Milwaukee, Minneapolis, Omaha, St. Louis, Denver, Los Angeles, Salt Lake City, San Francisco and Seattle. He entered the industry in 1946 as a Paramount sales trainee in New Haven.
Publicists Guild Will Represent M-G-M's Home Office Group

The Screen Publicists Guild (District 65) has applied to the National Labor Board for certification as a bargaining agent for members of the M-G-M home office advertising and publicity departments, it was announced by SPG president Harry Hochfield.

M-G-M advertising and publicity employees here were members of the SPG from the beginning of 1940 until a little more than five years ago when the SPG left the United Office and Professional Workers Union to join District 65. They have remained unorganized until now.

The SPG head stated that Howard Dietz, M-G-M vice-president, was informed on Monday of the SPG action and on the same day representatives of the Guild's parent body, District 65 of the Retail, Wholesale and Department Store Union (AFL-CIO) petitioned the NLRB for certification.

Texas Drive-in Assn. Opens Dallas Meet

DALLAS, Feb. 22.—The fourth annual convention of the Texas Drive-in Theatre Owners Association opened Tuesday in the Statler Hilton Hotel here, with Chairman H. W. Weisenberg, president, welcomed the delegates and introduced other officers of the association and thanked all the members of the various committees who planned the meeting.

Other speakers at morning session included Arthur Stern, who discussed drive-in theatre insurance problems, and Arnold Abbin, who talked about the tax problems of outdoor theatres.

M-G-M First User of Biggest Billboard

The world's largest advertising sign, which proclaims that M-G-M's "Meet Me in Las Vegas" will be the next attraction at the Astor Theatre here, was completed at the Broadway and 45th to 46th streets location on Tuesday, after two postponements because of inclement weather.

The block-long sign is 60 feet high and 270 feet long. M-G-M is the first user of the billboard, the deal having been negotiated with Arcturus Straws Sign Corp. by Silas F. Scaider, M-G-M's advertising manager.

Lawrence President of Film Producers

The Film Producers Association of New York has elected Robert Lawrence president of the organization, Lawrence, who is president of Robert Lawrence Productions, Inc., succeeds Walter Lowendahl, executive vice-president of Transfilm, Inc., who now becomes a member of the FPA board of directors.

See ATFP Approval Of SWG-AMPP Pact

From THE DAILY Burea...
COME AND WARNER SPECIAL THEATRE SCREENING

THE MATCHLESS VOICE OF MARIO LANZA
AND THE QUIVERING EXCITEMENT OF JAMES M. CAIN'S BEST-SELLER
"SERENADE"

Co-starring: Joan Fontaine
Sarita Montiel Vinzent Price

Screen Play by Ivan Goff & Ben Roberts and John Twist
Original songs - Music by Nicholas Brodszky

Lyrics by Sammy Cahn - Produced by Henry Blanke - Directed by Anthony Mann

The picture selected as the Easter Attraction at Radio City Music Hall

TWO SEE-FOR-YOURSELF EXEMPLAR BOXOFFICE ATTRACTIONS—UNPARA

Time and Place of Showings

Albany Madison 1:00 P.M. - Atlanta Fox 9:00 A.M. - Boston Capitol-Allston 9:30 A.M.
Chicago Century 9:30 A.M. - Cincinnati Esquire 1:00 P.M. - Cleveland Colony 1:00 P.M.
Detroit Fisher 9:30 A.M. - Indianapolis Arlington 1:00 P.M. - Jacksonvillle St. John
Memphis Warner 9:00 A.M. - Milwaukee Alhambra 9:30 A.M. - Minneapolis Uptown
New York Criterion 9:00 A.M. - Oklahoma Midwest 9:00 A.M. - Omaha Center
Portland 21st Avenue 1:00 P.M. - Salt Lake Villa 1:00 P.M. - San Francisco Alhambra
THE C. V. WHITNEY PICTURE STARRING

JOHN WAYNE

IN JOHN FORD'S GREATEST PRODUCTION!

"THE SEARCHERS"

CO-STARRING JEFFREY HUNTER · VERA MILES
WARD BOND · NATALIE WOOD

Screen Play by FRANK S. NUGENT · Executive Producer MERIAN C. COOPER · Associate Producer PATRICK FORD

DIRECTED BY JOHN FORD PRESENTED BY WARNER BROS.
Expansions of the NBCColorcast program will take place next month when eight more programs will be added to the color sked which to date totals more than 40 hours per month. Hal Persons has resigned from "Radio Daily" to become advertising and promotion manager at Circle Film Laboratories. After 17 years as sports director of Mutual Broadcasting System, Paul Jonas has joined NBC radio as sports editor. At MBS, Jonas was responsible for numerous sports "firsts." Charles L. Turner, new executive producer and general manager of West Coast Sound Studios and Video Pictures, Inc., has had wide experience in both the motion picture and TV industries. He is a graduate of Brown College, where he majored in theater and film production technique. He joined NBC and later served a four-year hitch with the U.S. Army on training film production, later directing and producing short subjects for Universal. Several of these films were selected for the Edinburgh and Venice film festivals, and his dramatic film study of mental illness was nominated for an Academy Award.

George CBSkinner, boss-man of the early morning TV Variety program bearing his name, was tendered a surprise birthday party last week by members of his cast. Among the gifts (gifts?) was a book titled "Art of Hollywood," given by vocalist Bob Eberly, a tool kit offered by vocalist Carole Bennett, and a bottle of ants donated by zoologist Ruth Manecke. As usual the ebullient Skinner would have had the perfect alibi for the burglarlike implements and we can even hear him say it this way: "the 'housebreaking' book and tool kit was given, not because I plan a series of uninvited nocturnal visits, but because I love to tinker about the (My Very Own, please) house. As for the bottle of ants, if any one of my friends, or anyone's friends, for that matter, are planning a picnic soon, it might still be too cold for the little hymenopterous insects, so I'm willing—even anxious—to loan this swarm of ants, but with the express understanding that after the picnic they are to be rounded up and returned. Returned that is—to Miss Manecke—not to me."

For many years musical director and composer for hundreds of motion picture short subjects and radio programs, Jack Shaindlin has been named the recipient of the coveted Clef Award, which will be presented to him Friday, March 2, at the "Wendy Barrie" program over WABD. Last Thursday night on the "Lux TV Theatre," Dick Contino and Barbara Rush were co-starring in a drama, "Night Song." Miss Rush turned in her usual fine performance but we were frankly amazed at the brilliance of portrayal as the "blind pianist-composer" given by Contino, who, since the days of Horace Heidt, was universally accepted as an accomplished musician. We may also add "fine actor" after his name. Malvin Wald has sold three original scripts for presentation on "Screen Directors Playhouse" (NBC-TV, Feb. 29)—"Warner Bros. Presents," (ABC-TV, March 13) and "Life of Riley" (NBC-TV, March 16). He's also preparing a half-hour musical TV series starring Betty Madigan which he'll produce.

Dr. Francis Hoewich, supervisor of NBCChildren programs, who is also "Miss Frances" of the "Ding Dong School" series, has returned to Gotham from a four-week tour which brought her as far west as Hollywood. Gentle, genial and gifted doctor of child psychology is richer by two additional citations—an award by the National Association of Home Builders (Chicago), and another by the National Audience Board (Beverly Hills, Cal.). Ted Cott, veep of DuMont, has named Walter B. Bruce, senior account executive and merchandising WABDirector. Revelon and F. Lorillard Co. will be alternate sponsors of a new Louis C. Crome $600-color telerevue "Changeling," which will feature $64,000 winners, who, as experts in their respective fields, will be challenged by new contestants from all parts of the country.

"Challenge" will be seen CBSundays at 10:00 P.M.
Adams Calls

(Continued from page 1)

 asserted, is to fail to recognize the historical mistakes that have been made over a period of years in the same business.

"One of the greatest mistakes that has ever been made in this great industry by exhibitors has been their absolute disregard for the necessity of unity among them," Adams said. "In the many years that I have been associated with this business, I am sure that we find that we have amongst our exhibitors so many geniuses and, as is usually the case when there are too many geniuses, each believing himself a Napoleon."

Urges Discussions

Adams stated that "there is nothing that happens in this business that cannot be ironed out by amicable discussions, and at any time that you are in a theatre that you are taking undue advantage of your competitor, you are cutting off your nose to spite your face."

Adams said that last year the drive-ins in the Toledos area were charging a fair admission price, most of them 75 cents per adult. Before the middle of the summer, however, several exhibitors started a price war, "which made a hit of our position where we were running our theatres at an absolute loss; and the strange part of it was that no one increased his attendance with the reduction of this admission price."

One Had Free Admission

Adams said that one of the 'leading' operators had free admissions on one Saturday night and didn't have any more people than he had before at 75 cents.

Another example of what Adams referred to as "stupidity and futility" was the decision of one exhibitor "which was in connection with the buying of film, citing an incident in Rochester. He said that some of the operators refused to pay a certain price because of alleged unfair percentage terms. But some of the other exhibitors, the 'Napoleonic geniuses,' decided to play these pictures regardless of the terms. Adams added that under the terms, the theatres could not make money. But, he continued, the film companies used these high percentage figures as a yardstick and it wasn't until the 'maverick' operators joined with the rest of the group in standing firm on film rentals that the situation was 'cured to some degree.'"

Warns Against 'Outsourcing'

"So don't think just because you may buy a picture on non-profit large percentage terms that you are outsourcing. Make sure you are competing when building up your business," Adams warned. "You are only destroying yourself and everyone else in your particular location," he added. Adams also warned against the playing of "doubtful" or "sex type of pictures that may appeal to a few morons." Because the drive-in business is a family business, only good, wholesome product should be played, he said, adding that the playing of the doubtful films will do "irreparable damage not only to yourself and your theatre, but to all people engaged in your business, because unfortunately we are judged by the few, who are not conscious of their obligations to their communities."

According to statistics, he said, U.S. drive-ins in 1955 were responsible for 20 to 25 per cent of the total domestic gross to the film companies.

Myers May Defer

2 Reports to Allied

CLEVELAND, Feb. 22.—The progress report on Allied States Association by general counsel Abram F. Myers and a report on the status of Allied's Emergency Defense Committee, which were scheduled to be delivered to the drive-in convention tomorrow probably will not be delivered.

Awaits Senate Hearings

Myers said that the postponement of the Senate Small Business Committee hearings, upon which their reports partially would have been based, necessitated the deferral of the reports.

"There is nothing much that can be said until after the hearings," Myers told Motion Picture Daily.

Davis Warns

(Continued from page 1)

said Davis, seems to be decreasing, except for a few exceptional films. The American producer, he said, keeps his eye on the boxoffice and his production policy seems to change accordingly. Such a policy, he added, results in an unsound policy of division of the producers and affects adversely the quality of films turned out.

A sufficient quantity of good programs, said Davis, will defeat the threat of television now being felt here.

Gov. Lausche

(Continued from page 1)

appears in "Forbidden Planet," the demonstration conducted by Mike Si- mons, Metro's exhibitor relations director.

Registration up to 2 P.M., Tuesday, totalling 325 theatre owners, 40 wives, and 225 supply, concessions and equipment representatives.

Allied Clinics Held
Modernization Called Key to Drive-in Profits

Special to THE DAILY

CLEVELAND, Feb. 22.—Unless drive-in operators constantly re-approach modernization and plan many drive-ins out of the red, he cited one New England outdoor theatre that was on the verge of closing because of the lack of business, but after a modernization program that cost almost as much as the original investment, the theatre now is a prosperous enterprise.

There was pro and con comment on the relative merits of the cafeteria style of food and drink sales and counter service. Horace Adams, Cleveland drive-in operator and coun-cilman with the mistaken belief that on weekends when business was heavy, the self-service style was more favorable, but that counter-service was preferable on slow nights.

Want Several Types

Both Lider and Adams said that it was wise to explore the possibilities of new food and drink items. Lider said he had been hesitant about introducing pizza pies as an item, fearing they would not sell. He found, however, that they have been a tremendous success. He said that quality items will sell.

The exploitation clinic, conducted by David Cheatham of Fohalski, Inc., brought out a number of ideas that have proved profitable. Cheatham said that he has a number drawer by the boxoffice and his production policy seems to change accordingly. Such a policy, he added, results in an unsound policy of division of the producers and affects adversely the quality of films turned out.

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Handicapped Persons Guests

Robert Hoff of Omaha said a goodwill builder which has proved beneficial has been a stunt whereby his newspaper and advertising people ask the patrons to bring a handicapped person along with them. The handicapped person or persons are the guests of the management. The making available of the drives for charity or personal services also has created considerable goodwill, it was said.

The equipment clinic was conducted by Hugh McLachlan of the Y & W Theatres, Indianapolis.
TIMELY! Here's a story of vice and corruption that could be happening today in your city, right around the corner from your theatre!
United Artists Buys Mary Pickford's Stock Interest

Holiday Spurs Nation's B.O.

Krim-Benjamin Management Group Gets 100% Ownership; Last of the U.A. Founders to Sell Keeps Release Tie

Hearings on Status Of Competition Are Set by House Group

From THE DAILY Bureau
WASHINGTON, Feb. 23.—A House Judiciary subcommittee will start hearings Monday to determine whether the various government regulatory agencies have preserved competition in the industries they regulate.

One of the agencies the subcommittee will get around to—just when, isn't clear—is the Federal Communications Commission, and the question of whether it has preserved competition.

District Heads Here For U.A. Convention

United Artists today will launch a two-day convention at the Sherry-Netherland Hotel here. All district managers from the United States and Canadian territories are attending the meetings which will be presided over.

Loew's Institutes Nine-Point Program to Aid Its Earnings

By MURRAY HOROWITZ

A nine-point program, designed to aid Loew's earnings and improve stockholders' relationships, has been put into effect by Arthur M. Loew, president, it was announced here yesterday by Loew in his opening address to the annual stockholders' meeting.

Loew also disclosed the prominent advanced by Loew's 65mm. process on the market, and further underscored Loew's study of the TV situation, citing the possible sale of M-G-M films to TV.

The meeting, held at Loew's State and attended by some 800 stockholders, was the first to be presided over by Loew, who was elected to the company presidency last December, replacing Nicholas M. Schenck, now chairman of the board.

Although the two-and-a-half hour meeting was punctuated by some comment critical of management, no organized opposition was in evidence and many sentiments in favor of management were voiced. The 13-man management slate of directors, with the two new nominees, bankers Paul Manheim and Charles Steward, were elected by a big majority.

Loew, during a question and answer period, was asked...

Columbia Half Year Profit $1,606,000

Columbia Pictures net profit after taxes for the 27 weeks ended Dec. 31, 1955, amounted to $1,606,000, or $1.63 per share, compared to $2,833,000 or $2.59 per share in the corresponding 1954 period, Harry Cohn, president, reported yesterday.

Cohn disclosed that Columbia's net profit before taxes in 1955 was $2,859,000, compared to 1954 net of $5,153,000. Estimated Federal, state and foreign taxes in 1955 totaled $1,293,000, while in the previous year they were $2,330,000, he said.

There were 1,041,293 shares outstanding on Dec. 31, 1955.
Cites Success of His Films from England

**Broccoli, Here from London, Denies U.S. Showmen Slight British Films**

**By Lester Dinoff**

Most British product is generally unacceptable to U.S. exhibitors and audiences due to a lack of international scope, stars of worldwide box-office appeal and improper merchandising, in the opinion of Albert R. Broccoli of Warner Film Productions, Ltd., of London.

Broccoli, in disclosing in an interview here that Columbia Pictures is distributing Warwick product, said his company was holding back unneeded pictures representing an investment of more than six million dollars and that in the coming year, his organization will produce five films at a total cost of rather more than $8,000,000.

Broccoli, who is a partner in Warwick with Irving Allen, also said he takes exception to remarks attributed to officials of the Motion Picture Assn. of America, which he feels are discriminating against British product.

Motion pictures produced outside the U.S., rather than suffering discrimination from American exhibitors, today are finding growing acceptance from theatre owners and audiences alike, he stated. Broccoli said that this has come about because more and more British films are becoming better in quality and showing a marked increase in box-office receipts in previous years. To prove that pictures made overseas receive the same consideration from U.S. exhibitors as domestically produced films, he cited the case of Warwick's "Paratrooper," which has played in 460 U.S. playdates and grossed "upwards of $1,600,000."

He also prophesied that Warwick's forthcoming "Cockleshell Heroes," already one of England's top box-office attractions for 1956, would run up grosses in excess of any Warwick film yet shown in the United States.

See Global Market Vital

Producers must aim at global markets today as it is no longer possible to produce films for one national audience, he said, indicating that this was and, in some instances, still the case in the British film industry. Broccoli said that Warwick had followed a formula that calls for the use of stories with ingredients "basic in their appeal to people of all nations—adventure, action, romance, humor—played against authentic locales and featuring at least one or two stars of proven international box-office appeal."

**Eastman Profit at Record**

**$85,600,300**

ROCHESTER, Feb. 23.—Net earnings after taxes for Eastman Kodak Co. for 1955 were $85,600,300, an increase of $37,406,747 over the former high of $48,217,719 registered in 1954. The 1955 earnings were equal to $4.66 per common share, as compared with $3.99 per share in 1954.

Consolidated sales of the company's United States establishments in 1955 rose to a record $714,443,836, 13 per cent above the 1954 total of $633,457,835.

**File Bill to Exempt Foreign Films from Withholding Tax; Backed by MPEA**

WASHINGTON, Feb. 23.—Rep. Frank Ikerd (D., Tex.), a member of the tax-writing House Ways and Means Committee, has introduced legislation to exempt foreign film producers and distributors from the 30 per cent Federal withholding tax now levied on their U.S. film earnings.

The legislation has long been sought by the Motion Picture Export Association and the American film industry and has sought a House Ways and Means Committee to include such a provision in the bill it finally produces. Ikerd is a member of the subcommittee, but could offer his support in the full committee.

MPEA has argued that the withholding tax on the foreign companies is a major obstacle in the way of U.S. film companies in getting better tax treatment overseas. When the U.S. protests a foreign country's failure to treat payment of U.S. films, MPEA claims, the foreign countries reply that the U.S. withholding tax treats their films unfairly and ask why they should act any differently.

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**Golding Resigns As Goldwyn Ad Head**

HOLLYWOOD, Feb. 23.—Golding, advertising and publicity chief of Samuel Goldwyn, Jr., resigned today. He will assume the advertising and public relations responsibility of Samuel Goldwyn, Jr., who is president of Goldwyn, Jr., and head of the "Proud," this year with UA financing. Prior to joining Goldwyn, Jr., he was senior publicity manager for 20th Century-Fox.

**Treasury Citation To Jack Warner**

HOLLYWOOD, Feb. 23.—Distinguished Service Award, citation of the U.S. Treasury Department, was presented here to Jack L. Warner, vice-president of the Warner Brothers, for "meritorious distinguished service in behalf of the United States Savings Bonds." Presentation was made by Mr. Buckley, acting for Treasury Department, at an M. Humphrey, senior Treasury official.

**Skouras Will Make CS Progress Report**

A progress report on the initial Laboratories for a $100,000,000 production and distribution program set by 20th Century-Fox for 1956 will be given today by Skouras, who returns in mid-February from Europe.

Skouras, who returned in mid-February, will also plans for "The Man in the Gray Flannel Suit" and "The King and I."
Were you there? Ask any of the thousands of exhibitors who attended those terrific theatre screenings of M-G-M's Goldmine of Entertainment "MEET ME IN LAS VEGAS" Exchange centers from Coast to Coast. Thanks for the telegrams, the phone calls, the letters! Your enthusiasm in the theatre, your roars of laughter, your continuous applause was confirmation that here's the kind of Show theatres have been waiting for.

M-G-M presents a Goldmine of Entertainment in CINEMASCOPE and color

MEET ME IN LAS VEGAS

Starring

DAN DAILEY - CYD CHARISSE

with

AGNES MOOREHEAD - LILL DARVAS - JIM BACKUS - OSCAR KARLweis - LILIANE MONTEVECCHI - CARA WILLIAMS - THE FOUR ACES and GUEST STARS

JERRY COLONNA - PAUL HENREID - LENA HORNE - FRANKIE Laine - MITSUKO SAWAMURA

Screen Story and Screen Play by ISOBEL LENNART • SONGS: Music by NICHOLAS BRODSZKY • Lyrics by SAMMY CAHN

Choreography by HERMES PAN • Photographed in EASTMAN COLOR • Directed by ROY ROWLAND • Produced by JOE PASTERNAK

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)
Loew's Has Program to Aid Earnings

(Continued from page 1)

swer period, acknowledged that the company is now in negotiation with TV interests for sale of some of the company's old films.

In his opening address, Loew forecast that second quarter earnings for the company will be much better than the five cents per share earned in the first quarter, elaborating, Loew said that the second quarter earnings would more than cover the regular quarterly dividend of the company of 25 cents per share. He also expressed confidence that the earnings for the balance of the year will continue to improve.

The first M-G-M picture to be made in the 65mm. process will be "Raintree County," which will go before the wide-gauged cameras in 60 days, Loew announced.

The nine-point program Loew said he has pursued since assuming the presidency is as follows:

Q. The elimination of all executive and officers' profit sharing contracts.

Q. A drastic reduction in payments to the company's retirement plan.

Q. Expenditure of the distribution to stockholders of the shares of the new theatre company under the company's reorganization plan, expressing management's hope that the distribution of these stock can be effected no later than Sept. 1, 1956, well before the deadline of February, 1957.

Q. Management is making a very careful survey of TV and it is expected that earnings from this source will be substantial soon.

Q. Theaters, enclosed and drive-in were being acquired all over the country and overseas to strengthen operations.

Q. The new policy of augmenting the studio's line-up with independently produced pictures. This policy was forecast to be "most beneficial" to the company.

Q. A determination to keep stockholders better informed about the company's operation, unless such information may be harmful for competitive reasons.

Q. A decision by management to give stockholders better representation on the company's board of directors, referring to Manheim, general partner of Leham Brothers, and Charles Stewart, a general partner of Lazard Freres.

Q. The company's Culver City studio and its branches all over the world to be kept abreast of technical developments. The 65mm. process, he predicted, "will greatly improve the quality of our films and will make for better public appreciation of M-G-M pictures."

Answering questions from the floor regarding the possible sale of the Loew's film library to television interests, Loew had this to say: "The M-G-M Parade on TV is already a good income producer. In this con-

pensation American films are offered, but which aside from Goldwyn's 'Guys and Dolls', been put into release yet. A total of the year's six of such films will be executed," he added.

Divestiture Complete

Charles C. Moskowitz, president and treasurer, who said Loew on the days, informed Loew's that has company theatre divestiture program. Also, Moskowitz said that $118,000,000 of the $40,000 gross income in the first 1955 was attributable to the production-distribution company.

Judge Louis Goldstein, to the Loew Loewenstein Fox read a lengthy prepared statement in which he expressed regret that company, but also said his support of management a "fideci" in the company's case also he was speaking for the board of directors, the horenstein firm, & Co. and spokesman for the stockholder group which had a series with Loew prior to the announcement.

Active in Australia, Argentina

Loew, in response to a question, said the company's process of conquering theatres in Canada and Australia, in addition opening a large theatre an building in Buenos Aires, also a financial firm. Loew, answering another query, said that no notice to the company's operations in this "red."

The vote in favor of the proposal of directors was a 300,000 shares out of a 4,142,615 shares outstanding Jan. 13 and entitled to vote.


Board Reelects All

Loew's Inc. Officers

Arthur M. Loew, president, other officers of Loew's, Inc. were elected here yesterday by the directors, which convened in secret following yesterday's stockholders' meeting.

Other officers re-elected Nicholas M. Schenck, chairman; Charles C. Moskowitz, president and treasurer; Dore Edgar J. Hall, Howard Doh- jinan Thau, Marvin H. Schen- Cohn, Louis K. Sidney, C. Reagen, and Benjamin Melnick, presi- dency.

Also Irving H. Greenfield- tory; Jesse T. Mills, vice- and controller; assistant treas- Delph Schadler and chair- and assistant secre- Nicholas Nayfack and Marvin... NEWS ROUNDUP

Martel Buys Rabe Work

Pater Rabe's novel, "Stop This Man," a story of the theft of a bar of gold from a college research laboratory, has been purchased for pro- duction by Gene Martel. Shooting is expected to start in May. Rabe will write the screenplay.

Jimmy Fund Drive Slated

TheJimmy Fund campaign of the Boston Variety Club will be held this year from Aug. 30 through Sept. 16. Arthur H. Lockwood, president, and Joe Cronin, chairman of the executive committee of the Children's Cancer Research Foundation, announced.

Alternations for RKO House

The RKO 58th Street Theatre here will undergo extensive alterations, ac- cording to William W. Howard, vice- president of RKO Theatres, to con- form with the rejuvenation of New York's Third Ave., from which the Third Avenue "El" has been removed.

Critizes U.S. Distribution

The Canadian Congress of Labor has criticized the sale and distribu- tion of films produced by the Na- tional Film Board by an American firm in the U. S. The labor unit has informed the Canadian Government that the films should be handled by the board itself or some other Can- dian Government agency, or by a non-profit agency in the U. S. on a cost basis.

Will Construct New Drive-in

The Detroit firm of Bud Harris & Son & Associates has announced plans for the construction of a 1,200-seat drive-in at the Walled Lake area.

Three N. J. Theatres

Three settlements of anti-trust suits were entered in Federal District Court here yesterday.

The suits, all involving theatres in New Jersey, were Marles Theatre Corp., operating the Park Theatre; Union City, which had claimed dam- ages of $1,050,000; Golden Lane Theatre Corp., operating the Temple Theatre, Union City, which had claimed damages of $3,750,000; and Bergenline Amusement Corp., opera- tor of the Riohl Theatre, West New York, which sought damages of $3,750,000.

The terms of the settlements were not disclosed.
That Money Making Monster is back again! All new excitement! ...but the same good old box-office appeal!

A city screams in terror as his fury stalks its streets!

Universal-International presents

The Creature Walks Among Us

Starring

Jeff Morrow · Rex Reason
Leigh Snowden
with
Gregg Palmer · Maurice Manson

Directed by John Sherwood · Story and screenplay by Arthur Ross · Produced by William Alland

Another Picture with that U-1 kind of Showmanship!
WOR-TV Buys NTA Selznick Package

WOR-TV has acquired the television rights to 10 David O. Selznick feature motion pictures for $198,000 from National Telefilm Associates, it was announced here yesterday by Gordon Gray, general manager of WOR-TV, and Ely Landau, NTA president.

The 10 Selznick productions will be presented on WOR-TV's "Million Dollar Movie" program during the next two-and-a-half years, it was stated.

Competition

(Continued from page 1)


Celler said in television the subcommittee will try to find out whether the FCC has permitted the TV networks to attain a dominant position in the industry and whether current FCC policies on this question, the VHF-UHF controversy and other matters have prevented the establishment of a nation-wide competitive system of broadcasting.

Lead-off witness before the subcommittee will be anti-trust chief Stanley N. Barnes.

Meanwhile, the Senate voted $207,250 to continue through next Jan. 31 the activities of its special Securities subcommittee studying anti-trust problems. This subcommittee is headed by Sen. Kligore (D., W. Va.).

Wilde Joins Jacobs

HOLLYWOOD, Feb. 23.—Publicist Arthur Wilde, who resigned from Hacht-Lancaster Productions last week, will join the Arthur P. Jacobs Co. on March 5 as coordinator of motion picture productions and entertainment accounts. Wilde will divide his time between the firm's New York and Hollywood offices.

Killed in Car Mishap

ATLANTA, Feb. 23.—John Waters, sales representative of Howco Films, Atlanta, and formerly with Warners Bros., was killed here this week when his car overturned in an accident.

MITCHELL MAY, Jr.
CO., INC.

INSURANCE

Specializing
in requirements of the
Motion Picture Industry

75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

Myers Voices Strong Warning to Circuits

Allied Annual Meet
Set for Nov. 26-28

SPECIAL TO THE DAILY

CLEVELAND, Feb. 23.—Dates for Allied States' annual convention in Dallas were set by the Allied board here today for Nov. 26-28 at the new Statler Hotel.

The convention will be designed as a tribute to Col. H. A. Cole, one of the founders of Allied, who will retire from organization activity at the conclusion of the sessions.

Press Group Honors Grace Kelly, Brando

HOLLYWOOD, Feb. 23.—The Hollywood Foreign Press Association tonight presented Grace Kelly and Marlon Brando with "H(ifre)ta" awards designating them as the world's favorite stars.

Twenty-three other citations were made by the HFPA, now 10 years old, at the dinner in the Ambassador Hotel.

Sets First Film

HOLLYWOOD, Feb. 23.—Neely organized Select Films will produce "Boss" for United Artists release. The company's first picture will star John Payne with Byron Haskin directing from a Ben Perry script.

SPG Adopts Insurance

HOLLYWOOD, Feb. 23.—The Screen Producers Guild has announced the adoption of a group life insurance program for all members, effective March 25. The Guild has had a group health and accident plan in operation for several years.

would be permitted to pay flat $1 starting with "The Court Jester" would not apply to drive-ins, be none, apparently, fitted that car would be.

Myers reiterated Allied's const that this was not the time to for the complete elimination of admission tax. Myers said that had great respect and regard for O'Donnell, chairman of COMPAC campaign, but that he felt O'Donnell and his committee's chan success were slim.

Myers said he had thought a waste of time "on the dooms Congress" to present a tax measure so soon after Congress granted relief.

Plea for "Caravan" Heard

There was considerable press for the revival of Allied's "Caravan," which made a company film terms paid by Allied me on a national basis. Both Adams, convention chairman, president Ruben Shor said that van had been discarded by mem Shor said that van had been discarded by mem 100 per cent terms, others paid 25 per cent for the same pictures.

Jones said that the new Paramount policy under which exhibitors whose grosses less $100 or less, whether percentage or flat rentals, would be permitted to pay flat $1 starting with "The Court Jester" would not apply to drive-ins, be none, apparently, fitted that car would be.

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O'Hare B. O.

(Continued from page 1)

A Movies with newspaper, TV radio participation in two of the biggest box office days in the history on Tuesday and today, Motion Picture Daily's respondent there reported.

Several Waiting Lines

"Pencis," "The Rose Tattoo" and "Conqueror" were doing outstanding business with waiting lines in every periods; it was stated. "The Salute" was backed with huge newspaper campaigns, aided by it publicity, and a special TV radio features and announcements

was another strong spot the biggest holiday business on a reported for. The premiere in CinemaScope 55, "Pic- Rose Tattoo" and "The Last were among the leaders there. among the leaders. Among the leaders there. "Pencis" "Pencis" chalked up many sales in many situations and box office records previously ished by such all-time Columbia rosers as "From Here to the "The Calm Mutiny" and "On waterfront."

"Pencis" strong at Music Hall the Radio City Music Hall here, closed its first week with a $76,000. The film grossed $15, the Majestic, Houston; $12,900 Des Moines, Des Moines; $13, the Bijou, Baltimore; $11,720 Orpheum, Omaha; and $22, the Ranch, Washington, it broke the all-time record held by "Eternity."

"Pencis" Century-Fox's Cinema 55 production of "Cathedral," the biggest opening day in Chicago the Chicago Theatre with an $70, gross, outgrossing the company's previous record maker there. During Tuesday at the Michigan in Boston, the film hit $20,014, $17,904 for "The Robe." The also exceeds full week grosses up by "Three Coins in the" and "Garden of Evil" at fifth.

"Conqueror" sets Marks

Hard Hughes' "The Conqueror" new grossing records in many 28 pre-release engagements in entry. In Chicago, the film took $500 at the Oriental Theatre for biggest opening day business in years and establishing that many any radio pictures in the history of house. In New Orleans, the Odeum Theatre grossed $1,200 the day, while in Philadelphia the sum drew $500 worth of big day business.

Dividend Set

LYLEWOOD, Feb. 23. The executive committee of the Allied Artists of directors today voted a 10 per cent dividend on 133 cents on $10 par. The dividend was payable to holders of record on 2.

Management Group Guiding United Artists

Arthur Krin  Robert Benjamin  William Heineman
Max Youngstein  Arnold Picker

U.A. Buys Pickford Stock

(Continued from page 1)

over the remaining stock, which was equally owned by Miss Pickford and Chaplin (4,000 shares each).

Grosses More Than Tripled

During the five years of manage-

ment by the Benjamin-Krim group, annual world grosses increased from $18,000,000 in 1951 to $55,000,000 last year. Krim has predicted a global gross totaling $65,000,000 for 1950.

United Artists was founded in April, 1919, by Miss Pickford, Douglas Fairbanks, Sr., Chaplin and D. W. Griffith.

District Meet

(Continued from page 1)

by James R. Vekle, newly-appointed general sales manager.

The keynote speech will be deliv-

ered by William J. Heineman, vice-

president in charge of distribution.

Detail distribution plans for 1956 product will be outlined.

British Protest

(Continued from page 1)

planning associations are concerned only with the screening of motion pictures on British TV and are uninterested in what happens on American TV.

Calls It "Boomeranging"

The associations suggest that Brit-

ish TV network screenings inevitably reduce theatre grosses, ultimately, thereby, boomeranging against Amer-

ican distributor interests. British producers contend that the sale of their films to American TV is justifi-

ed in view of the inadequacy of theatre bookings for their films in the U. S., maintaining they would prefer more theatre dates to TV.

In New York, a spokesman for the Motion Picture Association of America said that president Eric Johnston would be unable to reply to the cable of British associations until his return to this country in April from a world tour.

Long Beach Theatre

Files Trust Suit

An anti-trust suit seeking $450,000 was filed by the Vermont-Tennessee Operating Co., Inc., operating the Westend Theatre, Long Beach, L. L., in Federal District Court here yester-

day.

In addition to the eight majors, smaller distributors and distributors of foreign films were listed as defendants, as well as the Laurel Theatre Corp., which operates the Laurel and Lido theatres in Long Beach. Mentioned as the basis for the suit was the Robinson-Patman Act, as well as the anti-trust laws.
Columbia Pictures takes great pride in announcing the early release of Cockleshell Heroes, the big one from Irving Allen and Albert R. Broccoli of Warwick Productions, who gave you "Paratrooper", "The Black Knight", "Hell Below Zero", and "A Prize of Gold".

Columbia Pictures presents a Warwick Production

Jose Ferrer • Trevor Howard

Cockleshell Heroes
The Never-Before-Told Story of the Top-Secret Guys!

CinemaScope • Color by Technicolor

Screenplay by Bryan Forbes and Richard Maibaum
Executive Producers: Irving Allen and Albert R. Broccoli • Directed by Jose Ferrer
Television Today

IN THIS ISSUE


- Spotlighting the news in Television Today.

- Passing in Review-The week’s highlights in shows.

5 Millions A Budget

Total of $45,000,000 will be in in United Artists production the next 12 months, UA president Max E. Youngstein told company’s sales convention here today. It is reported that the outlay will be the largest expenditure in UA’s history.

Lazarus Appointed AB-PT Gen. Counsel

The appointment of Herbert B. Lazarus as general counsel of American Broadcasting-Paramount Theatres, succeeding the late Walter W. Gross, was announced by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Lazarus, who has been associated with AB-PT, and previously with Paramount Pictures, since 1933, was graduated from Harvard University.

N.Y. Area Showmen Back U.S. Tax Fight

Support of the industry's campaign for complete elimination of the federal admission tax was voted unanimously by the New York metropolitan area committee at a meeting here on Friday.

Emmanuel Frisch, president of the Metropolitan Motion Picture Theatres Association, presided at the meeting.

Among the speakers were Harry Brandt, president of the Independent Theatre Owners Assn.; Robert A. Covyne, co-chairman of the Council of Motion Picture Organizations; Russell Downey of Radio City Music Hall; Sol A. Schwartz of RKO Theatres, Robert C. Rothafel of the Roxy Theatre, Eugene Picker of Loew's Theatres, and Harry Goldberg of Stanley Warner Theatres.

Note Court Precedent for U.S.

Edict Guards Theatrical Distribution Rights from Television Exploitation

In what is regarded as a precedent-making decision, the New York Supreme Court has ruled that screening a film on television, even if a violation of the latter's theatrical distribution rights.

The case in question concerned a suit brought by Madison Pictures, Inc., and its affiliates against Chesapeake Industries, Inc. Justice Samuel Joseph, in handing down his decision on Friday, awarded $102,500 damages to Madison Pictures, which sued on the basis of its distribution contract.

Skouras Says To Release 1 55mm. 'Scope Each Quarter

Lichtman Replacement Due from Within Ranks

RCA and other producers have announced plans for the release of 55mm. CinemaScope productions for the remainder of the year.

Md. Repeals Rentals Tax

In Films to April
20th-Fox 55mm. Scope

(Continued from page 1)

company's distribution director, will come from within the company. He declined to name the man, saying he would not decide on the layoffs until the day he left by 6 p.m., the opening of Lichtman's retirement from the company.

20th-Fox is not offering its backlog of features to TV in one large package, but instead, the company is dropping a few of its old features at a time.

The projected five TV series planned by the company could represent an investment of $10,000,000 in TV production.

20th-Fox agreed to forego the showroad 55mm. projection release of "The King and I" as a gesture of goodwill and when it said, "The King and I" is the "most extraordinary" picture he had ever seen. He estimated its cost at $4,000,000. The 20th-Fox president went on to say that he agreed to release the picture in 35mm. after receiving wires from Theatre Owners of America president Myron Blunk and Allied States president Ruben Shorr, who said they would not appear at the New York premier of the picture. He mentioned Leonard Goldenson, president of American Broadcasting-Paramount Theatres; F. H. Rick-elson, National Theatres vice-presi dent; and Charles Feldman, manager of Wometooc Theatres; and Walter Beade, president of the circuit of that name.

Roadshow for 'Great Story'

Indicating his reluctance to agree to the requests on "The King and I," which will be ready for release in July instead of October, as originally scheduled, Skouras said the company "would never have a better property with which to introduce 55mm. projection more advantageously.

"No one, of course, can continue in question, "will change my mind" on "The Greatest Story Ever Told," for which 20th-Fox plans to set 55mm. projection roadshow engagements because the film is put in general release for 35mm. projection.

He estimated that 20th-Fox spent over $2,000,000 in developing the 55mm. CinemaScope process. Skou- ras said that engineers have taught him that 55mm. projection is from 25 to 30 per cent better, compared to regular 35mm. projection of 55mm. CinemaScope production.

Tells of TV Series

Turning to questions relating to TV, Skouras said the company now has "five major TV series underway," one for General Electric, and the other titled "My Friend Flicka." He said three other series are planned by the company, one an anthology, the remaining titled "Beveled," and "Broken Arrow." The GE series, he said, cost over $2,000,000; "My Friend Flicka" about $1,250,000. If the remaining eight TV projects win sponsorship this year, 20th-Fox will have invested about $1,000,000 in TV production, he added.

Skouras said that the TV-produced films for the American market will be released theatrically abroad "everywhere we can."

Asked for comment on the joint call, David Karger, director of TV producers, told reporter of the Motion Picture Association of America, urging him to prevail on American producers to keep U. S. films off British TV. Skouras said the position of the British producers appears "inconsistent," although he sympathized with the attitude of British producers on the exhibition on TV here of British pictures.

Refers to 'Blockbusters'


"We will make these pictures available as soon as possible," Skouras promised, without regard to so-called seasons.

Saying that while on the Coast he conferred with Darryl F. Zanuck, vice-president in charge of the studio, who began a four-month vacation, his absence on Thursday, Skouras re- marked that Zanuck leaves a wonderful record behind him. He said he nego- tiations with Zanuck on a new contract, taking cognizance of Zanuck's desire to produce independently and resign as head of 20th-Fox production, are proceeding satisfactorily. It looks like we're come to an agreement," he added.

Contact talks with Buddy Adler, acting head of the studio in Zanuck's absence, also are continuing, Skouras stated.

Another project scheduled for 55mm. lensing is "Can-Can," Skouras stated. Responding to a query, Skou- ras said that in his conversation at the recent Studio Administration, he has been told that Zanuck would produce all of its films in 55mm. projection, saying the process is "too expensive."

U-I Will Release

Another Rank Film

"Simon and Laura," a new comedy from the J. Arthur Rank Organization, will be released here by Universal-International, it was announced by Charles J. Feldman, vice-president in charge of sales.

Filmed in London and based on a successful stage play of the same name, the production is in VistaVision and Technicolor.

Form Production Firm

Jay Richard Kennedy and Mann have formed their own independent production company called-20th-Mann Associates, for release-distribution through United Artists. Three films are included in the project, one of which will be "Bunt," Kennedy's best-selling book about baseball, the other two are set to Warner and recently bought back, productions include "Winter and "The Lottery," both K. originals.

Baltimore Theatre Loop

Thieves entered Baltimore's Theatre and walked off with containing $2,050. Manager Daresnell, who believed they be theatre until after closing, said the safe was later found stolen.

Advertising Rate Hike

Another Connecticut daily paper is increasing its amuse- ving rates. The Hartford "ant," effective Thursday, will $3.64 per column inch daily $4.62 per column inch on Sun-

Rob Fall River Theatre

A total of $1,475 was taken a safe of the Strand Theatre, recently added to the theatre, said the manager by someone who remained unnoticed in the theatre its closing.

Half-Year Net for

For AA at $183,708

From THE DAILY Bureau

HOLLYWOOD, Feb. 29, profit before Federal income of Allied Artists and its wholly subsidiaries for the 26 weeks Dec. 31, 1955, is estimated at $708 by Steve Brody, president result compares with $382 last corresponding period of 1954. In the last quarter, 1955 as was set up for Federal income of $202,000. This reserve for corresponding period in the year amounted to $178,000. The 26-week period of 1955 was 178.00, and the 26-week period of 1955 was

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Stein, News Editor; Herbert V. Frank, Advertising Manager; Gus H. Faim, Production Manager; Hollywood Bureau; Edward H. Ridgeway, Advertising Representative; Telephone Financial 6, 900; Washington, D.C. 20024, National Press Club, Washington, D.C.; Motion Picture Daily is published daily except Saturdays, Sundays and holidays by Quigley Publishing Company, Inc., 726 Sixth Avenue, Rockefeller Center, New York 20, Telephone Bayard 7-1000. Cable address: "Quigley, New York," Martin Quigley, President; Martin Quigley, Jr., Vice-President; Fred J. Sullivan, Vice-President and Treasurer; Raymond Quigley, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment, Merchandising, each published 15 times a year. Section of Motion Picture Herald; Television Almanac, Paper. Entered at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copy
See's Recent Crisis at an End

Processing and Use of Color Film
Boon to Mexico Industry: Zacarias

MEXICO CITY, Feb. 26.—The widespread use of color and the development of laboratories to handle color film are among the reasons cited for the sudden rise of the Mexican film industry by Mario Zacarias, president of the Mexican Producers Association, who said the film crisis of 18 months ago is at an end.

Commenting on the film revival, Zacarias said the Mexican industry sacrificed higher production costs so that it might successfully compete with imported American films that feature color, on-location filming and wide screen projection. He added that current Mexican films being shot in exteriors are commanding the attention of theatre-goers and that “a message of Mexicanity is being told in high quality pictures.”

Zacarias explained that both France and Italy shared the plight of Mexico, in that they were unable to compete with the offerings of the United States film industry up until recently. The U.S. stories were of great social significance and were problems of the Mexicans, and helped to bring Mexican pictures to the Mexican crisis in 1954.

The Mexican executive voiced high praise to the trade’s own bank and for this reason he foresees workers and producers who for the first time are marching united for the consolidation of the Mexican film industry.”

In line with this movement, he said, the Association has established a committee to handle and solve problems of exhibition, distribution and publicity with the object of overcoming the economic interests of producers and to obtain for them reduced expenses and more profits for the operations. The committee’s first task has been to introduce into Mexico the policies of mechanically controlling the revenues of theatre-goers, as is employed in France at the present time.

Serving on the committee are Octavio Naranjo, Pedro Galindo and managers of Cinex, Peliculas Mexicanas and Peliculas Nacionales.

Committee Will Get
UHF Data Today

WASHINGTON, Feb. 26.—Spokesmen for ultra high frequency broadcasters will take the stand today as the Senate Commerce Committee resumes its television hearings. In the past, some of the spokesmen have suggested subscription television as a solution for their financial difficulties.

Hearings are scheduled every day this week but Thursday. Anti-trust chief Stanley N. Barnes is expected to testify tomorrow, presumably on competitive problems in the TV industry. Others expected to be called this week include spokesmen for educational TV groups, the American Civil Liberties Union and other organizations.

Later, proponents of toll-TV systems, the networks and the Joint Committee on Toll-TV, will voice their arguments at other hearings.

Add Nine Members
To Tax Committee

Nine additional chairmen or co-chairmen of state tax committees have been appointed by Robert J. O’Donnell, national chairman of the Council of Motion Picture Organizations’ tax campaign committee.

New members include: Alabama, Richard M. Kennedy; Northern California, Irving Levin; Georgia, E. D. Martin; Idaho, Joseph E. Hendell; Missouri, T. E. Williams; Nebraska, Robert Livingston; Oregon, Art Adamson; Utah, Sam Gillette and Wisconsins, A. D. Kvool.

Sharkey Sues Co-Op
In Contract Dispute

DETROIT, Feb. 26.—A complaint against the Cooperative Theatres of Michigan, which acts as film buying agent for 150 theatres, has been served on Fred DeLoder, president, by James F. Sharkey, former head buyer for the firm.

Now residing in Miami, Sharkey sued last week in Miami Federal Court for $332,000 for alleged breach of oral contract and the unpaid balance of his 1955 salary. DeLoder received the complaint in Miami during a winter vacation. David Newham, attorney for Co-op, said a plea for dismissal will be filed within the 20-day period allowed for filing an answer.

To Honor Carmody

WASHINGTON, Feb. 26.—Jay Carmody, “Washington Star” film critic, who recently received the “Critic of the Year” award from the Screen Directors Guild, will be honored here on March 7 at a luncheon jointly sponsored by the Washington Variety Club, Tent 11, Washington Board of Trade and the Hans Club. Industry and civic leaders are expected to attend.

NLRB to Hold Hearing

A hearing as to whether the Screen Publicists Guild (District 81) should be certified as collective bargaining agents for advertising and publicity employees at the M-G-M home office will be held by the National Labor Relations Board here on March 5, according to an SPG representative.

U-I Sets Screenings
For ‘Boats’ on Wed.

Launching the publicity and promotional campaign on “Away All Boats,” Universal-International will fly a special work print of the film into New York on Wednesday for a series of screenings for national magazines, fan publications and Sunday supplements. Scheduled for Summer release, “Away All Boats” will be screened the same day for 150 editors and reviewers under the U-I plan to meet the advance deadlines of these publications.

‘Rose’ Setting Marks
In Many Engagements

Paramount’s “The Rose Tattoo” set a new first-week house record at Boston’s Metropolitan Theatre with a gross of $42,000; grossed $9,000 in its first five days at the Paramount Theatre, in New Haven; $17,000 for its first week at the Paramount, Buffalo; $5,700 at the Albany Strand, and $21,000 in its initial week at the Stanley in Jersey City, the distributor announced.


**Md. Repeals**

(Continued from page 1)

the legislature's action on broad tax proposals. The fight for repeal of the tax was led by Elmer Nolte and Jack Whittle of Allied Theatre Owners of Maryland, and A. Julian Brylawski of the Motion Picture Theatre Owners of Metropolitan Washington.

May Aid in D.C. Fight

The Maryland legislature's action is expected to help the Washington group fight a proposal of the District of Columbia Commissioners to levy a tax on film rentals in the District. During testimony before a House-Senate tax committee earlier this year, the commissioners cited the Maryland tax as a reason for levying the tax in the District. The House-Senate committee has already tentatively rejected the commissioners' proposal to levy a two per cent tax on theatre admissions.

Arthur Loew, Jr.

(Continued from page 1)
of them as a producer, Loew said he will remain in Hollywood for several weeks before going to New York in search of story properties. He wrote the original story and produced "Arena" for M-G-M. Later, he produced "The Affairs of Dobie Gillis," "The Marauders" and "The Rack."

**Review:**

The Ladykillers

The combination of Alec Guinness and Miss Katie Johnson, a 70-year-old veteran theatre performer who recently won the British Film Academy Award as the best actress of the year, is sure to put the J. Arthur Rank Organization's "The Ladykillers" on a high box office rung.

Cavorting in a rollicking comedy, they provide the exhibitor with a film that will please a wide variety of patrons. In color by Technicolor, the Michael Balcon production offers a plot easy to understand and spontaneous comedy. Its appeal is by no means limited to art houses.

The story and screenplay by William Rose concern the efforts of Guinness, portraying "The Professor," and his band of four henchmen who masquerade as a "string quartet" in a plot to rob a bank truck. As Mrs. Wilberforce, Miss Johnson leases a two-room apartment to the "musicians" who use it in their planning of the crime. Director Alexander Mackendrick and associate producer Seth Holt introduce all forms of comedy and mild suspense for the Guinness band who maneuver the robbery but then find they have their landlord on their hands.

Each of the criminals in his own way avoids the intended killing of the gentle old lady who comes to realize that they masterminded the bank holdup. Comedy rolls on and the audience's liking for Miss Johnson is sure to continue to the finale that finds her retaining the bank loot, with the five criminals, including Guinness, dead.

Guinness more than surpasses any of his previous efforts and audiences having seen him before are sure to pay a return visit for this comedy. As the sweet landlady who unknowingly assists in the robbery and subsequently softens the hearts of the criminals, Miss Johnson will amuse adults who might well look upon her as the perfect caricature of a Charles Dickens character.

Running time, 93 minutes. General classification. February release.

JACK EDEN

**Lazarus**

(Continued from page 1)

from Yale College and later from Dixie Law School, where he edited the Yale Law Journal. Prior to his entry into the motion picture industry he was a law secretary to Supreme Justice Irwin Untermyer, his former dean of General Fire and Casualty Co., Farmeele Transportation Co., Chicago Yellow Cab Co.

**Texas Assn.**

(Continued from page 1)

this year at the Statler Hilton Hotel in this city.

Other new officers elected were vice-presidents, Sleet, Norelco Mexican, Wayne Long of Monroe, Ohio, R. F. Prell of Victoria, Texas, and James of San Antonio was elected to the post of secretary and treasurer.

**See $100,000,000!**

(Continued from page 1)

members, AMPP said the picture represents "the best balanced, skillfully conceived entertainment in any period," it has ever seen. AMPP also recommended the box-office value of the film to exhibitors as National Theatre proagers.

Elmer Rhoden. *
Courty OK's NT Petition

(Continued from page 1)

Rochemont was working on for NT production, Pride said "Who knows?" De Rochemont recently signed an agreement with NT for the production of the initial Cinemiracle feature at an announced budget of several million dollars. "It is contemplated that four additional pictures will be produced under the same arrangement," according to the NT petition.

Mutual Arrangement Outlined

Judge Ryan, prior to granting the petition on the consent of the government, asked what type of arrangements were in progress or to the licensing of the Cinemiracle production and exhibition equipment to outside sources. Pride and Silverman said that a mutual arrangement had been worked out whereby the "licensing would be based on a per capita agreement," following the "period of exclusivity."

The Justice Department attorney said that he is of the opinion that each Cinemiracle production would cost in the neighborhood of $2,000,000 and that the estimated cost of projection equipment to theatres would be between $40,000 and $50,000, not counting the remodeling and renovation of a house, which would bring the cost to approximately $100,000.

UA Budget

(Continued from page 1)

UA district managers from the U.S. and Canada attended the two-day session, which was concluded Saturday.

Chicago Alamo Files

Anti-Trust Action

CHICAGO, Feb. 28.—The Alamo Theatre Co. has filed a $300,000 treble damage anti-trust suit in Chicago District Court, naming the major film distributors, Balaban & Katz and American Broadcasting - Paramount Theatres as defendants. The suit alleges that the distributors and the theatre circuits "conspired" to establish a zoning system for releasing pictures.

The suit further states that due to this system, it was forced to bid for films against such K&K theatres as the Marbro and Paradise, which, according to the suit, does not serve the same area. The court action alleges that the "arbitrary" zoning system resulted in losses of over $100,000 to the Alamo Theatre for the period 1947 to 1951.


CARY GRANT FRANK SINATRA SOPHIA LOREN

in

"The Pride and the Passion"

IN COLOR BY TECHNICOLOR
"Peter Pan prefers service in the Mainliner manner," says Donna Atwood

Donna Atwood's amazing skill on skates has never been more beautifully demonstrated than in the current John H. Harris Ice Capades production of "Peter Pan," in which she plays the title role.

A real authority on ease of movement, Donna always insists on United Air Lines whenever possible in touring the country with her show. And, together with her troupe, she enjoys typically fine Mainliner speed and comfort all the way.

We think you, too, will also appreciate the extra comfort and convenience of United's service. Plan your next trip via United and discover for yourself the difference when you travel in the Mainliner manner.

Contact nearest United Air Lines ticket office or an authorized travel agent.
spotlighting the News

**Abroad**

For an understandable delay, the reign market is beginning to yield fertile fields for sales by telefilm producers and distributors. Screen Gems last week bid the largest international of its product since entering the reign market nine months ago. The Screen Gems bought seven Screen Gems. At the same time, the company also made its first sales, to a television in Denmark and Switzerland. These interests in a total of 42 countries abroad now have been tied for product from the Film Pictures subsidiary.

**Down Under**

Film Syndication last week urged its first sales in the market—by the end of the year ABC will have properties in all the English-speaking countries. The Australian 133½-hour-worth, include three Musketeers, "Racket," "Herald Playhouse," "Dirt to Danger," and "Kite-kite-kite." The deal was brokered by George T. Shupert, Film president, and J. B. New York representative of the Australian Consolidated Press, Peter Williams, managing director of the Melbourne Herald Weekly Times, Ltd.

**Contract**

As was to be expected, the contract negotiated last year by the Actors Guild and the American Federation of Motion Picture Employees having special emphasis on payments, has had its effect on the demands of other writers. Last week the Writers of America negotiated a new contract with the AMPP for its member telefilm writers. The clauses are identical in principle to those in the SAG contract. The new deal, which is to be effective on November 17, 1955, is to be effective on January 15, 1960, and runs for increased minimum fees for work on all TV films.

**In 1958**

Dr. W. R. G. Baker, vice-president of General Electric, does not think most of the recently made forecasts that have shown television "big push" in color TV sales coming in the latter months of this year. Dr. Baker, speaking before the Technical and Engineering Council of Southern New York last week, said that sales of color receivers will not increase sharply until at least 1958. However, he added, by 1960 manufacturers should be selling 5,000,000 color sets a year.

**Coming of Age**

Robert W. Sarnoff, president of NBC, speaking last week at the Chicago Federated Advertising Club in his role as general chairman of National Advertising Week, urged all advertising media to join in a united effort to help the consumer scale "an economic Mount Everest" in 1956. Mr. Sarnoff predicted the expenditure of a record $9,250,000,000 in all advertising media to spur the economy towards a goal of a $400,000,000,000 national product for 1956, but warned against propaganda campaigns aimed at individual advertising media by the competition. Advertising has come of age, said the NBC chief, and actually has the power to halt an economic downturn.

**The Distinction**

Speaking last week before a meeting of the general managers of stations represented by CBS Television spot sales, Clark George, general sales manager, made the kind of distinction which keeps trade press semanticists on their toes. Television, said Mr. George, is not simply an advertising medium; it is a sales medium. "Programs not only must deliver an audience, but must be designed for sales." Mr. George also took a look at the Greater Tomorrow when consumers will have more money to spend. To get this money into circulation, he said, "mass millions" will have to change their habits, change their desires, change their motives, change their ideas of what satisfies them and change their level of demand of the infinite variety of goods and services and investments that measure a standard of living. Even in context, it sounds eerily.

**New Concept**

Hal Roach, Jr., and Vitapix Corporation last week announced the conclusion of a deal whereby the former will produce film programs for the latter and also undertake the sales responsibility for national sponsorship. The plan, described as "a comprehensive new concept for the national spot sale of TV programs," marks the alliance of 57 of the nation's TV broadcasting facilities and a major TV producer. Under the arrangement, Vitapix will perform as the "time clearance" agency for its members stations. It also contemplates that the Roach organization will become an equal partner in the enterprise, and, following fulfillment of certain obligations, will own 50 per cent of Vitapix stock. Program details will be announced as soon as they have been set—within the next several weeks.

**TNT Hotcakes**

Those 10 David O. Selznick features, which National Television Associates have labeled their TNT Package, are selling like hotcakes. According to the report, sales of the package already top the $1,000,000 mark, with deals set or about to be set in 28 markets. The (Continued on page 9)

**In Our View**

It has always been apparent that the production of the commercial for television entails a responsibility of first importance, in that television's captive audience is obviously much more highly critical of an advertising message than the general, or non-captive audience, wherever found. Now another reason gives the commercial even greater importance.

There is yet to come a final decision relative to the approval of and general use of toll or pay TV, as pushed vigorously before the FCC by the several most interested parties. In the final analysis, let there be no mistake, the decision, however reached, will depend upon the manifest desires of the greatest number of the general public. The public is not inarticulate, and although often it takes considerable time, and by variegated routes, to make its desires known, it is unmistakable when it does, and it is a foolish purveyor who ignores it.

Thus, in this instance, it is important that, since the commercial is one of the chief differences in the living room between "pay" and "free" television, the TV industry must not, indeed cannot afford to, permit the commercial to fall to the point in audience receptivity where the TV home viewer will grasp any straw to be rid of the advertising "nuisance." The viewer does not necessarily have to be compelled by the commercial to rush to the nearest emporium with the cash-to-buy-clutched in his hot little fist, but he must also, most importantly, be repelled by the commercial. That harms the whole television industry.

Such of our outstanding advertising agencies as have devoted, in the interests of clients, years, dollars and a high order of skill to TV advertising, are to be credited with much of the success of commercial offerings. Their own advertising betokens a keen understanding of the potential of this striking medium. Their eternal vigilance and constant striving are essential, and merit an accolade.

—Charles S. Aaronson
PASSENGING REVIEW

THE SECOND ANNUAL telecast of the film Academy Award nominations a week ago Saturday, on NBC-TV, was perhaps about as good as it could be and that is faint praise indeed. Evident throughout, however, was the unsettling realization that nomination announcements are just not very dramatic or interesting. When somebody wins—all, that is, another story.

The week’s special events included an effective full-hour-film, 23rd anniversary telecast on the origins of “The Lone Ranger,” Saturday, February 18, 7-8 P.M., E.S.T., and logic explained which was the same Robin Hood adopted his Venetian masquerade. Another special was the Madison Avenue “institutional,” “Advertising Benefits You,” seen on CBS-TV a week ago Sunday. It was an amusing, informative, 15-minute kick-off of National Advertising Week.

George Washington, having died in his bed without benefit of outside stimulus, received hardly any attention at all by the very week two weeks ago we were knocking off Abraham Lincoln with such grave precision. What reference there was to Washington was principally comic, although Joe Welch, on CBS-TV’s Omnibus February 19, used him as a serious, supporting character in part two of the Constitution series. Mr. Welch, incidentally, might be a little more effective if he stopped bobbing his head like Howdy Doody.

The dramas of the week were of high order, especially in the quality of the performers: William Redfield and Sally Gracie in Robert Montgomery’s “An Excuse for Shanks” Monday night on NBC-TV; Darren McGavin in the Circle Theatre’s “Terror at My Heels,” Tuesday night, NBC-TV; and Jo Van Fleet and Clay Hall in Kraft’s “Snapfinger Creek,” Wednesday night, NBC-TV. They were live and from New York, Elsewhere in the week:

**I SPY, “The File Clerk,” A B.O.D., New York, ½ hour, 7:30 P.M., EST, February 17, 1956. Film, For Crosley.**

An intensely interesting theme has developed in this Guild Films series, with Raymond Massey as host-narrator. Here we are told the stories of the well—or little-known spics of history, utilizing dramatic reenactment and apparently where available, authoritative newsreel clips. The latter procedure is valuable in that it lends an aura of fact to the presentation. As for the dramatic phase, it is, if this initial episode is a criterion, well worth the display of players. This first offering recounted the story of Wilhelm Steiner, generally recognized as the father of modern speying, whose remarkably extensive surgical system was instituted at the behest of Bismarck. Prior to the Franco-German war of 1870, was largely responsible for the almost immediate collapse of France when the German armies marched. It is effective dramatic material, made especially interesting because of its historical accuracy. William Berke, Hollywood veteran, is series producer-director. Greg Morton had the title role in this first subject.

**ALCOA HOUR, “A Family in a Temporary Town,” NBC-TV, 1 Hour, 9 P.M., EST, Sunday, February 19, 1956. Live from New York. For Alcoa Alumnum.**

“A dramatic offering of feeling, significance and a high degree of performing skill made this particular Alcoa Hour an outstanding program in an illustrious series. Lloyd Bridges plays the leading role in this story of a migrant worker camp, where the innocent kissing of a teen-age girl at night stirs a hornet’s nest of “taking the law into their own hands” by the workers seeking the attacker. The scene is almost reminiscent of a scene in which young Puerto Rican boy in their search for a victim until Bridges, whose own son was the “guilty” one, brings the mob to its senses with his heated storming of the ramparts of their mob stupidity. Reginald Rose did the fine script, and Betty Lou Keim, Jack Wardan, Will Kulva, Rafael Campos and Clifford Tatum made up the cast. It was a fine job, by all hands.

**GOOD MORNING! CBS-TV, 1 Hour, 7 A.M., EST, Monday, February 29, 1956. Live, from New York. For varied sponsors.**

CBS here undertakes a rather ambitious program, designed for five-times-a-week viewing, at the allegedly happy hour of 7 A.M. This report on the first of the programs is necessarily somewhat prejudiced, since the personal be- longings of the cast of 7 and a half hours seemly to be doing anything other than (a) sleeping, (b) rushing through a morning shower, (c) having a meal, or (d) starting happily for the golf course. Other pursuits are in the nature of accidental misfits. But that as it may, Will Rogers, Jr., the host of this new show, is a personable, appealing guy who in this instance strives mightily against the handicap of no material. Mr. Rogers has the unfortunate problem of getting himself unconsciously compared with an incomparable father. It’s not fair, but there it is. Mr. Calmer aids Mr. Rogers with news reports and Pamela Good is the attractive assistant and weather guide. This first program, under the Rogers hosting, fitted about Grand Central, dropped in to visit a new father seeing his baby for the first time, offered an anecdote about Charles Russell, writer of the old west, and such. It’s really not bad, but seems such a deal of effort for so little result — and at such an hour!

**MY FRIEND FICKLA, CBS-TV, ¾ Hour, 7:30 P.M., EST, Friday, February 17, 1956. Film, For Colgate Palmolive.**

Mary O’Hara’s modern classic, having formed the basis for two popular theatrical motion picture continua its evolution now television series with the effect, quite understandably, on rural audience and adventure. Produced by Sam White for Television Production (20th subsidiary), this latest film adaptation of Flicka should quite a few youngsters. It is and it is simple and its sent is not labored. Particularly tuneful is the casting of Johnny Washbrook in the role of Flicka’s friend and mount. He performs with an honesty and a charm in the younger of television actor. Last week, a luridly titled episode, “One More Horse,” was a fairly melodramatic piece involving the “horseplay” of Flicka, his outlaw, who sold Johnny’ssilence by the threat of harm to the horse. Gene E. and Anita Louise are attrac- tive and believable as Johnny’s father and friend.

**The Show-Makers**

“Cenance and Cleopatra,” The George Bernard Shaw comedy, will be collocation on NBC-TV’s Producer’s Showcase, Monday, March 5 from 8 to 9:30 P.M., EST. Starring will be Claire Bloom, Sir Ralph Richardson, Judith Anderson and special guest Cyril Ritchard. Joseph Schrank directed the TV adaptation. Anthony Quayle will direct.

**Linda Darnell and Trevor Howard star in “Deception,” on the 20th Century-Fox Hours, Wednesday, March 7 over CBS-TV from 10 to 11 P.M., EST. The teleplay is being produced by Sam Marx and directed by Jules Bricken. The cast includes John William, Garvin Muir, Arthur E. Gouldporter, Alan Napier and Eleanor Audley.**

**The United States Steel Hour has announced an array of top stars for its feature productions. They include Imogene Coca in “Cherry Heart,” Feb. 11; Mur- ton Donald Carey in “Money, The Motive, The Age,” February 20: Ralph Bellamy in “Favorite Son,” March 14, and Pat O’Brien in “Thirty Year Man,” March 28.**

**The NBC Sports Department, headed by Tom Gallery, will produce a national telecast of the final hole of the last round of the 15th Annual Palm Beach Golf Championship at West Palm Beach Country Club, New Rochelle, N. Y., Sunday, June 10 from 4:30 to 5 P.M. EST. Sponsor is the Gillette Safety Razor Company.**

**Philip Beigel and Louis Volpicelli have been named staff directors of WCRS-TV, it is announced by Hough, the station’s program executive. Mr. Beigel is directing the show on New York” starting Feb- 26, part of the WCBS-TV P Affairs Department series. Van Dusen directed “On the Carousel” February 9.**

**Mary Astor will headline the of “I Am Her Nurse” on the Stage” series Friday, March NBC-TV. Pat Smith and Pl Abbott have been cast in the new and two new series, “Star Stage March 9, in “Cleopat Collins.” With her will appear Jason and Casey Adams. Pro for the MCA show will be S. Smith.**

**“Lost, Strayed and Lonely” Billy Chapin’s “TV Reader’s Pre- ggest” Monday, March 5 on A TV. Featured are Phil Terry, Ching, Gloria Henry and Mary Lord. Phil Karlson directed. Ernest Erbe production for Reader’s Digest sponsored some Josephine Eckert.**

**David Niven stars in “Red W or Four Star Playhouse” Thursday, March 8 on CBS-TV. Includes John Banner, John Cre Joseph Waring, Stuart White, Grace Moore, Ellen Corby, and Leon Lottoc. Oscar Miller wrote the teleplay from a story by L. G. Blochman. Roy Kellogg direct.**

**Paul Muni stars in “A Lie from the Queen” on the GEC Theatre Sunday, May over CBS-TV. Polly Bergen supports. On-air program supervis or is Ronald Reagan.**
HARMONY SEEN AHEAD FOR THE TELEVISION ACADEMY

by SAMUEL D. BERNs

HOLLYWOOD: The choice of nominees, reflected in balloting for the eighth annual Emmy Awards by the east and west coast chapters of the Academy of Television Arts and Sciences, will provide a harmonious effect on the future course of the Academy. It reveals a sincerity of purpose and submersion of petty bickering and differences which grew out of the national importance achieved through last year’s televised event.

The results of the nominations, compiled from the 41 categories, places the competition between both coasts on an even balance; NBC received 80 nominations, CBS was close with 74. Of this total, 108 were recognized as specifically eastern shows, with 103 emanating from the west.

T. Freehain-Smith, executive secretary of the Academy here, anticipated a national membership of 3,000 within the next two years as a result of moves to establish local chapters in all of the major areas.

Among those forming chapters this year who will participate in the national and local awards next year are: Ivor Kupcinet, of the Chicago Sun Times, and Ray Jones of AFTRA for Chicago; Charles Van der Veen, of WCAU-TV, starting one in Philadelphia, and Phyllis Dobert, of WNBC-AM, who is putting one together in Boston.

NBC-TV bought the "Emmy Awards" package from ATAS for both national and local sponsorship. With Oldsmobile picking up another tab, the local Oldsmobile dealers are being approached to take care of the local show which will follow immediately to announce the winners of the eight local categories.

The national presentation of the Emmies March 17, over NBC-TV will be handled by William Rayden as coordinating producer for both coasts, and William Bennington, as coordinating director of the show. The two have worked as a successful team on other national events for the network. This year’s exp

DON DEFORE, president of the west coast TV Academy for 1955, who will preside at the eighth annual Academy Awards dinner.

Pacific Auditorium in Hollywood, with a date to be announced.

The framework of a national organization of ATAS, and a pattern of representation is being prepared by Loren Ryder, chairman of the coordinating committee in Hollywood, and Lawrence Langner, head of a similar committee in the east.

A national board of governors and a national president are scheduled to be elected May 1, when the local chapters will commence functioning under a local board of governors.

a long association with B.B.D. & O., gave evidence of the tide.

Branching out with endeavors beyond the making of its dramatic anthologies, Mr. Tibbals said the company is now prepared to enter commercial production on a major scale. He viewed the future of color for colored programs could be integrated on black and white programs, as coming into its own. The identification of color for the sponsor’s product, which will create greater sales appeal, will add imputus to network interest in campaigning for the purchase of color TV sets, he predicted.

Four Star will investigate agency interests in the type of programs sought for clients.
COMMERCIALS ON THE SPOT

Continued activity on production of new commercial spots, to freshen the advertising appeal for a variety of products, include:

At ANIMATED PRODUCTIONS, Inc.
Ameron Lipstick (Getsehal Co.)
Coty Cosmetics (Franklin Brack)
Listerine (Lambert & Fresley)
Yonkers Raceway (Franklin Brack)

At ARMSTRONG & CO.
Stegmiller Beer (McCann-Emmons)
Simon Pure Beer (Baldwin, Bowers and Strachan)
Clover Leaf Milk (Gilham Adv.)
Duquesne Beer (Vickers & Bennew)

At CALHOUN STUDIOS, Inc.
Esso Gas (McCann-Erickson)
United Aircraft (Direct)
Aborn's Coffee (Anderson & Cairns)

American Greeting Cards (Fuller, Smith & Ross)

At CINEGRAPHICS, Inc.
General Tire & Rubber (D'Arcy)
Chunky Candies (Hilton & Buggio)
Remington Rand (Direct)
Eastman Kodak Film (Thompson)
Bethlehem Steel Products (Direct)

At CINEMA SERVICE, Inc.
Pepsodent Toothpaste (Rothrauff & Ryan, Inc.)
Conrad Nagel Hollywood Preview (Direct)
Enterprise U.S.A. (Direct)

At EAST COAST TELEVISION
Pall Mall Cigarettes (S.S.C. & B.)
RCA TV Color Sets (Kenyon & Eckhardt)

Molson's Beer & Ale (Cockfield Brown & Co.)

At FILM CREATIONS, Inc.
Amoco Gas (Joseph Katz Co.)
Savarin Coffee (Gumbinnen)
Florida Citrus Commission (Benton & Bowles)
Sunbeam Appliances (Perrin-Pace)

At NATIONAL SCREEN SERVICE
Gemex Watch Bands (Fairfax Adv.)
Berry's Ice Cream Sandwich (Bennett Adv.)

At SARRA, Inc.
Dodge Cars (Grat Sen.)
Mennen Skin Magic (Gray Adv.)
Herbert Tarryton Cigarettes (M. H. Hackett Co.)

At SCREENCRAFT ENTERPRISES, Inc.
General Mills Foods (Dancer & Gerald Sample)
Lamont Bread (Bow, Bierly, Co.)

At TELEMETED CARTOONS
Nedicks Products (Weiss & Gilbova Walters, Dancer)
Hot Shoppes Restaurants (Longines-Wittnauer Watches for Bennett)

At VIDEO PICTURES, Inc.
Oidsmobile (D. P. Brothers & Mutual of Omaha)
Simoniz Floor Wax (S.S.C. & Anson Jewelry (Gray Adv.)

At UNITED WORLD FILMS
Du Pont Products (B.B.D. & Falstaff Beer (Dancer Filip & Sample)
Studebaker (Benton & Bowles)

LONDON: Commercial TV has arrived in the Midlands. The opening programme was presented jointly by the Midland and ABC, the weekend contractor, with all available advertising time on the opening night was sold. I.T.A.'s Midlands programmes are transmitted from its new station near Lichfield. This station, equipped by Pye, has been built and equipped within seven months at a cost of £300,000 ($500,000). The aerials were designed and erected by Marconi and the distribution equipment supplied by General Electric. At the moment it operates at 60 kilowatts power but will grow to 200, making it the nation's most powerful.

THE FIRST of a monthly series of TV spots on the American scene have been shown on the British TV service. Joseph C. Harsen, well known for his "American Commentary" on radio, is narrator for the series, the first of which is on the American traffic problem. Subsequent programmes will deal with other aspects of American life of interest to the British people. At first it was proposed to use American telerecordings, then the United States Information Agency said it was prepared to commission a film unit to shoot special material. This film is the basis of the show.

ABC Television has taken over the commercial department en bloc. With the cessation of production at Ealing, Howard Thomas, managing director of ABC Television, announces that Mr. Harper-Nelson becomes ABC casting director with Th Griffiths as his assistant. Both the company after long and successful careers at Ealing. W. Cartlidge, director and general manager of Associated British Cinemas, has been appointed to the board of ABC Television. He has been loaned to serve as executive director of the latter company.

SPEAKING to the Manch. Luncheon Club Sir George B. director of B.B.C. Television, his first statement of policy has been outlined.

He defined the immediate of the BBC as: "To maintain gradually to improve the quality of the programme, so that at home is a reasonable alternative to the theatre or cinema. I do not believe it should, or be, a replacement for either. "To curb the natural tendency of some who live by advertising alone to increase that trend. A gradual increase need not prejudice the expense of quality. "To fight against the spirit of a plan which relies too much on the一个 unusual and kaleidoscopic bits and pieces."

LIKE the state B.B.C., the emergent-appoints ITA is clearly determined to uphold the dignity of British TV. Recently the Authority issued a warning to commercial programming on the questionable taste of the programme. That programme has already been taken off the air. —WILLIAM
**Motion Picture Daily Feature Reviews**

**Per-Exposed**
*Columbia*

About performance by Richard Crenna, who masters a supportable easily, might well be a box-office "find" in Columbia's modly budgeted film, "Over-Exposed." Cleo Moore is featured as a girl turned photographer who unwittingly rises to the top of the profession while turning a deaf ear to threatening crime. In playing an ambitious reporter who risks his life to rescue Miss from her criminal associates, Crenna gives an admirable performance, one that could serve as a springboard to starring roles. As a photographer, Miss Moore fails to match Crenna's dramatic skills and apparently depends heavily on him to produce the dramatic fun.

Lily Krens, Miss Moore, ordered to leave the city after being named during a night club raid by police, befriends Raymond Green, a free-lance photographer. Offering to pay her for modeling, he assists her in sharpening the mechanics and technical aspects of photo trade, eventually giving her his prize camera as she sets out for New York. There she meets Crenna, who, in addition to putting a contact with a favorable night club owner who gives her a job, falls in love with her.

Satisfied with the work at the club, she later transfers to another night spot known to have criminal backing. During her work, inadvertently snaps a picture of a criminal who earlier that night murdered an accomplice. Unfortunately for Miss Moore, she buries the negative in her files to be used later for brashy satire release, thus implicating the police to the police. Subsequently, her backfires and Crenna rescues her from the crime syndicate which kidnapped her in their attempt to find the master print. Cleared police for her efforts in abolishing the syndicate, Miss Moore marries Green in time for a European honeymoon as staffers for the same newspaper.

Running time, 80 minutes. General classification. Release date not set.

**Timetable**
*Mark Stevens-United Artists*

NIFTILY DIRECTED and written, "Timetable" is an interesting picture. Principal fault lies in the fact that the pace at which it starts is not intimate to the end. Mark Stevens, known to TV audiences as a star-director, performed all three chores on "Timetable." Stevens starts with an ingenious train payroll robbery executed by an impractical doctor. Both the insurance company and the railroad put their efforts to work on the case but there isn't a loophole to be found. Railroad man insists there's no such thing as a perfect crime, but insurance investigator, Stevens, isn't as certain. And well he might, out of nowhere comes the realization he's the brains behind the en-caper. The audience is given no indication of his complicity and, without a warning, he becomes the protagonist of the film. Stevens' direction is terse and tense and proves he is capable of really taut work. His acting, as well as the others', is in the same tempo as the story. The film contributes enormously to the film's effectiveness. None of the other scenes are as well directed, but that doesn't prevent their giving good performances. King Calder is the cop, Felicia Farr the doctor's wife in love with him, and Marianne Stewart is Stevens' wife who learns too late his project and his flight with crime.

The title refers to the split second precision with which Stevens has timed the robbery and the escape. "Timetable," which has a screenplay by Ben Kandel from a story by Robert August, is a cut above ordinary melodrama, and most audiences will find it to their liking.


**Please Murder Me**
*DCA-Gross-Krasne*

When it comes to suspense and a guessing game, "Please Murder Me" qualifies as a film sure to please both the audience and the box office. It combines selling elements of superb casting, an intriguing plot, and deft photography that aptly serve to boost the performances of Angela Lansbury, Raymond Burr and Jack Foran.

As Mrs. Leeds, Miss Lansbury offers an appropriate contrast to her recent portrayal in "The Court Jester." Here, she assumes the cloak of a murdereress and shares her criminal life with her husband, Foran, and a painter. Burr, as the criminal lawyer, falls for Miss Lansbury's trap, that of falling in love with her, with an alternate motive that he would defend her in event of any later court action. The somewhat complex plot brings about the murder of Foran and Miss Lansbury's subsequent acquittal at the trial under Burr's capable guidance.

Realizing his fatal mistake in protecting her when she did commit the murder, Burr organizes a plan that includes his own subsequent murder by Miss Lansbury, bringing her to the murder of her amorous painter with whom she was planning a European voyage. The guessing game ends with Burr's murder at the hands of Miss Lansbury and her subsequent apprehension by police who, via the use of a tape recorder, have the necessary evidence for a conviction.

Donald Hyde directed the production which gives the audience, particularly adults, the opportunity to solve the crimes.

Running time, 75 minutes. Adult classification. March release.

**Uranium Boom**
*Columbia*

The lure of uranium and the cut-throat tactics of surveyors who envision complete control of its sources are the themes of Columbia's "Uranium Boom." Featured are Dennis Morgan, Patricia Medina and William Talman. A moderately budgeted film directed by William Castle and produced by Sam Katzman, it offers an unusual plot on an original and timely subject and treats it realistically.

Morgan gives a favorable performance as a cowhand and lumberjack who, after having been given to the much publicized uranium town, joins up with Talman, portraying a similar fortune hunter, and then sets out for the Colorado hills armed with mining equipment. At the outset the story moves rapidly, then slackens after the team makes a rich uranium strike, to introduce Miss Medina who, unknown to Morgan, was seeking Talman, her presumed fiancé. However, she meets Morgan, falls in love with him, they marry and return to the mine with Talman, who leaves it in the hands of the newly married couple.

Envisioning even more riches than he had previously dreamed, Morgan sets out to take over claims of adjoining prospectors who fail to meet annual improvement obligations as required by law. Meanwhile, Talman completes plans for the financial doom of Morgan and through two accomplices spreads the rumor to his former mining partner that a new railroad spur is coming to the area. Money-hungry Morgan mortgages his interests to buy new claims near the rail line and then learns of the hoax that leads to his bankruptcy. All ends well as Morgan, Miss Medina and Talman return the claims to adjoining prospectors and set out anew for another strike.


**AMPA Meets Thursday**
A nominating committee for the new administration of Associated Motion Picture Advertisers will be elected at a closed meeting of the organization to be held Thursday at the Hotel Piccadilly here.

**Gets Story Post at RKO**
Archibald G. Ogden, formerly editor-in-chief of Appleton-Century-Crofts, book publishers, has been named associate story editor in the new Eastern story department of RKO Radio.

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*Motion Picture Daily, February 27, 1956*
Columbia's picnic

IS THE NUMBER 1 BOXOFFICE PICTURE IN THE COUNTRY!
June 3 New Deadline
For AB-PT Divestiture

WASHINGTON, Feb. 27.—The Justice Department has agreed to another three-month extension, until June 3, in the divestiture deadline of American Broadcasting - Paramount Theatres.

Justice officials said the circuit has 27 theatres still to dispose of, compared with 31 at the time of the last extension in December. AB-PT has 22 theatres in a joint interest with Maine-New Hampshire Theatres, another joint interest in the United Artists Theatre in Detroit, and four wholly-owned theatres still to get rid of.

Barnes Says It's 'Unlikely'
Appeal of 16mm. Suit
Decision 'Doubtful'

Final Disposal Rests With the D of J;
Believe Further Action Will Be Dropped

By J. A. OTTEN

WASHINGTON, Feb. 27.—Assistant Attorney General Stanley N. Barnes said he doubts the government will appeal the California District Court decision dismissing its 16 mm. anti-trust case. Deadline for filing the appeal is March 10.

Barnes, in charge of the anti-trust division, said there hadn't been a final Justice Department decision yet on whether or not to appeal, but that "I rather doubt we'll appeal it—it's rather unlikely."

Final decision is made by the Solicitor General's office, on the basis of recommendations from the anti-trust division. Barnes' remarks seemed to indicate that he had recommended that the decision not be appealed, that he is waiting a final decision from the Solicitor General's office.

The defendant companies were (Continued on page 4)

Selznick-RKO Deal Is Off

From THE DAILY Bureau

HOLLYWOOD, Feb. 27.—Deal whereby the Selznick Co. would make a series of features for RKO Radio release has been abandoned, although negotiations are continuing toward the possibility of a deal involving only "A Farewell to Arms."
In a joint announcement by Daniel (Continued on page 4)

Reaffirms D.C. Tax Rejection Decision

From THE DAILY Bureau

WASHINGTON, Feb. 27.—A House-Senate District subcommittee today reaffirmed an earlier tentative decision rejecting a District of Columbia government proposal for a new two per cent admissions tax in the District.

The subcommittee also voted speci- (Continued on page 4)
Heerman Robbins, chairman of the board of National Screen Service, has returned to New York from Florida.

Irving Mack, president of Filmmack Trailer Co., will return to Chicago today from New York.

Walter Branson, RKO Radio vice-president in charge of worldwide distribution, and Robert S. Wolff, managing director for the United Kingdom, have left New York for the Coast.

John C. Flinn, Allied Artists director of advertising-publicity, and Vincent F. Fennelly, producer, will leave here tomorrow for Hollywood by way of Detroit, Chicago and Dallas.

Victor Powell, in charge of J. Arthur Rank theatre activity in the West Indies, will return to London today from New York via B.O.A.C.

Arthur C. Brahmberg, president of Allied Artists Southern Exchanges, has returned to his home in Bayou La Batre, Ala., from Atlanta.

Hugh Owen, Paramount Film Distributing Corp. vice-president, returned to New York yesterday from Philadelphia.

Hal R. Makelum is the father of a girl born to Mrs. Makelum at Griffith Park Maternity Hospital, Hollywood.

Max Fellerman, vice-president of Lopert Films, will leave Hollywood by plane today for New York.

Dan S. Terrell, M-G-M publicity director, has returned to New York yesterday from Las Vegas.

Ben Hecht, writer, has returned to New York from London via B.O.A.C.

Marcie King of King Brothers returned to Hollywood yesterday from New York.

Joy Batchelor, film animator, has left New York for London via B.O.A.C.

Atlas Elects Allen

Election of James Allen as a vice-president of Atlas Corp. was announced yesterday by Floyd B. Odlum, president. Allen has been a member of the executive staff of Atlas for the past three years.

‘Clean-City’ Trailer in Skouras Theatres

Skouras Theatre Corp., in cooperation with The Citizens’ Committee To Keep New York City Clean, Inc., will use a new 10-second, color puppet film commercial on the “Clean City” theme in 22 Skouras Theatres for a one-week audience-reaction test beginning May 18.

A long term program will be considered by Skouras as a public service if audience reaction to the film proves favorable in the opinion of theatre managers. Skouras managers estimate 200,000 patrons will preview the clean-up film during its initial one week run at Skouras Theatres in Manhattan, the Bronx and Queens.

Report Big Grosses For ‘The Conqueror’

Howard Hughes’ “The Conqueror” drew strong opening-day and weekend grosses in 28 situations last week, it was announced yesterday by William Branson, RKO Radio vice-president in charge of worldwide distribution.

In Los Angeles the film opened at the Hill Street with $5,611 and on the weekend attracted $9,623 and $8,961.

In Baltimore the film opened at the Wiltern with a weekend take of $4,385 and $3,988.

In Dallas, where the CinemaScope-Technicolor production opened Friday at the Majestic Theatre with a gross of $3,410, the receipts on Saturday were $2,213. On Sunday the box office hit $3,306.

The Majestic Theatre in San Antonio opened Thursday with $2,584, an outstanding figure for the house, and drew an exceptional gross on the weekend, $4,309 and $4,190, the reports disclosed.

Set Ga. T.O. Convention

ATLANTA, Feb. 27 — Tommy Thompson, president of the Georgia Theatre Owners Assn., has announced Atlanta has been selected as the site for the organization’s annual convention, to be held at the Masonic Auditorium May 29 through 31. Mrs. Ruth Carter is chairman for women’s activities.

Gets TV Channel

WASHINGTON, Feb. 27 — The Federal Communications Commission granted Video Independent Theatres, a Southwest theatre circuit, a television channel at Hot Springs, Ark.

In Air Force Post

WASHINGTON, Feb. 27 — Col. Joseph F. Coetz, former RKO Theatre executive, has been named director of public relations for the Air Force in Europe in Southern Europe.

Slight Drop Reported In Admission Taxes; Total Is $31,286,000

From THE DAILY Bureau

WASHINGTON, Feb. 27 — General admission tax collections by the theatre industry totalled $31,286,000 during the last quarter of 1955, compared with $31,747,000 during the last quarter of 1954, the Internal Revenue Service reported.

The admission tax is now 10 per cent on all tickets over 50 cents. General admission tax collections include collections on admissions to legitimate theatres, sports events, concerts and other entertainment, as well as to motion pictures.

Six-Month Figures Tabulated

The service said that for the first half of the current fiscal year—in other words, for the last six months of calendar 1955—general admission tax collections totalled $38,175,000, compared with $35,857,000 for the comparable period of the previous fiscal year.

Lowe Drive-in Bid Hearing Next Month

WASHINGTON, Feb. 27.—Loew’s application for permission to build a drive-in theatre in the bedroom suburb of Sharpstown will probably be heard by the New York District Court the week of March 12.

Mrs. A. H. Walker, who said they understood the company was asking the New York court to hear the case on March 8 or as soon thereafter as possible, and that this now looked as though the hearing would take place sometime the following week, possibly on March 15 or 16.

G. C. McConnaughey Again Heads FCC

WASHINGTON, Feb. 27.—The White House announced today that George C. McConnaughey will continue as chairman of the Federal Communications Commission until June 30, 1957.

McConnaughey’s term as an FCC member runs until that date, his term as chairman expires this March. Normally FCC chairman are appointed for one year, but Eisenhower has decided to designate the Ohio Republican for another term, the White House said.

Skouras to Host

Spyros P. Skouras, president of 20th Century-Fox, who is serving as Greater New York motion picture industry chairman in the Red Cross appeal, will act as host at a Metropolitan Club luncheon here tomorrow which will kick off the 1956 Red Cross campaign in the industry.

Borge Held in Hartford

Following soldout performances, Victor Borge, the Danish comedian known as “Comedy in Music,” at 3,300-seat Bushnell Memorial Auditorium, Hartford, Loew’s Then Theatre has booked the pianist-comic into two film houses for 30 appearances. Borge will play La Poli, Waterbury, March 6, and La Poli, New Haven, the following evening, at $4.50 top.

Nebraska House Reopen

The Joy Theatre at North El neh, shuttered for two years, was opened Sunday by the new man, Mrs. Harold Sawyer. Shows will be on a four-night-a-week basis. George Mott, owner, has installed CinemaScope facilities.

Relight Portland Bagdad

The 23-year-old Bagdad, suburban theatre of Portland, following a complete remodeling, is scheduled for a reopening on March 21. The house is under lease to Western Amusement Company.

Gasparri Purchase Theatres

Eugene and Cecilia Gasparri acquired the Tower Theatre, an eight-screen Waterbury, Conn., theatre, from John L. Mahon. The deal was not disclosed.

NEW YORK THEATRE
WASHINGTON, Feb. 27.—There is little likelihood that any UHF television licensee appearing before the Senate Commerce Committee this week will suggest that the authorization of subscription television for use by UHF stations will meet the economic needs of those stations.

That's the opinion of Benedict Cottone, former general counsel of the Federal Communications Commission and current counsel for the UHF Coordinating Committee, a group of more than 80 per cent of the country's UHF station operators.

"So far as I know," Cottone said today, "none of our people will propose subscription television as an answer. If any other UHF operator does propose it, it would only be suggested as a temporary measure to carry the UHF station until such time as a basic solution is worked out."

Both Sides to Be Heard

The Senate committee, looking into the overall condition of the country's television industry, expects to hear testimony from both proponents and opponents of subscription television next month.

"Sooner or later," said George B. Storer, president of the Storer Broadcasting Co., "the large film backlogs owned by the film companies will be offered to the public. Once they have shown them two or three times the films will be offered to the small stations. Then the small stations will have more program sources."

Fox Spors Junket To N.M. For 'Space'

A preview of 20th Century-Fox's "On the Threshold of Space" in CinemaScope will highlight a two-day celebrity and press junket March 2-3 from Hollywood to Halcoman Air Force Base in New Mexico, locale of the production.

Ten Hollywood stars and more than 50 members of the press, TV industry officials will fly from the Coast in helicopters at the invitation of the Air Force.

New Paramount Pact For Panama, Frank

HOLLYWOOD, Feb. 27.—Norman Panama and Melvin Frank will make four pictures for Paramount during the next four years under terms of a new contract agreed upon today. The contract gives them participation in the returns from films they will make with Paramount financing.

Past Counsel Says Pay-TV Is Not Answer to UHF Economic Need
backlash

A fine performance by Richard Widmark in a tightly knit story that sparkles with suspense should prove a strong box-office attraction. With Donna Reed co-starred and in color by Technicolor, “Backlash” will appeal to most audiences. A further selling point is the rugged western locale, caught by the color cameras in all its scenic splendor.

As a straw cowhand, Widmark meets Miss Reed on the scene of an Apache massacre in which he believes his father was killed. The evidence pieced together by a cavalry sergeant, played by Barton MacLane, shows that five men were killed at the scene, three of them identifiable. Widmark’s belief that a sixth man, who stole the $60,000 worth of gold that the group had found, is confirmed by MacLane only seconds before his death.

Widmark sets out to find the sixth man with intentions of killing him to avenge the supposed death of his father. Miss Reed joins him in the hunt but solely to recover some of the gold which her husband, one of the five men, was assistant to the “system of clearance is legitimate.”

Defendants were 20th Century-Fox, Warner Brothers, RKO Radio, Columbia and Universal. Republic, Paramount, DeLuxe Films, etc., previously had taken consent decrees containing escape clauses which entitled them to regard the decision as pertaining to them, also.

**Republic to Screen**

Republic to Screen (Continued from page 1) Republic to Screen in all of its films. Yates, in his annual report to stockholders received here yesterday, said after several years of experimentation the wide screen process was developed by Republic studios and Consolidated Film Industries. The projection ratio was said to be 2.35 to 1. Yates mentioned the system, which also features color, “eliminates distortion and grain and improves photographic and color quality.”

**Formula Report Today**

A report by the subcommittee charged with the problem of working out the details of the agreed-upon formula for the division of permits, will be rendered today to the Motion Picture Export Association board of directors. The MPEA meet also will take up the problem of dividing up Indonesian permits, as well as other foreign problems.

**Mitchell May, Jr. Co., Inc.**

**Insurance**

Specializing in requirements of the Motion Picture Industry

75 Maiden Lane, New York 3200 W. 6th St., Los Angeles

**Toll-TV Issue**

(Continued from page 1) mittee the commission hoped to knock drastically in the next months on the number of TV stations applied for in hearings, only 29 in all that were granted by July 1, 1957. About 119 were hearing last July 1, and the total estimated at 68 this coming July 1. Meanwhile, the House Judiciary committee began hearings on the question of whether the Federal Communications Commission other regulatory agencies have the power to regulate in television and other industries they regard Chairman Celler (D., N. Y.) said, early hearings would be mostly aviation and would get to the film and television later in March.

**Barnes Questioned**

However, the subcommittee to question length and anti-trust. Stanley N. Barnes as to his view the recent FCC action approving transfer to NBC of the Westinghouse radio and TV stations in Philadelphia by the RCA, where 13 stations, NBC-Columbia and 3,000,000.

Barnes revealed that the division is still investigating the situation, and that one of the questions is trying to decide whether it could bring suit in view of the action approving the division. He revealed that on Dec. 27, the day before the FCC approval was announced, he had written Maughray declaring that the anti-division had “serious question when the proposed transaction violated anti-trust laws,” and Maughray had agreed. The FCC had made the decision Dec. 21, but had not announced the decision until the 28th to give Commissioner Bartley time to prepare dissent.

Not Criticizing, He Says

Barnes said he was not critical the commission because felt sure the Justice Department certain information on the situation that the FCC hadn’t had.

Rep. Keating (R., N. Y.) obse the subcommittee’s “retiring case.” Celler said he was not the case but merely trying to show a “lack of rapport” between Justice and the FCC.

**Selznick-RKO**

(Continued from page 1) T. O’Shea, president of RKO, David O. Selznick, it was stated plans for the Selznick Co. to produce independently a series of pictures be featured and distributed by have been abandoned as a consequence of differences of policy.

**MOTION PICTURE DAILY**

Tuesday, February 28, 1956

**Mitchell May, Jr. Co., Inc.**

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Specializing in requirements of the Motion Picture Industry

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**Mitchell May, Jr. Co., Inc.**

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75 Maiden Lane, New York 3200 W. 6th St., Los Angeles
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Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.
SOUND: SS—Four track magnetic stereophonic sound; SS(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.
British Stars to Travel for Fame
From THE DAILY Bureua
LONDON, Feb. 27.—The J. Arthur Rank Organisation is going to use every legitimate method to make the names of its stars known throughout the world, according to Richard J. Dowd. He said he is sending a number of stars "on safari" to places like Venice, Helsinki, Stockholm, Paris and Canada to promote forthcoming Rank product and to gain recognition abroad.

No High Court Study Of Stunt Man Case
WASHINGTON, Feb. 27.—The Supreme Court today refused to review lower court decisions throwing out the claim of John Don Voeck that he was entitled to a $1,000,000 reward offered by Warner Brothers.

The reward was offered for anyone who could prove that Burt Lancaster didn't personally perform the dangerous stunts in "The Flame and the Arrow." Garrison claimed he had proof that stunt man Don Turner had done some of the stunts.

Lower courts threw out his claim, holding that Turner had done only minor bits and not the dangerous stunts, and that in any event Warners had withdrawn the offer before he made his claim. Garrison appealed to the high court, and the court today said it would not review the case. The court gave no reason.

Court Rejects Shea Estate's Appeal
ALBANY, N. Y., Feb. 27.—The New York State Court of Appeals turned down an appeal filed by the heirs of Maurice A. Shea in which they charged the administrator of the Shea estate had committed waste and mismanagement.

In its last decision, the court praised the administration of the estate by Edward C. Raftery, Edmond C. Grainger and the late Dennis F. O'Brien and rejected the heir's charges.

In a companion decision the Court of Appeals ordered the heirs to proceed with the arbitration of Grainger's claim for damages for a breach of contract which expires on Dec. 31. Grainger was removed by the heirs on Jan. 1, 1952.

However, the Court has expanded the arbitration theme by permitting the heirs to raise the question of no return on capital investments in computing Grainger's bonus.

Cinerama for Atlanta
ATLANTA, Feb. 24.—Approximately $140,000 will be spent in renovating the Roxy Theatre here by the Georgia Cinerama Co. which has obtained a two-year lease on the theatre, the first in the southeast to be adapted for the showing of Cinerama.

Vincent Fennelly Believes Producers Should Meet Exhibitors To Determine Their Product Needs

Film producers should get out and producer Vincent Fennelly, who yesterday also said that he plans to produce five features in 1956, all for Allied Artists.

Fennelly, who recently completed "Crime in the Streets," which AA will release domestically in June, said that his juvenile delinquency film will be the first AA film to trade in 51 exchange cities in a number of years.

The industry veteran, who produced 50 pictures in seven years, 45 of them being Westons, said that he is of the opinion that producers should travel with their films to find out what theatre men are looking for in product. "I am aware that an exhibitor is primarily interested in films which make money," Fennelly stated, "but he also is keen on story values, and has his finger on what type of entertainment his patrons like. Fennelly said that while his recent production is lacking in "star names," he feels sure that "Crime in the Streets" will attain a good measure of success at the box office.

Since the picture is highly exploitable, Fennelly said that an advertising-publicity budget of $200,000 has been set and that public opinion groups in many cities will be invited to attend screenings prior to the film's opening.

Commenting on his 1956 production plans, Fennelly said that under his contract with AA, he will produce five pictures—"Story of the Texas Ranger" and "Cavalcade of Radio." He said that "Capital Punishment" and "The Story of Mother Cabrini" will be made independent productions.

Points to Savings
Fennelly pointed out that independent production has many complications, among them being lower production costs. He said that "Crime in the Streets" which has a negative cost of $500,000, would "have cost 35 to 40 per cent more if made as a studio venture."

Production by USIA Reported to Congress
WASHINGTON, Feb. 27.—Film production by the U. S. Information Agency during the last six months of 1955 included 85 films in 27 countries, according to the semi-annual report of the agency to Congress.

The report also pointed out that in the two years since the president's "Atoms-for-Peace" message, U.S.I.A. has used 14 films to carry the "peaceful uses" story in 32 languages to audiences in 80 countries.

The production mentioned is being shown weekly to 100 overseas stations and is used regularly by most, the report said. It declared that most films in the agency's foreign language film library are now all made available by TV use.

Yarbrough to Handle Fox Publicity in S.E.
SAN FRANCISCO, Feb. 27.—Don Yarbrough, publicity director for the Fox Theatre here, will handle publicity and exploitation in the Southestern territory for 20th Century-Fox.

His father, Eddy Yarbrough, is publicity and exploitation manager for the Western division of 20th Century-Fox.

To Raze Erlanger
BUFFALO, Feb. 27.—The Erlanger Theatre here has been sold to a Rochester real estate investor who will raze the building that has housed many of the outstanding stage performances during the last quarter century.

Levine, Bereson and Rybnick in New Firm
BOSTON, Feb. 27.—Joseph E. Levine, president of Embassy Pictures Corp., of Boston, in association with Edward Bereson and Harry Rybnick, of Los Angeles, has formed Trans-World Releasing Corp. Bereson and Rybnick in the past have produced for United Artists release.

The first world release by the new organization will be "Godzilla," a science-fiction feature, Promotion will be directed by Terry Turner.

BUS STRIKE HELPS BALTO. NEIGHBORHOODS
SPECIAL TO THE DAILY BALTIMORE, Feb. 27.—The street car strike, now in its four weeks here, is proving a boon to some neighborhoods.

Without trolley or bus service in the downtown district, the residents are visiting their neighborhood shops.

REVIEW:
Mystry of the Black Jungle
Republic Pictures
Lex Barker is the principal man in this film which concerns fantastic Indian cult and witch here to the time-tested formula offering melodrama overplotting p

Production over Billion Dollars in '55
The Radio Corp. of America in 1955 did the largest volume of business in its 60-year history, exceeding one billion dollars in sales for the first time. Brig. General David Saroff reports to the company's stockholders.

Saroff noted that sales of RCA products and services amounted to $1,055,266,000, compared to $940,950,000 in 1954, an increase of 12 per cent.

Net profit in 1955, before Federal income taxes, was $100,107,000, and after taxes, $47,525,000, as compared to the corresponding figures for 1954, which were $85,501,000 and $40,525,000, he said. Earnings per share of common stock were $3.16 last year compared with $2.66 in 1954.

RCA's Federal income taxes, social security, property, state, local and excise taxes totaled $76,998,000 in 1955, an amount equivalent to $43.88 per common share.

N. Y. Theatre Liqueur Bill Sale Introduced
ALBANY, Feb. 27.—Bills pending in the sale of liquor to patrons of theatres, not earlier than a half-hour before the commencement of a performance and not later than one hour after its conclusion, have been introduced by Assemblyman Aurbald Douglas, Jr., of New York, and Assemblyman Alfred A. Lamy, of Brooklyn.

The Douglas measure provides that theatres so licensed shall be exempt from the requirements for opening a restaurant.

Permit fees would be half the normally charged.
More Color TV for Coast Is Promised
By NBC President

By SAMUEL D. BERNES

Television Today... Color television will be given a major boost early this fall when NBC completes construction of facilities for color film recording at its Burbank studios, it was disclosed here today by Robert W. Samoff, president of NBC, at a press reception.

An expenditure of $650,000 for color "kinestopic" equipment will result in color-television machines will be at the studio here. The new three-hour time difference of expensive "colorists" between here and the East and make it possible to attract a greater West Coast audience to the "A" time slot for which the shows were intended.

Consolidated Film Industries has

Hyman Sees Firmer
Studio-Exhibitor Link

From THE DAILY Variety

HOLLYWOOD, Feb. 28.—Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, after viewing forthcoming product estimated at a twenty-million-dollar cost, said:

"The program of orderly distribution of quantity product advocated by Leonard H. Goldenson and myself becomes a reality upon seeing the film."

No Foreign Language Films for Loew's

Loew's to Seek Wider Distribution Of British Films in U.S. Market

A wider distribution in the U. S. of British pictures, if at all possible, will be sought by Loew's, Inc., which will be receiving the product of Ealing Studios, Arthur M. Loew, president, stated here yesterday.

Loew, answering questions at a trade press conference called to make public the distribution deal between the company and Ealing, said that it wants to buy all Ealing pictures if they have suitable appeal for such bookings.

He added that Loew's has not determined its distribution for the handling of the Ealing product, whether it will be handled by a special sales department, to be organized, or whether the regular Loew's sales organization in the U. S. will be put to work on the Ealing product. Loew went on to say that he thought British product has been treated fairly in the U. S.

In regard to special exploitation, Loew said it was not possible to bring a British star here "cold" for promotional activities. He has first to be known by the American public, Loew added.

Loew's, Inc., will not distribute foreign language pictures, Loew (Continued on page 4)

Sees Block-Booking Parallel

D of J Eyes 'Package' Sales of Films to TV

Barnes Says Department on the Alert to Prevent Recurrence of Illegal Practices

By J. A. OTTEN

WASHINGTON, Feb. 28.—The Justice Department's anti-trust division is currently investigating the sale of feature films to television stations by methods which parallel the block-booking practices outlawed in the motion picture industry by the Supreme Court in the Paramount case, anti-trust chief Stanley N. Barnes told the Senate Commerce Committee today.

Barnes declared that the Paramount case condemned block-booking, and the "department proposes to be alert to prevent a recurrence in the broadcasting industry of those practices which in the motion picture industry gave rise to the Paramount case." He said he was sure the broadcasting industry would join the department in trying to prevent "the rise of those circumstances which (Continued on page 4)

Atlas-RKO Merger

Hearings Concluded

From THE DAILY Variety

WASHINGTON, Feb. 28.—The Securities and Exchange Commission today concluded two days of hearings on a proposed merger between Atlas Corp., RKO Pictures Corp., and four other companies.

Most of the two days was taken

(Continued on page 5)

See Kilgore's Death Affecting Anti-Trust

From THE DAILY Variety

WASHINGTON, Feb. 28.—The death of Senator Kilgore of West Virginia dims the Senate outlook for stronger anti-trust laws.

Senator Eastland (D., Miss.) becomes chairman of the Judiciary Committee and is considered less interested than was Senator Kilgore in moves to tighten the anti-trust laws. Eastland will not necessarily block such bills, it is believed, but will not be as strong an advocate of them as was Kilgore.
PERSONAL MENTION

MORI KRUSHEN, United Artists exploitation manager, will leave New York today for Boston.

MAJORIE PANSTEIN, daughter of Harry Panstein, industry attorney, was married recently in the Waldorf-Astoria here to DONALD ALLEN WEISS, an executive of American Car and Machinery Co.

CHARLES BOASBERG, Paramount's superintendant of its "War and Peace," will return to New York tomorrow from Rome.

LEO F. SAMUELS, president and general sales manager of Buena Vista, has left New York for Minneapolis and Chicago.

JULES LAPIDES, Warner Brothers Eastern and Canadian division sales manager, will return to New York on Friday from Toronto and Buffalo.

FRED MAJDALY, film critic for the "London Daily Mail," will return to England from New York today via B.O.A.C.

HARRY FEINSTEIN, zone manager for Stanley Warner Theatres in New Haven, will leave there with his family next month for Florida.

NORMAN FREEMAN, publicist for Sol Lesser Prods., has left New York for London via B.O.A.C.

To Apply Formula to Indonesian Permits

Indonesia probably will be the first country on which the formula for the division of foreign profits will be applied, a spokesman for the Motion Picture Export Association indicated here yesterday.

The M.P.E.A. met at its board of directors meeting yesterday failed to reach agreement on the division of Indonesian permits, without the use of the formula. It was then agreed to try a modified version of the formula to that particular situation.

Meanwhile, the subcommittee working on the details of the agreed upon formula set a meeting for today.

Picker to Europe

Arnold M. Picker, United Artists vice-president, in charge of foreign distribution, will fly today from New York to London to launch a six-week tour of the company's European offices.

FRISCH ANSWERS CHARGE IN HOUSE OF COMMONS

American Exhibitors Welcome Good Productions from All Countries

A charge made in the British House of Commons that American exhibitors by "deliberate act" for keep British pictures from U.S. screens has been answered by Emanuel Frisch, president of the Metropolitan Motion Picture Tax Commission.

Petrillo Challenges Actions of Local 47

CHICAGO, Feb. 28.—The contention by Local 47, American Federation of Musicians union in Los Angeles, that it is entitled to a greater proportion of the receipts of the Performers Fund will be "challenged promptly" by the national union, James C. Petrillo, AFM president, declared here today.

Local 47 opposed the Petrillo handling of the fund and suspended its president for two weeks following a five-hour meeting on Monday.

Local 47 Members Meet Mar. 12 To Vote on Te Green Ouster

HOLLYWOOD, Feb. 28.—The board of directors of the local of the American Federation of Musicians, Local 47, meeting twice today in a sequel to the mass meeting of Monday night at which dissidents led by vice-president Cecil Reid voted to suspend president John Te Green, set March 12 for a special membership meeting at which the permanent ouster of Te Green and two other officers, financial secretary G. H. Rennow and recording secretary Maury Paul, will be put to a formal vote.

Corporate Tax Rate Retention Is Asked

WASHINGTON, Feb. 28.—The full House Ways and Means Committee today voted to continue for another year, until April 1, 1957, the present 52 per cent tax rate. This would drop under the present law to 47 per cent on Apr. 1.

Says Remittances From Japan Could Be More Liberal

TOKYO, Feb. 28.—Liberalized remittances from Japan and freer rency convertibility was soon to be introduced to Japan by Eric Johnston, president of Motion Picture Association.

Johnston, now in the Japanese capital on the first leg of his six-week goodwill tour, bas his views on legislation on that nation's currency reserves and the proved health of the Japanese economy. He indicated at a press conference that he would request that the opportunity be explored during forthcoming sessions with Japanese finance minister Ichimura.

The M.P.A.A. president today dressed a gathering of 400 news and business leaders. Yesterday was received by Japanese Prime Minister Ichiro Hatoyama.

Roxy to Here King Stage Show Policy

A permanent policy of presale stage presentations to any film attractions has been inaugurated by the Roxy Roxy, it was announced yesterday by Robert Rothafel, managing director of the theatre. A staff of experts and managers for each department of presentation is being organized under the supervision of Rothafel, who will perform regulatory functions by the theatre will seek unique take to perform in future presentations.

Rothafel added that "an outgoing stage show as a policy not developed" to supplement the film attractions.

Kramer to Far East

Sidney Kramer, RKO's foreign sales manager, will leave tomorrow for a business tour of the Far East. Kramer's first trip abroad will be to become head of foreign sales Oct. 24.

Kramer will fly first to Tokyo to Manila, Hong Kong, Singapore, Djakarta, Sydney, Bangkok and Rangoon.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher: Shrewd Kane, Executive Publisher: Al Steen, News Editor: Herbert V. Weiss, Advertising Manager: Gus H. Fussell, Production Manager: Hollywood Bureau, Yuco-Vine Building, Samuel B. Berns, Manager; William R. Wexler, Editor, Telephones: Hollywood 4-7000; Chicago Bureau, 30 South LaSalle Street, Chicago, 4-7000, Other Branches, 4-7000; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Wire Manager, William Pay, News Editor. Correspondence telegrams, "Motions," Hollywood, California, Cables: "Quiggeo, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President; J. A. Osten, Secretary. Quigley Publications, Motion Picture Industry, Chicago Bureau, 130 South LaSalle Street, Chicago, 4-7000. 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 American and $12 foreign; single copy
YEARS BIGGEST ATTRACTION LAUNCHES WORLD'S BIGGEST SIGN!

Your patrons will know about M-G-M's "MEET ME IN LAS VEGAS" when you announce this Big attraction. For instance —

30 DAY TEASER CAMPAIGN: Long range penetration through all Exchange centers.

NATIONAL MAGAZINES: Full pages in Life, Look, McCall's, Parents', Redbook. More than 67,045,500 readers nationwide are pre-sold by unique campaign.


FAN MAGAZINES: Full page in all leading fan magazines. Readership 12,267,000.

NATIONWIDE TV SALUTE: Entire Milton Berle hour on Tuesday, February 21st was a "Meet Me In Las Vegas" salute with Dan Dailey, Cyd Charisse and many stars flown to Las Vegas for big World Premiere telecast.

AD ON TV PAGES: Special ad on February 21st on TV pages in 40 cities, including NBC Network Milton Berle outlets.

M-G-M presents in CinemaScope "MEET ME IN LAS VEGAS" starring DAN DAILEY • CYD CHARISSE with Agnes Moorehead • Lili Darvas • Jim Backus • Oscar Karlweis • Liliane Montevecchi • Cara Williams • The Four Aces • and Guest Stars: Jerry Colonna • Paul Henreid • Lena Horne • Frankie Laine • Mitsuko Sawamura Screen Story and Screen Play by Isobel Lennart • Songs: Music by Nicholas Brodszky • Lyrics by Sammy Cahn Choreography by Hermes Pan • Photographed in Eastman Color • Directed by Roy Rowland • Produced by Joe Pasternak

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)
WILLIAM MORRIS AGENCY in association with Foster's Agency of London has acquired exclusive TV rights to a projected series based on the world-famous D'Oyly Carte Opera Company. The series will be filmed at the Savoy Theatre in London and will feature factual and fictional episodes in the lives of Gilbert and Sullivan. . . . Jocelyn Brando, featured in "The Big Heat" and "China Venture," will be seen next CBSunday in G.E.'s "A Letter from the Queen," starring Paul Muni. . . . More than 200 stations have already been set up to carry the new telefilm series, "The Way," produced at a cost of a half million dollars by the Methodist church. Series was produced in Hollywood with top film names as actors and directors. . . . After a decade or so as staff announcer at ABC, George Gunn has assigned to free-lance. . . . Sesac is celebrating its 25th anniversary of music service to radio, TV, theatres, hotels and dance palaces. Its repertoire is divided into seven categories—American folk and hillbilly music, band and military, concert, Hawaiian, novelty (jazz-rock 'n' roll, dance, popular), religious, South American and Spanish.

Dave Garoway, host of the "Today" program and an alumnus of Washington U., was awarded the school's alumni citation in recognition of his outstanding achievements and services which reflect honor upon Wash. U. The award was conferred by Louise Ames, also a Wash. U. alumnus and associate producer of "Today." (It's a small (wide) world.) . . . The biggest single purchase of a feature film package by WCRS was sealed yesterday with the acquisition by the flagship CBSation of "Hollywood Movie Parade," a group of 104 feature films with such outstanding stars as Bing Crosby, Rita Hayworth, Cary Grant, Ginger Rogers, Ingrid Bergman, Humphrey Bogart, Brian Aherne and Paul Muni. The films will be added to the "Late Show" sometime in July. . . . Tom McManus, MCA-Tweepr in charge of international sales, leaves tomorrow on a four-week tour of the Far East TV market. . . . NBC's Hugh Beville, Jr., predicts a total of 39,500,000 TV receiver sets to be in American homes by the end of this year.

Dave Garoway


Oops: We made a booby in last week's pillar. In our item dealing with the presentation next week of the coveted Clef to Jack Shaindlin, we inadvertently omitted the composer-conductor's most important screen credit. MERELY the fact that Jack composed an original and outstanding score for the movie classic "Cinerama Holiday." (Jack, Beir Mir Bist Du Shaim-Olin.) . . . Jack Talan has resigned from MCA to form Theatrical Enterprises, Inc., which will place emphasis on artist management and TV program packaging. Firm also plans to import leading foreign films for release to American "art" theatres and indie circuits. . . . L. Henry Miller, Jr., has joined George Blake Enterprises. . . . In the wake of the "Television Almanac," Oscar Dobr writes from Palm Beach, Fla. quote: "Your 1956 edition of T.A. is a welcome addition to my reference library . . . and becomes all the more valuable because I'm now associated with Charles Francis (Socker) Coe in a TV package featuring the Socker's personality and reservoir of published stories." Unquote. (Welcome back to the scramble, Oscar.) Old (and young) movie execs often say - they just hop aboard the TV bandwagon. . . . In the "Ford CBStar Jubilee" 90-minute Version of Maxwell Anderson's "Broadway hit "High Tor," Saturday, March 10, which will be Bing Crosby's sole television show for the season, Everett Sloane will show he can sing as well as act.
**Review:**

**The Steel Jungle**

*Warner Bros.*

"**The Steel Jungle**" is a story of the rehabilitation of a criminal which will give audiences a view of several new performers who may become the Warner Bros. stars of tomorrow. Each gives a more than favorable performance, and extra exploitation of the newcomers may pay off at the boxoffice.

As the criminal, Perry Lopez offers as good a performance as in his role in "Battle Cry," which first earned him attention. He shares honors with Beverly Garland, another newcomer, Kenneth Tobey, and Walter Abel. Lopez does more than justice with the role. He is a hardened bookmaker who is convicted and sentenced to prison. Through a chain of events, most of them instigated by Abel, as the warden, and Tobey, as the prison doctor, he learns of his wife's kidnapping and turns on his sympathetic friends to avenge the act. Lopez is also portrayed as the criminal who hushes up information concerning a prison murder but "sings" when he himself is threatened with death.

David Weisbart produced, and Walter Doniger, author of the screenplay, directed.

Running time, 86 minutes. General classification. March release.

JACK EDEN

**Rep. Unveils 'Doctor' At Heart Premiere**

Celebrity of stage, screen and radio were among those present last night at the Heart Fund premiere of the J. Arthur Rank comedy, "Doctor At Sea," at the Trans-Lux 52nd St. Theatre in New York. The Republic Pictures stars Dirk Bogarde, Brigitte Bardot, Brenda de Banzie and James Justice.

Richard W. Alschuler, Republic director of sales; Nat D. Fellman, Stanley Warner Management Corp.; Salah Hassenein, Skouras Theatres; Harry Kahmine, Stanley Warner; Sol A. Schwartz and Robert Sherman, RKO Theatres; Republic's New York branch manager Joseph Wohl, and Arthur Israel, Paramount Pictures, were among industry members present.

Jaye Mansfield, Denise Darcel, and Dagmar were honorary usherettes.

**Cardinal Films Sues Rep. Over TV Rights**

Cardinal Films, Inc., yesterday filed suit against Republic Pictures, contesting its contract had been breached when Republic sold 3D Roy Rogers and Gene Autry films to television.

Cardinal, in its complaint filed in Federal district court, alleged that its 1949 agreement with Republic, under which it secured the 16mm. distribution to the films involved, prohibited Republic from granting the TV rights to the films to another party. The complaint went on to allege that Republic sold the TV rights to the films to Music Corporation of America for an estimated $100,000.

**Scraggs Dies**

ATLANTA, Feb. 28. -- Johnnie Scraggs, for many years with Atlanta film exchanges, died while on a visit with his daughter in Florida.

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**Ealing-MGM**

(Continued from page 1)

"The Cruel Sea" and "The Lavender Hill Mob."

Sir Michael, present at a trade press conference, said the arrangement with Loew's grew out of Ealing recently leaving the J. Arthur Rank fold. He expressed high satisfaction with the manner in which Universal had handled Ealing product, which previously went to Universal under its deal with the J. Arthur Rank Organization.

Sir Michael stated that Ealing will continue to make what he called "native" British pictures, avoiding any conscious slants toward the American market. He said Ealing will never make more than five films per year.

Praised by Loew

Loew iterposed that Sir Michael's pictures in the past have suited American tastes.

In addition to the previously announced three productions planned by Ealing-MGM, the Feb. 21 issue of MOTION PICTURE DAILY, Sir Michael said his company plans another film to be written by William Rose, who did the screenplay for "Genevieve." The distribution rights under the deal, described as a long-term arrangement, will be world-wide, with Loew's determining the markets considered suitable for Ealing product, Loew stated.

Loew's to Seek

(Continued from page 1)

stated, adding that in his opinion no major distribution company is qualified to handle such special pictures. Loew called the Ealing deal part of the company's policy to line up independent productions for release through Loew's. The company's managing director in Britain, Sam Eckmann, will devote some of his time to production activities at M-G-M's London studios, he stated. Under its deal with Ealing, Loew's retains the TV rights to Ealing product.

**WCBS-TV Buys**

(Continued from page 1)

to be used in New York through competitive bidding. Lacey said. The films, to which WCBS-TV has exclusive rights for the next three years, provide the station with a total backlog of 180 feature films that have never been seen on New York TV, Lacey said.

**Milwaukee Licensing Test Looms on 'Arm**

MILWAUKEE, Feb. 28. -- Alderman Martin E. Schreiber, head of the Common Council's license committee, served notice he may test the city licensing ordinances in courts unless certain deletions are made in "The Man with the Golden Arm" to comply with the censor board's recommendations.

Motion picture commission members found several objectionable items last week in screening the film, they said. Scene showing narcotics injection is one they insist must be cut.
"ONE OF THE FINEST FILMS EVER MADE!"
- Walter Winchell!

20th's BIGGEST ATTRACTION
SINCE "THE ROBE"

THE FIRST MOTION PICTURE IN THE NEW
CINEMASCOPE 55*

RODGERS & HAMMERSTEIN'S
CAROUSEL
COLOR by DE LUXE

*NO CHANGES REQUIRED IN THE BOOTHS OF THEATRES EQUIPPED FOR STEREOPHONIC SOUND!
Committee Appointed

N.J. Allied Studying TV Clips Effect on Business

Allied Theatre Owners of New Jersey has appointed a committee on television to study the utilization of motion picture film clips on TV and to determine what effect these TV showings have on theatre business, it was announced by ATONJ president Sidney Stern.

The committee, which consists of Howard Herman, Sam Engleman and William Infeld, will study the ATONJ questionnaires in which the unit's membership had listed their feelings on this and other industry issues, Stern said.

There is a tendency on the part of the public to feel that they have already seen a new film after seeing a film clip of the picture on TV, the New Jersey exhibitor stated. "Our committee is set up to recommend a resolution as to how these TV film clips should be used."

Stern, in reporting on the unit's luncheon meeting at the Famous Kitchen here on Tuesday, said that the ATONJ membership "approved, ratified and commended the joint Theatre Owners of America-Allied States Association move as a great step forward in the industry," TOA and Allied, in mid-January, reached

Johnston Confers On Films in Tokyo

Special to THE DAILY

TOKYO, Feb. 29.—Eric Johnston, president of Motion Picture Export Association, met here today with Japanese foreign minister Ichimura in a series of working sessions on mutual motion picture problems.

Johnston reportedly urged Japanese officials to increase motion picture remittances for the coming year and called for a relaxation in present import restrictions in Japan. It was pointed out that no immediate decisions were expected from the Japanese because the Diet is still in session and no final action on budget matters has been taken.

Cannes Will Bow to Grace Kelly Wedding

The approaching wedding of Grace Kelly and Prince Rainier has caused a postponement of the Cannes Film Festival, according to word received here.

The festival will be held April 23 to May 10 instead of April 10-24, as originally planned, the festive period when Grace Kelly and Prince Rainier are set to tie the knot at

Judge Signs AB-PT Extension Order

An order granting American Broadcasting-Paramount Theatres an extension of time until June 3 for the disposal of certain of its theatres as required by the company's consent decree, was signed here yesterday by Federal Court Judge Sybilester Byran. The previous deadline was March 3.

On Arbitration

Firms' Status May Be Stated

In SBC Letter

Lichtman Says Lawyers May Present Agreement

Distribution's position on the controversy regarding the present arbitration draft may be stated in a letter which would be submitted, along with the prepared draft, to the Senate Small Business sub-committee prior to the scheduled March 21-22, hearings in Washington, it was reported yesterday.

Meanwhile, Al Lichtman, director of distribution for 20th Century-Fox and head of the distribution arbitration committee, disclosed that "representatives of distribution, possibly the committee's legal counsel, would give

(Continued on page 6)

Industry Not Likely To Use Mason Bill

For Tax Campaign

Chances are slim that the industry will use a bill introduced in Congress this week by Rep. Mason (R., Ill.) as its vehicle for admission tax relief, according to top industry officials.

Mason sponsored a bill to exempt motion picture theatres from the admissions tax. This was the first such bill introduced during this session of Congress.

Industry officials said that doubts

(Continued on page 6)

Barnes' Judgship

Up for Confirmation

WASHINGTON, Feb. 29.—President Eisenhover is expected to send to the Senate tomorrow for confirmation the nomination of anti-trust chief Stanley N. Barnes to be a judge of the Ninth Circuit Court of Appeals in California.

Barnes was a California District Court judge before coming to the anti-trust post. It could be some time before the Senate gets around to confirming him.
**PERSONAL MENTION**

DAVID O. SELZNICK will leave New York by plane on Sunday for Zurich, Switzerland.

E. Z. WALTERS, controller of Altec Service Corp., has arrived in New York from the Coast, and will leave here shortly for South Africa.

ALFRED KATZ, United Artists foreign department executive, has returned to New York from a trip through Latin America.

A. F. COOMINGS, director of exchange operations for M-G-M, was in Albany, N.Y., this week from here.

W. E. SPEARES, of Warwick Film Productions, Ltd., has returned to London from New York via B.O.A.C.

JOHN GARDNER, owner of the Turpik Drive-in Theatre, near Albany, N.Y., has left there for Florida.

JOSEPH GINS, Universal Pictures district manager, has returned to Boston from Albany, N.Y.

E. S. GREGG, president of Westrex Corp., has returned to New York from Hollywood.

ALBERT LEVY, producer, has arrived in New York from Mexico City.

ANTHONY STEELE has arrived here from London via B.O.A.C.

**Drive-ins Hard Hit**

By Illinois Tornado

BELLEVILLE, Feb. 29.—The tornado which swept through St. Clair County, Illinois, on Saturday caused heavy damage to a number of drive-in theatres.

The Sky-View Drive-in Theatre, scheduled to open today, suffered the worst damage, which may exceed $75,000. Also partially wrecked was the Dupo Drive-in in Dupo, while in St. Louis County both Ronnie’s Drive-in and the 66 Park Drive-in will need extensive repairs as a result of the storm. The three latter theatres are units of the Fred Wehnerben circuit.

**Acquires “Paradise”**

Moe Kerman, president of Tudor Pictures, Inc., announced this week that his company has acquired world-wide distribution rights to “Crowned Paradise.”

The feature was filmed on location in New York, with a few scene shots in Puerto Rico.

**Skouras Opens R.C. Drive**

(Continued from page 1)

Circuit for the Red Cross. Emannuel Frisch, president of Metropolitan Motion Picture Theatres Assn., said members would have Red Cross representatives in the lobbies of their theatres to receive contributions during the week of March 19-24.

Synos P. Skouras is Greater New York area picture chairman for Red Cross for the eighth successive year. He announced that the industry in New York City was being asked to contribute $50,000 toward the $250,000 Red Cross goal here. Nationally, the Red Cross is seeking to raise $90,000,000.

An array of top-ranking Red Cross officials, motion picture and stage stars were among the guests at the luncheon, which was attended by more than 100. These included E. Roland Harriman, national chairman, American Red Cross; H. M. Badish, Greater New York Red Cross campaign chairman; Mrs. O'Neill Ryan, Jr., chairman of women’s campaign committee; Hildegard Neff, Shirley Jones and Gretchen Skouras, pointing out that last year’s floods, tornadoes and hurricanes had put “heavy burdens” upon Red Cross, made an urgent plea to the industry to be more generous. Far to its support of Red Cross than ever before.

Harriman described the work of Red Cross in the floods in the East and West, told of the other activities of the organization and praised highly the support given Red Cross by the motion picture industry in past.

Burns declared that a reserve fund of Red Cross now stands at less than $1,000,000. “Red Cross faces its toughest task since Korea.”

Cooperation in the campaign was pledged by Russell Downing, Dr. Frisch, Harry Brantol and other metropolitan area exhibitors who attended the meeting.

**‘Conqueror’ to Gross $17,000,000: Branson**

Hollywood, Feb. 29.—(Walter Branson, RKO's vice-president in charge of world-wide distribution, today estimated a world gross of better than $17,000,000 for Howard Hughes’ "The Conqueror," based upon its first week's grosses. All of their initial pre-release engagements began a second week today.

Branson, here for conferences with Daniel T. O'Shea, president of RKO, says that the domestic gross for "The Conqueror" would top $10,000,000 and that the foreign gross would top $7,000,000.

**Brooks Dies; Former Butterfield Buyer**

DETOUR, Feb. 29.—Funeral services were held today for J. Oliver Brooks, 71, former chief buyer and booker for the Butterfield Circuit, who died last Saturday of a heart attack.

A native of Niagara Falls, N. Y., he managed legitimate theatres in Syracuse and Utica before moving to Detroit where he served the Butterfield Circuit for 25 years, retiring in 1953. Since then he distributed a few films each year on an independent basis. He leaves his wife, Jane Brooks.

**Canals Resigns**

Ricardo Canals, Far Eastern supervisor of RKO Radio Pictures, has resigned effective March 10. Formerly Missed Canals also served as manager in several New York area theaters.

**Time’ Salutes UA Five-Year Progress**

The rebuilding of United Artists by the Robert S. Benjamin-Arthur B. Krim group is accorded coverage in the March 5 issue of "Time" magazine.

Describing United Artists as the organization that has "done more than any other single force to shape the industrial pattern of Hollywood," the article states UA has spearheaded the "revolution toward independent production."

The story traces the growth and expansion of the company from the entrance of the Benjamin-Krim group in 1951 to last week's purchase of Mary Pickford's stock interest, giving the management a portion of ownership.

**Alexander to RKO As Aide to Dozier**

Hollywood, Feb. 29.—Stephen Alexander tomorrow will join RKO pictures as assistant to William Dozier, vice-president in charge of production.

Alexander was at one time head of production for United Artists, and was assistant to Lawrence Langner at the Theatre Guild for seven years.

**M-G-M Studio Post To Sol Rittenberg**

HOLLYWOOD, Feb. 29.—Sol Rittenberg today withdrew as a member of the law firm of Loech, Walker and Loeb to become an executive at M-G-M studios, serving as an assistant to E. J. Mannix and Ben Thau.
People

Miss Wesley, at one time associated with the Essaness Theatre Circuit, has been named manager of the West Coast Theatre in Chicago.

Seydel Smith, former booker for Abbey Pictures, who has become an editor for Republic Pictures in New York, was honored at a luncheon for industry friends.

W. A. Steadman has been appointed director of research by Sie & Coe, Inc., here. Jack has joined the company's copy department.

J. D. DeSanz is now assistant treasurer of United Merchants & Manufacturers. He was formerly controller of Amony's Minor chain, here.

Kris Wynn, since 1936 a sales representative for M-G-M in Atlanta, has gone into another business.

Tony Albino has been elected assistant treasurer of the Groton Open Air Inc., Groton, Conn. He succeeds Harry Picazio Jr., who has been treasurer.

8. Herrick to Set Academy Plans Here

HOLLYWOOD, Feb. 20.—Mrs. Curt Herrick, executive director and founder of Academy of Motion Picture Arts and Sciences, will leave here early next week to fly to New York to arrange for the East Coast Academy Awards season. She will be accompanied by New York by her secretary, Mrs. John Wylie.

Key to Tours S.A.

J. C. Corkery, vice-president of the Motion Picture Export Association of the Latin American division, has left here for a tour of Latin America. He will visit Mexico, Brazil, Argentina and Peru, in addition to countries before returning. High on his agenda, it is understood, will be recurrent admission price problems which confront many Latin American countries.

Fitzgibbons, O'Shea Close Deal

Canadians Will See 'Oklahoma!' In 4 Situations of FPC Circuit

A deal for the playing of "Oklahoma!" in four Canadian situations of Famous Players Theatre has been concluded by John J. Fitzgibbons, president of Famous Players Canadian Corp., and E. K. O'Shea, vice-president of the Magna Theatre Corp., it was learned here yesterday.

O'Shea, who said he had summarized the deal while Fitzgibbons was visiting New York on Tuesday, said "Oklahoma!" has been booked by Fitzgibbons in the following cities: Toronto, Montreal, Winnipeg and Vancouver.

First New Memphis Theatre in Years

MEMPHIS, Feb. 28.—Augustine Cianciolo, Memphis exhibitor, announced today the building of a 1,000 seat Northgate Theatre at Frayser, just north of Memphis. Opening date is fixed for May 1. Cianciolo operates the Plaza, Luciana, Rosemary and Rosewood Theatres in Memphis. Northgate will be air conditioned, have 1,200 parking places for cars and cost about $200,000. This is the largest new theatre construction job in Memphis for several years.

Mercury Stops Use Of Academy Emblem

Mercury Records has agreed to desist from using the emblem of the Academy of Motion Picture Arts and Sciences on one of its records, titled "Academy Award Favorites," according to a consent order signed yesterday by Federal District Court Judge Sylvester Ryan.

2 Fined for Showing 'Eden' in Fall River

Special to THE DAILY

TAUNTON, Mass., Feb. 29.—Judge Harry Kalas of Superior Court directed a jury to return guilty findings in the case of two men charged with showing an "immoral" film at the Embassy Theatre, Fall River, Mass. Benjamin Bogers of Brookline, salesman for Eden Distributing Co., was fined $50 and Antoine Moniz of Fall River, theatre projectionist, was fined $100. The film was "Garden of Eden." In taking this action of ordering the jury to bring in a verdict of guilt against the two defendants, Judge Kalas stated that the film was made in a nudist camp, that it was obscene as a matter of law and that both defendants admitted their connection with the film's presentation. The Embassy is owned by Nathan Yauins Theatres of Fall River.

Appeal Planned

Edward W. Lider, general manager of the circuit, testified in court that the circuit had leased the Embassy to Eden Distributing Co. Defense counsel Theodore A. Glynn stated that the case would be appealed to the Supreme Court. He asked for a stay of sentence pending the appeal. He brought out the fact that the film was involved in a trial in Florida where innocent findings were returned by a jury.

Brando to Tour Asia For Pennebaker Film

HOLLYWOOD, Feb. 29.—Marlon Brando left here tonight by plane on a 20,000-mile trip, covering Southeast Asia, to gather story material for his second Pennebaker production, which will be financed by Paramount. It is an adventure film, developed from a background of the United Nations technical assistance program. Brando will be accompanied by associate-producer George Englund.

Briskin to Bryna

HOLLYWOOD, Feb. 29.—Barney Briskin has obtained a leave of absence from David O. Selznick to take the post of production manager for Pennebaker. He will check in April 2 to start his assignment on the company's first 1956 production for United Artists, "Spring Reunion."

Chase Bow in Atlanta

ATLANTA, Feb. 29.—The world premiere of Walt Disney's "The Great Locomotive Chase" will be held here on June 8.

In New Orleans

Tax Progress Report Ready For TOA Meet

A report on the progress made thus far in the Federal tax repeal campaign will be rendered at the Theatre Owners of America mid-winter board of directors and executive committee meetings in New Orleans next week by Robert J. (Bob) O'Donnell, campaign chairman, and Robert W. Coyne, special counsel for Council of Motion Picture Organizations.

Opens on Sunday

The TOA meeting, which is said to be the "most vital" in that organization's history, commences on Sunday afternoon at the Hotel Roosevelt in New Orleans and will end on Tuesday afternoon.

An advance delegation of TOA officers and executives will begin preliminary meetings tomorrow. At these meetings, the group's heavy agenda will be formulated for discussion among the members at the Sunday TOA session.

O'Donnell, who is general manager for Texas Interstate Theatres, and Coyne are expected to give a progress report on the COMPO campaign effort to eliminate the remaining 10 per cent Federal admission tax and the setting up of regional and state tax repeal committees. It was said that Coyne may reveal to the TOA board some statistics showing the "actual" support which COMPO presently is receiving from exhibition as a whole.

Approval Has Been Withheld

The TOA committee, which met with the Department of Justice in late January on two proposals, both of which were drawn up in conjunction with Allied States Association leaders, also will report on the results of these meetings and possibly ask for authorization from the TOA board to re-submit to the Department of Justice alternate proposals. The Justice Department has informed both TOA and Allied that it could not give a blanket approval in allowing divorced circuits to engage in production and distribution with preemptive rights to their own theatres and that it was not receptive to the joint TOA-Allied proposal of using its influence with the Senate Small Business Committee and the distribution companies in having sales policies and film rentals included in an industry arbitration system.

Odlum, Siegel Set for Nomad's 'Flamenca'

HOLLYWOOD, Feb. 29.—Bruce Odlum will produce and Donald Siegel will direct "Flamenca" in Spain this summer for Odlum's Nomad Production. In Paramount, with whom Odlum is associated, and participate in financing the independently produced film.
BEST PICTURE
'MISTER ROBERTS'
AN ORANGE PRODUCTION. LELAND HAYWARD, PRODUCER

BEST ACTOR
JAMES DEAN
IN 'EAST OF EDEN' AN ELIA KAZAN PRODUCTION

BEST SUPPORTING ACTRESS
PEGGY LEE IN 'PETE KELLY'S BLUES' A MARK VII LTD. PRODUCTION
JO VAN FLEET IN 'EAST OF EDEN'
NATALIE WOOD IN 'REBEL WITHOUT A CAUSE'

BEST SUPPORTING ACTOR
JACK LEMMON IN 'MISTER ROBERTS'
SAL MINEO IN 'REBEL WITHOUT A CAUSE'

BEST DIRECTOR
ELIA KAZAN FOR 'EAST OF EDEN'

BEST ORIGINAL STORY NICHOLAS RAY FOR 'REBEL WITHOUT A CAUSE'

BEST SCREENPLAY PAUL OSBORN FOR 'EAST OF EDEN'

BEST STORY AND SCREENPLAY MILTON SPERLING AND EMMET LAVERY FOR 'THE COURT-MARTIAL OF BILLY MITCHELL', A UNITED STATES PICTURES PRODUCTION

BEST SHORT SUBJECT — ONE REEL 'GADGETS GALORE', ROBERT YOUNGSON, PRO
BEST SHORT SUBJECT — TWO REEL '24 HOUR ALERT', CEDRIC FRANCIS, PRO
BEST SHORT SUBJECT — CARTOON 'SPEEDY GONZALES', EDWARD SELZER, PRO

BEST SCORING OF A DRAMATIC PICTURE MAX STEINER FOR 'BATTLE CRY'

BEST SONG 'UNCHAINED MELODY' FROM 'UNCHAINED', A HALL BARTLETT PRODUCTION
MUSIC BY ALEX NORTH, LYRICS BY HY ZARET

BEST SOUND RECORDING 'MISTER ROBERTS', WILLIAM A. MUELLER, SOUND DIRECTOR

BEST SPECIAL EFFECTS 'THE DAM BUSTERS', ASSOCIATED BRITISH PICTURE CORP. LTD
All these Academy Award Nominations won by Warner Bros!
British

(Continued from page 1)

the Far East. He suggested BFPA and CEA send representatives to the region to examine the "situation" to make a first-hand survey of the industry.

Johnston suggested that, whether America, they had to look but also to other countries which is many cases, he said, even more directly involved a supply of films to television, a development, which is a "trip" of concern to all elements of motion picture industry in country."

Difficulties Present

The MPAA president also pointed that there are serious production and legal difficulties involved in Britons' proposal that Motion P. Export Assn. try to prevent showing of American films on TV, and noted that a large proportion of the available films are not the property of American companies.

The CEA general counsel will watch Boston's reply on Sunday. BFPA will take it up March 7.

N. J. Allied Study

(Continued from page 1)

an "alliance" on the inclusion or pound payments for first-run rentals, industry arbitration system and divorcement circuits in possession and distribution. Both the exhibitor groups had presented two proposals to the Department of Justice last month.

The ATONJ also took except the recent telecasting of the Aro Amusements, stating that there was a slap in the face to Sunday evening exhibition business." I cited that some sort of form fection might be filed with American Film Scientists. Stern also said that ATO would have voted to "enthusiastically" port the next Council of Motion Organizations Audience A campaign.

Stern said that due to the New Jersey legislative matter, next meeting of Allied Theatres of New Jersey will be held March 19 in Trenton. He said the session is a little concerned by proposed Sunday Blue Law.

Guests at the ATO meeting were Joe Bosen, appointed Universal - Interna- branch manager here, and the ing David Levy, whom Rose, succeeded.

Cannes Will Bow

(Continued from page 1)

Monaco. It appears the waddled attracted so many newsmen at the international personalities that accommoda- tions in the vicinity of Cannes for film men are very cult to obtain.
Announcement

1956 FAME AWARD

The Editors of Fame announce today that the 1956 FAME ACHIEVEMENT AWARD is made to the research and technical staff of 20th Century-Fox in recognition of the development of CinemaScope 55. The citation hailed "the notable contribution to the art and industry of motion pictures by the development of the 55mm CinemaScope technique for the enhancement of the entertainment power of the screen."

The members of the staff of Quigley Publications extend their congratulations to Earl L. Sponable, technical director, Sol Halprin, camera department head, Lorin Grignon, Herbert Bragg and the other members of the 20th-Fox research and technical staff.

-Martin Quigley, Jr.

As Third Year Ends

Cinerama Engagements Set Unique Exhibition Patterns

The trading area of a Cinerama production, which has enjoyed runs unprecedented in motion picture history, is considered 10 times that of an ordinary motion picture, drawing people from hundreds of miles away, a Stanley Warner official commented here yesterday.

Besides the uniqueness of the system, another factor which has accounted for the extensive marketing area, according to the spokesman, is the fact that it will never be shown in smaller cities, nor in neighborhood houses. Other motion pictures have made this claim and then reconsidered, he stated, adding that Cinerama has established the fact that if a person wants to see it, he or she has to come to town.

Now approaching its fourth year in New York where it opened on Sept. 30, 1952, the second Cinerama production "Cinerama Holiday" will have been seen by some 1,200,000 people during its 14-month run at the Warner. It will be replaced by "Seven Wonders of the World" on April 10. The initial production, "This Is Cinerama," ran on Broadway

(Continued on page 4)

For Television

Warners Sells 750 Features To PRM, Inc.

The conclusion of the Warner Brothers TV deal, under which WB will sell to PRM, Inc., approximately 750 feature pictures, as well as short subjects, cartoons and silent features released up to the 1948 season, was signed yesterday at Washington, D.C., where it was announced here.

The selling price was revealed as $21,000,000 in the joint statement issued by Jack L. Warner, vice-president of WB, and Louis Cherel, board chairman of PRM, Inc.

The statement said the deal was a consequence of negotiations carried on between Eliot Hyman, representing PRM, Inc., and Benjamini Kalmenson, WB vice-president in charge of distribution. Contracts were signed in Wilmington, where both companies have their corporate offices.

The agreement, long under negotia-

(Continued on page 6)

RKO, AA Discussing Foreign Distribution

Negotiations are under way between RKO Radio Pictures and Allied Artists officials whereby the RKO foreign exchanges will again, as they have on other occasions, handle the distribution of more AA productions in the overseas market, it was learned here yesterday.

AA's present overseas operations

(Continued on page 6)

Morrison, McLaglen

In New UA Deal

Robert Morrison and Andrew V. McLaglen yesterday closed a deal with United Artists for the release of their third independent production, "Gun the Man Down," scheduled to roll on March 8.

Morrison and McLaglen previously produced independently "Man in the Vault" for RKO Radio Pictures and "Seven Men From Now" for Warner Bros.
**Personal Mention**

David A. Lipton, Universal Pictures vice-president, is due in New York from Hollywood over the weekend.

William R. Frank, independent producer and Minneapolis exhibitor, will leave New York tomorrow for a six-week European trip.

Jack Diamond, Universal-International studio publicity director, will return to the Coast tomorrow from New York.

Max E. Fellerman, vice-president and general manager of Lopert Films, has returned to New York from Hollywood.

John C. Finn, Allied Artists advertising-publicity director, was in Detroit yesterday enroute back to the Coast from New York.

Sin Michael Balcon, production head of Ealing Studios, London, returned to England from New York yesterday via B.O.A.C.

Sy Bartlett, vice-president of McKeele Productions, will leave Hollywood for Philadelphia today.

Alva Smith, Westrex Corp., installation supervisor, has returned to New York from Caracas, Venezuela.

Morris Keppner, of Burnside Theatre Corp., East Hartford, has returned there from New York.

William Gellette, of Preview Theatre, East Side New York for Charleston, S. C.

**Ritchey Delays Tour For AA Sales Talks**

HOLLYWOOD, March 1—Norton V. Ritchey, president of Allied Artists International, has delayed the start of his world tour in order to personally supervise the overseas sales and merchandising plans for a number of forthcoming AA productions.

Ritchey, who saw a number of new company features at the studio here during the past week, left here today for New York to begin a series of special meetings with members of his global sales force.

Among the films which will be discussed at forthcoming meetings are “The First Texan,” “Crime in the Streets,” “World Without End,” “The Clothing of the Body Snatchers.”

**Package of Eight 20th-Fox Productions And Shorts Designed for Chi. Children**

CHAICAGO, March 1—“Fun Festival For Small Fry In Cinemascope,” a new idea intended to promote juvenile attendance in theatres, has been created in the Chicago offices of 20th-Century Fox. The program comprises eight package units, each consisting of a top feature selected because of its previous rating, plus five cartoons tending to have educational value. Films highlighting each package are: “The Blue Bird,” “King of the Bamboo,” “Broken Lance,” “12 Mile Reef,” “Hell and High Water,” “Demetrius and the Gladiators” and “White Feather.”

20th Using 8,000 ‘Stover’ Billboards

Eight thousand billboards in more than 100 cities throughout the United States and Canada will feature 28-sheets on 20th-Century-Fox’s “The Revolt of Manic Stover” in Cinemascope, in one of the largest outdoor advertising campaigns in film history, Charles Einfeld, vice-president, announced.

Estimated at several hundred thousand dollars, the ad barrage will kick off during the first week of April and will continue in force through the local playdates of the mid-April release. The over-all campaign ranks in scope with drives currently in high gear for “Gone With the Wind” in Cinemascope 55 and Darryl F. Zanuck’s “The Man in the Gray Flannel Suit,” Einfeld said.

**Chicago Court Rules ‘Game’ Is Obscene**

CHICAGO, March 1—After a Federal Court jury of six men and six women viewed “Game of Love,” they voted the film obscene. Judge Perry said he would consider the jury’s findings as an advisory opinion and would rule on the case in a few days. Times Film Corp., the distributor, is seeking an injunction reversing the ban on the film.

**Curtis Sworn In**

WASHINGTON, March 1—Edward P. Curtis, vice-president of Eastman Kodak Co. and long-time friend of President Eisenhower, was sworn in today as special assistant to the President for planning the nation’s aviation facilities.

**‘Comanche’ to Albee**

Carl Kruger’s “Comanche” will open in the New York area at the RKO Albee, Brooklyn, on Sunday.

**‘Richard’ D.C. Bow To Draw Notables**

WASHINGTON, March 1—Top government and industry officials will be among the patrons for the special Washington benefit premiere of “Richard III” at the Playhouse Theatre here.

The premiere, on March 13, will be for the benefit of the 1956 heart fund of the Washington Heart Association. On hand will be Mrs. Dwight D. Eisenhower, Major and Mrs. John F. Kennedy, Laurence Olivier, producer, director and star of the film. The regular showing of the film will start at the Playhouse about March 15.

**Heart Fund to Benefit**

The special premiere is being sponsored by the Ambassador from Great Britain and Mrs. John F. Kennedy. Tickets are being sold for a minimum $25 contribution to the Heart Fund. Industry officials already signed as patrons include Motion Picture Association of America head DeForest B. Thompson, Motion Picture News editor Barney Balaban, 20th Century-Fox president Spyros Skouras, Loew’s president Arthur Loew, United Artists president Arthur Kravan, producer Samuel Goldwyn, and I. E. Lopert, president of Lopert Films, which is distributing the film in the U. S.

**‘Alexander’ Subject On CBS-TV Mar. 25**

A major public service television network program will be devoted entirely to the subject of film production when Robert Rossen’s “Alexander the Great” will be the subject on the CBS-Food Peabody-Award-winning TV show, “Adventure,” on Sunday, March 25, from 2 to 3:30 P.M., EST.

Producer-director Rossen will be interviewed and will give the great amount of research he did for his screenplay in order to reconstruct with dramatic authenticity the life and times of the conqueror of the ancient world. Clips from the film will be used to highlight the discussion.

Also participating in the talks regarding the United Artists feature will be David Folkes, costume designer for “Alexander the Great.”

**NEW YORK THEATRE**
Altec's Marty Wolf Contends

Education of Patrons to Techniques Of Sound Paying Off With Publicity

Belief that if both regular and potential box-office patrons were informed in the manner in which the new sound techniques are conveyed to them that beneficial results would be achieved has been substantiated as the outcome of a promotional campaign by Altec Service Corp., according to Marty Wolf, Altec sales manager. Wolf and Bert Ennis, editing the workings of Cinema-Scope, Vista-Vision, Todd-AO, Cinorama, etc., in conjunction with various new sound techniques. The plan envisioned the enlisting of the interest of newspapers, in cooperation with local exhibitors, to capture the attention of regular patrons, and those who had lost the theatre-going habit.

Pointing out that the reaction of the press and exhibitors has been highly encouraging, Wolf said that arrangements had been completed for the publication of stories in the Atlanta Journal-Constitution, Atlanta, the Southern division in which the experiment was launched.

Prior to the sales and promotional tour, Wolf had announced that Altec had conceived a campaign designed to focus attention of the motion picture theatre ticket buyer on the box-office through a series of photo-stories and public relations, have returned from a tour of the company’s theatres.

Well-Liked in Charlotte

Wolf reported that Altec’s promotional plan in behalf of the industry’s future in general met with favorable response from exhibitors in session in Charlotte during the recent convention, while various industry leaders around the country have expressed the commercialism of Altec efforts to stimulate the box-office. The Altec sales manager displayed a letter from Walter Reade, Jr., former president of the TOA, and head of the Reade Circuit, in which Reade declared the belief that the company’s effort to reach theatre patrons through newspaper readership was the most constructive plan he had observed since the inception of the industry’s new picture and sound techniques.

Arrangements are in process to prepare illustrated feature stories in that form. This material will be made available to exhibitors for subscription to their local newspapers.

Plans are now going forward to send the Altec promotional caravan into others of the six Altec divisions.

Col. Reports Strong ‘Picnic’ Grosses

Columbia Pictures yesterday released figures showing that “Picnic” has continued to roll up strong opening week grosses. Figures from complete first weeks from coast to coast were: Beverly Hills, Warner, $25,000; Buffalo, Lafayette, $23,000; Atlanta, Rialto, $13,200; Omaha, Orpheum, $18,880; Philadelphia, Randolph, $38,900; Syracuse, State, $16,256; Boston, State and Orpheum, $64,700; Richmond, Byrd and State, $15,420; Cleveland, Hippodrome, $23,675; Baltimore, Hippodrome, $16,360; and Center, Oklahoma City, $9,282.

Other grosses, in theatres where "Picnic" is still in its first week, include Denver, $29,600, six days; Milwaukee, Warner, $14,700, five days; Madison, Orpheum, $2,470, two days. Outstanding opening day figures in smaller situations include: Lowell, Keith, $1,118; Canton, Palace, $1,296; Chattanooga, Tivoli, $1,121; and Norfolk, State, $2,368.

In New York

SMPTE Meet Will See New Equipment

A display of the latest developments in professional equipment for motion picture production and for television studio use, reportedly never before assembled under one roof, has been arranged by the Society of Motion Picture and Television Engineers. To include film processing and editing, as well as motion picture high-speed cameras, lenses, sound and animation equipment, and TV color cameras and projectors, this exhibit will be held in conjunction with the Society’s 79th annual convention at the New York Statler, April 30-May 4.

32 Booths Taken

Everett Miller, exhibit chairman, announced that the 32 booths originally planned for this exhibit have been sold, and that as much additional space as the hotel can provide is now available to accommodate other manufacturers and distributors interested in participating as convention exhibitors.

In addition to exhibits, all other arrangements are nearing completion for what promises to be a record SMPTE convention. Sixteen technical sessions have been scheduled, as well as the general session, luncheon, banquet and meetings of all SMPTE engineering and standards committees. The Association of Cinema Laboratories will also hold its meeting during SMPTE convention week.

Outside Activities Planned

Technical sessions to be held at the Statler will offer papers and discussion on laboratory practice, motion picture production and viewing, TV studio lighting, TV commercials, high-speed photographic picture screen brightness and educational TV. Sessions away from the Statler include a tour of the DuMont Telecenter, a screening of "Oklahoma" in Todd-AO at the Rivoli Theater, a TV studio lighting symposium at the NBC Colonial Theater and sound recording sessions at the Fine Sound Studios.

SPG College Award Again Goes to UCLA

Hollywood, March 1. — The Screen Producers Guild president, Samuel G. Engel, today announced that the Guild’s annual intercollegiate award will go, for the second year in succession, to the University of California at Los Angeles, for "One Way Ticket to Hell," produced by students of the USC film school.

Price will receive the award on the Ed Sullivan television show Sunday.
Cinerama

(Continued from page 1)

for approximately two-and-a-half years.
Mail order business, the S-W spokesman said, has varied from 33 per cent of the weekly gross during opening weeks to 15 per cent during the balance of the run.

Now in 14 Situations
The second production, "Cinerama Holiday," is now playing in 14 situations throughout the U. S. "This Is Cinerama" is due to bow in a newly-installed Atlanta situation, while place "This Is Cinerama" in Montreal on April 5.

Overseas, Cinerama installations are in theatres in London, Tokyo, Osaka, Japan, Milan, Rome and Paris.

To Use Carrier for Cinerama Showings
SAN FRANCISCO, March 1. - Cinerama officials here have announced plans for a floating Cinerama, by which the U. S. hopes to win more friends on the Orient.
Cinerama will be installed in a recommissioned aircraft carrier.

Shown on the flight deck, the film can be viewed by an audience of up to three thousand persons. The United States Information Agency expects a 150-port circuit throughout the Near, Middle and Far East for the converted Cinerama carrier.

TOA Seeks United Industry Front

(Continued from page 1)

hearings, scheduled for March 21-22, to the alleged shortage of product. High also on the agenda, and also slated for early and thorough discussions by the TOA board, is the status of the arbitration draft and the so-called Allied States Association-TOA "mutual security pact" on certain trade practices.

The business sessions, which will be presided over by E. D. Martin, chairman of the board; Myron N. Blank, president, and Alfred Starr, chairman of the executive committee, will seek solutions to problems confronting big and small exhibitors, all said to be arising out of distribution's selling policies.

Merger" Has Long Been Hinted

The united front in exhibition has long been an aim of TOA, particularly that of Starr and Walter Reade, Jr., past TOA presidents. For many months, especially in 1954 and early 1955, TOA had steadily hinted that there were distinct possibilities of "a merger" with national Allied. Cooperation between both national exhibitor associations reached its peak during the May-June, 1955, period when a joint committee met with the distribution sales chiefs in attempts to alleviate pressing exhibition problems. Following a late summer board meeting of Allied, and a decision by that group's board as to how these pertinent problems should be relieved, mainly by governmental regulation, cooperation ceased due to "differences in policies."

Accord Reached This Year

In a surprise move in January, both TOA and Allied reached accord on their differences and, standing side by side, announced a joint program—to press the Department of Justice for permission to allow divorced circuits to engage in production and distribution and to have selling policies and film rentals included in an industry arbitration system. TOA went so far at that time to withdraw "temporarily" its support of the arbitration draft.

This joint platform will be presented to the TOA board meeting for further consideration, elaboration and for complete approval inasmuch as the board members gave only verbal approval of the proposals in telephone conversations last January, when Allied and TOA leaders met, according to TOA.

New National Policy May Be Set

Besides considering and reevaluating the present arbitration draft, the TOA directors may formulate new national policies following a compilation of answers received in TOA's detailed questionnaire dealing with industry conditions.
A study of the compilation, it was disclosed by Blank last month, will also be the basis for TOA's test before the Senate Small Business committee on industry trade practices.

EFFG to be Considered

The TOA directors also will consider the shortage of product and the new film financial agreement which has been in "mothballs" some months; the nominations of TOA executive director and replacement for George Gaughan, recently resigned TOA field representatives; present status of subscription revision and the needs for further input in this opposition campaign; forthcoming annual convention of TOA in September and the international aspects of the show; the Air Navy pre-release situation; and launching and support of Council of Motion Picture Organizations in a tax repeal campaign.

'Conqueror' a Manila

MANILA, March 1.--In a triple opening today Howard Hughes' "The Conqueror" drew the biggest opening day gross in this city, with multiple-theatre runs a usual procedure, since 1950. The RKO turre earned $3,830 pesos or approximately $21,400, at the Avenue, Lus, and Galaxy Theatres.

NEW YORK IS WAITING!

20th ANNUAL VARIETY CLUB INT'L CONVENTION

WALDORF-ASTORIA — MAY 9-12

REGISTRATION FEES
BARKERS $45.
WIVES 35.

sponsored by TENT #35, N. Y.

For reservations write to:
MARTIN LEVINE
Convention Chairman
229 West 42 St., N. Y. C.
### Allied Artists
- **Mar. Releases**
  - Thunderstorm
    - CharlesKevin
    - 81 min.
    - (Rev. 2/4/56)
  - The Wicked Wife
    - Paul Prosper
    - 75 min.
    - (Rev. 3/18/56)
  - World Without End
    - Paul Lynde
    - 90 min.
    - (Rev. 3/35/56)
  - Come on And Stay
    - Stanley Haydon
    - 85 min.
    - (Rev. 2/6/56)
- **Apr. Releases**
  - The Harder They Fall
    - Humphrey Bogart
    - 97 min.
    - (Rev. 1/24/56)
  - Cockleshell Heroes
    - Jon Fede
    - 95 min.
    - (Rev. 3/26/56)
  - Black Jack
    - Jackie Cooper
    - 95 min.
    - (Rev. 3/3/56)
  - Rock Around the Clock
    - Lisa Gaye
    - 86 min.
    - (Rev. 6/15/56)

### Columbia
- **Mar. Releases**
  - Uranium Boom
    - Charles Keaton
    - 81 min.
    - (Rev. 2/5/56)
  - Forbidden Planet
    - Walter Pidgeon
    - 90 min.
    - (Rev. 2/16/56)
  - The Prisoner
    - Albert Guettas
    - 91 min.
    - (Rev. 12/25/56)
- **Apr. Releases**
  - The Yearling
    - Greer Garson
    - 134 min.
    - (Rev. 1/17/56)
  - Anything Goes
    - Donald O'Connor
    - 160 min.
    - (Rev. 1/17/56)

### M-G-M
- **Mar. Re-releases**
  - Meet Me in Las Vegas
    - Mervyn LeRoy
    - 112 min.
    - (Rev. 1/24/56)
  - The Court Jester
    - Danny Kaye
    - 104 min.
    - (Rev. 1/17/56)
  - Come Next Spring
    - Mickey Rooney
    - 99 min.
    - (Rev. 1/17/56)
- **Apr. Releases**
  - The Yearling
    - Gregory Peck
    - 134 min.
    - (Rev. 1/17/56)
  - Strangers at My Door
    - McDonald Croy
    - 99 min.
    - (Rev. 1/17/56)

### Para.
- **Mar. Re-releases**
  - One Minute to Zero
    - Bob Mitchum
    - 105 min.
    - (Rev. 7/22/52)
  - On the Threshold of Space
    - John Huston
    - 99 min.
    - (Rev. 7/22/52)
  - The Bold and the Brave
    - Wendell Corey
    - 96 min.
    - (Rev. 7/22/52)
- **Apr. Releases**
  - The Way Out
    - Gene Nelson
    - 90 min.
    - (Rev. 4/15/56)
  - While the City Sleeps
    - Dina Andrews
    - 109 min.
    - (Rev. 4/15/56)

### Republic
- **Mar. Re-releases**
  - The Revolt of Mamie Stover
    - Jane Russell
    - 99 min.
    - (Rev. 7/22/52)
  - The World in My Corner
    - Barbara Stanwyck
    - 99 min.
    - (Rev. 7/22/52)
  - Johnny Guitar
    - John Wayne
    - 99 min.
    - (Rev. 7/22/52)
- **Apr. Releases**
  - The Kettles in the O.K. Corral
    - John Wayne
    - 99 min.
    - (Rev. 4/15/56)
  - The Creature Walks Among Us
    - Jeff Miller
    - 99 min.
    - (Rev. 4/15/56)

### RKO
- **Mar. Re-releases**
  - The Gay Flame
    - Robert Stack
    - 99 min.
    - (Rev. 7/22/52)
  - The World in My Corner
    - Barbara Stanwyck
    - 99 min.
    - (Rev. 7/22/52)
  - Never Say Goodbye
    - Karl Malden
    - 99 min.
    - (Rev. 7/22/52)
- **Apr. Releases**
  - Where the Sidewalk Ends
    - John Wayne
    - 99 min.
    - (Rev. 4/15/56)
  - The River Changes
    - Steve Forrest
    - 99 min.
    - (Rev. 4/15/56)

### United Artists
- **Mar. Re-releases**
  - The World in My Corner
    - Barbara Stanwyck
    - 99 min.
    - (Rev. 7/22/52)
  - The World in My Corner
    - Barbara Stanwyck
    - 99 min.
    - (Rev. 7/22/52)
  - Never Say Goodbye
    - Karl Malden
    - 99 min.
    - (Rev. 7/22/52)
- **Apr. Releases**
  - The Ghost Town
    - John Wayne
    - 99 min.
    - (Rev. 4/15/56)
  - The Miracle of the Bells
    - John Wayne
    - 99 min.
    - (Rev. 4/15/56)

### Warner
- **Mar. Re-releases**
  - The Creature Walks Among Us
    - Jeff Miller
    - 99 min.
    - (Rev. 4/15/56)
  - The Time I Forgot
    - John Wayne
    - 99 min.
    - (Rev. 4/15/56)
- **Apr. Releases**
  - The Steel Jungle
    - Steve Forrest
    - 99 min.
    - (Rev. 4/15/56)
  - The Monster That Challenged the World
    - John Wayne
    - 99 min.
    - (Rev. 4/15/56)

### Others
- **Mar. Re-releases**
  - Our Miss Brooks
    - Dinah Shore
    - 99 min.
    - (Rev. 7/22/52)
  - The Edge of the World
    - Dinah Shore
    - 99 min.
    - (Rev. 7/22/52)
- **Apr. Releases**
  - The Time I Forgot
    - John Wayne
    - 99 min.
    - (Rev. 4/15/56)
  - The Time I Forgot
    - John Wayne
    - 99 min.
    - (Rev. 4/15/56)

### Keys
- **System:** CS—Cinemascope; VV—VistaVision; SA—SuperScope (anamorphic print); 2D—two prints; 3D—I—single strip.
- **Sound:** S—Four track magnetic stereophonic sound; S(I)I—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.
Holds Talks with Gov’t Leaders

Japan’s Attitude on Self-Regulation Appreciated by MPEA: Johnston

TOKYO, March 1—Eric Johnston, President of the Motion Picture Export Association, wound up his visit here today following discussions with Japanese producers on MPEA participation in Japan’s self-regulation program.

Johnston assured representatives of the Japanese producers association that the attitude of the MPEA was “cooperative.” The MPEA president said specific recommendations would be made to the Japanese following his return to the United States.

Johnston, who leaves tomorrow for Manila, held further sessions with Japanese government leaders on the question of increased remittances and a lowering of quota restrictions for the American companies.

Remittance Increase Expected

Reports were current that “some increase” in remittances is “generally anticipated.” Johnston and his staff pressed the point during the discussions that Japan’s improved economic position warranted increased remittances.

Johnston will be accompanied to Manila by Irving Maas, MPEA vice-president, and Leo Hochstetter, the association’s Tokyo representative.

UA’s S.A. Business

Venezuela, Cuba, and Mexico, declared here yesterday that “improvement in each of these markets is attributed to top UA product, not ‘As a Stranger’ and ‘Summer Time’.”

Optimistic in viewpoint as to what the future holds for the company, Kitz said that he expects business in Mexico “to improve this year by at least 100 per cent.” He pointed out that with the recent construction of a new 2,800-seat theatre in Mexico City, many more “films will get full playing time.”

Commenting on Venezuela, the UA foreign department executive said that business “is on a level with that of last year, but it should improve within the next few months as Carnaras is rapidly growing.” Discussing Cuba, he said that UA has had a slight drop in business this territory as compared to last year.

Expand Schuller Agency

The William Schuller Agency, which specializes in motion picture, television and personality accounts, will open a branch office in Hollywood on March 1st. It announced here yesterday. Barry Levinson and Elliott Kastner will leave New York over the weekend for the West Coast to head up the office.

RKO and AA

(Continued from page 1)

initiations, marks the second purchase by TV interests of a film company library, the first company to make such a deal being RKO Radio Pictures. The announcement carried no disclosure of any pictures, if any, retained by WB for the period prior to the 1948 season. Nor did the statement spell out the rights accruing to PRM, but it is reported that PRM will get world-wide theatrical reissue rights on the films as well as TV rights.

Mom Regarding Marketing

Although Hyman, the principal in the negotiations and president of Associated Artists, made no statement as to how PRM, Inc., plans to market the WB backlog, trade quarters did not expect him to try to sell the films in one package to TV stations. Such a policy has been pursued by Matthew Fox, president of C & C Televisio Corp., who made the deal with RKO Radio Pictures.

Chesler, identified in the joint statement as PRM board chairman, is a member of a Canadian group, which purchased stock control of PRM, Inc., understood to be a shell of a corporation, the only assets of which are said to be from $6,000,000 to $7,000,000 in cash. He is known as a mining financier without any experience in association with the TV or motion picture industries.

Oil Official an Officer

Other PRM officers include George B. Gardiner, president, who is known as an investment executive; Maxwell Goldberg, vice-president and treasurer, who also is head of Sapphire Petroleum Corporation.

The Canadian group, following its purchase of 170,000 of 342,000 outstanding shares of PRM, has offered to buy all other shares at $22 a share up to March 6.

Make Me an Offer

Associated Artists—Dominant Pictures

PRODUCED in Britain, “Make Me Offer” stars Peter Finch and Athina Cenci, and deviates from the usual melodrama best suited to soap houses. There are few surprise the somewhat unique story of antique collector’s dedication to his past and his lifelong love of the hobby piece. Filmed in East Color and based on a novel by A. W. Mankowitz, its box office potential is of great interest. The successful novel, adapted for screening by W. P. Lipscomb, have some following here.

As the not-so-rich antique collector’s devoted life to be the vases which he eventually abandoned in the attic of a country house, Lacking funds for its chase, he resorts to several fine ladies, and being still his life (he never managed to make the most of a dull moment). The plot is a lengthy one.

Running time, 88 minutes. General audience classification. For mature release.

REVIEWS:

Crime Against Joe

Bel-Air—United Artists

John Bromfield’s latest starring vehicle is, like his previous two a murder tale. As such, it is a guessing game, but rather sluggish and generally somewhat dull until the surprise denouement. Still, it’s a good prospect as a double date for second place on any ballot.

Bromfield, an artist, antagonizes his lack of success, takes to the bottle. In the elbow-bending emporium meets, in succession, Julie Lond, Midget, Patricia Blake, a sleeping and we would add Anka Ley, whose boyfriend, the bartender, by gives Bromfield the heave-ho into the gutter.

Next morning, Miss Louie is murdered in the woods. A 1945 school class ring turns up at the scene. Bromfield, who graduated, can’t produce his own, and coupled with his past, he believes that in the reel an innocuous, friendly-faced cab driver is exposed as the petrator of the foul deed. Brom and Miss Louin clinic for the cure.

Audrey Schenck was executive ducer, Howard Kock producer. Robert C. Dennis did the screen adaptation. 60 minutes. General classification. Release date set.

W.B. Sells

(Continued from page 1)

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COPO Answers

Myers on Compo

Any formal reply to the letter written by Abram F. Myers, general counsel and board chairman of Allied States Association, in regard to that exhibitor group's reason for not renewing its membership in Council of Motion Picture Organizations will come from the COMPO governing or executive committees, Robert W. Coyne, COMPO co-chairman, said.

"As for myself, I wish to reiterate that the record proves that every one of Mr. Myers' charges is without foundation," Coyne said. "I set forth this record Dec. 15 at a meeting of the COMPO executive committee and board of directors. The record is also known to national Allied's leaders. I am sorry they choose to ignore it."

Introduce New Tax Relief Bill

From THE DAILY Forum


The tax now is 10 per cent on tickets costing more than 50 cents. The Dempsey and Holt bills are the second and third bills on the subject introduced within a week.

Earlier, Rep. Mason (R., III.) introduced a bill to exempt motion picture theatres from the tax. It's still likely, it is understood, for some (Continued on page 2)

Elect Gehring

20th-Fox V-P

William C. Gehrig has been elected a vice-president of 20th Century-Fox, it was announced by Spyros P. Skouras, president. Gehrig will function as executive assistant to the president on all company and trade affairs. Gehrig has held the post of executive assistant general sales manager for the company since 1952.

Gehrig is celebrating his 37th year with 20th Century-Fox, having served as branch manager, division (Continued on page 2)

Television Today

IN THIS ISSUE PAGE 8

➤ The J. Walter Thompson people are doing-it-themselves—in their own Television Workshop which is about to have a second birthday.

➤ Spotlighting the news in Television Today.

➤ Passing in Review—The week's highlights in shows.
Winikus to Paris to Set UA Promotion

Francis M. Winikus, executive assistant to United Artists vice president Max E. Youngstown, will set up offices in Paris, where he will supervise the company's production and pre-production promotion activities in Europe. Winikus sailed for Paris Saturday aboard the "Queen Elizabeth."

Richard E. Condon, formerly stationed in Paris, is the new UA's coordinator of European promotion, has moved to Madrid to direct the pre-production and production promotion for Stanley Kramer's VistaVision film, "The Pride and the Passion," which will be filmed in Spain for UA release with Cary Grant, Frank Sinatra and Sophia Loren starred.

Winikus' Paris post is a further move in the expansion of United Artists' promotional activities around the world.

Last November, Alfred H. Tamaric was named global coordinator of production and pre-production activities. Tamaric also continues in his post as assistant national director of advertising, publicity and exploitation.

RCA Declares Two Quarterly Dividends

A quarterly dividend of 25 cents per share on the common stock of the Radio Corp. of America, payable April 23 to holders of record on March 13, was announced by David Sarnoff, chairman of the board, following a regular meeting of the board of directors.

At the same meeting, a dividend of 87 cents per share was declared on the first Preferred stock for the period April 1 to June 30, payable July 2 to holders of record on June 11.

FCC Gets Increase in Appropriations

Television WASHINGTON, Mar. 4.-The House Appropriations Committee today voted the Federal Communications Commission a big increase in appropriations for the coming year, and told it to use the funds to reduce the backlog of pending applications for radio and television licenses.

The committee voted the FCC $7,800,000 for the fiscal year starting July 1. This was $50,000 less than the FCC asked, but $950,000 more than it has this year.

"The increase," the committee said, "is to provide approximately 70 additional employees to reduce the backlog in TV and radio and special services. The committee is very anxious to reduce the backlog and have the commission become current, and doesn't want people who have filed applications to wait long periods of time through no fault of their own.

Funds were also voted to continue the FCC's study of radio and television networks. This study is expected to be completed during the coming year.

Rebook 'Roll'

DETOIT, March 4.-The Fox Theatre, which reported a three-day gross of $37,000 for 'Rock 'n Roll,' is going to try it again. Bob Hoffman is holding the first week in May, and plans are to hold the show a full week.

Open Omaha Drive-ins

OMAHA, March 4.-The drive-in push will begin locally Friday. Bob Hoffman is holding the Airport Theatre. Skyview will follow on Wednesday.

New Tax Bill

The American Society of Authors, Composers and Publishers has opened a new office in Miami Beach under the direction of William J. Barren, formerly ASCAP manager in New Orleans.

ASCAP Office in Florida

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Rackmil and Goldenson Cited by ‘Look’; Others Receive Magazine’s Annual Awards

Milton R. Rackmil, president of Universal Pictures, and Leonard Goldenson, president of American Broadcasting-Paramount Theatres, have been named recipients of “Look” Magazine’s awards for 1955. Rackmil will receive the industry achievement award and Goldenson will receive the exhibitor award. Both were slated to appear on the Ed Sullivan TV show last night.

Other awards included were James Cagney, for his performance in “Love Me or Leave Me”; Susan Hayward for “Ill Cry Tomorrow”; Jack Lemmon for Martin Roberts’ HF; Fred for “East of Eden”; director Daniel Mann for “Ill Cry Tomorrow” and “The Rose Tattoo”; cameraman James Wong Howe, The Rose Tattoo’; writer Paddy Chayefsky and producer Harold Hecht for “Marty” and Bamel L. Price, Jr., of UCLA for the best college produced film.

Citations for “newcomers” went to Anna Magnani for “The Rose Tattoo”; Fess Parker for “Davy Crockett” and Kim Novak for being selected as the “most promising female newcomer.”

Leonard Goldenson

Wald in High Praise Of Cinema Editors

HOLLYWOOD, March 4.—Cinema editors are “the magicians of the movie business,” Jerry Wald, vice-president of Columbia Pictures and principal speaker at American Cinema Editors’ 6th annual awards banquet, told 500 members of the film and television industries, press and civic leaders present to witness the presentation of awards to film editors nominated for the impending Oscar” and “Emmy” awards.

Danny Thomas encored the affair, held last night in the grand ballroom of the Beverly Hilton hotel. Joan Fontaine handled the presentations.

Actor Guild Protests CBS-FTRA Pact

Television Today

HOLLYWOOD, March 4.—The Screen Actors Guild tonight dispatched a letter to Columbia Broadcasting System’s board chairman William S. Paley and president Frank Stanton charging that the new agreement between CBS and the American Federation of Radio and Television Artists constitutes a flagrant violation of the letter and spirit of all our agreements” and declaring in “order to avoid most serious controversy, we consider it imperative that a meeting be arranged between us immediately to discuss this matter.”

The SAG letter asserts that the new CBS-AFTRA agreement “eliminates the present requirement of the AFTCO code that pre-recorded television programs, in order to come within the jurisdiction of AFTRA, must be by kinescope or similar device down in the manner of a live broadcast.”

Although the SAG letter does not specifically mention visual tape recording, it is understood that jurisdictional problems which could arise from this impending development comes into general use are among the reasons underlying the guild’s protest.

Complete Rights to PBM in WB Deal

Complete rights were said to have accorded to PBM, Inc., in its $21,000,000 deal with Warner Brothers under which it procured more than 750 feature films for TV. Albert Goldenson, president of Associated Artists, who negotiated the deal for PBM, Inc., left for a Florida vacation immediately after the signing of the deal in Wilmington, Del., according to an Associated Artists spokesmen.

Before departing Hyman was reportedly to have said that the deal includes copyright and literary rights, and he declared in addition to filmed television and live TV rights. It was reported that under the terms of the agreement, when the films from the library are rescreened on the foreign market, Warner Brothers will be the distributor. WB officials could not be reached for comment at the weekend.

March 5, 1956

MPIC Asks For Repeal of 10% Admission Tax

HOLLOMAN AIR FORCE BASE, N. M., March 4.—Headed by stars of 20th Century-Fox’s “On the Threshold of Space,” a celebrity and press party of 50 from Hollywood were the guests on Friday and Saturday of the U. S. Air Force for an exciting series of activities climaxing by a helicopter preview of the CinemaScope production at the base theatre yesterday.

Following a series of demonstrations of some of the Air Force’s latest weapons, the guests were transported to the base theatre in helicopters for an advance view of the film portraying the work of the Air Force Air Research and Development Command.

The guests returned to Hollywood at the conclusion of the preview.
20th IS SHowering HITS IN APRIL!

The true story of the stratoflying scientists of the U.S. Air Force.

ON THE THRESHOLD OF SPACE

Starring: Guy Madison - Virginia Leith - John Hodiak - Dee Bruce

Produced by WILLIAM BLOOM - Associate Producer BARBARA McLEAN - Directed by ROE
Written by SIMON WINCEMBERG and FRANCIS COCKRELL
superb best-seller now a superlative motion picture with an outstanding cast!

GREGORY • JENNIFER • FREDRIC
PECK • JONES • MARCH
COLOR by DE LUXE

CinemaScope®

costarring
MARISA PAYAN • LEE J. COBB
ANN HARDING • KEENAN WYNN
with GENE LOCKHART

Produced by
DARRYL F. ZANUCK
Written for the screen
and directed by
NUNNALLY JOHNSON
From the novel by
SLOAN WILSON

WHY DID MAMIE STOVER
HAVE TO LEAVE
SAN FRANCISCO?

JANE • RICHARD
RUSSELL • EGAN

The Revolt of
Mamie Stover

CinemaScope®
COLOR by
DE LUXE

co-starring
JOAN LESLIE with Agnes Moorehead • Michael Pate
Produced by Directed by Screenplay by
BUDDY ADLER • RAOUL WALSH • SYDNEY BOEHL
From the novel by William Bradford Huie

The confessions of an unconventional woman!

JEAN
SIMMONS

GUY
MADISON

JEAN PIERRE
AUMONT

hilda crane
PRINT by
TECHNicolor

with JUDITH EVELYN • EVELYN VARDEN
Produced by HERBERT-B. SWOPE, Jr.
Written for the Screen and Directed by PHILIP DUNNE
From the Play by SAMSON RAPHAELSON
TOA at N.O.

(Continued from page 1)

winter meeting which started today at the Hotel Roosevelt here.

The meeting which will last until late Tuesday and is being attended by some 80 theatrenmen from all parts of the nation, will be highlighted by a report of the TOA committee which met with the Department of Justice in late January following the presentation of two industry proposals jointly worked out with an Allied States Association committee.

Three Possibilities Named

In the running for the post of executive director of TOA are said to be several industry and non-industry executives, among them Pat McGee, Elmer Lux and Val Petersen. McGee recently resigned his post at Cooper Foundation Theatres in Denver and was succeeded by George Gaughan, former TOA field representative. Lux is a prominent Buffalo exhibitor who is active in civic affairs in that city and who has announced that he would meet with TOA heads. Petersen is currently Civil Defense Director.

Since the time that Saul Sullivan resigned as executive director, TOA has been without a principal full-time executive. It was said that TOA officers realize the burden that is placed on the shoulders of a president, and since that association in June, 1954, board meeting in Los Angeles, have been “searching to employ an industry coordinator” to perform a variety of functions through all matters relating to the exhibition, production and distribution of motion pictures and the financing thereof.”

Selling Policies on Agenda

Action will also be taken by the TOA directors and executive committee on a varied agenda which includes testimony before the forthcoming Senate Small Business hearings, the status of arbitration and the recent alliance with Allied on divorced circuits engaging in production and distribution and the inclusion of film rentals and sales policies in an arbitration draft.

Prominent at TOA’s New Orleans Meeting

E. D. Martin
Myron Blank
Walter Reade, Jr.
Mitchell Wolfson
Herman Levy
Alfred St.

Myers Gives Allied Views

(Continued from page 1)

Myers, president and perform the duties of that office as provided by the by-laws.

(2) More frequent meetings of the executive committee, and special meetings when warranted, with a written agenda to be circulated among the members at least 10 days in advance of every meeting.

(3) Specific authorization of all activities and projects other than office routine by the executive committee.

Stresses ‘Federation’ Characteristic

Continuing, Myers wrote:

“Allied men who were prominent in the formation of COMPO insist that such organization, as its name implies, is a federation of motion picture organizations and not a group of individuals. It was formed to serve as an instrument through which the constituent bodies could cooperate in the field of public relations for the good of all. It was never contemplated that COMPO should impose its will on any member group. Yet with respect to Allied’s appeal for help in the toll-TV crisis, Mr. Gayne is reported to have sought to create sentiment against the proposal before the COMPO executive committee could meet.

And with respect to the dues collection and tax campaigns, COMPO’s hired personnel actively supported those projects in the face of Allied’s opposition and before a COMPO meeting could be held.

Cities ‘Minute Entry’

“For his authority in initiating a dues collecting campaign, Mr. Gayne relics on a minute entry at the Nov. 13, 1954, COMPO meeting, but that meeting was mainly concerned with the demand that COMPO lend a hand in the toll-TV fight and the proposal for a top level conference on the state of the motion picture business. We do not question the accuracy of the minute entry, but the main problems provoked so much debate and occupied so much time that some of us who were present do not recall that the matter came up. But the fact that such a campaign was later launched on the basis of this pro forma entry, without prior notice to the member organizations and without COMPO’s expenditures being carefully budgeted, illustrates the extent to which the control has passed out of the hands of those organizations and into the hands of COMPO’s hired personnel.

Says Funds Were ‘Squandered’

“It has been published and was well known that Allied was critical of the manner in which COMPO’s funds were being squandered. Following the close of the successful 1954 tax campaign and before the audience poll project was taken on a long period during which COMPO carried on its major undertakings—COMPO’s expenditure averaged in excess of $12,000 a month. That was excessive was reflected through Allied’s representative on the governing committee. But the management paid no attention to suggestions that the overhead be reduced so that funds would be available when needed. As a result of all this, and despite Allied’s opposition to a dues campaign, Allied members are now being solicited to pay dues to COMPO, an organization of which Allied is no longer a member.

Cites ‘Minute Entry’

“When it was proposed to issue a circular in connection with an earlier dues campaign, Allied called attention to the fact that in the prospectus the fund-raising campaign was tied directly to the effort to secure tax relief. This, Allied pointed out, raised a serious legal question and would in all probability make it impossible for contributors to deduct their contributions from the income tax.

Wants Members Warned

“This makes it incumbent upon Allied to issue a warning to its members that funds contributed to COMPO in view of this solicitation will not be deductible. Some units have notified their members not to pay at all because they no longer have confidence in COMPO under its present direction and management. But whether the regions keep their hands off or actively oppose the collection, it is a far cry from the intention of the founders that this overruling organization should be soliciting Allied members to disregard their leaders and participate in and contribute to projects which Allied has not approved.”

ITOA Urges

(Continued from page 1)

meeting in New Orleans, urged TOA to restate its appeal at the arbitration draft.

TOA representatives played a significant role in the preparatory arbitration draft by the joint exhibitor-distributor committee. ITOA president stated, adding, TOA traditionally has opposed permanent intervention and has been a proponent of voluntary arbitration since its formation.

Urging TOA not to scuttle prolonged efforts, which have roused the areas of disagreement between distribution and exhibitors, Brandt emphasized that the high rentals and product shortage exhibited has been experienced by the direct results of divorce competitive bidding, the climax of block booking and a lack of try arbitration.

Sees Higher Rentals Results

“Insistence upon the arbitral film rentals will only serve to stimulate the conditions brought about by divorce and result in even higher film rentals and a film famine as has never been known,” Brandt said.

Pointing out that the ITOA board and exhibitor organization stand behind the proposed arbitration draft, this time, Brandt said, “ITOA is and it is its position in this matter. We alone now, but we were also October, 1954, when ITOA was the Department of Justice to permit former affiliated theatre circuitional Theatres, to enter product as a means of combating the price shortage. We are convinced that the arbitration plan, as written, furn a sound basis for better industry regulation and it can be bro through experience.

‘Out of Drydock or Scuttle’

“TOA has worked long and hard for the establishment of intratheatrical machinery to settle trade disputes. It is now in the position where it has the power to get arbitration or drydock or scuttle it for several years to come. We are hopeful that it will continue its statesmanlike approach to industry problems and advise the former,” Brandt declared.
Trouble Clung To JUBAL...Like A Wanton Woman!

COLUMBIA'S "THE MAN FROM LARAMIE"

Remember his name...

d--the way you remember

CINEMA SCOPE
COLOR BY
TECHNICOLOUR

Glenn Ford, Ernest Borgnine, Rod Steiger...in "Jubal", introducing Valerie French and Felicia Farr, with Basil Ruysdael and Noah Beery, Jr. Screen play by Russell S. Hughes and Delmer Daves, based on a novel by Paul I. Wellman. Produced by William Fadiman, directed by Delmer Daves. A Columbia Picture...
Monopoly?
► The bugaboo of Monopoly has raised its unhappy head in the direction of the television industry, as last week a Senate committee was told of certain TV practices coming in for sharp scrutiny by the Department of Justice, according to the anti-trust chief, Stanley N. Barnes, who, by the way, is awaiting Senate approval of his nomination by the President to a Federal Judgeship in California. Attempts to force their own programs on sponsors by networks; the licensing of feature films to TV stations ex-bloc, violative of the Paramount case Consent Decree in the film industry, and presumably likewise in TV; and TV wrestling, since Mr. Barnes says complaints are that the use of arenas for wrestling on TV are sometimes conditioned on the hiring of certain managers. A "must buy" policy where a sponsor must contract for a certain number of stations also was cited. As was inevitable, TV has come under the executive and legislative probing eye.

Programming
► Program-wise, tonight should be unusually interesting. Mutual's New York flagship station, WOR-TV, premieres on its local Million Dollar Movie the first of its recently acquired package of RKO films. The picture is the phenomenal 1933 vintage "King Kong," which backed by a precedent-making TV campaign a few years ago, cleaned up a theatrical release gross of $4,000,000. Also tonight, NBC-TV's Producers' Showcase will present a truly spectacular cast in a 90-minute, live adaptation of Shaw's "Caesar and Cleopatra." The angle here is that this live "Caesar" follows by just 24 hours the presentation last night of part one of the elaborate 1948 British film adaptation of the Shaw work on ABC-TV's Famous Film Festival. It offers an unusual opportunity to study the live-versus-film controversy under fairly similar circumstances.

Wide Wide World
► NBC-TV's Wide Wide World, which has been attracting some adverse comment from the lay press relating to the manner by which some of WWW's locations are picked, to the growing evidence of civic press agentry and to the sharing of "remote" expenses by WWW and chosen subjects, has nevertheless won a well deserved honor. Kinescope recordings of the 1955-56 series have been accepted by the Library of Congress in Washington for its permanent collection, the first such assemblage of an entire series of live shows to be admitted to the Library.

Foretaste
► The television networks, which knocked themselves out trying to get the fraction-of-a-second beat on their competitors in reporting President Eisenhower's decision last Wednesday morning, later that evening received a strong foretaste of what the coming political campaign is going to do to programming—and in terms they can easily understand, dollars and cents. The President's 20-minute chat to the nation knocked off CBS-TV's full-hour U. S. Steel Show, so that network stands to lose something in the neighborhood of $100,000. NBC-TV, whose half-hour This Is Your Life was superseded by Ike, figures it will be out about $80,000 of the three networks, ABC-TV suffered the least. Its Wednesday Night Fights, originally scheduled to go on at 10 P.M., EST, simply were delayed a half-hour so that the only extra expenses involved were operating and line clearance costs. The Voice of America, incidentally, had Ike's decision on the air, beamed toward the Iron Curtain, within eight minutes of his press conference announcement. Asked one jaded newsman, whose vocabulary had been scrubbed: For goodness sakes, what was the delay?

Equal Time
► Twenty-five United States Senators, including majority and minority leaders, have tackled at least one phase of the equal time controversy. Last week they introduced a bill that would bar from free-and-equal-time provisions presidential and vice-presidential nominees those parties which had not at least four per cent of the national vote in the preceding national election, or which had gathered on nominating petitions at least one per cent of the total popular vote in the preceding election. More discussion on this be expected.

For the Kids
► The values of television programs of specific nature in direction of tending to combat dens toward juvenile delinquency have been clearly demonstrated in the past. Last week was viewed another such, which clearly holds an important values. Produced by RCA Recorded Program Services, the half-hour film shows, available in color and black and white, are titled Junior Spies.

In Our View

As we move deeply into this election year of 1956, television faces once again a serious problem that of public service vs. freedom of expression in a communications medium.

It is a fine and difficult tightrope which Television must perform. It must be handled with skill and diplomatic finesse if TV as such, and specific networks, in particular, are not to emerge from the fracas minus a limb of good will or with a seriously blackened public relations eye. The difficulty stems basically from the perhaps unfortunate (who knows?) circumstance which gives a television unit no provision for what might be described as an editorial page—or editorial screen, if you will.

To put it baldly and bluntly, nobody wants television's opinion about election matters, candidates and the like. Time, of course, is a commodity which the network has for sale, to anyone who can pay the price and who meets basic requirements designated by law. But in addition to that, there is the matter of the free time. Care must be taken to prevent an accusation of partiality, or bias being leveled at the network or station in the allotting of free or sponsored time. Share and share alike is a policy which must be followed.

The industry, before this, has demonstrated its ability to handle potentially troublesome public relations situations intelligently. The responsible executives concerned will not fail to handle this situation in the best interests of the industry.

—Charles S. Aaronson
AUGUSTA "WORKSHOP" A SERVICE—PLUS DEVICE

Television Today

Filming an audition of a potential Pond's model at the J. Walter Thompson Television Workshop.

THIS IS THE AGE of do-it-yourself, everything from the construction of a sailboat, through the making of an All-American pizza to inexpensive psychoanalysis, all in the privacy and convenience of one's own backyard. It seems not so odd, then, that one of the nation's leading advertising agencies should be doing-it-themselves, specifically with their own closed circuit television workshop.

The agency is J. Walter Thompson which, next month, will be marking the second birthday of their unique service. The workshop, designed as a proving ground to insure the quality of television commercials, represents an initial investment of upward of $50,000, plus the sizable dole it takes to maintain. It has, however, in the words of the business manager of the TV film department, Fred Raphael, more than paid its way.

The setup briefly is this: a small-scale TV studio at 450 Lexington Avenue, equipped with two TV cameras, two motion picture sound cameras, projectors, cutting and editing rooms, and, of course, a coaxial cable running two blocks south to monitors set up in headquarters at 429 Lexington.

Within the last eight months more than 20 clients and twice as many products have used the facilities. What doing? Ironing out the kinks in projected commercials, both live and film, under the eyes of the interested agency men and before the commercial itself is turned over to the non-agency producers.

It saves time. And it cuts the kind of unnecessary TV production costs that can double or triple just because a lovely model can't hold a Florida grapefruit properly. (Models can be auditioned on-camera and sent on as part of the agency's order to the commercial TV producer, who, as often as not, might include a home-made agency kinescope to guide the producer.) Historically, it was at the workshop that Scott Tissues apple-dunking test was evolved. Trial and error, and in all precedent-making achievements, was the course followed. Any chance of JWT going into actual production? No. They just want to save money and improve quality. Production's not a service.

V. C.

Phil Schultz, left who, with Ted Bird and Frank Adamo, runs the workshop. Checking the monitors, below. The workshop's facilities cover almost every phase of TV production.
Passing in Review

THE PLEASURES WERE ALL SMALL ONES on television last week, but even if they had been large, they still would have been dominated by the dramatic performance Wednesday night of Washington's most famous non-professional. This coverage was excellent, and was in way of being an exciting trailer for the political campaign to come.

NBC-TV's Conversation series (Sunday, February 26) presented one of its more informative programs, a filmed interview with Madame Wanda Landowska, the brilliant harpsichordist whose expressive face might well have been her fortune if the harpsichord had not. Also comparatively long-haired Sunday, but no less delightful, was Agnes DeMille's treatise on "The Dance," offered by CBS-TV's Omnibus.

Being in Europe, Bob Hope continued his international revue format on NBC-TV Tuesday night, but the result of film show left quite a bit to be desired. It seemed to be hits and snatches, sliced up and put back together by film editor and sound recorder, which, of course, it was. Horton Foote's first drama in some time, "Flight," on NBC-TV's Playwrights '56 Tuesday night, may have been a little sappy, but it also was an all-too-infrequent example of a style and manner of writing that television's own. A glance at ABC-TV's Masquerade Party Wednesday night brought the comment from one of the nation's multi-million televisioners to the effect that even without the elaborate masks, she would have been unable to identify any of the so-called mystery guests, with the possible exception of Betty Furness, but Betty Furness lives on her block. Elsewhere in the week:

THE CRUSADER, "Man of Medicine" CBS-TV, 1½ Hours, 9 P.M. EST, Friday, February 24, 1956. Film. For R. J. Reynolds Tobacco Co., for Camels.

This continuing series features Brian Donlevy as the American whose mission in life is assisting those who are persecuted by the forces of dictatorship abroad. In this subject, which maintains the novelty, high-quality example of the series, generally, Keith, briefly visiting the United States, comes again to the aid of an elderly couple he befriended abroad. The man is a physician, and for reasons not too clear except his origin, becomes the victim of small-town prejudice. He displays courage in the face of this new threat, and enters a potentially, fine, respected member of his new community. Unusually good performances are offered by Ludwig Stossel and Irene Seldner as the doctor and his wife. Richard Lewis produced.


There was enough talent and razzle dazzle for several spectaculairs in Max Liebman's "Panorama," the other night, but only enough material for another 40 minutes of worthwhile viewing. This points up the special hurdle to be cleared by the 90-minute spectacular. Any self-respecting 60-minute show having 40 minutes of top material would be considered an unrelied joy. Bucking the Palace tradition, "Panorama" presented most of its high points in the early moments of the show. These included Imogene Coca's brief parody of the contents of a Hollywood film clip, her shrewd and wonderful analysis of a Hollywood star in the course of an interview, and co-star Tony Randall's takeoff on the introductions or come-ons of various TV shows. There were in the moments a fresh and funny point of view. On the other side, the entire show suffered from a sameness in pace and lack of contrast in performers, all the more startling in view of Mr. Liebman's remarkable reputation as a showman. Bill Hobin was associate producer-director; William Friedberg and Neil Simon, writers, and James Starbuck the choreographer.

STUDIO ONE: "Always Welcome." CBS-TV, 1 hour, 10 P.M. EST, Monday, February 27, 1956. Live, from New York. For Festivalhouse.

It may be true that everybody has a first act and part of a second act in him/her; but it's the allimportant third act that tells the story. "Always Welcome," adapted by Peggy Phillips from a play by Jeanette Kamins, was charming and appealing one act and one-half hour without a child at all has spent her life raising homeless children. The plot thickened when she became stumped by one particularly maladjusted little boy, and went to the piecemeal denouement which sketched that child's rehabilitation. It then became clear that charming as they were, those early moments had been out of focus, necessitating arbitrary changes in the emotional balance to make it all come out even at the end. Mildred Natwick headed the excellent cast, including Ethel Devere as the malcontent and Malcolm Broderick and Judy Sanford as two of the other boarders. Felix Jackson produced and William H. Brown directed. The settings and camera work were fine.

ANTARCTICA—THE THIRD WORLD, NBC-TV, 1 hour, 1 P.M., EST, Sunday, February 26, 1956. Film, compatible color. Un-sponsored.

What started off to be well a photographically recorded graphic of the current British and American expeditions to the South Pole became, by accident, a thrilling and unique documentary. The accident was cameraman Bill Hartigan's—a "popped" knee cartilage left him stranded alone at a makeshift camp in what must be one of the worst wind-swept areas. Mr. Hartigan's photographic-oral report on that incident was journalism at its best. The other portions of the film were less spectacular but always engaging.

HOLLYWOOD:

HOLLYWOOD: There will only be room for approximately 24 of the 40 "Emmy" categories to be aired over NBC-TV on awards night, March 17, according to William Keighley, producer of the show. The rest of the national awards will be announced via closed circuit, immediately following the telecast, to members of ATAS attending the series' filming of the show. And boats. . . . KRLA to Los Angeles local station award possibilities in the seven categories with 12 nominees. KTTC ran a close second with the following: KNXT, seven; KTLA, three; KHJ-TV, two; KABC-TV, one; KOP, one. The local award winners will undoubtedly capture the eye of national spot buyers.

Laurence Weil will have an audience for his dress rehearsal as well when he fills another date to originate the ABC-TV show from the east next month. Too many ticket requests make it necessary. It has been announced that the Motion Picture Center to resume shooting of "Make Room for Daddy," after a needed week's vacatin. A scene of the Mike Schlofield-Diane new film series, "Father Duffy of Hell's Kitchen," was completed at Desilu, and is now in the lap of the sponsor. Robert W. DeWitt has become acquainted with the west coast press for the first time last week, since he became president of NBC.

Who's Who:

Ralph Ellis has been a general manager of Fremantle Canada, TV program distributor in Toronto. He formerly sales manager for National Film Board of Canada New York.


James Thrash has been appointed an account executive CBS. Telepictures' Spot Sales was announced by CLARK GEO general sales manager. Mr. Thrash will be assigned Atlanta at H. H. Holtshouser.
THE PERSONAL TOUCH. Cecil Trigg, president and general manager of KOSSA-TV, Odessa, Tex., puts a wrench to mount bolts for the 752-foot transmitter he's building. With him, chief engineer Bill Shock, and construction executive Ben Marat.

18. Jack Smight will direct the show.

Arthur M. "Bud" Ehrlich has been appointed associate producer of NBC-TV's "Dame" program by producer Ted Rogers. In his new position, Mr. Ehrlich will supervise studio operations.

Robert Buckner, script writer and motion picture producer, has been signed by Harry Ackerman, executive director of special projects for CBS-TV, to write the television adaptation of "Twentieth Century", the Ben Hecht-Charles MacArthur hit comedy, set for presentation on the Saturday, April 7 "Ford Star Jubilee" starring Orson Welles.

Maurice Evans and Lilli Palmer will star in a "live" colorcast of Shakespeare's "Taming of the Shrew" on the Hallmark Hall of Fame series March 18 on NBC-TV.

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M-G-M SWEEPS AWARDS!

BEST PICTURES OF THE YEAR—

M-G-M leads all companies:
"BLACKBOARD JUNGLE"
"I'LL CRY TOMORROW"
"LOVE ME OR LEAVE ME"

In addition, M-G-M has the honor of releasing the Award-Winning;
SAMUEL GOLDWYN's Production of
"GUYS AND DOLLS"

BEST ACTRESS—
Susan Hayward in M-G-M's
"I'LL CRY TOMORROW"

BEST SUPPORTING ACTRESS—
Jo Van Fleet in M-G-M's
"I'LL CRY TOMORROW"
and Warner Bros.' "East of Eden"

BEST ACTOR—
James Cagney in M-G-M's
"LOVE ME OR LEAVE ME"

BEST DIRECTOR—
Daniel Mann for M-G-M's
"I'LL CRY TOMORROW"
and Paramount's "The Rose Tattoo"
MOTION PICTURE
DAILY

NEW YORK, U.S.A., TUESDAY, MARCH 6, 1956
TEN CENTS

Defer Schine Briefs
Deadline to April
Special to THE DAILY
BUFFALO, March 5—The time for
filing briefs in the Schine contempt
case has been extended until early
April. The original order called for
filing by today.

Addresses SPG
Goldenson Has
4-Pt. Plan to
Aid Industry

By WILLIAM R. WEAVER
HOLLYWOOD, Mar. 5.—Leonard
H. Goldenson, president of Ameri-
can Broadcasting—Paramount Thea-
tres, tonight outlined to the Screen
Producers Guild membership, at a
special dinner meeting in Romanoff's
Restaurant, a four-point program
designed to promote and safeguard
the economic welfare of the motion
picture
industry.

SPEAKING from notes, Goldenson
addressed the SPG members that
even at this time they will continue
to exert their support and influence to
stimulate interest and action among
four
lines.

First in importance, Goldenson
said, is the maintenance of an even-
time of product of quality throughout
the entire year. He described this as
vitality necessary to hold the public's
interest.

Offer Pros and Cons of Issue
Lee Asks Immediate Toll TV Okay;
Starr, Rembusch in Critical Reply

Commissioner Robert E. Lee of the
Federal Communications Commission
has called for a halt to the "end-
less legal procedures, hearings and
studies," on subscription television,
and has proposed a four-point pro-
gram that would "get the paid TV
show on the road."

Lee, author of an article on toll-TV
entitled "Let's Give the Public a
Chance at Paid TV," in this week's
issue of "Look" Magazine, asked that
the controversial system be put into

Reenter's Industry
Mundo Taking
Gaughan Post
On TOA Staff

Named at N.O. Meeting; TOA-Allied Pact Launched
Special to THE DAILY
NEW ORLEANS, Mar. 5.—C. Mundo of Little Rock, Ark.,
today was named to the staff of The-
atre Owners of America as admin-
istrative assistant. The appointment
was made at the combined board of
directors and executive committee
meeting of the TOA in progress at
the Hotel Roosevelt here. Mundo will
succeed George Gaughan, who re-
cently resigned to join Cooper Foun-
dation Theatres as booker-buyer.

Mundo, who will also serve as field
representative for the organization, is
a former TOA board member. He has
been out of the film industry for

Ginsberg and Hudson
Form New Company

From THE DAILY Burea
HOLLYWOOD, Mar. 5.—Producer
Henry Ginsberg and Rock Hudson
today announced the formation of the
Independent Producing Co., and the
filming of a number of pictures star-
ing Hudson, the first one going into
production when his present contract
commitments expire.

Hudson is one of the principal
actors in Ginsberg's production,
"Giants," which is now in the editing
stage. Named as officers in the new
firm were Henry Wilson, Hudson's
business associate, and attorney Greg-
son Bautzer.

R. R. Biechele Dead;
Funeral Rites Today

Special to THE DAILY
KANSAS CITY, Mar. 5.—Funeral
services will be held tomorrow morn-
ing for Richard B. Biechele, a former
president of the Kansas-Missouri The-
atre Owners Association and a widely
known figure in motion picture cir-
cles throughout the country, who died
Saturday at a hospital in Kansas City,
**PERSONAL MENTION**

**WALTER BRANSON,** RKO Radio vice-president in charge of worldwide distribution, and **Ronald C. Wolf,** managing director for the United Kingdom, have returned to New York from Hollywood.

**William F. Rodgers,** sales consultant to Allied Artists, will return to New York tomorrow from Hollywood, Fla.

**Manny Reiner,** I.F.E. Releasing Corp. general sales manager, will leave New York today for Chicago.

**Mike Simons,** M-G-M director of customer relations, has left New York for Kansas City.

**Katharine Hepburn** has returned to New York from London via B.O.A.C.

**Charles L. Casanave,** president of Fred Astaire Dance Studios, has left here for Palm Beach, Fla.

**Robert Lewis Taylor,** writer, will arrive in London this week from Sarasota, Fla.

**Harry Goldstein,** of the Allied Artists publicity department, is in Boston from New York.

**John Sutherland,** president of John Sutherland, Inc., has arrived in New York from the Coast.

**Ralph D. Goldberg,** circuit operator of Omaha, has returned there from New York.

**Wayne Morris** has returned to New York from England via B.O.A.C.

**Military Sees ‘Boats’ U-1 Maps Campaign**

A rough cut showing of Universal-International’s VistaVision and Technicolor production “Away All Boats” was held last week in Washington for members of the Navy and Defense Departments following conferences there with John Horton, U.S. Navy studio production aide, on the film.

Arriving in New York today, Horton will meet with department executives on the advance publicity and promotional planning of the film that is scheduled for summer release.

**Mrs. Lurie Dies**

SAN FRANCISCO, March 5.—Mrs. Babette Lurie, wife of the theatrical and motion picture financier Louis R. Lurie, died at her home here.

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**Skouras Will Host At Capital Preview**


An audience of 2,500, composed of members of the U.S. Senate and House of Representatives, State Department officials, cabinet members, high echelons of the U.S. Air Force, and their guests, will be present at the theatre for the advance showing of the romantic drama set against a background of U.S. Air Force space exploration.

Following the preview, the government and Air Force figures will be guests of Skouras at a reception in the Willard Hotel.

**First TV Film Series Started by Teleradio**

**Television “Bozo and His Today... Friends,” which will star Bozo the Clown, will be the first film series to be produced for General Electric Teleradio with RKO facilities, it was announced by C. R. Manby, vice-president in charge of TV film activities of RKO Teleradio Pictures, Inc.**

Manby said that shooting on the first block of films will start in mid-March.

The series, which will be filmed in color, is the first 30-minute-across-the-board film series for broadcast in TV, Manby said. General Teleradio is planning an extensive advertising program and sales aid campaign to facilitate sales at the station-to-sponsor level for the daily half-hour program, he said.

**TOA Issues Initial ‘Business Builders’**

Theatre Owners of America’s first showmanship bulletin, “TOA Business Builders,” a four-page brochure which deals with practical advice for building showmen, has come off the presses and is enroute to the membership of the national exhibitor group.

The initial 10,000 copies of this bulletin will be mailed out monthly, is composed of ideas for selling pictures. TOA says that this “is the answer, we hope, to the need for a condensed idea stimulator, to be sold daily and there are no new ideas for selling pictures. This is probably true, but we believe there are many of them we haven’t used for 20 years that could be sold off and exploited to good advantage.”

TOA announced that it will to shareholders of record March 9. pay $5 for each idea used.

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**Brutality**

(Continued from page 1)

U. S., as well as women’s organizations affiliated with the Federation of Women’s Clubs. Abroad, he said, criticism on excessive brutality in American motion pictures came from such countries as Britain, Australia and Germany.

Sarkoff, in his exposition, drew a distinction between brutality and violence in motion pictures, contending there are all kinds of violence, some of which are acceptable as film themes. He said he meant violence in the sense that war pictures and action Westerns deal in violent themes. However, he said by way of example, in a Western it is one thing to have a man shot in the back, but it is quite another to be killed in a battle as opposed to one scene minutely depicting a spear piercing a chest.

Will Speak Again Tonight

Tonight, Sharkov will address the annual dinner of the Broadcast and Film Commission of the National Council of Churches of Christ, to be held at the Victoria Hotel.

On Thursday, he will leave for Washington, where he will confer with Kenneth Clark, Motion Picture Association of America president, and secretary of the recently-established committee on self-regulation. Sharkov said he will take up the proposed agenda for the self-regulation committee with Clark while in Washington.

**Hecht-Lancaster**

(Continued from page 1)

Lancaster, Tony Curtis and Gina Lombard in the new picture, "Trapeze," said Hecht, will gross $20,000,000 worldwide, according to estimates by top United Artists executives. This figure, plus the combined gross in excess of $25,000,000 for "Apache," "The Kentuckian" and "Marty," is expected to establish an all-time record for UA releases, he added.

Both Hecht and Lancaster, since the release of the picture, have frequently stated that their future success can be injected in production by intermingling foreign and domestic talents of stars, directors, writers, technicians, backgrounds and material.

Hecht said that the bulk of their efforts would be confined to Hollywood sound stages where technical know-how yields the best results in the world. 

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Shrewsberry, Editor; Raymond Levy, Executive Publisher; Al Stern, News Editor; Herbert V. Advertising Manager; Earl H. Pauley, Production Manager; Hollywood Bureau, Vernon-Page, Manager; William R. Weaver, Editor, Teleproductions, New York, 10 Wall Street; Moral Consultant, J. Franklyn McGinley, Associate Editor, Vice-President; Joe J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Western Theaters, Better Theaters and Better Refreshment Merchandising, each published 12 times a year. COPYRIGHT: © 1940, Motion Picture Herald Co., Inc. All rights reserved. This paper is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1296 Sixth Avenue, Rockefeller Center, New York City, New York. Editorial: (212) 754-7090. Classified Advertising: (212) 754-7099. Circulation: 50,000. Motion Picture Herald is a registered trademark of Quigley Publishing Company, Inc. New York Edition. Non-subscription class rate, $7.50 per year; single copy, 25 cents; display and special.insertions, rates on application. Copyright, 1940, by Quigley Publishing Company, Inc. All rights reserved.
WILE CITES DRIVE-IN GROWTH

Only 6 Ohio Houses Close in Six Months: Film-TV Battle Stabilizes

COLUMBUS, O., March 5,—The film vs. television warfare has reached a stabilized point within the past year, Robert Wile, secretary of the Independent Theatre Owners of Ohio, said in an interview with the International News Service. Wile pointed out that only six Ohio theatres have closed within the past six months and one of those was destroyed.

In the first years of the TV battle, Ohio theatre moguls were at the rate of 100 a year, Wile said. There are now 604 indoor houses operating in Ohio. In 1947, at the start of TV's rise, there were 1,090 hardtop houses. To counterbalance the loss of the hardtops, Wile pointed out that some 100 drive-ins have opened in Ohio since 1948.

Wile said that "second rate" films have been the chief casualties, not the "big" pictures. He said many exhibitors are complaining that they can't get enough films to fill out double-feature bills.

Sunday Matinees Popular

Wile said Sunday matinees do better than Sunday evening shows, attributing this change to the strong lineup of Sabbath-night TV shows. He added that "The 56,000 Question" has reduced Tuesday night business but that Friday night, an off time for TV, has shown up strongly at the boxoffice.

Growth of drive-ins has been the big stick in the industry's battle.

Mex-Film Purchases Clasa-Mohne, Inc.

MEXICO CITY, Mar. 5—Clasa-Mohne, Inc., distributor of Mexican pictures in the U. S., that was established by Gustave Mohne, former 20th Century-Fox manager in Mexico, has been bought for $300,000 by Mex-Film, an organization of Mexican producers, it was announced by the Mexican trade's own bank, the semi-official Banco Nacional de Cinematografía, which supervised the transaction.

Mohne is continuing as manager, but he won't own stock in the business, the announcement said. About the deal, Eduardo Cortez, the bank's director general and head of Cines, semi-official distributor of Mexican pictures in the U. S. and Europe, commented, "New Mexican producers will enjoy profits from Mexican pictures 100 per cent."

The transaction will be consummated in Los Angeles. Cardano, announcing that Cines had lost $22,420 in dealings in the U. S. last year, called the deficit "nominal."

Conqueror Pamphlet

An historic account of the rise and life of Genghis Khan is being distributed to schools in every city where Howard Hughes' "The Conqueror" is being played. The pamphlet is illustrated with scenes from the film.

Mostly in Jan.

SEC Reports Active Trading In Film Stocks

WASHINGTON, Mar. 5—Extensive stock sales by officers of American Broadcasting-Paramount Theatres were revealed in the latest report by the Securities and Exchange Commission on trading in film company stocks by officers and directors.

Robert H. O'Brien reported selling 7,000 shares, leaving himself with 5,900. Robert M. Weitzman sold 6,500 shares, leaving 6,033. Walter G. Grosi and Leland C. Farm were each sold 2,500 shares, leaving 10,100 and 10,000, respectively. Simon B. Siegel sold 2,000, leaving 3,100. All these sales and most others covered by the SEC report took place in January.

9,500 Shares to Brodly

Samuel Brodly acquired 9,500 shares of Allied Artists Distributing common through the firm's stock purchase plan, and Harold J. Mirisch acquired 12,000 shares in the same manner, boosting their holdings to 60,218 and 40,440 shares, respectively.

Albert A. List reported the gift of 20,000 shares of RKO Theatres common in December, dropping his holdings to 510,053. Elmer C. Rhoden reported the purchase of 1,900 shares of National Theatres common, boosting his holdings to 36,800 shares in his own name and 47,325 shares through holding companies.

Robert L. Michaelon reported the sale of 1,000 shares of 20th Century-Fox common, leaving himself with 20,000 shares. Albert Warner reported the purchase of 1,000 shares of Warner Brothers Pictures, boosting his holdings to 166,000 shares in his own name and 32,700 shares through trust accounts. Jack Warner bought 1,100 shares, boosting his holding to 298,999 shares plus 13,400 shares in trust accounts.

Other Deals Listed

Other transactions reported included: Frank Freeman bought 1,000 shares of Paramount Pictures common for a total holding of 4,100 shares. Preston Davie bought 100 shares of Universal Pictures common, for a total of 109. Douglas T. Yates in December bought 125 shares of Republic Pictures Corp. common, boosting his holdings to 3,130 shares, plus 196,536 shares through Tonrud, Inc. Abraham Montague sold 100 shares of Columbia Pictures common, dropping his holdings to 9,900 shares, while Jerry Wald boosted his holdings to 368 shares with the purchase of 100 shares.

*Camillo* to Baronet

I.F.E. Releasing Corp.'s "The Return of Don Camillo" will have its New York opening at the Baronet Theatre on March 29.
HOWARD HUGHES' THE

has conquered every city throughout the world.
Chicago to Dallas
San Francisco to Tokyo

...Mr. Exhibitor, you can boxoffice bonanza in your representative today and

HOWARD HUGHES presents

JOHN WAYNE - SUSAN HAYWARD in THE CONQUEROR - Pedro Armendariz - Agnes

isim
boxoffice record in 51 key
. from Philadelphia to
Denver to Los Angeles to
Lisbon to London, etc., etc.
repeat this exciting
city. See your local RKO
book THE CONQUEROR now.

CONQUEROR

RKO RADIO PICTURES

Written by
Directed by

GOMEZ - JOHN HOYT - WILLIAM CONRAD - TED de CORCIA - A DICK POWELL Production - OSCAR MILLARD - DICK POWELL
Lee Asks

(Continued from page 1)

effect on an experimental basis because "hearings will never settle the question." The FCC official called for the FCC to initiate the following program:

Wants 'Broad Basis' Okay

"Approve subscription television on a broad basis, leaving to the entrepreneur the choice of the system he wishes to use; apply some temporary restrictions until we know where we are going. For example, we might consider limiting it, in the initial stages, to the UHF portion of the band, with perhaps some further restrictions on the amount of time which could be charged for, in order to protect free broadcasting; permit this test of paid TV to continue long enough to truly test public reactions, give stations and programming facilities time to work out the necessary changes in their operations and test public reaction to a variety of paid programs; permit stations to drop paid TV if they find to their satisfaction that it does not fill a market need in their own area."

Commissioner Lee also indicated that he personally believed that Congressional approval for paid TV was not necessary.

Sees UHF Stations Aided

He justified his stand in favor of a toll-TV trial on the following grounds: There is a public interest in fostering the utmost possible competition in TV to make sure that all viewpoints have an outlet; the television audience, rather than government experts, ought to have the opportunity to cast their vote for or against paid TV; paid TV could greatly alleviate the economic woes of UHF stations, which now for the most part are in dire straits, and could be a boon to the independent stations; the cost argument against pay-TV is irrelevant as under a free system these people should be free to pay for good programming, including Pay TV entertainment; the public may be glad to pay for the pleasure of seeing programs they do not now receive—current Broadway plays, superior film productions and the like; and paid TV could broaden this country's culture, education and knowledge through programming such as opera, correspondence courses and medical demonstrations."

MARRIOTT MAIN and her flock of children register another box-office success in this Ozark comedy, the seventh in a series of Kettle productions offered by Universal. Like its predecessors, this film rates high on the laugh-meter which is its biggest selling point. The story, written by Kay Leonard, compares to the other Kettle films which were money makers.

As the farm housewife rather adept at comedy, Miss Main gives a notable performance. From the opening scene, that of the Kettles creating a mild riot in a railroad terminal, to the finale, she breaks loose with uncanny wit that will have patrons staring in their seats. It's this force on life itself that will sell the film.

Cast in supporting roles are Arthur Hunnicutt, as lazy Sedgewick Kettle, and Una Merkel as Bedelia Baines, each of whom adds to the humor. The story concerns Ma Kettle's visit to Sedge Kettle, her brother-in-law, deep in Ozark country. Ma and her 13 kids (three others are left home) succeed in setting right the shabby farm that was threatened with foreclosure by the bank. Miss Main achieves two things during her prolonged visit first; the marriage of Sedge and Bedelia, who had postponed the ceremony for 20 years and, finally, the arrest of a bootlegging group which had rented a barn for the operation for the operation of an illegal still.

Ma Kettle's 13 little savages act as such and should be a huge selling point to attract children. Adults who have seen the Kettles before are bound to return for this farce that matches its predecessors.

Richard Wilson produced and Charles Lamont directed. Running time, 81 minutes. General classification. For April release:

JACK EDEN

TOA Names Mundo

(Continued from page 1)

the past several years, having been engaged in public relations and also associated with various civic enterprises.

A resolution passed at today's meeting carried full endorsement of the agreement entered into by TOA and Allied States Association to bring about a full arbitration system, including the arbitrability of sales policies and film rentals.

Support was voiced for the production and distribution of films by divorced theatre circuits with preemptive rights for the showing of such films in the circuits' own theatres.

The board reaffirmed its support for all efforts to eliminate the federal excise tax.

"No Names to Submit"

The matter of a full-time executive director for the TOA did not come up at today's meeting. President Myron Blank said no name was submitted for consideration "because we had no names to submit." This would indicate that Elmer Lax, Buffalo exhibitor and civic leader, was not a candidate.

Blank said that Pat McGee, also mentioned for the post, was not proposed because he does not want the position.

The board today extended its sym- pathy to the family of Richard Biehle, pioneer Midwestern exhibitor, who died yesterday.

Sessions of the combined meeting will be completed Thursday.

Goldenson Plan

(Continued from page 1)

Interest in motion pictures at the highest possible sustained pitch.

Closely secondary in importance, he said, is the development and training of new and youthful stars capable of earning and holding following among today's younger generation of theatre-goers.

Thirdly, Goldenson stated, all efforts should be made to create pictures and advertising that will appeal strongly to women, who historically have controlled the theatre-going habits of the entire family.

Urges Pre-Selling

Finally, in Goldenson's listing, all sections of the industry should step up activities designed to pre-sell pictures to the public at large in advance of their release.

Other speakers at closed meeting were Vernon Myers, publisher of "Look," and Gardner Cowles, "Look," editor, who seconded Goldenson's fourth point, saying "a vigorous attitude of advertising and selling is necessarily related to a healthy future of the motion picture industry." President Samuel G. Engel presided.

Justin Manager

(Continued from page 1)

a graduate of New York University's Department of Motion Picture Production, entered the show business in 1940 with RKO as a part-time usher and student manager. He joined the staff at the Rivoli Theatre as assistant to Salmon five years ago.

Review:

The Kettles in the Ozarks

Universal-International

MARRIOTT MAIN and her flock of children register another box-office success in this Ozark comedy, the seventh in a series of Kettle productions offered by Universal. Like its predecessors, this film rates high on the laugh-meter which is its biggest selling point. The story, written by Kay Leonard, compares to the other Kettle films which were money makers.

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JACK EDEN

Reply to Lee

(Continued from page 1)

article on subscription television this week's issue of "Look" Mogul asked the FCC official "disqu" licensed and asked the official to have taken a highly unethical stand or issue which a whole group is to upon by writing an exclusive article in his own opinion column again, and using his office to influence in the pay-to-see TV controversy.

Commissioner Lee, who "is an" point of view of Senator Joseph McCory no longer, today's eye by 'allowed' ed interests like a chip off the wood block," Starr and Rembold asserted. By moulding the "sales pi of the firms seeking monopolies the pay-to-see systems, he has c o-mitted himself, prior to proper loings, and without consideration the office which he holds and how his low commissioners, they stated.

Prenatured Ruling Seen

By so doing, Commissioner Lee prematurely ruled on an issue which could constitute such as annually to the American family figure of $75 to $100 $200 for each one of the three home devices alone, said the co-chairman. J-p Committee Chairman Commissioner Lee's four-point program calling for proval of subscription television a broad basis, Starr and Rembold declare that the FCC official con- ducts himself by advocating "some temporary restrictions . . . until we knew where we are going." He also said that in the initial stages, UHF stations might be permitted to use their rights in order to protect free broad casting, but "why should the public be taxed specifically to defray the cost of unsuccessful private enterprises such as some UHF operations," committee co-chairman countered.

Say Public Is Opposed

Commissioner Lee also asks this test of pay-to-see TV be permit for a period long enough to public reaction. In answer to the "Committee Against Pay-Television" TV states that "newspaper polls and surveys across the nation have showed that the American public Definitely against toll-TV by an majority 20 to 1 average, and the pub lic reaction has been rendered over 25,000 briefs filed with the FC some months previous, at an agency hearing. It was advised by the committee to try to study some of these briefs before serving as a "mouthpiece" to the "jacked-up" TV producers that "don't quote any new TV program is except a system to charge the public for the current type of program."
**TENT TALK**

**Variety Club News**

DETOUR.—To stimulate membership of the younger element, the board of directors of Tent No. 5 has established a new lower annual rate of $15 for members between 21 and 35 years of age. The committee gave a party for members' children on the occasion of the visit of the Lone Ranger to Detroit.

OMAHA.—The affiliation of the Omaha Hearing School with Variety Club, Omaha Tent No. 16, was revealed jointly at a luncheon in the Fontenelle Hotel by Dr. E. Lovgren, board member of the school, and J. Robert Holf, chief banker of Variety Club.

The school will now be known as the Variety Club Hearing School and Variety will assume the complete financial responsibility for the school budget from monies raised by their various charitable functions each year.

**DUBUQUE.—Councillor Denis Larkin, T.D., Lord Mayor of Dubuque, Ia., whose work, has been named an associate banker of Tent 41, Variety Clubs International.**

Three new bankers and seven new bakers were added to the roster of Tent 41 at the February luncheon which honored the Lord Mayor.

BOSTON.—Archbishop Richard J. Cushing of Boston will be the recipient of the "Great Heart Award" given annually to the individual who has done the greatest amount of good for the greatest number of people, by the Variety Club of New England, co-sponsors of the Children's Cancer Research Foundation (Jimmy Fund) and the Boston Red Sox. The testimonial will be held here on May 26, in the Imperial Ballroom of the Hotel Statler.

**Worldwide Acquires Decker Book Rights**

Exclusive rights for production of a feature based on the life of the Latin-American hero Evangelina Cisneros, as well as rights in Karl Decker's book about her, have been acquired by Worldwide Film Features. An early production start is contemplated.
From Look’s Motion Picture Awards announcement in the March 6th issue, on sale today: “For 15 years—through a world war . . . and Hollywood’s cold war with television—Look has been presenting movie awards that reflect a period of great achievements, changes and hopes in the film industry. To mark the anniversary, Look takes both a backward and a forward look and finds no lag in Hollywood’s creative vigor. In 1955, the industry broke away from old patterns of film making; it started a new working alliance with TV and produced some remarkably fresh and powerful films. Look honors those who paced the industry in the past and presents new awards to the best during the past year.” • • • Each week 6,000,000 Look readers buy a ticket to the stars at their favorite theaters.
Committee to Hear Stark and Cohn

Abe Stark, New York City Council president, and Marcus Cohn, legal counsel to the Committee Against Pay-as-You-See Television, will appear before a Congressional Committee headed by Senator Magnuson in Washington on April 11-12 to testify in the toll-TV case. The Magnuson committee was formed to investigate TV operations.

Nominate Shapiro to Head Cinema Lodge

Robert K. Shapiro, managing director of the New York Paramount Theatre and executive vice-president of New York's Cinema Lodge of B'nai B'rith for the past six months, has been nominated as president of the lodge to succeed Max E. Youngstein, vice-president of United Artists, who announced yesterday following a luncheon meeting at Sardi's of the Lodge's executive (Continued on page 6)

Executives of TOA

Will Seek an End to Competitive Bidding

pass Resolution at Conclusion of Annual Board Meeting; Lauds 'Orderly Release'

NEW ORLEANS, March 6.-Theatre Owners of America will seek to eliminate competitive bidding in the domestic market as that organization is convinced that the distribution companies are using competitive bidding as a means of securing higher film rentals, it was announced at the conclusion of the TOA annual board of directors and executive committee meeting at the Hotel Roosevelt here today.

The TOA executives, who also called for a more orderly distribution of quality product throughout the year, passed a resolution concerning competitive bidding, which stated: "Especially because of the product shortage and because of other aggravated conditions in the present market, we of TOA view with alarm the continued and unwarranted and uncontrolled bidding." (Continued on page 6)

Drop Appeal of 16mm Suit

WASHINGTON, March 6.-The Justice Department officially announced it would not appeal a California District Court decision dismissing its 16 mm. anti-trust suit against major film companies.

Attorney General Brownell said film companies are now making feature films available to television, that the purpose of the government's suit is therefore served and that accordingly there is no need to appeal the decision of the court. (Continued on page 11)

KMTA Supports Pact of TOA and Allied

KANSAS CITY, March 6.-Taking notice of the delicious in product, the board of directors of the Kansas-Missouri Theatre Association, holding a convention here, adopted a resolution (Continued on page 6)
PERSONAL MENTION

JAMES PERKINS, Paramount International executive vice-president, and A. BART PRITCHETT, Latin American division manager, will leave New York today to visit company offices in the northern area of South America.

EDWARD L. HYNAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, assistant, returned to New York from the Coast.

BRUCE O'BRIEN, DONALD SIEGEL, and RICHARD COLLINS, of Nomad Productions, will leave New York by plane today for Madrid.

LENN SMITH, production assistant at the Royal-Theatre here is the father of a son born to Mrs. Smith at Norwalk, (Conn.) Hospital.

SUNNY DENEAC, Paramount Western division manager, left New York yesterday for Dallas, from where he will return to Los Angeles.

MANNY REINES, I.F.E. Releasing Corp. general sales manager, left New York yesterday for Chicago.

JAMES CAGNEY has left his farm at Stamford, N. Y., to return to Hollywood.

SAM SPIEGEL, of Horizon American Pictures, will leave New York today for London via B.O.A.C. Monarch.

ABC Plans to Open Two Midwest Offices

Expansion of its Midwest sales division and the appointment of two veterans to staff the new offices planned for St. Louis and Minneapolis have been announced by the ABC Film Syndication.

According to Howard Anderson, Midwest division manager in Chicago, J. Christ Hetherington will head the St. Louis office, while Theodore B. Wold will be based at Minneapolis.

Please call for the establishment of a Detroit office within the next 10 days.

Col. Declares Dividend

The board of directors of Columbia Pictures yesterday declared its regular quarterly dividend of 30 cents per share on the common stock, outstanding and voting trust certificates for common stock, payable on April 30 to stockholders of record on March 30.

Brokers to Handle ‘80 Days’ Tickets

Producer Mike Todd has reached agreement with the New York Ticket Brokers Assn., for the handling of 400 seats per showing of his United Artists film, “Around the World in Eighty Days,” which is expected to open in New York the first week of September.

The contract is said to mark the first time the association has agreed to handle ticket sales for a motion picture production. Louis Schonert, a member of the association’s board of directors who represents the group in Kansas City, said that the association has reached the agreement with Todd. Schonert will leave for the Coast next week to arrange similar ticket handling of the film that will premiere there at the Pantages Theatre in Hollywood.

UA to Distribute, Finance ‘Fear’

United Artists has completed arrangements to finance and distribute “Hidden Fear,” starring John Payne, the first film from the newly-formed St. Aubrey. John Prentice was announced by Arthur B. Krim, president of United Artists.

The film will be produced entirely on location at Palladium Cinema in Copenhagen, Denmark, said to be the first major American motion picture to be made in that country. Filming is expected to begin in June.

Sister-Of-Kohn Productions is headed by co-producers Robert St. Aubrey and Howard E. Kohn II. St. Aubrey wrote the original story and screenplay for “Hidden Fear.”

Roach Will Expand New York Facilities

Sid Van Keuren, vice-president and general manager of Hal Roach Studios, and Jack Reynolds, production manager of the studios’ commercial division, arrived in New York yesterday to arrange permanent production facilities in the city for the making of commercials and half-hour television films. Temporary offices are being maintained at 729 Seventh Ave.

Handel to RKO

Charles Handel has been assigned to work on a special phase of the national publicity campaign for RKO’s “The Bold and the Brave.” Handel recently completed publicity assignments on “The Man With the Golden Arm” and “Trapeze,” both United Artists releases. He is a former staff publicist for UA and United Press picture editor.

House Group OKs 90-Day Merger Bill

WASHINGTON, March 6.—The House Judiciary Committee today approved a bill to give the government advance notice of large corporate mergers.

Under the bill, the Federal Trade Commission and Justice Department would have to be notified of any merger or corporate acquisition if the combined assets of the two firms exceeds $10,000,000. No merger could take place during the 90 days thereafter that a bill could go through unless the government had in the meantime gone to court and gotten an injunction against the merger.

Basic information would have to be filed with the merger notification, and the government could demand more detailed information to be supplied within 20 days. The firms themselves would also add a provision setting up a fine of $5,000 to $50,000 for willful failure to notify the government or supply the additional information.

The administration, which backs the bill, says the government needs to be informed about big mergers before they take place, so that action can be taken to stop them if the firms’ assets are scrambled beyond unscrambling.

Spewack-DCA Sign for Japanese Film

Sam and Stella Spewack have reached an agreement with the Distributors Corp. of America for production in Japan of an original screenplay, “How to Make a Woman Happy.”

Fried Schwartz of DCA will seek Japanese production for the project with DCA supplying stars, director, and all other expenses, with the Japanese co-producer supplying yen cost.

The Spewacks will leave for Japan next week to arrange local color and backgrounds for the film.

Robert Sheldon Dead; Commonwealth Head

KANSAS CITY, March 6.—Robert M. Sheldon, Jr., 61, president of Commonwealth Theatres, Inc., died today at his home here, following an illness of about six months.

In the film business more than 25 years, he was named executive vice-president of RKO in January, 1955, as president of Commonwealth, a chain of 65 indoor theatres and 35 drive-ins in Missouri, Kansas, Arkansas, Iowa, Nebraska and North Dakota. Before becoming president, he had been a district manager, film buyer and general manager for the firm. He leaves his widow and a daughter.

Col. Moves in Charlotte

The Charlotte branch of Col. Pictures Corp. has moved into a building at 226 S. Church St., local Allied Artists branch will move to the former Columbia location.

Tax Removal Called For

The Radio-Electronics-Telephone Manufacturers Association of Canada has called for the removal of the per cent excise tax on radio and receivers, proceeds from which are used to finance the Canadian Broadcasting Corp. The CBS should be financed from general federal revenue, it claims.

Foreign Awards Sunday

The results of the 15th annual of the Foreign Language Press Critics’ Circle will be made this Sunday at 3:30 P.M. at Municipal Building, WNYC. Mrs. Eleanor Roosevelt will be the guest speaker on the piano with excerpts from the sound-track of the winning films will be broadcast.

Comics to Plug ‘Backlash’

Universal-International will make Sunday color comic sections in cities as part of its territorial advertising for “Backlash.” ads are in addition to the daily and Sunday paper ads scheduled for the film.

New L.A. Exchange

Establishment of a new film change to serve Northern and Southern California patients, was announced yesterday by Sam Nathanson and Bill Fieldstein. Farm will be known as Natfield Pictures Co. and will be located on Los Angeles Film Row.
Exhibitors Have Made Ruling Dormant

Enforcement of 50% Playing Time Law Asked by Mexican Producers

MEXICO CITY, Mar. 6.—Some Mexican producers and distributors of their films are moving to institute the Ministry of the Interior, top government department that wards over things cinematicographic, to enforce the law that was enacted three years ago which demands 50 per cent playing time for all Mexican pictures throughout Mexico. These producers and distributors assert that this law is just what their pictures need to do more business and meet increasing competition from foreign films, particularly American.

Stay Obtained
Some exhibitors here and in the provinces made the law dormant by obtaining from Federal Judge Ignacio Burgos here an injunction against the measure’s enforcement on the special ground that it is unconstitutional. The judge agreed with these exhibitors’ argument that the law was one of the precepts of the Mexican constitution that fords the forcing of anybody to buy anything. The exhibitors convinced the jurist that pictures are merchandise, in that they are bought and sold and offered to the public for a price.

The Ministry appealed the injunction to the National Supreme Court which has not given attention to the case. The trade doesn’t expect the court to act on that case before it recesses for Easter.

Brandt Defends TV Use of Film Clips

"Generalizations amounting to a blanket rejection of the use of clips on television are unjust, unrealistic and short-sighted," according to Harry Brandt, president of the Independent Theatre Owners Association.

Taking sharp issue with recent statements and resolutions calling for a blanket ban on video clips of theatrical features, Brandt acknowledged that the public has long been exposed to some which have not done a selling job and that the industry has gained some valuable lessons from these experiences.

"I’ve personally seen film clips on TV that will swell the ranks of potential audiences," Brandt said. "For example, the ‘Ed Sullivan film clip on the set of Frisco Kid’ which can add millions of dollars to the boxoffice. In the matter of selecting and using film clips on television, the industry has only scratched the surface. The practice is urgent, and the best creative and promotional talents should be applied to their preparation and use on the airwaves.

‘Patterns’ Here Mar. 27
“‘Patterns,’” United Artists drama of big business starring Van Heflin, will have its world premiere March 27 at the Mayfair Theatre here.
AMAZING!
HERE’S WHAT THEY’LL SEE!

See an electronic blaster vaporize an attacking tiger in mid-air!
See an invisible demon hurl an earth man to fiery destruction!
See an uninhibited beauty as she meets young earth men for the first time!
See the fabulous flying saucer space ship of 2200 AD—faster than the speed of light!
See how the invisible demon smashes buildings and burns itself through steel!
See Robby, the Robot, the most amazing mechanical genius ever devised!
See two moons floating in a green sky!
See the planet Altair explode into a fiery inferno!
See the fabulous inventions of planet people of 2,000,000 years ago!
See the thrilling romance of an earth man and a captive planet goddess!
See how the final destruction of the invisible demon is accomplished!

NEVER BEFORE ON ANY SCREEN!

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)
THE ROBOT: The amazing mechanical Robot has made personal appearances with Anne Francis on the Perry Como Show, NBC-TV network. It appeared also on “Today” the Garroway Show, NBC network and has made personal appearances in Chicago and Cleveland.

GIANT TIE-UP: In 80 million Quaker Oats cereal boxes, a free ticket for a child under 12 when accompanied by paying adult. Vast campaign by Quaker Oats Company in magazines, radio, TV, Sunday comics, supplements, etc.

NATIONAL ADVERTISING: “Picture of the Month” column in leading national magazines. Full page ads in all leading fan magazines.

8-FOOT LOBBY STANDEE: Eye-stopping figure similar to the one at the left of Robby, the Robot, a great ticket-seller for lobbies.

TRAILER: There’s showmanship in every foot of the mass-appeal trailer. Unique! Different!

PRESS BOOK: Here’s a real opportunity to pack your house, using the high-powered press book filled with ticket-selling appeal.

M-G-M presents
FORBIDDEN PLANET
IN CINEMASCOPE AND COLOR
STARRING
WALTER PIDGEON - ANNE FRANCIS - LESLIE NIELSEN
WITH
WARREN STEVENS
AND INTRODUCING
ROBBY, THE ROBOT
SCREEN PLAY BY
CYRIL HUME
DIRECTED BY
FRED McLEOD WILCOX - NICHOLAS NAYFACK
PRODUCED BY
A Metro-Goldwyn-Mayer Picture
TOA Asks ‘Orderly Release’

(Continued from page 1)

justified use of competitive bidding. We are more than willing to coordinate with the producers for the most part for the sole purpose of obtaining higher film rentals. We are prepared to render all services feasible to us and within legal means to meet with our members and with others to the end of attempting to eliminate competitive bidding in as many situations as possible. Members of the TOA board of the executive committee will bring this message home to our members.”

Lives AB-PT Plan

The directors of the national exhibitor organization strongly endorsed the nine-point program presented by American Broadcasting - Paramount Theatres, Inc., in mid-January as a means of revitalizing the box-office. A detailed account by company executives of the AB-PT program was presented in the Jan. 13 issue of Morris Pictures Daily and following their announcement of support of the AB-PT program, TOA said that it is imperative that the feast and famine distribution of product be eliminated and that there be a more orderly distribution of quality pictures throughout the year. We of TOA will join wholeheartedly and conscientiously in whatever action is required to implement this program for the purpose of improving conditions for all segments of the industry.”

Support for Rogers Hospital

TOA also announced its endorsement of the one-day audience collection drive for the Will Rogers Memorial Hospital during the week of July 16. The national exhibition division of the Motion Picture Organization’s Audience Awards poll, declaring that it was “gratified by the results of the last Audience Awards poll and strongly recommends that it be made an annual event. Supplemented by the best trailers available and by improved public relations, a bigger and better event will be a rewarding box office results and greater public interest in the motion picture theatres.”

KMTA Supports

(Continued from page 1)

tion aimed at obtaining an increase of production. The resolution reads in part:

“Whereas theatres are being affected adversely by an acute shortage of motion pictures and, whereas the directors of this association believe that increased production of films will be very beneficial to the entire industry and should be encouraged by all legitimate means,

“Now, therefore, be it resolved that this association do hereby endorse and approve the action taken recently by the Theatre Owners of America and national Allied in recommending to the Department of Justice that a circuit be formed, affiliated with distributors to allow to produce motion pictures for exhibition in the theatres belonging to such circuits.

Don Burnett, owner of the State and Electric theatres in Larned, Kans., was elected as the new president of the association, succeeding Edward Harris, who operates the Orpheum Theatre and the Edgewood Drive-in at Neosho, Mo.

H. B. Doorig was re-elected vice-president; Paul Ricketts was named treasurer, and Lauren Turner was chosen cashier.

Columbia Meeting

(Continued from page 1)

own organization but to the exhibitors of the country as well.”

Pointing up the ever increasing emphasis being placed upon point-of-sale merchandising of its product by Columbia, Montague stated that for the first time the divisional exploitation managers will be brought in from their stations throughout the country to attend a general sales meeting. Present for the Chicago sessions will be key personnel from the home office sales, service and advertising-publicity departments, as well as all of the company’s domestic division and branch managers.

Upstate Anti-Trust Suit Is Dismissed

Special to THE DAILY

UTICA, N. Y., March 6 - A federal judge today dismissed an anti-trust suit brought by Alex Pappayanakos, head of the Lawrence Theatre Corp., against distributors on charges of clearing criminalization and violation of the Sherman anti-trust operations in Ogdensburg. The suit operates the American Theatre

Coyne Begins

(Continued from page 1)

Ways and Means Committee, with Representative Holt, who scored an admission tax relief bill to Fried, Coyne and Albert Sindlinger-a-dy statistician, also met Treasury Department officials went over statistics on the situation and the operation of the tax as outlined in the recent OC booklet on the subject. Coyne that he and Sindlinger will have tended completed over the next weeks with Treasury officials with the Congressional tax headed by Colin Stam.

O’Donnell Coming to N. Y.

Tomorrow, Coyne and Bob O’Donnell, chairman of the OC tax reduction campaign, will other members of Congress to New York for tomorrow’s meetings.

20th-Fox ‘Holder’

(Continued from page 1)

holder, William Weinberger, in the latter’s attorney, Louis Kipe.

The action also seeks to enjoin Century-Fox from consummating agreement with Zanuck which would make production for available to Zanuck in company with the corporation. The suit that Fox refrain from Zanuck’s half of the company, discharge his responsibilities and the company be restrained from any payment to Zanuck un pact is terminated.

Weinberger points out in the that Zanuck has three years to his 1940 10-year contract at a of $5,000 a week and at half as a salaried person the period. He charges that the relation between Zanuck and St. Kouns, president of 20th-Fox, resulted in a “corrupt” and immoral and that there was no Zanuck’s direction of the company and “for his own breach of contract.”
all the boys are heading for Warners' big theatre showings of MARIO LANZA in "SERENADE" and JOHN WAYNE in John Ford's "THE SEARCHERS" MONDAY MAR. 12

MARIO LANZA in "SERENADE" Warner Color
starring Joan Fontaine•Sarita Montiel•Vincent Price with Joseph Calleia•Harry Bellaver and Vince Edwards
Screen Play by Ivan Goff & Ben Roberts and John Twist
Produced by Henry Blanke•Directed by Anthony Mann

The C. V. Whitney Picture
starring JOHN WAYNE in "THE SEARCHERS"
VistaVision and Technicolor
co-starring Jeffrey Hunter•Vera Miles•Ward Bond•Natalie Wood
Screen Play by Frank S. Nugent
Executive Producer Merian C. Cooper
Associate Producer Patrick Ford•Directed by John Ford

If you haven't received your invitation—tell your Warner man now!
THEY'RE ROLLING
Stark Asks

(Continued from page 1) article on subscription television which he wrote exclusively for this week’s issue of “Look Magazine,” at a time that the toll-TV is still pending in Washington.

Stark said that such action, if true, represents a flagrant abuse of the Communications Act of 1934, as amended, which provides that “no Commissioner shall participate in any hearing or proceeding in which he had a pecuniary interest.” Furthermore, the FCC is considered to be a quasi-judicial body, and under Federal law, judges are traditionally required to disqualify themselves on matters in which they have previously testified.

Wants Federal Law Seemed

“A man can either advocate or judge a case, but he should not serve in both capacities,” Stark said. “I question the wisdom and propriety of allowing Commissioner Lee to have any further responsibility in the proceedings over coin-box TV. Congress should undertake an immediate investigation to determine whether any Federal laws have been violated by Lee’s ill-conceived action in prejudging the case,” the New York City Council president stated.

The significant developments in television and their meaning...

Every Monday in Television Today

Right at the start of the week—through an interpretative new style of trade paper journalism—this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with Motion Picture Daily

The

Significant

developments

in

television

and

their

meaning...

(Continued from page 1)
Chi. Censors Reviewed
79 Films in February

CHICAGO, March 6.--A total of 79 films were reviewed last month by the Chicago Censor Board. Four were classed as "adult only" films. Twenty-four were foreign.

16mm. Suit

(Continued from page 1)
decision. Some industry officials, however, said they thought the department realized that the lower court's dismissal of the suit was so sweeping that the government would have no chance of winning an appeal.
The department said its decision not to appeal the lower court ruling ends the suit brought in 1952 against 12 film producing and distributing companies. That suit charged the companies with violating the anti-trust laws by conspiring to deny 16 mm. feature films to television stations and other outlets.

Consent Decrees to Four

Four of the 12 defendants dropped out of the case via consent decrees. They, on December 5, California District Court Judge Leon R. Yankwich dismissed the suit against the remaining defendants. He said there was no evidence the firms had conspired.

Attorney General Brownell, in announcing today the department's decision not to appeal, said that in recent weeks five of the original defendants—Columbia, Warner Brothers, Universal, Republic and RKO—had licensed or sold over 1,800 features and westerns to television. Moreover, he declared, there are reports that the other defendants are currently engaged in negotiations to release an equal number of pictures for TV.

"One of the principal objectives of the suit," Brownell said, "was to make feature pictures available to television by removing allegedly illegal restraints on their sale to that medium. Inasmuch as a substantial flow of feature motion picture films from major producers to television stations has started, the continuation of the litigation would serve no practical purpose."

Twelve Defendants

Named as defendants in the original suit were 20th Century-Fox Film Corp; Columbia Pictures Corp.; RKO Radio Pictures, Inc.; Warner Brothers Pictures, Inc.; Warner Brothers Picture Distributing Corp.; Universal Pictures Co., Inc.; Screen Gems, Inc.; United World Films, Inc.; Republic Pictures Corp.; Republic Productions, Inc., Films, Inc.; and Pictorial Films, Inc. The last four were the firms signing consent decrees.

D & C Expands

Domahene & Goc, Inc., New York advertising agency, has taken the entire 27th floor of the Americas Bldg., Rockefeller Center. It already occupies the 25th and 26th floors.

ERNST BORGnine (Voted "Best Actor"
by the N. Y. Film Critics,
for "Marty") as SHEP

Columbia's "THE MAN FROM LARAMIE"

CINEMASCOPÉ
COLOR BY
TECHNICOLOR

Glenn Ford • Ernest Borgnine • Rod Steiger...in "Jubal", introducing Valerie French and Felicia Farr, with Basil Ruysdael and Noah Beery, Jr. Screen play by Russell S. Hughes and Delmer Daves, based on a novel by Paul I. Wellman. Produced by William Fadiman, directed by Delmer Daves. A Columbia Picture
His first western... and what he does with it is strictly in the big Sinatra boxoffice style!
Johnston Tells Manila Press Conference

Impairment of Full Screen Freedom Disserves to Peace and Prosperity

Special to THE DAILY
MANILA, March 7.—A crippling “disservice to the cause of peace and prosperity is the impairment of full freedom of the screen,” according to Eric Johnston, president of the Motion Picture Export Association, who, in a sharp attack on censorship, declared today that freedom of the screen “is an absolute prerequisite to a modern, democratic society.”

Loew Tex. Drive-in Hearing Next Thurs.

WASHINGTON, March 7.—Loew’s request to build a drive-in theatre in the Houston suburb of Sharpstown will be heard before Judge Weinfeld in New York District Court on March 15, the Justice Department announced. Justice officials said they would reserve their position until that date, but noted that so far no opposition has been heard from any exhibitors.

Murphy, at K-MTA, Sees Bright Future; Lawler in Tax Post

Special to THE DAILY
KANSAS CITY, Mar. 7.—Complete faith in a bright future for the industry was voiced by George Murphy, Hollywood’s goodwill emissary, in a talk today at a luncheon of the Kansas-Missouri Theatre Association at the Hotel President here. He expressed the firm conviction that theatre owners and exhibitors have nothing to worry about in the period

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Coast Charity Group Elects Weingarten

From THE DAILY Bureau
HOLLYWOOD, March 7.—The Permanent Charities Committee today elected Lawrence A. Weingarten president for 1956-57, succeeding Willis Goldbeck, and re-elected Walter Pidgeon campaign chairman. Pidgeon reported that industry members had subscribed $1,158,023 in 1956 for distribution among 18 approved charities.

Projects Are Halted By Texas COMPO; Tax Repeal Pushed

Special to THE DAILY
DALLAS, March 7.—In order to concentrate its efforts on the Federal Admission Tax Repeal campaign, the Texas Council of Motion Picture Organizations has postponed for a year its previously scheduled 1956 campaign on “The Teacher of the Week” and promotion of Drive-in Theatre Week.

Kyle Boros, executive director of

See Toll-TV Hearing Off Until Mid-April

From THE DAILY Bureau
WASHINGTON, March 7.—It probably will be mid-April before the Senate Commerce Committee gets around to hearing proponents and opponents of toll TV, officials said.

The committee, which is holding

Discloses Nets Cool Programs Old Films

MOVIE WORLD MURRAY HOROWITZ

Nets cool programs to old films, according to producer Leon Feinberg, who said the network’s aim is to attract the audience by offering a variety of programs.

Leon Feinberg said the network is planning a series of old films, starting with “The Maltese Falcon,” which will be shown at 8 p.m. on Monday nights.

TEN CENTS
PERSONAL MENTION


MEL MORGENSEN, short booker nationally for Loew’s Theatres, Inc., will be married to Frieda Homnick of New York City on Mar. 11 at the Plaza Hotel.

CHARLES BOOSBERG, Paramount supervisor of sales on “The Ten Commandments” and “War and Peace,” has left New York for Chicago.

LES OLIVER, plant manager of Technicolor, Ltd., will return to London from New York today via B.O.A.C.

DOUG AMOS, general manager of Lockwood & Gordon Theatres, has returned to Boston from Hartford.

CHARLES B. SCULLER of the Columbia home office exploitation staff is in Hartford from New York.

JIM LEE, Detroit branch manager of 20th Century-Fox, left there Tuesday for a Florida vacation.

MONT KAUFMAN, United Artists exploitation manager, will leave here today for Washington.

DAVE CANTO, RKO’s exploitation manager, leaves New York today for Detroit.

GERARD SCHUR of Paramount’s branch operations department has left New York for Dallas.

P. T. DANA, Universal-InternationalPictures eastern sales manager, will leave New York today for Detroit.

R. C. KRAUZ, vice-president of Stanley Warner in Sacramento, left here last night for Toronto.

Bigger FCC Budget Passed by House

WASHINGTON, March 7.—The House voted 57 to qualify the Federal Communications Commission more money to reduce backlogs of TV and radio license applications.

The House passed a bill earmarking $7,800,000 for the FCC for the year starting July 1, an increase of $900,000 over the current year. The bill now goes to the Senate.

The Senate has already approved $5,400,000 for the Federal Trade Commission, $1,137,500 over this year, and said the increase should be used for anti-trust work.

Johnston Hits Censorship

(Continued from page 1)

Johnston said that he saw them as a form of “vicious promotion which only encourages retaliation.” The legislation attacked by the MPEA president would impose what he called “crippling import restrictions” on motion pictures.

Passage Doubtful

The proposed bill also sets up a five-member censorship board. Under the legislation, members of the censorship board must be over 40 years old and must be on the list of “well-behaved” children. The censor board, under the terms of the proposed measure, would, in effect, auction off import licenses to the highest bidder. While observers questioned whether the legislation would be passed in its present form, it was regarded as a serious threat to the American film industry.

Johnston discussed the new legislation and other motion picture matters with President Magaysay and top Philippine officials.

UA Names Clemens Dallas Branch Mgr.

James Clemens has been appointed United Artists branch manager in Dallas. James R. Veale, general sales manager, announced. Clemens had been sales manager in the Dallas office. He replaces Drake Clark, who has resigned.

A native of Rock Island, Ill., Clemens entered the film industry in 1940 as a theatre manager with Tri-State in Des Moines. The following year he went to Dallas as a booker for Universal-International, and in 1949 he was named a buyer for the Index Booking Service there. He later served two years as a buyer and booker for Bowley United, then joined the United Artists exchange in Dallas in 1953 as a salesman.

K.C. Judge to View ‘Lucrezia Borgia’

KANSAS CITY, Mar. 7—Following a trial marked by heated arguments between opposing attorneys, Judge Earle W. Frost of Kansas City Municipal Court today agreed to attend a private screening of the film “Lucrezia Borgia,” before ruling on a charge against James Strode, manager of the Glen theatre.

Strode was charged on Jan. 16 with the operation of an indelent show at the Glen, owned by the Dickinson Operating Company. The police, after viewing the picture at the theatre, confiscated ninety feet of film on the basis that the footage was objectionable for the public to view.

Preminger US Judge At Cannes Festival

Otto Preminger has been invited and has accepted the position as American representative on the jury of the Cannes Film Festival. One representative of each country is invited to sit on the jury.

Preminger, producer of “The Man With the Golden Arm” and “The Longest Day,” both issued without the musty picture code seal, was invited by Fraco Le Brel, head of the Cannes Festival, which will start on April 23 and runs for two weeks.

Jas. Roosevelt Urges End of Federal Tax

WASHINGTON, March 7.—Benjamin James Roosevelt (D., Calif.) said he had urged the House Ways and Means Committee to eliminate the Federal tax on motion picture theatre admissions.

He inserted in the Congressional Record the telegram recently sent California lawmakers by the Motion Picture Industry Council, protesting the tax.

“I believe,” Roosevelt said, “this tax is causing a situation which deserts the attention of the Ways and Means Committee.”

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 30 to stockholders of record on March 19.

... NEWS ROUNDOUP

RKO Opens New Office

RKO Radio Pictures has opened a new, temporary offices on the 12th floor of the Film Row Building, New Haven. Barney Pitkin manager.

IATSE Signs Albany Pac

A contract, reportedly provides wage increases and a month vacation to about 5,000 members of the Motion Picture Actors’ and Stage Workers Local of IATSE, was signed following a series of meetings. Stanton Warner is expected to sign an agreement with union soon, it is said.

Drive-In Damaged by Wind

Clase Hathaway flew from winter home in Florida to supervise the reconstruction of his drive-in theatre in Hoosick, N. Y., after winds yesterday part of a force that had been destroyed during a two-day windstorm.

No delay in the opening date Hathaway’s drive-in is expected to be ready by March.

“Volcano” Opens in Conn

Tomorrow night marks the opening of United Artists “Volcano,” starring Anna Magnani, at two Hartford theatres; the Parsons, Hartford; four-wall house, and B-T’s Main Street drive-in, Bolton Notch. The faxes are operated by Bernie Men of Bercel Theatres, Inc.

Altec Baltimore Deal

Altec Service Corp. has completed technical supervision of the sound equipment accompanying the production of the Tech-OId wide-screen production “Graumans” at Film Co. Theatre, Baltimore. Altec performed in a similar technical supervisory capacity in behalf of sound equipment for the Todd-OId (Oklahoma) engagements at the B N.; McCricker’s, Chicago, and Coronet, San Francisco.
Eying American Market

French Form Special Committee
To Promote Native Productions

By HENRY KAHN

PARIS, March 5 (Via Air Mail)—The liaison committee of the French film industry has announced the formation of a working party composed of exhibitors, producers, distributors and laboratories to examine ways and means of popularizing the French motion picture industry.

Meeting with the committee, Henry Freyam, general delegate for the French producers, said the unit would sit permanently and would attempt to get at the core of the cinema problem. "They will be put into practice within a few weeks," he said, but did not disclose the committee members.

Stating that the tendency in France today is not to produce highly spectacular films at great cost, he said the methods of CinemaScope, VistaVision and others have not made as deep an impression on the French public as had been expected. He said that if it were possible to recover as much as 80 per cent of the cost of French films in France, there would be no problem. He said that at the present time 40 per cent must come from exports.

Cooperative Formed

Freyam declared that several steps have been taken so far to reduce such costs, among them the formation of a cooperative by 20 producers who hope to achieve discounts on the cost of film stock.

It is possible that on some items, and for some films, we might succeed in reducing costs from five to 40 per cent," Freyam added.

Commenting on the unusual success of French films in Britain, he said he hoped the motion picture industry in France could continue its policy of producing at least 10 films a year suitable for the American market. He forecast "bad days ahead" if the outlook and policies of film industries remain purely on a national level.

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THE PICTURE SELECT
EASTER ATTRACTION
RADIO CITY MUSIC HALL

MARIO LANI

IN WARNER BROS':
"SERENA"

THE THRILL OF HIS MATCHLESS VOCAL AND THE QUIVERING EXCITEMENT OF JAMES M. CAIN'S BEST-SELLER!

IN WARNERCOLOR CO-STARRING

JOAN FONTAINE
SARITA MONTIEL · VINCENT PRICE

with JOSEPH CALLEIA · HARRY BELLAVER and VINCENT EDWARDS

Screen Play by IVAN GOFF & BEN ROBERTS and JOHN TWIST

Produced by HENRY BLANKE · Directed by ANTHONY MANN

Original Songs: Music by Nicholas Brodszky · Lyrics by Sammy Cahn
TV Nets Cool to Old Films
(Continued from page 1)

"tremendous importance." "We foresee a great future use for them," the spokesman, Ted Gott, general manager of DuMont Broadcasting Corp., added.

However, on a network level, the sale of the Warner Brothers and RKO Radio Pictures film libraries, in addition to the moves made by other motion picture companies to release some of their films to TV appeared to generate little excitement.

However, that some change of attitude may be in the offing for Columbia Broadcasting System in the light of the new developments was evidenced in comments made by J. L. Van Volkenburg, president of CBS television division. He expressed little interest in a package deal for the network, but said that CBS-TV "would not resist the idea" of televising "selected ones (feature films already theatrically released) that may be good evening fare."

ABC-TV Uses Old Films
In the past CBS-TV has never utilized old feature film for network programming. With the exception of ABC-TV, which uses feature films already released theatrically on a number of occasions, ABC and NBC, their newer networks, have kept already-theatrically-released feature films off network programming. The market for old feature films has been to local stations for local programming but despite the huge backlog of feature films recently made available to TV, the market on the whole appears not to have expanded materially to the networks.

A spokesman for NBC-TV said that NBC-TV officials feel that the medium should be used for live programming and current films such as "Richard III," which will be premiered over that network, rather than becoming a second and third run medium for motion pictures already released theatrically. He went on to say that ABC-TV was operating against NBC-TV buying any packages of old feature films is the NBC's emphasis on color. He stated that only a few pictures in any package would be in color.

Not a "Market," Says Mitchell
Speaking for ABC-TV, a division of American Broadcasting-Paramount Theatres, John H. Mitchell, vice-president in charge of the ABC-TV network, said that it is not ABC's intention to become a feature film market. He said that the network's decision was made because many sold to TV interests lies in the individual stations in the individual cities. Apparently, however, ABC-TV will utilize some of the many films sold to TV interests that are not made available to TV on a network basis. Mitchell recently announced a new Monday night feature motion picture program for the network, the first of which is to begin March 26 and run through the summer. It will be composed of American films already released theatrically. The other current feature film program of ABC-TV are "Famous Film Festival" and "Afternoon Film Festival" which utilize British production of the J. Arthur Rank Organisation.

TOLL-TV Hearing
(Continued from page 1)
hearings on television industry problems, will resume next Wednesday, Thursday and Friday with further testimony from UHF stations, TV set manufacturers and other groups. On March 26, 27 and 28, it will hear network officials and next month will move on to toll TV, the officials said.

Texas Compo
(Continued from page 1)
Texas COMPO, said the urgency of the tax repeal campaign has made it necessary to forego all promotional projects for 1965. He added that although any private contributions to the organization's time has been spent in the promotion of campaigns to benefit the motion picture industry.

"Jester" London Hut
LONDON March 7—Paramount's Kaye and Clive Court Jester," crossed a big $14,033 in its third week at the Plaza Theatre here, marking what is said to be the highest third-week figure for the de luxe house in more than a decade.
Congressman Rabatn Urges Toll TV
Be Halted Before It Gets Started

WASHINGTON, March 8.—Rep. Rabatn (D., Mich.) said subscription television should be "stopped before it gets started."

In a statement in the Congressional Record, he said toll TV proposals were "the camel's nose under the tent" aimed at ending all worthwhile free television programs. "It is my feeling," he said, "that pay-as-you-go television is to the detriment of the American people as a whole; the extent to which it can be abused is easily imagined."

Rabatn said he felt toll TV is a "betrayal" of the millions of Americans who have bought television sets and so helped create the television industry. He said the TV industry has not given the set owners their money's worth in entertainment so far, and now some TV industry officials feel that toll TV is the way to get the industry "off the hook." The net effect of toll TV, he asserted, would be "to take the small percentage of decent shows now on the air and sell them, leaving no free entertainment worthy of the name."

Wage Dividend of
$32,100,000 to Kodak Employes; New High
Special to THE DAILY

ROCHESTER, N. Y., March 8.—Eastman Kodak Co. employees in the United States will share in a wage dividend estimated at $32,100,000, largest distributed by the company thus far. The wage dividend was voted by Kodak directors last November. The wage dividend plan, begun 44 years ago, recognizes the part Kodak people have played in the success of the company.

About 50,900 eligible persons receive $30.25 for each $1,000 they earned at Kodak during the five years 1951-55. A year ago the total divi (Continued on page 8)

Columbia, U-I Sell Films to Hygo TV

Hygo Television Films has acquired 15 Columbia Pictures features and three Universal-International pictures for release to television, according to Jerry Hyams, Hygo TV executive.

Hyams yesterday stated that his company is offering these 16 films to independent and network outlets for immediate exhibition as part of a package of 22 feature films.

Among the 13 Columbia features are such films as "Pardon My Past," which stars Fred MacMurray, "Wreck of the Hesperus," "Two Yanks in Trinidad" and "The Walls Came Tumbling Down." The three U-I releases are J. Arthur Rank's "The Astonished Heart" and "Madeline" and "Trail of the Vigilantes."

Will Release Two 'Top' Films a Month

Montague Says Columbia Convention
Designed to Counteract 'Slump'

Columbia Pictures' sales convention, which is slated to open in Chicago on Sunday, was designed to counteract the current "box-office slump." A Montague, general sales manager, said here yesterday on the eve of his departure for the sessions. Describing the action as being "unprecedented," Montague said that the specific purpose of the conclave was to prepare for the release of 15 "outstanding" productions between now and September. He emphasized that the 15 pictures were only a portion of the company's contemplated releases for that period.

"We will release at a rate of better than two films a month top product of a caliber that in normal times we would release at the rate of one a month," he said.

He defined "top product" as films with "surefire box-office values," with top name stars, produced and directed by creators utilizing every production value available to Columbia. At the same time, he pointed out that other films of similar rating are to be released during the same period. Of the top 15, seven are in CinemaScope (Continued on page 8)

FCC Rejects Experimental Toll TV Bid

Sees Authorization as 'Too Premature' Now

By J. A. OTTEN

WASHINGTON, March 8.—The Federal Communications Commission has turned down the request of a Pennsylvania UHF television station for permission to use subscription television on an experimental basis in order to prove public acceptance of the medium.

The request was made last July by the Penn-Alten Broadcasting Co., licensee of station WPMZ-TV on Channel 67 in Allentown. In its denial, the Commission declared that "it would be premature now" to grant (Continued on page 8)

Rackmil Sees Rise
In Film Industry,
Records in 1956

Continued improvement in the motion picture business was forecast by Milton R. Rackmil, president of Universal Pictures and Decca Records, Inc., in an annual report of Decca mailed to stockholders yesterday.

Decca Records, Inc., which owns (Continued on page 8)

Einfeld Would Use 'Talking Mailboxes'

Twentieth Century-Fox has notified the New York City postmaster that it is interested in buying spot announcements to be broadcast through the "talking mailboxes" in order to help defray the cost of the operation, according to Charles Einfeld, vice-president in charge of advertising, publicity and exploitation for 20th Century-Fox.

Einfeld, in a wire to Postmaster Robert H. Schaffer, said that the company is prepared to begin broadcasting spots advertising the CinemaScope 55 production of "Carousel" in the "talking mailboxes."
Reelect Mrs. Pike
Film Truck Head

DETROIT, March 8.—Following the regular annual stockholders' meeting of Film Truck Service, Inc., held Thursday, March 7, and attended yesterday by President Mrs. Gladys B. Pike, and attended by all stockholders.

Meeting was called in compliance with the corporation’s constitution, and by-laws amended to the effect that stockholders directly elect officers and directors. Previously directors elected officers.

Mrs. Gladys B. Pike was re-elected president, and William M. Clark of Clark Theatre Service was elected vice-president. Allied Theatres of Michigan, Inc., passed a resolution authorizing its secretary, Ernest Conlon, to become secretary of Film Truck, and was so elected. Mrs. Jane V. Robinson was re-elected treasurer.

Three Board Members Chosen

The foregoing join the board of directors along with the following elected today by stockholders: R. C. Marsdon, Muskegon exhibitor; Emmett Roach, exhibitor from Hart, and Kit Clark, Lansing theatre operator. Mr. Clark is one of the oldest in the United States, holds unique and extremely valuable franchises. It has been in the film business over a quarter of a century and is the only such organization which services the area’s 400 theatres outside Detroit.

50 Exploitation Men
To Plug ‘Alexander’

A force of 50 exploitation men, reported to be the largest ever employed by United, set out to take to the field today to spearhead pre-premiere regional phases of the big $1,000,000 promotion backing Robert Rossen’s CinemaScop production of “Alexander.” Roger H. Lewis, national director of advertising, publicity and exploitation, announced.

Initial concentration in the phase will be centered in Atlanta, Buffalo, Chicago, Cleveland, Dallas, Denver, Houston, Los Angeles, Miami, St. Louis, San Francisco and Washington. In addition, a team of exploitation specialists will handle the benefit premiere of “Alexander” at the Capitol Theatre here on March 25, sponsored by the Metropolitan Grand and Cinema at Board Brith. Field men will operate under the supervision of United Artists exploitation manager MORI KRUSHEN.

To Fete Miss Kerr

Deborah Kerr will be honored by Radio-Photoplay Magazine Club here on Sunday night following completion of her latest picture, "The Proud and Profane."

Editorial

(Continued from page 1)

be that if exhibitor leaders are intent upon winning some relief for theatre problems this year, they have best look to areas other than Washington.

One such might be the conference table of those with whom they trade.

To Study TV Code
Here March 21-22

WASHINGTON, March 8—The television code review board of the National Association of Radio and Television Broadcasters will meet with television network representatives later this month and will study the broad type of code membership which may be offered to producers and distributors of films for television.

The NARTB announced recently that it proposed to invite producers and distributors of films for television to become associate members of the code, and wrote to 500 such companies, asking for comments and expressions of interest.

The code review board will meet March 21 and 22 in New York City, and on the first day of the session will confer with the continuity chiefs of ABC, CBS and NBC.

Production Drops; 22 Films in Work

HOLLYWOOD, March 8.—Five new pictures were started last week, but the completion of four others hold the total number of pictures in production down to a low of 22.

Started were: "Girls In Prison," Golden State Productions, and "X—The Unknown," Hammer Prod., Sol Lessner company; "Somewhere I'll Find Him," (Metro-Goldwyn-Mayer); "Tension at Table Rock," color, and "Back From Eternity," (RKO Productions). Completed were: "White Nightmare," (Republic); "The Black Sleep," Bel-Air, and "Step Down to Terror," Sidney Harmon’s Security Pictures (United Artists); "Baby Doll," (Newtown Prols. (Warner Bros.)."

Petrillo Asks Repeal
of Cabaret Tax

WASHINGTON, March 8—James C. Petrillo, president of the American Federation of Musicians, urged the Administration to support legislation reducing or repealing the 20 per cent federal cabaret tax. Petrillo made his pitch at a White House luncheon with Presidential administrator Samuel Adams and Labor Secretary James P. Mitchell.

Canadian Theatre
To Spend Less in
1956, Gov’t Reports

By L. M. SCHWARTZ
OTTAWA, March 8—There will be a sharp drop in investments by Canada’s theatre owners in capital and repair expenditures during coming months of 1956, followi downward trend in such spending for the past couple of years, according to a Canadian government report, which reveals such expenditures will decline to only $2,000,000 as against $9,400,000 in 1955 and $10,000,000 in the year before.

This official source reveals that capital expenditu expenditures for the 1956 period will decline to $6,100,000 in 1955 and $1,100,000 in 1954, including $1,400,000 for al for construction, $700,000 in 1956 and $900,000 in 1954, and $300,000 for machinery and equipment at $500,000 in 1955 and $400,000 in 1954.

Repair Totals Down

Repair expenditures for the 1956 period will decline to $800 in 1955 and $1,100,000 in 1954, including in 1956 $800,000 for construction from $700,000, in 1955 and $300,000 in 1954, and $300,000 for equipment at $500,000 in 1955 and $400,000 in 1954.

This official source points out that investments in other Canadian enterprises will be up in 1956 so that the current trend in theatre field is not downward direction is contrary to general trend.

Mooring Syndication
Catholic H’d Column

HOLLYWOOD, March 8—Commencing with his column scheme for publication March 16, Catholic journalist William H. Mooring’s “Hollywood in Focus” feature, which has occupied the periodical throughout the country, will be syndicated directly by Mooring, instead by “Tidings,” Los Angeles dio weekly newspaper in which he has been for the column and which has been syndicated it since 1944. The column is now instituted “Hollywood Tidings.”

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Bookeller Center
WILLIAM HOLDEN
PICNIC
with WALTER MceAVOY
Co-Starring ROSALIND RUSSEL
A Columbia Picture
and Souvenir Stage Presentation

MOTION PICTURE DAILY

Friday, March 9

PERSONAL MENTION

LEONARD H. GOLDENSON, President of American Broadcasting-Paramount Pictures, is scheduled to return here tonight from the Coast.

ROBERT MOCHELE, general sales manager of Samuel Goldwyn Pros., will leave New York over the weekend for Hollywood.

METER HUTNER, Eastern publicity and advertising director for Samuel Goldwyn Pros., will leave New York on Sunday for Hollywood.

MAX E. YOUNGSTEN, vice-president of United Artists, will leave here on Monday for New Orleans and Hollywood.

ALFRED E. DUFF, Universal Pictures executive vice-president, will return to New York today from Europe.

PAULINE GRANT, British film choreographer, will arrive here today from London via B.O.A.C.

LILLIAN AZA, British talent agent, is scheduled to arrive here today from London via B.O.A.C.

RICHARD’ SEAT SALES

Reported Strong

Advance ticket sales for Sir Alexander Korda’s production of “Richard III,” which will have its American premiere simultaneously on television and at the Bijou Theatre here on Sunday, were termed as “excellent” by Morris Halpert, president of London Films Productions of U. S. A.

The VistaVision production, which stars Sir Laurence Olivier, will debut on the TV network of the National Broadcasting Co. on Sunday afternoon preceding the theatrical debut at 8:30 p.m. the same day as a benefit for the Actors Fund of America.

Olivier, co-chairman of the benefit committee with Robert W. Dowling, will be host at the Bijou.

Name Barnes Bonded

General Sales Mgr.

Wade Barnes, formerly Southwest area sales manager of the film division of General Telereal, Inc., has joined Bonded TV Film Service here as general sales manager, Chester Ross, president of Bonded, announced.

Barnes returns to New York after a six-year absence. His last position here was as sales manager of RCA's Recorded Program Services in 1949.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherman Kane, Editor; Raymond Levy, Executive Publisher; Al Stern, News Editor; Herbert V. Pollack, Circulation Manager; Gus H. Fasel, Production Manager; William R. Anderson, Head of Advertising and Classified; Chicago Bureau, 12th South LaSalle Street, Urban Farley, Advertising Representative, Telephone Halston 6-3042; Washington, J. A. Otte, National Press Club, Washington, D.C.; London, 4 Golden Lion House, Williams, B. McAvoy, Head of Sales; New York, 1070 Fourth Ave., 727-3006; Cable address: Quigphonic, New York; Martin Quigley, President; Martin Quigley, Jr., Vice-President; Thomas A. Sullivan, Vice-President; Leo J. Brady, Secretary; Other Quigley Publications: a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 23, 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 at $12 foreign; single copies.
Screen Writers Guild Presents Yearly Awards; Tie in Voting for Laurels

From THE DAILY Bureau

HOLLYWOOD, March 8.—Some 950 screen writers, in voting their colleagues the Screen Writers Guild yearly "Best Written" honored at that group's eighth annual Awards Dinner at the Beverly Hills Hotel tonight, awarded Frank Nugent and Joshua Logan the "Best Written American Comedy" award for "Mister Roberts" and the "Best Written American Drama" award to Paddy Chayefsky for his screenplay of "Marty." The "Best Written American Comedy" award was presented to Daniel Fuchs and Isobel Lennart for "Love Me or Leave Me."

For the first time in guild history, the Laurel Award for Achievement, voted by the entire writers' board, was given to four members, the writing teams of Francis Goodrich and Albert Hackett and to Julius J. Epstein and the late Philip G. Epstein, due to a balloting tie.

Honorary screen writer George Jessel made the address of the evening and Daniel Taradash presented the awards.

Du Mont Signs New 2-Year Labor Pact

PATERNSON, N. J., March 8.—An agreement has been reached between Allen B. Du Mont Laboratories and Local 420, I.U.E., on the terms of a two-year contract which was ratified unanimously by the union's membership at a special meeting at the Plaza Hotel here.

The new contract provides for a wage increase of three per cent each year for the next two years, effective March 4. Among other provisions in the pact are liberalization of the eligibility for holiday pay, vacation pay and attendance bonus.

House Loyalty Group Calls 35 of Local 47


Members Not Named

Subcommittee investigator William Wheeler, who declined to name the individuals subpoenaed, said the action has nothing to do with the recent revolt among Local 47 members in protest against AFM president James Petrillo's handling of the AFM trust funds, declaring, "our investigation began six months ago, long before the union's internal squabble started."

The five-man committee appointed by Petrillo to investigate the Local 47 conflict began its hearings today.

Conn. Strand Sets Special Family Rates

HARTFORD, March 8.—First independent Connecticut four-wall theatre to extend special family rates this spring is the Strand, downtown, subsequent-run house in Willimantic, Conn., operated by Carin E. John.

John is offering Family Night on Monday evenings, with $1 base charge per family, regardless of number of children. Regular admission scales on other nights: Adults, 50 cents, and children, 25 cents.

The John gesture, being watched by other independent theatremen, is believed a move to put the hard-top theatre in a classification with area drive-in theatres, which normally charge no admission for children, accompanied by adults, any evening.

Show 'Conqueror' at Sea

Howard Hughes' "The Conqueror" will now be shown at sea. The RKO film has been booked for showing on the "Queen Elizabeth" for March 14 and aboard the "Queen Mary" on March 22.
Paramount Starts Spring Spr
NATIONWIDE INVITATIONAL THEATR
ON "THE BIRDS AND THE BEES"

TUESDAY, MARCH 20

GEORGE GOBEL
MITZI GAYNOR
DAVID NIVEN

Introducing the sensational title song:
"The Birds and The Bees"
Exhibitors, press and opinion-makers will go-go-go . . . to this great, great show!
Write down the date—plan to bring the family—your tickets are on the way! Come see a famous TV star grow to tremendous boxoffice stature in VistaVision!

Gobel garbles the facts of life as he sings and dances with that “Anything Goes” girl—Mitzi Gaynor in a lush and lavish romance with more music and laughs than there are birds and bees in May—the month you’ll be playing it!

**Columbia Doubling Feature Release Rate**

**Friday, March 9, 1945**

**Rising Stars Join with Top Names at Columbia**

Top-name stars with proven drawing power will be presented, together with a number of new developments and upcoming newcomers, in Columbia features between now and September.

Among the newcomers are three young actresses: Felicia Farr, Valerie French and Victoria O'Brien, the youthful actor, Cliff Robertson.


(Continued from page 11)

Technology, one is in Technicolor and the remainder in black and white.

Represented in the field are musical comedy, drama with music, comedy, romance, melodrama, adventure and science fiction as well as straight drama, Montague added. He backed his promise for early release dates by stating that the photography has been completed on all 15 films which, he said, show a remarkable balance as to story content. With this in mind, he said the convention theme will be the discussion of sales policy, releasing, advertising and promotion trends for each of the 15 major productions.

Top directors represented on the Columbia program include Robert Aldrich, Delmer Daves, Joe Ferrer, John Gilling, Joseph Lewis, Dick Powell, Richard Quine, Mark Robson, Frank S. Seiler, George Sidney, Daniel Taradash and Terence Young.


Home office delegates to the special sales convention will begin leaving today, headed by executive vice-president Jack Cohn and vice-presidents A. Montague and Paul N. Lazarus, Jr.

Twenty-three additional top home-office personnel will attend the meetings through March 16, including Rube Jackler, Lutes Astor, George Josephs, Vincent Borrelli, Maurice Grad, H. C. Kaufman, Joseph Freiberg, Howard LeSieutre, Rosenfeld, Jr., Milton Goodman, Daniel Rothenberg, Seth Raisler, William Brennan, Al Schwartz, Robert Ferguson, Sidney Schaefer, Ray Murray, Sydney Seigelman, George Berman, Nat Goldblatt, Daniel Weissman, Sam Reice and Bernard Segelina.

Also leaving this weekend from New York, for convention will be Nat Cohn, New York division manager, and local branch manager Saul Trauner.

The 15 productions include: "Autumn Leaves," a William Goetz production starring Joan Crawford, as a woman who enters into a troublesome marriage with a younger man.

"The Devil is a Very Rare Animal," also co-starred with Vera Miles, Lorne Greene and Ruth Donnelly. Robert Aldrich directed from a screenplay by Jack Jevne, Lewis Melzer and Robert Blees. "Cockscomb Heroes" is the stirring story of how 10 British Marines paddled up the Bordeaux estuary in World War II to destroy vital enemy shipping filed on location in France in Cinemascope and Technicolor. Joe Ferrer and Trevor Howard are starred in the drama, which Ferrer also directed. The Warwick production was co-produced by Irving Allen and A. B. Broccoli.

Bryant Forbes and Richard Laibman wrote the screenplay based on factual accounts. Earth vs. Flying Saucers is a science-fiction action drama directed by Fred S. Sears for producer Charles Schneer.

"Edy Dunchin Story Slated"

Also "The Edy Dunchin Story," telling of the meteoric rise to fame and the loves of the noted pianist and orchestra leader, in Cinemascope and Technicolor. A major part of the picture was filmed on location in New York, with Trevor Howard starring as Edy Dunchin, Kim Novak as his first wife, Marjorie Oelerichs, and introducing the heralded Australian newcomer, Victoria Shaw, as Chiquita, his second. Bethel Leslie and James Whitmore are co-starred. George Sidney directed for producer Jerry Wald and Samuel Taylor's screenplay is based upon Leo Katcher's story.

"The Great Gilly Hopkins," starring Buddy Schulberg's best-selling novel express of the boxing racket, starring Humphrey Bogart, is the story of how an inept South American giant is turned into a heavyweight contender. Mike Lane is seen as the giant and others in the cast include former ring champions Max Baer and Jersey Joe Walcott, with many scenes filmed on locations in New York, Chicago and other fight spots. Mark Robson directed for producer Philip Yordan who also wrote the screenplay, "Night Bus," the Cinemascope-Technicolor comedy starring June Allyson and Jack Lemmon, produced by D. Powell, who also directed it, the screenplay by Claude Biny and "Jubal" starring Glenn Ford, En Borne and Rod Steiger, filmed in Cinemascope and Technicolor, "Russian Spy" and "The Chinese." Delmer Daves directed, William Fadiman producer. Russell Hughes and Daves wrote the screenplay for the production from the novel, "Jubal" written by Paul Wellman.

And "Over-Exposed," starring C. Moore in the role of a photographer who has numerous conquests, Lewis Seiler directed. George Raft produced and Gil Orlovitz wrote the screenplay from the story by Richard Sable. "Mary Lou's," "Rock Around the Clock" the first film devoted entirely to the new musical craze, "rock and roll," was the Clover production was directed by Fred F. Sears for producer S. Katzman; Robert E. Kent and Jan R. Gordon wrote the screenplay for "Sold Gold Cadillac," starring Joan Holliday and Paul Douglas, the screening version of a Broadway comedy about a girl who tries to save the world's largest corporation from bankruptcy - tycoontype - turvy Richard Quine directed for producer Fred Kohlmar with many scenes made on location in New York and Washington. Abe Burrows wrote the screenplay from the play by George S. Kaufman and Howard Teichmann, "Stile Center," stars Bette Davis as a small town librarian who refuses to resume a controversial book from the shelves.

"Seventh Cavalry" Scheduled


**Balt. Theatre Firm To Acquire Parkway**

BALTIMORE, March 8. - An agreement is expected to be reached very shortly whereby the Schewber Theatres, operators of the Cinema and Playhouse here, will acquire the Parkway Theatre in the uptown business section.

The Schewber firm, which plans to operate it in line with its other two houses to include 498 over-stuffed rocking chairs and change the name to the 5 West. Art films are to be shown.

Howard W. Fruchtman, vice-president of Schewber Theatres, said the purchase will be made from Jack Fruchtman, operator of the Century and the New Theatres. The conversation will take place, according to reports, within two weeks and the 5 West Parkway will open the first week in May.

**Susan Hayward Profiled**

Susan Hayward is the subject of a profile in the motion picture section of the April "Coronet," on the newsstands, March 20.
Scenes from Columbia's top product line-up for release in next 7 months

Four new personalities are cast in leading roles in the 15 important films to be released by Columbia Pictures during the next seven months.

Following in the footsteps of Kim Novak and Jack Lemmon are Felicia Farr, Valerie French, Victoria Shaw and Cliff Robertson. Victoria Shaw, an Australian, first appears in "The Eddy Duchin Story." Both Miss Farr and Miss French make their buts in "Jubal" while Robertson appears in "Autumn Leaves."

"Jubal," a CinemaScope film, stars Glenn Ford, Ernest Borgnine and Rod Steiger and was adapted from the novel, "Jubal Troop," by Paul Wellman.

"The Solid Gold Cadillac," a comedy adapted from the Broadway hit show, Miss Holliday portrays the girl who turns the world's biggest corporation topsy-turvy.

Filmed in CinemaScope and in Technicolor, "The Eddy Duchin Story" has Tyrone Power and Kim Novak in the leading roles.

Humphrey Bogart and Jan Sterling are the headliners in "The Harder They Fall," based on the novel of the same name. Ring stars are featured.

The pitfalls of a trouble-ridden marriage are portrayed in "Autumn Leaves" with Joan Crawford and Cliff Robertson, a newcomer to the screen, as major stars.

"Cockleshell Heroes," a story of World War II heroism. It was filmed in Britain in CinemaScope and Technicolor.

Judy Holliday and Paul Douglas are cast in the leading roles of "The Solid Gold Cadillac," a comedy adapted from the Broadway hit show. Miss Holliday portrays the girl who turns the world's biggest corporation topsy-turvy.

The Badman Who Isn’t Big Enough...To Hold All His Hate For JUBAL!

Remember his name...

JUBAL!

...You’ll remember his story —
—the way you remember Columbia’s “THE MAN FROM LARAMIE”

CINEMASCOPE
COLOR BY
TECHNICOLOR


FCC Rejects Toll TV Bid

(Continued from page 1)

an authorization of experimental subscription television. Time is required, the FCC said, to go over the voluminous content, as in its subscription television proceedings before it can either “make a decision concerning the further conduct of these proceedings or determine whether it would be useful at the present time to authorize experimental subscription television.”

The FCC denied followed the statement made by FCC Commissioner Robert E. Lee to the Senate Commerce Committee and in “Look” magazine suggesting that subscription television might possibly be authorized on an experimental basis for use

Mobile Electric Plant From Cal. to Mexico

MEXICO CITY, March 8.—In conformance to the expansion program inaugurated by Theodore Gildred, president of the Tepeyac Motion Picture Studios at Colonia Linda Vista, a suburb of Mexico City, in which thousands of dollars are being invested in new equipment, the arrival of the powerful Esco mobile electric plant from California created a great interest in the industry here.

This mobile unit was brought to Mexico in care of Abacoe Veaces, assistant manager of the Tepeyac Studios.

The plant is now being serviced and will be in readiness for use in the filming of the French super-production “La Muerte En El Jardín” (Death in the Garden), to be shot at the Tepeyac Studios starting on March 12, in which the producer, Oscar Dauclier, of Producciones Tepeyac, is arranging all details.

Merchandising Plug Given to Fox’s ‘Man’

“The Wall Street Journal” yesterday afforded 20th Century-Fox’s “The Man in the Gray Flannel Suit” much mention in an article concerning tie-ups between art and commerce which are being used by men’s wear manufacturers to perk up business.

The article, written by Dan Cordtz, discusses the companies involved in the manufacture of clothing or accessories who are trying, through “tie-in” advertising, to identify their products as essential parts of the wardrobe of every Man in the Gray Flannel Suit.

Rackmil

(Continued from page 1)

74 per cent of Universal Pictures outstanding stock, reported the best earnings in the history of a record company.

Commented Rackmil: “We are sure that 1956 will show continued improvement...the continuing growth in the population of the country, especially in the teen-age group, can be expected to bolster motion picture attendance and increased demand for phonograph records.”

Decca Records reported net income for the year ended Dec. 31, 1955, including that from undistributed earnings of Universal Pictures of $3,765,585, equivalent to $2.37 a share on the 1,602,501 shares outstanding at the year-end. In the previous year comparable net income amounted to $3,070,205 or $1.92 a share on the same number of shares then outstanding.

Net income attributable to record division amounted to $1,131,134, before taxes, compared with $1,170,029 for the preceding year.

Kodak Dividend

(Continued from page 1)

dividend payment in the United States was approximately $25,300,000 at a rate of $25.75 per $100 earned. Kodak during the five-year period ended 1950-54. This was the previous dividend.

The wage dividend is paid in addition to regular wages and has no effect on wage rates. Kodak women who left for active duty during the Armed Forces during 1955 also receive the wage dividend if otherwise eligible.

Rita Gam on TV Tonight

Edward L. Alperson's “Mohan” a 20th Century-Fox release in Cinemascope in black and white, will receive a major plug this evening when Rita Gam pears on Edward B. Morrow’s (Blackstone) TV network program, “Person to Person” from 9:30 to 11 p.m., on April 9. Miss Gam will chat with Miss Alperson about her role in the picture also for April release.
Television Today

IN THIS ISSUE

- Spotlighting the news in Television Today—which includes a quick round-up of 1956-57 programming possibilities.
- Showmakers whose names are in the news—and who is where in the industry this morning.
- Passing in Review—the week's highlights in shows.

Warners Launches Spring Film Slate Today in 32 Cities

The launching of its Spring schedule with twin showings of "Serenade" and "The Searchers," which will be given special advance presentations for exhibitors and press in nationwide screenings in 32 cities was announced by Warner Brothers. Exhibitor-press showings here are scheduled for 9 a.m. today at the Criterion Theatre.

In WarnerColor and based on a novel by James M. Cain, "Serenade" will be the Easter attraction at Radio City Music Hall. National release is scheduled for April 21.

"The Searchers" is based on Alan LeMay's novel and its national release date is May 26.

ABPT Seeking More Films Coverage in Newspaper Program

Efforts to obtain more newspaper publicity on Hollywood activities are under way in a program initiated by American Broadcasting-Paramount Theatres, it was disclosed here at the weekend by Edward L. Hyman, AB-PT vice-president.

Hyman, who recently returned from the Coast, said that AB-PT affiliate circuit officials have been asked to study the tastes of local newspapers in regard to film news and communicate their findings, which, in turn, would be handed over to the studios.

The entire program, Hyman emphasized, is designed to get an ad.

Meet With 20th-Fox Executives

Russian Film Representatives Open Exploratory Talks for US Product

By LESTER DINOFF

Exploratory talks for the possible acquisition of American pictures by the Soviet film industry were opened here at the weekend when Russian producer-director Gregory Alexandrov and Yur Cook, cultural attaché at the Soviet Embassy in Washington, have extended an invitation to 20th Century-Fox representatives (Continued on page 4)

Says Tax Applies to Closed-Circuit TV

WASHINGTON, March 11.—The Internal Revenue Service has ruled that Federal communications taxes must be paid on amounts paid to a...
William C. Gehring, 20th Century-Fox vice-president, will leave New York today for New Orleans.

Wolfe Cohen, president of Warner Brothers International, will leave here Wednesday for London.

Robert Rossen, producer-director, will leave New York for London today via B.O.A.C.

Larry Leu, of the M-G-M studio trailer department, has returned to the Coast from New York.

Mike Simons, director of M-G-M customer relations, has arrived in Kansas City from New York.

Murray Silverstone, president of 20th Century-Fox International, will leave New York today for London via B.O.A.C.


Pickman and Bride

On Fla. Honeymoon

Jerome Pickman, vice-president of Paramount Pictures and director of advertising-publishing, was married in the Hebrew Temple here yesterday to Minette Gordon, a New York fashion designer. The ceremony was performed by Rabbi Elias L. Sokolow of Congregation Shaare Zelik.

From the temple, the newlyweds and a luncheon reception for the immediate families and friends, Mr. and Mrs. Pickman departed for a wedding trip to Florida.

W. Pa. Allied Okays

TOA-Allied Pact

PITTSBURGH, March 11.—The board of directors and members of Allied Motion Picture Theatre Owners of Western Pennsylvania have gone on record and voted unanimously to approve the joint Allied-TOA proposal in asking that arbitration be made "all-inclusive," with the arbitration of film stock involved, and that approval be given to the dis- \v
volved circuits to engage in the production and distribution of pictures.

Paramount Tells Policy Aim

(Continued from page 1)

the recent Allied States drive-in convention in Cleveland.

The policy provides for the sale of pictures on a flat rental basis to the theatre, with provision that such rental agreement may not exceed one week and that the attraction yielded $100 or less.

Can Buy Far in Advance

Under the new contract, called the "Paramount Service Contract," the small exhibitor will be allowed to buy pictures as far in advance as is practicable and possible. This aspect of the new contract provides for the sending of pictures to each picture individually, and in addition negotiating for a number of pictures at a time, it was stated. Each picture, the company continued, will be sold individually on its merit, with the purchase of one to be conditioned in no way on the purchase of another.


Reissues, short subjects and newsreels by Paramount will be controlled under the terms of the "Paramount Service Contract." Under the plan a number of pictures which may not have been trade-shown will be offered to the exhibitor. In such cases, the exhibitor will be entitled to a cancellation privilege of 20 per cent of the total number of such pictures sold, his decision in this respect to be made within 10 days after he has had an opportunity to see each picture, it was stated.

Three Top Films a Factor

Exhibitor criticism has centered around an alleged lack of review and adjustment privileges under the "Paramount Service Contract" and the failure to be paid for new Paramount pictures to those exhibitors. The Service has been asked whether such television activities did not constitute broadcasting and hence become exempt from Federal communications taxes.

The service said that since the television transmissions were not intended for the general public but for rather limited audiences and were not broadcasting and so communication taxes had to be paid for the lease of the wires and equipment used.

Says Tax Applies

(Continued from page 1)

telephone company for leasing wires and equipment for closed circuit television broadcasts to very limited audiences.

The ruling covers the use of closed circuit television facilities for the private screening for limited audiences of special events such as business conferences, educational lectures, etc. The Service had been asked whether such television activities did not constitute broadcasting and hence become exempt from Federal communications taxes.

The service said that since the television transmissions were not intended for the general public but for rather limited audiences and were not broadcasting and so communication taxes had to be paid for the lease of the wires and equipment used.

N. E. Ad Agency Post

To Harry Browning

BOSTON, March 11.—Harry Browning has been appointed vice-president and director of the motion picture division of Gabriel Stern, Inc., advertising agency here. The Stern organization is said to have returned to New England to create a separate motion picture division for the preparation and execution of campaigns on special films and for the promotion of activities designed as boxoffice builders.

Browning, for 15 years director of publicity and exploitation for the M & P theatres and more recently district manager for Century, Inc., has identified with the war loan drives and other charities in this territory.

Court Delays Loew's

Drive-in Bid Hearing

WASHINGTON, March 11.—New York District Court has postponed from March 15 to March 26 the hearing on the application of Loew's to build a drive-in theatre in Sharpstown, Texas, a Houston suburb. The hearing will take place before Judge Noonan.

N. Y. Regents Revise

Of Dealers Asked

ALBANY, N. Y., March 11—Joint legislative committee to study the publication and dissemination of offensive and obscene material, in "motion picture" section of its annual report, recommends that state administrative action requiring submission of "trailers" to the motion picture division, State Education department.

Pointing out that trailers, as current practices, are not reviewed, the committee, in its report, said: "It is understood the matter "can be handled by administrative action without legislative action.""

It added, the committee has been concerned with motion picture advertising and has requested the motion picture division to reconsider its efforts to control this medium.

Emerson Rides Today

HOLLYWOOD, March 11—Funeral services will be held tomorrow for John Emerson, 84, died last Wednesday night. Emerson, a leading screen writer and director and lifetime honorary president of Actors Equity, is survived by his wife, Anita Loos.
Volks to Appeal Minn. Anti-Trust Decision

MINNEAPOLIS, March 11.—Lee Loccinger, counsel for William and Sidney Volk, owners of the suburban Minneapolis Terrace Theatre, has announced that he will appeal the decision of Judge Guinan H. Nordbye in the Federal anti-trust suit brought by the Volks against eight major film distributors and two theatre circuits. The Volks were refused triple damages and a preferential run.

DeSylva Music Rights Briefs to High Court

WASHINGTON, March 11.—Briefs to the Supreme Court, involving renewal rights to musical compositions and the beneficiaries of such monies, were filed here on Friday by an attorney for the American Society of Composers, Authors and Publishers, as amicus curiae.

The court battle involves Mrs. Marie DeSylva, the wife of the late composer George D. DeSylva, and the plaintiff, Marie Ballentine as guardian of the estate of Stephen W. Ballentine, who allegedly is a son of DeSylva born out of wedlock.

Action Filed in 1952

The briefs, as filed by Herman Finkelstein of ASCAP, state that Miss Ballentine instituted a declaratory judgment action on Aug. 8, 1952, seeking a declaration that the child was entitled to share renewal rights in DeSylva’s copyrights. In contrast, Mrs. DeSylva claimed she was sole owner of the renewals as the widow of the deceased and challenged the infant’s claim to be a child of DeSylva.

In a subsequent summary judgment handed down by the District Court, Mrs. DeSylva’s sole right to renewal monies was upheld, but the Court of Appeals for the Ninth Circuit later reversed the decision, holding that the renewal rights are for “the benefit of the surviving spouse and children together.”

2 Promoted in Para.

New York Exchange

Two executive promotions in Paramount’s New York branch were announced by the company at the weekend.

Nat Stern has been appointed branch sales manager, replacing Jack Perley, who now heads headquarters at the home office as assistant to Sidney Deane, Western sales manager.

Richard Magin has been promoted from booker to head booker and branch office manager, replacing Stern, who was elevated from those positions.

Stem joined Paramount at the New York branch in 1935, and Magin started with the company in the branch in 1928. The New York branch is headed by Myron Sattler as branch manager.

DEVELOPING PROCESS

REVOLUTIONARY new picture quality for 16 & 35mm—Remarkably superior definition, no directional effects, minimum clumping with fine grain structure that’s immediately apparent to the naked eye. As close to crystal-clear as a photograph can be. Let us show you the difference...you’ll be amazed.

DU ART JET-SPRAY developing will be available in the Spring on contract or job basis.

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*DU ART’S name for our high-speed film processing.
Russia Seeks U.S. Product

(Continued from page 1) Motion Picture Export Association, to hold talks with individual American companies.

Gouk, who acted as interpreter for Alexandrov, stated that "permission" had been granted by Johnston in Washington last month and that they had had talks with the U. S. State Department also on their plans for the exhibition of U. S. films in Russia. He did not say what the State Department's reaction was to their plans, but said that further meetings between himself, Soviet film specialists and Johnston and the State Department "would most likely take place in April," when the MPEA head returns from the Far East, where he is now.

Alexandrov, who is one of the three advisors to Nicholla Surin, assistant Soviet minister of culture in charge of motion pictures, and who is also a member of the board of the Russian Ministry of Culture, said that the Soviet Union is highly interested in:

- "Buying outright American product, roughly from 12 to 24 pictures annually, for commercial distribution;"
- "Widening its contacts with foreign film industries, particularly American, by setting up an exchange of cultural, talent and technical personnel and material;"
- "Entering into co-production deals with American producers, who would have the right to film anything they want in Russia, within reason, with Russian producers having the same right in America, so the peoples of both countries could get together and get to know each other."

Gouk, after conferring with Alexandrov on replies to all questions, stated that Russian film distribution is threefold--there is distribution solely in trade union cinemas, to our educational system, and to our commercial exhibition, which comprises some 40,000 theatres. Commenting further on the proposed visit of U. S. films in Russia, Gouk stated that each American film would play in "every one of our 40,000 theatres" and that it is "our hope that Russian films will be given large distribution by American theatre circuits." He said that the Russian government would allow U. S. supervision of exhibition if and when U. S. films are shown in Russia.

Expects 80 Films This Year

Alexandrov, commenting on the Russian film industry, said that the annual production budget in 1955 was 150 million rubles; that 80 films would be produced in 1956, and 150 in 1957; that there is a law in effect now prohibiting the exhibition of "war booty"; that 56 new theatres would be built in Moscow during the next four years; that an elected Arts Council at each studio approves film material; that producers "are allowed to produce anything they want"; that the purpose of Russian films is "to educate and entertain" and show all sides of life, and that the Russian film contracts are "now under consideration" and that a "giant variety of exportable production and exhibition of product from other countries."

The producer-director for Mosfilm, said that agreements have been reached with other countries concerning the exhibition of product in Russia, and disclosed that France would provide 12 films; Italy, three; Japan, four; India, 10; and England, three films this year. Alexandrov, through Gouk, said that he hopes that a Russian film festival can be arranged shortly, with U. S. producers participating.

Once Worked in Hollywood

Alexandrov, commenting further, said that many Russian film people have been schooled and trained in Hollywood." He revealed that he himself worked for Paramount in Hollywood in 1929-30. Gouk, when questioned about the negotiations with individual companies, said that "these talks are only preliminary. After our meeting with 20th Century-Fox we will attempt to meet with other companies also."

U' Billings

(Continued from page 1) general sales manager of Universal, attributed the increase in business to the large number of high quality pictures which the company has made available since the first of the year as well as the response of the nation's exhibitors in showing the pictures and selling them in their local communities.

Citing specific pictures which have enabled the Universal domestic sales organization to run up this impressive record during the first 10 weeks of the current drive, Feldman named the following:


Columbia Convention

(Continued from page 1) general sales manager, is presiding over the discussions which Columbia hopes will serve to increase exploitation and counteract the current slump at the box offices.

Twenty-six delegates from the New York office have joined with 10 division managers, 33 branch managers, seven delegates from Columbia Pictures of Canada and eight division exploitation managers at the meetings.

JACK SHAINDLIN

wishes to thank

GEORGE GOODWIN

Founder

and

PHIL KORNHEISER

Chairman of Award Committee,

For selecting him the winner of

The Annual Clef Award

for musical direction of Cinerama Holiday

Monday, March 1, 1956

Russia Seeks U.S. Product

(Continued from page 1)

they want in Russia, within reason, with Russian producers having the same right in America, so the peoples of both countries could get together and get to know each other."

Gouk, after conferring with Alex-

and

mass. Again Eyein

(Continued from page 1)

It is a year that opens because motion

"The Annual Clef Award

for musical direction of Cinerama Holiday"
Sculpting
Two Hal Roach Studios executives are sculpting for east coast salons. They are Sidney S. Keuren, general manager, and Jack Reynolds, commercial division production supervisor. They will be in New York this week. Mr. Van Keuren will interview for additional sales representatives. These will use New York as headquarters, servicing the east and midwest. The commercial studio to be built in Hollywood will be on the lot, and cost $210,000. It will be exclusively for telemarketing, and have permanent stage, scenic design, special effects art and art departments, a screening room and executive offices, new electronic fade-control cameras and facilities for editing, and a staff of 30.

Follow-Up
The potential advantages to the pro-toll TV interests in the opinion that toll TV should get a public test at once, expressed by FCC member Robert E. Lee in his book, "The toll, Jay Bonafield," became immediately apparent last week. Skiatron Electronics & Television Corporation, possessor of Subscriber-Vision, one of the three usable toll TV systems, took advertising space in the New York Times Thursday to cite Mr. Lee's "Report" article and stress the alleged important values of toll TV. Also, Zenith (Phonevision) common stock climbed five points from Tuesday through Thursday, reflecting "favorable" prospects, financial observers said. Elsewhere on this page is editorial comment on the matter.

Happy Valleys
If Milton J. Shapp, enterprising president of Jerrold Electronics, has his way, those hundreds of Happy Valley throughout the United States, now deprived of television because of unfriendly terrain or simple distance, will soon be receiving the bounty of the air. He has asked the FCC to modify one of its rulings to permit Jerrold to set up special "pea-shooter" relay systems to TV cooperatives in present fringe areas. Mr. Shapp's recent testimony before the Senate Interstate Commerce Committee focused attention on the burgeoning activities of community antenna systems all over the country, as well as on the still unresolved question of legality of some of these systems. Most sponsors are only too happy when a Happy Valley tunes in, but the network and station people see all sorts of complications if various craft and talent unions, syndicators, etc., get wind of it.

Off and Running
The first film series to be produced for General Teleradio with the acquired RKO production facilities is now set, the series to be Bozo and His Friends, starring the Capitol Records artist, Bozo the Clown, C. R. Manby, vice-president for TV of RKO Teleradio Pictures, notes that the decision followed a 13-week trial run. Shooting starts soon at the RKO-Pathe studio, with Jay Bonafield supervising. It's to be filmed in color as a situation comedy, on a 22-minute running time, leaving eight minutes for local live portion merchandising promotional material. Full scale promotion of the series is planned.

Lots of Sets
Anyone who thinks the sale of TV sets is not in the leaps-and-bounds department needs only glance at the figures of the number of sets shipped to dealers over the past year (1946 through 1955), as released by the Radio-Electronics-Television Manufacturers Association.

(Continued on page 7, col. 2)

In Our View
To put the matter in its most charitable light, it may well be recorded that a member of the Federal Communications Commission, one Robert E. Lee, bearer of an illustrious name in American history, did what his namesake would never have done: he committed a grave tactical error. There are, at the same time, more emphatic, less charitable ways to put the matter of Mr. Lee and the toll TV issue.

Here is a matter of the gravest import for divers interests across the industrial face of the nation, for the whole area of the motion picture, particularly exhibition, and for the entire television industry, as well as for the varied interests which quite obviously would be more or less seriously affected by the ultimately necessary decision of the FCC on toll TV or not. The matter lies at this juncture before the FCC, that unit of the Federal Government specifically created and charged by law with the regulation, in the public interest, of such communications media as television and anything pertaining thereto. Briefs and reply briefs have been filed, with pro and con argument filling volumes.

It is at this point that a member of that official body takes to the public prints to expound his personal belief that a public test of toll TV should be ordered, for as long a period as needed, to determine public desire. If ever there was a case of trying a case in public, this is it. It is as though a judge wrote an article for a magazine detailing his idea of judicial determination, while a case was being tried. It is to be presumed that Mr. Lee has no objection to seeing his name before the public eye, and it is likewise to be presumed that he was paid for the article in question.

He has done a distinct disservice to the FCC and the public it speaks for. He has disqualified himself so far as the toll TV issue is concerned.

—Charles S. Aaronson
PAUL MUNI returned to television a week ago yesterday (Sunday, March 3) on CBS-TV's General Electric Theatre. His performance, if not the play ("Letter from the Queen") made for one of the season's highlights so far. The same evening, same channel, Alfred Hitchcock presented probably his best individual TV show, a truly macabre and funny fantasy. John William Dieterle is directing and the $150,000 top-billed—not the old bubbly—but his incredibly dull wife. Tuesday morning Dave Garaway and his NBC-TV Today crew took another one of their interesting journeys out-of-town, this time to Williamsburg where tireless townpeople have made careers out of walking their streets in knee breeches and other costumes. Dieterle was represented on NBC-TV's Screen Directors Playhouse Wednesday night. The drama was a remarkably chie-filled essay on the hoof-and-mouth disease. The same evening, on New York's local WPX, Paul Coates' Confidential File explored, topically, "Kid Gangs." It was a graphic, dramatic and sensational CBS-TV's Filmmax Thursday night marked the ascent to Olympia of Louella Parsons. Elsewhere in THE GORDON MACRAE SHOW. NBC-TV, 1/4 Hour, 7:30 P.M., EST, Monday, March 5, 1956. Live, from Hollywood. For Lever Brothers. With his most recent performances in "Oklahoma" and "Carousel" on the screen, Gordon MacRae has become practically a household word among entertainment seekers the country over. His voice is fine and strong, his personality appealing, and this new quarter-hour of informal melody bids fair to be a must in many homes, not only for the fans, but all sides of the family. In this initial program, he had Phil Harris as guest in an amusing give-and-take, and the Cheer Leaders quartered. Irvin Lamberth is producer-director, and Sheila MacRae and the star himself are executive producers for Kintel Enterprises. Van Alexander is music director. Pleasant, diverting and well-handled.

FORD THEATRE, "Man Without Fear," NBC-TV, 1/2 Hour, 9:30 P.M., EST, Thursday, March 1, 1956. Film. For Ford Motor Company. Further proof is here in evidence that in many cases a merely adequate script is lifted high above the average by a performance of really top grade. That is notably true of Joseph Cotten's work in this program. He learned his former business partner has escaped from prison where he had been sent as a result of a fraud for which Cotten was responsible. He also had married the partner's wife. Cotten is confronted by the

partner, Raymond Burr, but shows no fear. The explanation, that he is himself near death, is offered in a fashion believable and impressive, the dramatic suspense heightened by the smooth, professional skill Cotten brings to the role.

CLIMAX, "The Sound of Silence," CBS-TV, 1 Hour, 8:30 P.M., EST, Thursday, March 1, 1956. Live, compatible color, from Hollywood. For Chrysler Corporation. This group of outstanding performances characterized this television production of the play, "The Confession," by Jack de Witt. As the priest who becomes involved in a murder case, Jean Pierre Aumont offered a striking portrayal. In more than capable support were Lloyd Bridges, Raymond Burr and Mary Sinclair. The murder has taken place in the choir loft of the church, the priest is aware of the killer's identity, but the latter has effectively sealed the priest's lips byadmitting his crime in the confession box. Circumstantial evidence actually points to the priest as the murderer, and he refuses to defend himself by violating the confessional. At this point, the detective proves the truth of his theories, which rings a confession from the guilty man, during which sequence a high degree of suspense is developed. William Lundigan, incidentally, is a genial, personable host for the program.

PRODUCERS' SHOWCASE: "Cae- sar and Cleopatra," NBC-TV, 1/4 Hour, 8 P.M., EST, Monday, March 5, 1956. Live, compatible color, from New York, by Ford Motor Company and RCA Victor. For a reason or reasons that may be well enough known to those on the "inside," this elaborately mounted production of G. B. Shaw's "Caesar and Cleopatra" was only a minor success and thus a major disappointment. Joseph Schrank's TV adaptation necessarily eliminated much of the original yarndage, but within its own limitations was probably the best that might be expected—with the exception of a redundant prologue spoken by Anthony Quayle, who also staged the show. In the title roles, Sir Cedric Hardwick and Claire Bloom were most surpris-ingly off-key, the one placid and wooden and the other strident and bumptious. It is hard to believe that two such fine performers could be totally responsible for what they did, but where the blame lies is difficult to ascertain. In support Judith Anderson, Jack Hawkins, Cyril Richard and Farley Granger came out even, a fine example of the great equalizer which TV so often is to acting talent. Kirk Browning was TV director and Donald Davis and Dorothy Mathews were supervisors.


One of the non-electronic mysteries of television is why this excellent nature series, sponsored by the Museum of Natural History, in New York, has gone unsuspected for the several years of its network work life. Last Sunday's vintage Bill Haas' Serpentarium, Key West, Florida, was one of the series' most with the most of the time given to a live demonstration of rattlesnakes, water moths and the like are "milk their venom. This sort of has been captured on film times, but never with the vi- ctim which such a live exhibition can impart. A classic sequence in which Haas with an angry 12-foot cob, better than a month at a circus show, and a deal more of the supportive. The action sequences were super by several comparatively Still films relating to snake among various tribes of Am Indians, Africans and British. Charles Collingwood is host last week was a nerve-wracking. Charles Romine is producer, Shelley Gordon, associate pro- and John Cosgrove, direc-

"The Twisted Cross," dealing with the rise and fall of Adolf Hitler, will be recreated by NBC-TV with hitherto unperformed German news film on Wednesday, March 14. Producer is Henry Salomon.

Lee Tracy has been signed as the star of "New York Confidential," new TV film series to be produced in New York by Television Pro- grams of America, it is announced by TPA president Milton A. Gor- don. Walter McGrail will produce.

Eleven-year-old Glenn Derringer, who appeared on the Jackie Glea- son show last year, has been signed for a supporting role in "The Show" March 17 and March 24 in CBS-TV. "Stage Show" regularly features the Dorsey Brothers or- chestra, the Jane Taylor Dancers and top headline acts each week.

John Ericson stars in "The Young and the Brave," a drama of the Korean War, on "Schlitz Playhouse of Stars" March 16 on CBS-TV.

Ralph Bellamy will star in "The Coney Island Story," on "States Steel Hour," March 13. Daniel Petrie will direct the teleplay, which was written by S. S. Schweitzer. The Steel Hour is produced by The Theatre Guild.

Jack Benny, Fredric March, Peggy Lee and Elsa Lanchester are among the Hollywood luminaries in a mu- sical-drama adaptation of the George Kelly comedy, "The Flatter- ing Words," to be presented in color on the Chrysler-sponsored "Shower of Stars" March 15. Pro- ducer and director is Ralph Levy.

THAT MAN Garaway has signed sell another contract, long term with NBC according to Thomas MacRae—president in charge of NBC Television Network. Last Beside him is Robert W. Sarnoff, president of NBC, and pen in hand Garaway, the still-young man rates as one of the brightest per- sons in the NBC book, because that's what he started as back in 1937.

Dick Powell stars as a gangster in "To Die at Midnight," an "Singer Four Star Playhouse" March 15. The cast includes Victor Adams, Alexander Campbell, Barton and Dee Carroll. The play was written by Michael St. Pierre and directed by Don Whyse.

A musical version of "A Be-Adano" will be presented on CBS-TV's "Ford Star Jubilee" in June 2, it is announced by Horace L. Benham Jr., CBS-TV ve-ident in charge of network pro-

Dorothy McGuire, John Ford and Ann Rutherford are the stars of "Pale Horse, Pale Rider," "Climax," March 22 on CBS. F. W. Durkee, Jr. did the set Producer is Martin Manulis. Direc- tor is John Frankenheimer.
HOLLYWOOD, U.S.A.

HOLLYWOOD: EMMY NOTES—The TV audience watching the Emmy Awards telecast Saturday night will find the background setting for the presentations at New York's Waldorf ballroom and Los Angeles' Pan Pacific auditorium so well matched that the only way they'll be able to identify the location of the winners will be by the m.s.: John Daly handling for the east, and Art Linkletter introducing winners in the west.

The Pan-Pac show will have three 9 x 12-foot viewing screens with a generous supply of monitors to give its 2,200 guests a closeup of the event.

Someone got the bright idea of seating NBC interests on one side of the huge room and CBS competitors on the other side.

Dave Chazen is catering the dinner with four special kitchens set up in the corner of the building to facilitate the service.

Oldsmobile bought the 35 seconds of station break time allotted for the hour and a half show. Only four commercials will be integrated for a total of nine minutes on the entire program. Last year there were five.

NBC bought the rights to this year's event from ATAS for $50,000. The Academy received $25,000. Question: How much will it cost Oldsmobile?

Can't help thinking that the hour for the Technical Awards, which will follow the network telecast, over a New York-Los Angeles closed circuit TV circuit, will be competing with the noise of a bunch of hungry diners out west.

SPOTLIGHT (Continued)

The Canadian Association of Radio and Television Broadcasters said in Ottawa last week the industry's growth would increase if private stations were allowed to form networks and there was competitive licensing of TV stations. In a brief presented to the Royal Commission on Canada's Economic Prospects at a hearing, the Association, representing 138 private radio and 25 private TV stations, said that in 34 years non-government broadcasting has developed into a major industry "which is responsible for a present worth of capital investment by stations and listeners of over $830,000,000 re-

SPOTLIGHT (Continued)

 Speaking of a new recording, and television division for Crowell-Collier Publishing Co. has been announced by C. Smith, president. The division will be headed by AM A. HIRNE, a vice- president and former publisher of the Home Companion. Mr. also announced the appointment of WILLIAM H. FOWLER, assistant manager of Capitol Inc., as manager of the new department in the new.
Excerpt Spain and Denmark

European Prospects 'Good'

Alfred Daff Reports Here

Prospects in Europe for the American film companies look "generally good," with the exception of Spain and Denmark, Alfred E. Daff, executive vice-president of Universal Pictures, said here yesterday.

Daff, who recently returned from a 10-day tour of Europe, said that it is now recognized that Hollywood makes pictures with a global outlook, and that the improved quality of Hollywood product, plus the better economic conditions there, have combined to make

Reelet Chaplin Head

Of Canadian MPDA

TORONTO, March 12—Charles S. Chaplin, Canadian general manager of United Artists, was elected for a second term as president of the Canadian Motion Picture Distributors Association of Canada, Chaplin also is vice chairman of the Canadian Motion Picture Industry Council.

The Searchers

Warner Bros.—VistaVision

The best part of the good news about "The Searchers" is that the great director John Ford, after dealing with other and less rewarding subjects in recent years, has turned once again to the western genre—where he has no peer. In most of his biggest successes in that medium—from "Stagecoach" in 1939 all the way down to "Rio Grande" in 1950—he has had the box-office giant John Wayne as his star. Their reunion in "The Searchers" is a happy occasion for all concerned—and especially for ex-

Serenade

Warner Bros.

Hollywood, March 12

The Mario Lanza following is in for a full measure of their favorite's singing—more than 60 minutes of it, collectively—in this Warner-Color production of a James N. Cain novel that's been re-fashioned to fit becomingly the personality and talent of today's top acting tenor, never heard in better voice than in the 16 song numbers performed in the course of 121 minutes of running time that seem no more than the conventional 90.

The tenor has excellent cast

'Ten Commandments'

To Roadshow Biblical Film

In LA, NY 1st

Para. Plans Nov. Bow; Others Before 1957

By MURRAY HOBOWITZ

Paramount Pictures will kick off Cecil B. DeMille's "Ten Commandments" in roadshow engagements beginning in November, with New York and Los Angeles slated to be the initial cities, it was learned here yesterday.

The Warner Beverly Theatre in Los Angeles already has been lined up for the West Coast debut, while negotiations still are under way for the New York Broadway outlet.

Following the New York and Los Angeles openings, Paramount, it was learned, plans to open the picture on a two-a-day basis in from six to eight other cities in the U. S. and Canada by the end of the year.

Meanwhile, it is understood Par-

House Group Rejects D.C. Tax Proposals

From THE DAILY Bureau

WASHINGTON, March 12—The full House District Committee rejected the suggestion of District of Columbia commissioners for a new two per cent district admissions tax and a two per cent tax on film rentals.

A special House-Senate subcommit-
**PERSONAL MENTION**

**DAVID T. O'SHEA**, president of BKO Radio Pictures, has arrived in New York from Hollywood, and will leave here at the end of the week for Florida.

**JOSEPH H. BISDALE**, head of the Paramount home office print department, is the father of a son born here to Miss. Bisdale at the New York Medical Center.

**JOHN SUTHERLAND**, president, and **HOWARD ROESSEL**, production manager, of John Sutherland Prods., will leave New York today via B.O.A.C. for Cairo, Egypt.

**WILLIAM J. HEINEGAN**, vice-president in charge of distribution for United Artists, will return to New York from Europe on Thursday.

**ARTHUR SILVERSTONE**, 20th Century-Fox assistant general sales manager, is at Mt. Sinai Hospital here for minor surgery.

**ROBERT ARBITTY**, M-G-M screenwriter, is scheduled to arrive in New York at the weekend from Hollywood.

**MANNY REINER**, I.F.E. Releasing Corp. general sales manager, has returned to New York from Chicago.

**ANN STRAUS**, M-G-M studio publicist, has arrived here from Hollywood.

**NORMAN KATZ**, Associated Artists vice-president, has left here for Europe.

**HERBERT WILCOX** has arrived in New York from London via B.O.A.C.

**LEW KERNER**, producer, has arrived in New York from the Coast.

**‘Backlash’ Premiere In Texas Tomorrow**

Universal’s “Backlash,” which is scheduled to have a series of territorial saturation openings during March, will have its world premiere at the Majestic Theatre in Houston tomorrow.

The Houston opening will be followed by openings on successive days at the Majestic in San Antonio, Thursday; at the Majestic in Dallas, Friday, and at the Worth in Fort Worth, Saturday, launching a series of territorial saturation openings in the Texas territory and followed by openings in other territories. Richard Widmark, co-star, is participating in the Texas territorial saturation drive.

**Richard III TV Showing on Sunday Affected Theatre Business Slightly**

Motion picture theatre business across the nation on Sunday afternoon was “slightly off” in neighborhood houses due to the telecast of “Richard III” over the facilities of the National Broadcasting Co., according to a number of independent and circuit theatre executives, who were of the opinion that the motion picture theatre showing of the London Film Production VistaVision feature “didn’t do us any good.”

An official of NBC-TV stated here yesterday that an estimated 40 to 50 million audience, “the largest daytime audience ever,” viewed the “Richard III” show. He said that the 15-city Trendex rating for the 2:30 to 5:30 P.M. TV show averaged 19.4.

Theatre executives at Broadway houses indicated that business on Sunday afternoon in theatres which have been having lengthy runs with their attractions was a little below their previous Sunday figures, “but that is normal,” one executive stated. Another said that theatre attendance “was about par for business.” Manager: Peter Burch, Manager: Peter Burch, Manager: Peter Burch.

Theatre appearances in newspapers and on television, prior to the telecast. Lay press reviews of the “Richard III” telecast were all highly favorable, with some reviewers making mention of the fact that color production was far better than black-and-white.

**Fox Will Release 7 In April, May, June**

Seven feature productions, all in color and six of which are in CinemaScope, will be released by 20th Century-Fox during April, May and June.

Allowing the late March premiere of Darryl F. Zanuck’s “The Man in the Gray Flannel Suit,” the company’s Easter holiday release, the three-month slate is as follows:

In April, the company will release “Hilda Crane,” a Herbert Bayard Swope, Jr. production, directed by Philip Dunne; “The Revolt of Mamie Stover” a Buddy Adler production, directed by Raoul Walsh; “Mohawk,” an Edward L. Alerson production, directed by Kurt Neumann.


The two productions slated for June are: “The Sixth of June,” a Charles Brackett production, directed by Henry Koster, and “One in a Million,” produced by and starring James Mason, directed by Nicholas Ray.

**Top Product Offsets Omaha Competition**

OMAHA, March 12 — First-run houses here are using top product to offset heavy opposition of live talent and a near blizzard here.

Live talent over the weekend included Omaha’s own at City Auditorium, Ice Capades at Ak-Sar-Ben Coliseum, and Marian Anderson at the Music Hall.

“Never Say Goodbye” is strong at the 2,800-seat Omaha and the $7,500 “For his Bravery” here quarterbacking the 860-seat State.

An ad campaign by Carl Hoffman, manager of the Omaha Theatre, is credited with bolstering “Trouble With Harry” takes.

**Olivier in Washington For ‘Richard III’ Bow**

WASHINGTON, March 12 — Sir Laurence Olivier, producer, director and star of “Richard III,” will arrive here tomorrow at the Washington premiere of his new film.

The premiere will take place tomorrow evening at the Playhouse, for the benefit of the Washington Heart Association. Mrs. Dwight Eisenhower is among the patrons of the premiere.

Sir Laurence will be a house guest of the British Ambassador and Lady so after his arrival tomorrow, he’ll tour the White House and National Gallery, and then have tea at the British Embassy.

The British star will be accompanied from New York by Robert W. Dowling, president of the American National Theatre and Academy, and by I. E. Lopert, president of Lopert Washington Theatres.

**More Made by Paris**

**B.F.A. Worth**

Back New Film Union Abroad

By PETER BURNUP

LONDON, March 12—The Big Film Producers’ Association has decided not to support proposals for a European Film Union. It was reported that the association, in the various conferences concerned, was to be divided in its proposal for the formation of such a Union had been sent to the Association by interested parties in Paris.

The idea of a European Union has been debated for some time by Continental producers, who knew what would be in effect a closed shop in Europe for European films. It has been proposed that certain regulations in the various countries concerned would be waived in the interest of contributors to the pact to the manifest detriment of other firms.

British producers pointed out an earlier occasion that the pact would be not against G.A.T.T., they have therefore no impact of the union on American film shipments.

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with KIM NOVAK
Co-Starring ROSALIND RUSSELL
and Spectacular Stage Presentations

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INTO YOUR ROWS!
The Searchers (CONTINUED FROM PAGE 1)

hbitors looking for a western with the widest possible audience appeal. This is one of those rare pictures that the “discriminating” audience can enjoy equally with the great mass of fans.

To the tried and proven ingredients of action, humor, and romance, the script writer, Frank S. Nugent (who is also a long-time collaborator with Ford) has added a welcome dividend in the form of an off-beat plot. In the process he has provided John Wayne with a role that is much more complex than those he usually plays and one that will stir a wide variety of reactions in the audience. There are times when they will find it easy to understand and sympathize with the character; and there are other occasions when they will heartily dislike him. But at no time could they possibly be indifferent to him—which is all to the picture’s good.

The role that Wayne plays is that of a Texas rancher, just returned home from the Civil War, who develops an obsession to secure vengeance against a band of Indians who have killed most of his brother’s family and kidnapped his two young nieces. After the older girl is discovered dead, he continues on to find the younger with only one companion, a youth who is part Cherokee and who had been adopted by the girls’ family.

The long search takes five years, and it gradually becomes apparent that Wayne’s purpose in hunting the girl is not to rescue but to kill her as he believes she has been hopelessly “defiled” by living among the Indians. Her adopted brother is determined to prevent Wayne from carrying out his plan, and considerable suspense is developed as to who will win out. In the end Wayne relents of his own accord and takes her home again.

This outline of the main story gives no indication of the wealth of incident that Nugent (in adapting a book by Alan LeMay) has provided to fill the narrative out or the superb technique that Ford brings to the telling of it. Name what you want in a western—an exciting raid on an Indian camp, some roistering comedy in a wedding brawl, or an appealing romance between two likable young people that runs a rocky road in a sub-plot. You have it here, and Vera Miles is his attractive and persistent girl friend. Both play with a surprising humor and charm. Natalie Wood appears briefly as the niece who survives capture by the Indians.

The film is a C. V. Whitney production, for which Merian C. Cooper acted as executive producer. The latter has also worked as a team with Ford many times before. In “The Searchers” they have another fine western to add to a long and impressive list.


RICHARD GERTNER

Name Stephens Mgr.
Of Missouri, K.C.

KANSAS CITY, March 12—Russ Stephens, former manager of RKO Orpheum Theatre in St. Paul, has taken over as director of the RKO Missouri Theatre in Kansas City, succeeding Matt Plunkett.

Plunkett, who has been manager of the Missouri the last year, will assume a similar position at the RKO Orpheum Theatre in Des Moines.

Stephens began working for RKO in 1939 at the Orpheum in Minneap-

Serenade (CONTINUED FROM PAGE 1)

company—Joan Fontaine, Vincent Price, Joseph Calleia, Harry Bell, Frank Fuglio, to name experienced regulars, and Juanita Montes, to be a newcomer fresh from Mexico, whose only previous picture in English was the sensational success “Vera Cruz” and whose name is ot to mean much on American marques in consequence of her continued success in this production—but of course the prime purpose of picturing starring Marco Lanza is to present him and his voice (a special, and fortunately melodious, public. This prime purpose accomplished grandly in a massively and melodious production by Paul Blanke directed by the masterly Anthony Mann.

The screenplay by Ivan Gilff, Ben Roberts and John Twist was written and around San Francisco, at a time which could be today, moves later to Mexico, for some scenes that are optically ununder-.. by J. Peverell Marley’s eloquent camera, and back again to Francisco after that. In both places the Lanza voice, stilled by study requirements in middleperson, overrides the personal name as is correct in films of this kind, but there is plenty of romantic com-—two girls in love, or a satisfying facsimile, with the same man—a un-musical observer interested in the proceedings.

Briefly, Miss Fontaine portrays a fickle patroness of the arts who aids a young singer (Lanza) in his rise to fame, dies him when he arrives there, and attempts to recapture him late from a wife he’s acquired south of the border in sequel to her now unceremoniously killed. Robert Mitchum’s character, a romantic rain with him on his way to the boat that brings him her, back to where he started from and where his patrons still do. It’s as good a plot as most operas ride on, and not unlike one.

The songs sung by the star, singly and with orchestra, in duet with chorus, and with church organ alone in the glorious instance Schubert’s “Ave Maria,” include selections from “Othello,” “Il Tro- tore,” “La Boheme,” “Don Giovanni,” other standard classics, and are two—the title song “My Destination”—from the prodigious pastime of Lescault. In the ballads, such as Lanza’s “Be My Love,” for concert singers or other kind. (The title song, incidentally, has hit-parade character if present ears ever heard any.)

By and large, the production is a rare treat for people who Lanza music, or Lanza-type musicals. It probably does nothing for those-deaf or musically indifferent few. In cases like this one the producer usually does a pretty good job of sorting itself out.

Running time 121 minutes. General audience classification. Re- date, April 21.

WILLIAM R. WEASE

Foreign Press Picks

‘Marty’: Cites Others

“Marty,” the Hecht-Lancaster pro-
duction distributed by United Artists, yesterday took five awards in the 15th annual poll by the Foreign Language Press of New York’s Film Critics’ Circle for the best films of 1955.

In addition to being honored as the best film of the year, “Marty” took similar laurels as the best film produced by an American company. Ernest Borgnine, who played the title role, was chosen the best film actor while Hedda Hopper’s “Off the Record” captured honors as the best producers. Delbert Mann, who directed, took that honor, while Paddy Chayefsky, who authored the film script as well as the TV play from which it was adapted, was named the best film writer.

“Umbo” D’ Honored

Voted the best foreign film released was “Umbo,” an Italian language production, “The Prisoner,” starring Alec Guinness, took top honors as the best British film for the year.

Named the best actress of 1955 was Anna Magnani for her acting in the title “The Rose Tattoo.”

Editors of 26 daily and 40 publications in the metropolitan work area ballot for the awards.
Richard III

London Films—Lopert—VistaVision

Lurid praise must be directed to Sir Laurence Olivier for his trans-
of William Shakespeare's "Richard III" in which Olivier, himself,
stars a memorable performance as the wily and conniving Gloucester
let nothing deter him from achieving the power which his twisted
nature had once again den-

tered his flawless artistry and superb authority as a Shakespearean
actor; nor are the other stars who support him less singularly striking
is an extra. The music, itself, does much to emphasize the excite-
manship, women, and audiences. The so-called art of the theatre, has
not made its appearance, the possibilities are that with proper
notion and approach to interested audiences, the picture could do

be battle scenes on Bosworth Field, which, incidentally were filmed
in color, are loaded with riotous episodes that represent imaginative
is much as Shakespeare's stage directions were limited. Here is
a story of fighting with all its glory and overtones.

Olivier had used a "commentary" style in unfolding the story. He
wrote his soliloquies as if he were talking directly to his audience,
engaging his viewers the feeling that they are being let in, almost con-

sciously, on his conspiracies.

Ms. Bloom as Lady Anne, Richard's wife, gives a standout perfor-

many, as do Gielgud as Richard's brother, Clarence; Richardson, as
ingham; Hardwicke, as Richard IV; Pamela Brown, as Mistress
Chunns; Hastings, and Norman Wooland, as Catesby.

The VistaVision camera, under the direction of Otto Heller, was used
for the first time in a British studio, and the results are effective and
awe-inspiring.

Running time, 158 minutes. General classification. For March re-

solutions Tomorrow

for Saul Schiavone

General services will be held to-

over at the St. Andrew Avedano
Church in Flushing for Saul Schia-

long associated with industry

risings, who died Sunday night.

Schiavone, who was 62, had
son art studio, but he formerly
worked with Paramount Pictures and Na-

AL STEEN

Joint Operation for 2
Milwaukee Houses

MILWAUKEE, March 13.—As of
March 16, the Riverside and Towne
Theatres here will be operated jointly
by Standard Theatres Management
under the jurisdiction of A. D. Katz
and Andrew M. Spercris.

McSorley Joins A.A.

Lars McSorley, formerly with the
I.F.E. Releasing Corp., publicity de-
partment, has joined Allied Artists to
concentrate on publicity for Allied
Artists International Corp., Martin S.
Davis, the company's Eastern adver-
sising and publicity head, announced
here yesterday.

Columbia’s "THE MAN FROM LARAMIE"

Color by
Technicolor

Glenn Ford - Ernest Borgnine - Rod Steiger...in "Jubal", intro-
ducing Valerie French and Felicia Farr, with Basil Ruysdael and
Noah Beery, Jr., Screen play by Russell S. Hughes and Delmer
Daves, based on a novel by Paul I. Wellman. Produced by William
Fadiman, directed by Delmer Daves. A Columbia Picture
Eye Tax Relief for Small U.K. Theatres

LONDON, March 12.—With Britain’s new anti-inflation measures regarded as effectively barring any blanket entertainment tax relief such as that being sought by the industry, consideration is being given now to proposals designed to bring relief to hard-pressed smaller theatres exclusively.

One proposal is that the tax should be remitted on a theatre’s initial gross receipts, up to £25 (US$29) a week, which would provide relief for many needy theatres and do no appreciable harm to the Exchequer.

Goldenson

(Continued from page 1) for the need of more and more pictures which appeal to women, as well as the studio’s accord on the desire to develop fresh talent.

From every indication, Goldenson said, “things look good.”

Opposes TV Clips

Regarding the use of TV for the promotion of theatrical motion pictures, Goldenson said that Hollywood no longer talks in generalities about how to utilize the medium. He described television as conscious holding that film clips of musicals and big outdoor dramas should not be used for advertising-promotion on TV, with the feeling being that such film clips on TV do not do justice to a colorful, extravagant musical, nor a big, outdoor drama.

In this connection, Goldenson maintained that the usual personalities or other devices on TV for musicals and big, outdoor dramas could be used very effectively for such theatrical motion pictures. On the subject of TV, he went on to say that the feeling on the Coast is that film clips of comedies, dramas, or adventure stories, form good TV advertising and promotion, bringing results at theatre box-oftices.

Sees Much Study Necessary

It is agreed, Goldenson continued, that a greater amount of study is needed in the field of how best to utilize TV for selling motion pictures at theatres to the public.

He said there is a general feeling of optimism at the studio, with a realistic attempt to employ the resources of the motion picture industry to its best advantage. The problem of cyclic depression remains a troubling one, the ABPT president said, although studies seem to have less trouble in obtaining proper story material.

New Talent Needed, He Says

Goldenson said production-distribution companies are trying to meet the problem of establishing an orderly schedule. They are also advocating talent to be developed by him and Edward L. Hyman, ABPT vice-president. The studios also recognize the need to develop new talent as one means of attracting the production audience of younger folks, Goldenson said. Stories, which appeal to women were stressed by Goldenson, who stated that motion pictures offer women, as well as the family, the means to escape the tensions of home for a few hours at a theatre.

20th Steps Up U.K.

C’Scope Production

From THE DAILY BUREAU

LONDON, March 12.—20th Century-Fox is stepping up its CinemaScope production in this country.

First in line is an adaptation of a bestselling novel “Sea-Wyl and Biscuit,” to be made by Andre Hakim and Ronald Neame. Hakim is also to produce another story for 20th-Fox, but no decision has yet been made as to the film’s director.

Production at Elstree of “Anastasia” by Anthony Littack, with Ingrid Bergman in the starring role, marks a second step in 20th-Fox’s plan to promote British CinemaScope productions for the world market, which includes also Gregory Ratoff’s production of a spy thriller, “Casino Royale.”

Versus in the final stages of editing at London Films for 20th-Fox distribution is “Smiley,” produced and directed in Australia by Anthony Kimmins. This has in its cast Ralph Richardson, John McCammon and Australian actor Chips Rafferty.

WB to Re-release ‘Roberts’ and ‘Rebel’

Warner Bros. on March 21 will release “Mister Roberts” and “The Best Man,” which beat the three achievements of the American Academy Award nominations, 1, will play either single or double engagements, depending on local situation.

Universal No. 1

(Continued from page 1) totaled $12,100,000 as compared the 1955 first quarter taxes of $10,000, the company announced, that as of Jan. 28, 1956, there 968,319 common stockholders as pared to the 998,849 as of Jan.

Gulf States Allied

(Continued from page 1) “Serenade” at the Saenger Theatre in New Orleans are receiving national attention as well as a majority of exchange many and sales staffs. First business season for members only, opened 2:30 I. Abe Berenson, president, presided. Mr. Berenson is the president of Allied Stock Association, was the first speaker, followed by George Goodwin, of the Los Angeles. Details of their talk be revealed tomorrow.

Myers to Speak Today

Tuesday’s business session will be at 1:30 P.M. Speakers scheduled are Abrao F. Myers, Allied States chairman of the board and general counsel, Max Youngstein vice-president United Artists, and William C. Car rig, vice-president of 20th Century Fox.

Berenson in his welcoming address said the purpose of the meeting “to find ways of cementing our relations with one another and our public, and to furthering our acquaintance with theatres; of ironing out our problems by discussing them openly and see what can be done to remedy problems facing us at this time.”

TESMA-TEDA

(Continued from page 1) by Lee Jones, TESMA president and Tom L. Sicerar, TEDA’s chair of the board.

Also sponsoring the international trade show with TESMA and TEDA are the Popcorn and Concessions Association and the Theatre Owners of America.

Tickets are available to exhibit at the show are expected to be mailed sometime this week, TESMA announced.

House Group

(Continued from page 1) full House committee today approved the sub-committee decision.

The committee also voted to let the tax bill to the House floor run a procedure hearing any changes in the floor, so that the admissions rental taxes cannot be offered as amendments.
Two-Thirds of Canadian Theatres Join
“Oscar” Contest; Newspapers Cooperate

TORONTO, March 12.—Approximately two-thirds of Canada’s theatres are participating in the current “Oscar” contests which are being conducted by the public relations committee of the Motion Picture Industry Council of Canada. Ballots may be obtained at theatres or local newspapers. Eight categories of five nominations each, as announced by the Academy of Motion Picture Arts and Sciences, are listed on the ballots and the patrons are asked to mark those which they think will be the winner in each category. Winners will be determined by the awards on March 21. Prizes include an Oldsmobile, trips to Europe, Miami, and New York and such items as cameras and luggage.

The committee chairman, Charles S. Chaplin, reports that newspaper cooperation has been the best in the history of the business. All participating newspapers have been carrying ballots and stories since the nominations were announced.

‘Carousel’ Strong
In Phila., Balto.

The biggest weekend grosses since "The Robe" at the Century Theatre, Baltimore, and the Fox Theatre, Philadelphia, were scored by 20th Century-Fox’s "Carousel" in CinemaScope 55 over the weekend, according to theatre reports.

The Rodgers & Hammerstein musical drama, bowing Thursday at the Century, ranked up $11,497 in its first four days, while the Gordon MacRae-Shirley Jones starrer registered $26,324 for the like period at the Fox, including $10,756 on Saturday.

AA Names Leaders
In ‘Progress’ Drive

San Francisco, Indianapolis and Salt Lake City are currently leading their respective divisions in the Allied Artists' March of Progress drive, it was announced by Morey R. Goldstein, AA vice-president and general sales manager.

Runners-up in the campaigns are the Chicago, Minneapolis, Des Moines, New York, St. Louis and Pittsburgh branches. Division and branch managers, salesmen and bookers are participating in the 17-week March of Progress Drive that ends May 24.

Buy 2 Oregon Theatres

The Florence Theatre and the Rhododendron Drive-In Theatre, Florence, Ore., have been sold to L. W. Claver and R. G. Thompson of Coquille by Mr. and Mrs. Morrill E. Ritter, Jr. Claver owns and operates two theatres and a drive-in in Coquille, in addition to his new purchases. Thompson will be the active manager at Florence.

Drive-ins Brave Cold

Three drive-in theatres have opened in Des Moines despite the winter temperatures of 6 above zero and below.

PARAMOUNT PRESENTS 3
SENSATIONAL ANSWERS TO
EXHIBITORS' URGENT PLEAS
FOR YOUNG TALENT THAT'S
DYNAMIC AND DIFFERENT...

CAROL* TOM* JODY*
OHMART TRYON LAWRENCE

THE SCARLET HOUR

DISCOVERED
by Academy Award
Director
MICHAEL CURTIZ
ON SUNDAY evening, March 11th, "Richard III," Sir Laurence Olivier's most ambitious Shakespeare film, entered triumphantly into U.S. film history at New York's Bijou Theatre. The opening, a benefit for the Actors' Fund of America, drew a sparkling array of stage, screen, social and diplomatic dignitaries; the premiere story with a rave review hit the front page of the Monday New York Times, and the other metropolitan dailies joined the chorus of praise. The benefit premiere was arranged by a banner committee, with the British Ambassador, Sir Roger Makins and our Ambassador to the Court of St. James, Hon. Winthrop Aldrich, as honorary chairmen. Olivier and Robert W. Dowling were active co-chairmen, and Helen Hayes, Alfred Lunt and Lynn Fontanne, Spyros Skouras, Robert Benjamin, Arthur B. Krim, Ilya Lopert and Katharine Cornell were among the committeemen. Filmed in Technicolor and VistaVision in Spain and Shepperton Studios, England, "Richard III" has already won three British Film Academy Awards, and stars Olivier, John Gielgud, Ralph Richardson, Claire Bloom and Sir Cedric Hardwicke, in the finest Shakespearean cast ever assembled in any medium. Olivier produced, directed and acted the title role.

Sir Laurence will be in Washington this evening (March 13) for a Heart Fund Benefit opening under the auspices of Mrs. Eisenhower. Released here by Lopert Films Distributing Corp., "Richard III" will soon play major cities in the United States and Canada.

Walter Vincent, President of the Actors Fund of America (left) greeted by Mrs. Lopert and Ilya Lopert, President of Lopert Distributing Corporation, as they meet during the premiere ceremonies of the Shakespearean classic.

Shirley Jones, star of "Oklahoma" and "Carousel" seen with her escort, Jack Cassidy, before the premiere performance.

Hume Cronyn and Jessica Tandy, star husband-wife stage team, among the many theatre notables at "Richard III" benefit opening.

Arnold Krakauer escorted lovely Claire Bloom, one of the Olivier film's many stars.

Talking under the Bijou marquee are (left to right) R. C. Pattee Jr., aide to the Mayor of New York City; Sir Pearson Dixon, British representative to the United Nations, and Robert W. Dowling, President of City Investing Company.

(Left to right) Sir Laurence Olivier, Sir Cedric Hardwicke and Lady Hardwicke in conversation before the Dali painting of Olivier as "Richard III."
Kalmus Explains Its Application

Technicolor Demonstrates Improved Wide Negative Imbibition Process

From THE DAILY Bureau

HOLLYWOOD, March 13.—A demonstration of Technicolor's improved imbibition process employing large area negatives, which are partially squeezed in both camera and printer, was presented at the RKO studios here today by Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corp.

Kalmus, who conducted the demonstration, stated that Technicolor now has an improved three component dye transfer imbibition process embodying new matrix stock, new blank stock, both applicable for the manufacturing of all Technicolor imbibition prints, and an improved optical printing procedure which is applicable for the manufacture of imbibition prints from specially treated negatives.

All three are applicable for use with large area negatives with or without the use of anamorphic or a squeeze lens on camera, on printer, or on both, he said, adding that Technicolor expects to have partial squeeze camera (Continued on page 4)

House Group Defers Cut in Cabaret Tax

From THE DAILY Bureau

WASHINGTON, March 13.—A House Ways and Means Subcommittee studying technical excise tax problems backtracked somewhat today on an earlier decision to recommend halving the 20 per cent cabaret tax.

Some days ago the subcommittee voted to cut the tax in half. This was never announced, but several subcommittee members privately revealed that action had been taken.

Today the subcommittee made (Continued on page 4)

Promotions, Changes in Fox S.A. Setup

Murray Silverstone, president of 20th Century-Fox Inter-America Corporation, yesterday announced the following appointments and promotions in the company's Latin American area:

Pedro Lopez has been promoted to manager of Puerto Rico, succeeding Henry King, resigned; Carlos Herrera, formerly assistant to Mexico managing director, Allen M. Noye, is now (Continued on page 2)

Late 'Oscar' Telecast May Help Theatres

The presentation of the 28th annual "Oscar" awards of the Academy of Motion Picture Arts and Sciences will keep audiences up late next Wednesday.

The National Broadcasting Co.'s radio and television show of the event will commence in the East at 10:30 p.m. and conclude after midnight.

The late starting time of the "Oscar" presentations is expected to lessen the effect on the theatres' box offices here and elsewhere in the East.
Olympic Stars Attend 'Vegas' Premiere

Famous Olympic stars of past and present, as well as film, stage, radio and TV top liners, were in the audience last night at the New York Astor Theatre, where M-G-M's "Meet Me in Las Vegas" had its "Gala" Broadway premiere for the benefit of the U. S. Olympic Fund for 1956.

Chairman A. W. Hulbert, chairman of the premiere committee, and general Olympic chairman Harry D. Henshel, named Cyd Charisse, one of the many stars of "Meet Me in Las Vegas," his third oldby, as did many leading athletes.

Tony Martin Attends

Miss Charisse's husband, Tony Martin, joined her for the premiere. Debbie Reynolds and Eddie Fisher were on hand, as were Pier Angeli and Jan, Tress and Jinx McCray, Arlene Francis, Jessi Royce Landis, Nancy Berg, Eileen Barton, Shirley Jones, Jolie Gabor, Nanette Fabray, Joe DiMaggio and many more.

Columbia Establishes Play Writing Award

In accord with the company's interest in developing new creative talent, Columbia Pictures has announced the establishment of the Columbia Playwriting Award for Dramatic Writing at Queens College, Flushing, N. Y.

To be given for the first time in May, the award is in line with Columbia's plan to participate in the production of new plays, which it has previously announced its plans to enter stage production and this would cover "name" authors as well as unknowns. Professor John H. Cassner, author of several drama books, is in charge of award arrangements at Queens College.

Premiere of 'Swan' In Phila. in April

Philadelphia, the home town of Grace Kelly, will have the world premiere showing of "The Swan," the new M-G-M picture starring Miss Kelly with Alec Guinness and Louis Jourdan, the second week in April at the Randolph Theatre.

William Goldman and his staff will meet together with M-G-M representatives Emery Austin, exploitation manager, Arthur Causton, division press head, and Ed Galher, Philadelphia press representative, to make plans for the opening.

'Serenade' Boxes Mar. 22

Warner Bros.' "Serenade," selected as the major attraction at Radio City Music Hall, will open there on March 22.

Crippled Worker Picks Tickets for Job

A crippled former film exchange worker, now unemployed, yesterday petitioned the American Federation of Labor, Rockefeller Center, headquarters of film firms and of IATSE. He identified himself as Abe Solomon, of 395 Fountain Ave., Brooklyn, and carried a statement that he had been employed in the industry for 10 years, that he did not want pity, but a job, and that the IATSE cannot get him placed because of his handicap. Solomon said he had been a film examiner and a ships' boy before he had lost his leg. A spokesman for the "IA" said the union is trying to get him placed.

N. Y. Assembly OK's License-Boost Bill

ALABANY, N. Y., March 15.—The Assembly today unanimously passed the Noonan bill changing the fees for films licensed by the motion picture division, State Education Department. The measure, which was approved by the lower house last year, but which was disapproved by the Senate, provides for an increase from three to four dollars for each one thousand feet of original film, a decrease from two dollars per thousand feet on prints to four dollars for each additional "entire" copy.

Cal. Women's Clubs Oppose Toll TV

FRESNO, Cali., March 15.—The state executive board of the California Federation of Women's Clubs, which represents 80,000 women's club members in California, has endorsed unanimously a resolution opposing pay-to-see television and announced by Mrs. Fred S. Teale, state radio-TV chairman of CFWC.

The passage of the resolution means that it will appear on the agenda at the annual CFWC meeting, which will be held in Berkeley on April 30 to May 3.

'Richard III' Business Reported Good

Ticket sales for "Richard III," currently in its third day at the 603-seat Bijou Theatre here, have not been harmed by the television premiere of the London Film Production feature, it was reported.

Authoritative sources said that business on Monday and yesterday "was good, but there wasn't any capacity sell-outs at any of the performances." Representatives of the theater and the producer refused to divulge what advance sale or daily gross figures were.

Trade and Press London Gives Nice Welcome To C'Scope

By WILLIAM PAYS

LONDON, March 15.—An audience of 2,000 industry executives and showpeople greeted the C'Scope with enthusiastic in their praise of 20th-Fox's CinemaScope 55 for a first public demonstration at the Carlton Theatre, Haymarket today.

Two demonstrations in the afternoon were interrupted for applause for scenes from "Carmen," "The King and I," but pictures obviously were pre-sale demonstrations, with some exhibitors anxious to make on-the-spot box office decisions.

The demonstration was put on by 20th-Fox sales director here. It "termed another landmark" company's history. Mr. Huker published figures on C'Scope installations in Britain last week, showing that only 600 theatres are equipped with stereoscopic sound.

Addressed by Pattinson

Pattinson, stated that the one-track, optical sound system would be a phenomenon to the picture's width. He called all exhibitors to institute stereophony and thereby reap the benefit of the new medium.

The audience included A. M. Silverstone, president of 20th-Fox, and Albert LePage, company supervisors, and Fred Leslie of the company's technical staff.

BOXOFFICE: "Showcase of the East"

CINEMASCOPE: 
• 3 Channel Interlock projection
• 16, 17½ & 35 mm tape interface
• 14 mm interface projection
• CUTTING & STORAGE ROOMS

MOVIE LAB: 
• Theatre Service
• X-ray Services
•film processing

TAX PLANNING for industry people

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"THE SWAN" PREVIEW TERRIFIC!
The industry was electrified by the Preview in a New York theatre of Grace Kelly's new M-G-M picture "THE SWAN"—The Love Story Of A Princess. This magnificent production in CinemaScope and Color co-stars Alec Guinness and Louis Jourdan.

"VEGAS" HITS JACKPOT!
Everything predicted at the Nationwide Theatre Previews for the CinemaScope-Color "MEET ME IN LAS VEGAS" came true as M-G-M's Gold Mine of Entertainment had its gala Premiere at the Astor, N.Y. Starring Dan Dailey, Cyd Charisse with a big cast.

"TRIBUTE" TO BOX-OFFICE!
James Cagney's honors, including Academy Nomination and magazine awards, are enhanced by his great performance in M-G-M's CinemaScope-Color "TRIBUTE TO A BAD MAN." A Big production, filmed in Colorado, it has guts and a May-September romance that lift it to the Western skies. Film Row interest predicts sure-fire, box-office action!

"GABY" IS GREAT!
In the tradition of the screen's most famous stories of young love, M-G-M's "GABY" in CinemaScope and Color gives Leslie Caron her biggest starring opportunity and John Kerr of the stage's famed "Tea and Sympathy" his first smash success. Chance romantic meeting of soldier and dancer, their separation and reunion. A drama that's MONEY.

*  

Tops in Academy Nominations! M-G-M got 31, leading all companies, with 5 alone for "I'LL CRY TOMORROW."

M-G-M Sweeps Look Awards! More "Best Pictures" than any company, including "I'LL CRY TOMORROW."

M-G-M Gets Redbook Award! Redbook Award annual Silver Cup to M-G-M for leading the industry in product. Including "I'LL CRY TOMORROW."

M-G-M Tops Film Daily's "10 Best"! M-G-M leads all companies with Four!
**National Pre-Selling**

**A NNA MAGNANI, star of “The Rose Tattoo,” will be on the full-color cover of the March 18 issue of “Parade.” The cover picture was made on the roof outside her penthouse in Rome. “Parade” had its ace photographer, Dave Preston, and Lloyd Sherer, West Coast correspondent, down to Rome to photograph the star and her new home. The results were a picture of a highly interesting nominee for an Academy Award Oscar, and is illustrated with intimate family photographs taken in her home.

U.A.’s “Alexander the Great” has been selected by “Seventeen” as the picture of the month for April.

Frank Sinatra, star of “The Man With the Golden Arm,” appears on the color cover of the March issue of “Redbook.” In the same issue is an interesting personality profile on this talented actor, who says: “I’m My Own Worst Enemy.”

Handsomely photographed full-color pictures of dance scenes on the sets of “The King and I” appeared in the March 11 issue of “This Week.” The fact that they were made by Tui Bryner, star of the film, gives them an added interest.

Louis Berg, “This Week” movie editor, reports Bryner can act and sing too, to say nothing of his astonishing ability as a linguist.

A striking color ad on “The Man in the Gray Flannel Suit” will appear in the March 19 issue of “Life.”

“Anything Goes” is given the spotlight in the April issue of “Coronet.” A full-column photo of Jeanneaire, as a star of “Anything Goes,” dominates the issue’s personalities page. The picture is pushed as a lively comedy of errors splashed with Cole Porter tunes and nimble dance routines.

“Richard III” receives considerable assistance from a pictorial layout and review appearing in the March issue of “Seventeen.” A half-page is devoted to photos of the dramatic scenes from the Shakespearean play. Ed Miller, motion picture editor of “Seventeen,” sums up by saying: “The Magnificence of ‘Richard III’ surpasses Olivier’s other Shakespeare films, ‘Hamlet’ and ‘Henry V.’

“Forever Darling” is advertised on the table of contents page in the March issue of “Woman’s Home Companion.”

Grace Kelly, star of “The Swan,” has some very pleasant things said about her in the March issue of “Ladies Home Journal.” They were said by seven leading men who have played opposite her.

WALTER HAAS

**‘Solid Front’ of Allied-TOA**

(Continued from page 1)

Myron N. Blauk, general counsel Herman M. Levy, and George Kerasotes, assistant general counsel, also is prominent in Illinois exhibition circles, will give testimony at the SSBC hearings in Washington, which are scheduled to be conducted on March 21-22.

The three-man TOA committee, bolstered with instructions from that organization’s board of directors, will sit down with Allied’s Abram F. Myers and Rube Shor, general counsel and president, respectively, to formulate the testimony of both organizations, which is expected “to condemn the current practices of distribution.

Trade May Get Details

According to Levy, the meeting with Allied’s leaders will take place “at least one day in advance of the SSBC hearings. He said that TOA testimony will be based on a compilation of answers received at TOA headquarters here from that association’s questionnaires which were sent out in early January. Levy also indicated that TOA representation may be received” early next week to the trade.

No Distribution Confab

Meanwhile, it is authoritatively understood that distribution, legal and counsel legal and counsel hold will not meet before next week’s SSBC hearings. It was said that a distribution meeting may be held after exhibitor testimony is presented, depending on what transpires at the hearings.

However, distribution still plans to submit the industry arbitration draft to the SSBC prior to next week’s hearings, with a accompanying letter, it is reported. The letter, it was said, will contain no exposition of distribution’s stand in the current industry dispute. It is also understood that a number of distribution observers will be in Washington on March 21-22 “to attend the hearings.”

**Technicolor (Continued from page 1)**

lens attachments available in the near future. Inman said that “we believe that the three new improvements have engendered a very considerable interest. If we had the equipment ready and available we could probably start a dozen pictures in the next two or three months in the improved process by which employs partial squeeze in both camera and printer. An eight-perforation double frame negative was employed for the demonstration.”

The Technicolor executive stated that “we have made some approximate calculations as to cost for a picture employing 150,000 screen feet of negative stock: with stand. $35,000; for the double-frame eight sprocket 35mm., about $45,000; for the 65mm., five sprockets about $105,000, and for the 55mm. eight sprockets, about $197,000.”

**Cabaret Tax**

(Continued from page 1)

public a long list of recommendations to the full committee, and merely suggested that the full committee might want to look at the cabaret tax situation, in view of previous House action—vetoes by the Senate—to cut the tax 10 per cent. or in one of complaints about the tax from musicians and other groups.

Some film industry officials have been watching this provision, thinking that they might try to get the Ways and Means Committee to tack admissions tax relief on to the technical tax bill, if a cabaret tax cut were also included in the measure.

Meanwhile, the House passed and sent to the Senate by an overwhelming 366 to 4 vote a bill to continue for another year, until April 1, 1957, the present 52 per cent corporate estate tax rate. This would drop to 47 per cent at the end of this month under present law.

**Shor in N.C.**

(Continued from page 1)

of sales policies and film rentals, endorsement of this plan was well received at the TOA’s one-and-a-half hour meeting of its board of directors, executive committee.

Max Youngstein, vice-president United Artists, pledged the majors to support this motion of 48 films in the coming year.

Gehring in Plea for Conciliation

William C. Gehring, vice-president of 20th Century-Fox, voiced a plea for the amicable settlement of differences between exhibition and distribution, without any resort to strikes.

Ab Beersong was reelected dent of Gulf States for his fifth successive term. E. B. Sellers, named secretary, succeeding Mr. Lemcke. All other officers were elected.

**Pa. Declares**

(Continued from page 1)

legislation to continue some for supervision over motion pictures, a proposal which has been made out of the Senate Committee on Law and Order, according to Sen. General Herbert D. Cohen, new legislation designed to amend the 1915 measure. Most of the jestions of the courts, was said ready for its first reading on the Senate.

Regarding the majority opinion, Justice Horace Stern said the Pennsylvania statute so vague and indefinite as to amount to a denial due process as afforded by the Amendment to the U. S. Con- tiering, referring to the Burstyn Supreme Court case. He went say that motion picture have much right to the freedom of speech as provided by newspapers, magazines, books, theatrical exhibitions and TV scripts.

Dissenting Judge Mummessen was unconvinced by the argument for granting the motion called for, contending the action called for “no life or death decision on the act.”

**Columbia Emphasis**

(Continued from page 1)

coming blockbusters, films of caliber of “The Harder They Fall” and “The Eddy Duchin Story,”“N’Bus” and the rest of our top programs, have been received unqualifiedly, and are received with the utmost confidence,” he said the program is not designed “merely to get the spending money wisely where we do the most good.”

**152 Dates for Fox’s ‘Man Never Was’**

Twentieth Century-Fox’s Cinema Scope release, “The Man Who Never Was,” will open in 152 first run and Canadian playdates by the end of March, it was announced yesteryday.

The Andre Hakin-Sumar pro- tion has opened to date in 729.
HERALDED as "A Gold Mine of Entertainment," M-G-M's colorful CinemaScope attraction, "Meet Me in Las Vegas," debuted at the Astor Theatre last night in a special benefit performance for the U. S. Olympic Fund for 1956. Numerous stars of the entertainment and sports worlds were on hand for the premiere event, including M-G-M's Cyd Charisse, who stars in the film, and her husband, Tony Martin; and Pier Angeli with Vic Damone. Joe Pasternak produced the picture, which was directed by Roy Rowland with an all-star cast including such names as Dan Dailey, Agnes Moorehead, Lili Darvas, Jim Backus, Oscar Karlweis, Liliane Montevecchi, Cara Williams, the Four Aces and with such guest stars as Jerry Colonna, Paul Henreid, Lena Horne, Frankie Laine, and Mitsuko Sawamura. In addition to the screen personalities, many outstanding figures in the film industry attended.

All the excitement of Times Square last night centered at the Astor Theatre, where M-G-M premiered "Meet Me in Las Vegas." Police had difficulty holding back the crowds eager to see the stars arriving for the Olympic-Fund-raising event.

Howard Dietz (on the right), M-G-M vice-president, and Mrs. Dietz with friends Frederick and Mrs. Barbour as they enter the Astor Theatre for the performance.

M.M. Hassanein, Skouras Theatres official, and Mrs. Hassanein, with Mrs. Herman Ripps, wife of the M-G-M assistant eastern manager.
Television--Radio
with Pinky Herman

FOR the first time in its 25 years of broadcasting, ABC-TV's "Firestone Hour," under the baton of Howard Barlow, will feature jazz music during its "Springtime, U.S.A." simulcast next Monday (8:30:00-9:30 p.m. EST) when Paul Whiteman and a jazz quartet will be heard in addition to a star-studded cast which includes Helen Hayes, Rise Stevens, Patrice Munsel, Brian Sullivan and Ray Middleton. . . . The 1956 TV Industry of the National Collegiate Athletic Association has approved its "Game of the Week" sked to be televised on the NBC network.

Georgia McCarty, former singer and actress who switched to publicity and promotion, heading these departments at WORZ, Orlando, Fla., and WVEC, Norfolk, Va., has been appointed supervisor of Audience Promotion at MCA-TV Films by Frank McMahon. . . . Aside to Steve Carlin: If you're seeking an encore for your forthcoming "$64,000 Challenge," Bill Nimmo is your man. Look over his background, experience and style and you'll thank us for the tip.

John Cameron Swayze will be honored with a buffet dinner tonight at the Netherlands Club when the network celebrates the start of the ninth year of the telecasting of "News NBCaravan" and the occasion of the program's origin at the new NBC News Central Studios. . . . Walter Pidgeon succeeds George Murphy as Host on the ABC-TV series, "M-G-M Parade," starting with tonight's program. The untimely passing of Elsie Janis recalls the fact that Walter's big chance was given him by the beloved sweetheart of the AEF, when Miss Janis signed him as her singing partner. Since then he's seen in 63 motion picture films. . . . Prexy Irving Sheib, whose dad founded Q Q Motion Picture and Television Titles Service 40 years ago at 1243 Sixth Ave., has to relinquish "squeaker's rights" because the building will be demolished. Dame Rumor has it that Rockefeller Centre plans to acquire the entire W. 49th-50th St. block from Sixth to Seventh Aves. in a major expansion move.

And still another phase in the fabulous career of Jack Lesoulie. Starting as a disk jockey years ago, this talented splicer rose rapidly to stardom via his commerishing on the "Jackie Gleason Show," the "Milton Berle Show," and "Today." Last Friday he launched his "after the lights" on NBC-TV in which he'll interview world-famous sports figures, his first two guests being former world's lightweight champion Joe Louis and Clem McCarthy. . . . According to Chester D. Tripp, president of Television-Electronics Fund, Inc., mutual investment fund with 93% of its assets invested in Radio and TV, the record 11-billion-dollar expenditure for electronics in 1955 may be more than doubled by 1965. He also predicts that at that time, too, there will be $5,000,000,000 receiver sets in use in the United States with at least half of them equipped for color reception. . . . Dale Robertson, a true son of the saddle, having been born and raised on his parents' ranch in Oklahoma, makes his TV debut Thursday, March 29, in Ford Theatre's "The Face." . . . The Wednesday, March 21, "Kraft Television Theatre" play is a TV version of Charles Jackson's "The Lost Week-end," adapted by Will Lorin. Originally published in 1944, the book has sold more than one million copies and was translated into 16 languages.

Guild Films' "Liberee Show" starts a new, first-run series tomorrow night at 8:00 TVia WABD. The Candelabrated pianist will spring a surprise on his fans by tripping the light fantastic with a lovely damsel to the strains of "The Emperor Waltz." . . . Teamed in several successful Hollywood films, Glenda Farrell and Frank McHugh will again co-star, this time in the Alcoa Hour's "Dollface," next Sunday over NBC-TV. Suzanne Poulton, who was "Miss Utah" in last year's Miss America Contest, will appear on the program as a beauty contestant.

The significant developments in television and their meaning...

Every Monday in Television Today

Published every Monday in conjunction with Motion Picture Daily

New Tax Bill

(Continued from page 1) the tax break point is 50 cents and where a ticket costs more than 50 cents, the 10 per cent applies to the entire amount and not just to the amount over 50 cents.

Another factor which points to the industry backing the King bill is that Rep. King is a member of the Ways and Means Committee, in addition to being a Democrat, considered by industry strategists important in view of the Democratic Congressional majority. Three other tax bills, all asking for the complete elimination of the Federal admissions tax, have been filed, one by Rep. Mason (R., III.), and the others by Rep. Dempsey (D., New Mexico) and Rep. Holt (R., Calif.). Dempsey and Holt are not members of the Ways and Means Committee; Mason, a committee member, is a Republican.

"Conqueror" Takes Cairo

CAIRO, March 13. — All existing grossing records were surpassed here yesterday with the opening day receipts of Howard Hughes' "The Conqueror" at the Rivoli and Opera Theatres, according to Alex J. Moscona, RKO's general manager for the Near East.

SAG-AMPP

(Continued from page 1) motions and establishing the five-week standard, will join the network today by SAG and AMPP.

In addition to fixing new minimums in all regular categories, the new rules also set a precedent by laying down governing trailers for television and by establishing narrators for trailers as a new classification.

Rites for Ogilvie

Funeral services were held yesterday in Bellmore, L. I., for Nat F. Ogilvie, of Loew's International Corporation, who died Saturday. Ogilvie, a Loew's employee for the past 30 years, was statistician of the company's overseas business.

Retroactive to Feb. 1

The contract, which runs to Feb. 31, 1960, and which is retroactive to Feb. 1, limits television time in the following language: "Trainers for television (will) be limited to film of not more than 10 feet, 45 minutes, and not less than two scenes," and "narrators for trailers for theatrical motion pictures, unless otherwise stated by the personal, are guaranteed not less than $100 a day for two trailers, and for each additional trailer.

Other provisions raised the player minimum from $75 to $95 immediately, with a further raise to effective Feb. 1, 1958. The whole free lance minimum went from $250 to $250 immediately, rising to $325 in 1958.

44-Hour Week

Complicated provisions govern the week work provide a free 44-hour week for work in the streets, with actors receiving premium for Saturday or Sunday. Local work, however, will be on the basis of a six-day, 48-hour week, with equal to the 44-hour studio week of four hours of straight time.

Singers, stunt men, term players and other classifications are given increased minimums.
UNITED ANNOUNCES
NEW DC-6A CARGOLINERS

Five new DC-6A Cargoliners® are joining the United Air Lines fleet—increasing our all-cargo space by nearly 70%! Each of the new DC-6As carries up to 30,000 pounds of cargo, at 300 miles an hour... and accommodates single pieces up to 76" x 81" x 115", and up to 8000 pounds.

Each is equipped with radar, a United cargo-plane “exclusive” for smoother flight and better on-time performance—plus many other improvements of special interest to shippers.

In addition, all of our regular passenger Mainliners® carry cargo to the 80 cities on our route. And only United offers you these extra services:

Telemeter Air Bill. Special new equipment and United’s vast communications system makes possible the handling of complete air bills by wire. Advance notice of expected arrivals is possible while shipments are still in the air. This means the consignee can have pickup arrangements completed when the plane arrives. No “time out” for your shipment!

Reserved Air Freight Space. Space can be reserved on any United plane, or connecting world-wide carrier!

It all adds up to a completely new standard of air freight service for you!

New, Exclusive Features for your benefit...

Separate Temperature Control for cockpit and cargo compartments, so special cargo can be kept as warm— or as cold—as it needs to be.

Aluminum Pallets permit preloading, prevent damage, speed handling.

Special Tie-Downs, nets, compartments and other facilities assure complete protection for perishable or fragile cargo.

For service or information, call or write the nearest United Air Lines Representative. Write for new booklet on air freight tailored to your needs! Cargo Sales Division, Dept. MP-3, United Air Lines, 5959 S. Cicero Avenue, Chicago 38, Illinois.
MEMO
From 20th to Exhibitors
Re: ON THE THRESHOLD OF SPACE

You need a whole new vocabulary to describe this picture. Rocket-sleds, freefalls, windblasts, balloon-gondola ascensions. These are the intriguing new sounds--and new sights--of this fascinating motion picture adventure.

Movies have shown new frontiers before; but never the most dangerous one of all, located just 17 miles from home, straight up. There have been movies about space and movies about medicine; nobody ever put them together before and came up with the very latest exploits of our U. S. Air Force--space medicine. There have been movies about the air age and the jet age, but none that captures the force of riding a rocket-sled at 1000 miles an hour, the shock of bailing out at 100,000 feet, the fear, the courage, the stunning impact of supersonic speed.

Never before a true story of such vision, such imagination, such daring, caught so completely by the cameras of CinemaScope and the color of De Luxe. They may have never seen strato-flyers before, but they'll never forget them after ON THE THRESHOLD OF SPACE. It's breathtaking, and they'll gasp; it's also memorable, and they'll talk. It will take new words to tell it, as it has in this memo. And one thing more: a good supply of superlatives.

AVAILABLE NOW!
ON THE THRESHOLD OF SPACE
24th Annual Issue
Of 'Fame' Now Is Being Distributed

Distribution of the 24th annual edition of "Fame," a three-section audit of personalities of screen and television published by Quigley Publications, has begun.

Divided into three sections of "Money-Making Stars" and the "Champion Pictures," the TV Hall of Fame and the candidates for next year's "Fame," it represents the annual choices of critics in various categories through polls conducted by Motion Picture Daily and "Motion Picture Herald." These polls, reaching exhibitors throughout the country, (Continued on page 6)

Two Vice-Presidents
Elected by AB-PT

H. Hugh McConnell, a vice-president of the Metropolitan Life Insurance Co., was elected a director of American Broadcasting - Paramount Theatres, Inc., Leonard H. Goldenson, president, announced yesterday. McConnell fills the vacancy created by (Continued on page 6)

Rackmil to Holders

'U' Hopes to Maintain Good
Level of Earnings for '56

By MURRAY HOBOWITZ

Universal Pictures hopes to maintain its good level of earnings in the next fiscal year, Milton R. Rackmil, president, declared here yesterday at the company's annual stockholders' meeting.

Rackmil, responding to a stockholder's question, indicated his feeling that the maintenance of the 1955 level of earnings, the second highest in the company's history, is quite a challenge in today's motion picture market, beset by television competition. His forecast, Rackmil added, is not optimistic or pessimistic, but realistic.

To constant queries on the possible sale of the company's backlog to television, Rackmil said that, all things considered, he did not think the time "propitious" to make such a sale, although the company is watching the situation closely. He said the company has some 800 films in its vaults, produced in the period from 1929 to 1948. Declining questions aimed at trying to pinpoint his evaluation of the worth of the library, Rackmil at

Called 'Thrillarama'

New Screen Process
Gives 3½-to-1 Ratio

Said to Be Adaptable to Any Theatre;
Dual Camera Setup; Premiere in May

By WILLIAM R. WEAVER

HOLLYWOOD, March 14.—Another projection process, "Thrillarama," will have its premiere in Dallas in May by Thrillarama Productions, Inc.

The new technical system, which throws a 3½-to-1 picture onto a curved screen, will be installed in any type theatre, will be unveiled with "Thrillarama Adventure," an Eastman color film, that was instituted by long-time executive Albert H. Reynolds, now full-time president of the new corporation.

Technical supervision was handled by the Raphael G. Wolf Studios, Inc., of Hollywood, which used a dual camera setup to achieve the projection of a broad and embracing picture from a single existing booth and (Continued on page 8)

Sold Out House for
'Richard' Tomorrow

The first capacity house or "complete sell-out" for Sir Laurence Olivier's production of "Richard III," which had its theatrical debut at the Bijou Theatre here last Sunday night, will take place tomorrow evening and is expected to continue for the weekend performances, according to (Continued on page 6)
PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from the Coast.

TINA ZUCKER, secretary at the New York headquarters of Theatre Owners of America, will leave here over the weekend for Florida.

DOROTHY KUCHMISTER and IRENE ANTAI, secretaries at United Artists, have returned to New York from Stowe, Vt.

HARRY F. SHAW, division manager in New Haven for Loew's Theatres, and Mrs. Shaw are observing their 32nd wedding anniversary.

LACY KASTNER, president of Columbia International, returned to New York yesterday from Europe.

IRVING M. LESSER, president of Producers Representatives, is in Hollywood from New York.

EMERY AUSTIN, M-G-M exploitation manager, is in Philadelphia from here.

TOM ANDRE, M-G-M unit manager, will return to the Coast by plane today from New York.

JACK HERBERT, Paramount booker in Detroit, is the father of a son born to Mrs. Herbert there recently.

HELEN MORGAN, of Brenen and Morgan, publicists, left here yesterday for London via B.O.A.C.

ITOO Not to Oppose Trucking Rate Hike

COLUMBUS, O., March 14—Application for Film Service Co., for a rate increase of $1.25 per thousand feet, will not be opposed by the Independent Theatre Owners of Ohio, Robert Wile, ITODO secretary said. Wile said increased costs of doing business have made the request reasonable. He added that the two-year-old suit of several Southern Ohio exhibitors against the Huntington-Cincinnati Trucking Co., is still pending. The latest excuse for the delay is that the trucking company’s lawyer is ill.

W. V. Salutes Critics

The New York Film Critics will be addressed by W. V. at the Alcoa Theatre, 35th and Seventh Ave., on March 31 at a luncheon which will be held next Tuesday at Toots Shor’s Restaurant here, chief Barker Harold J. Klein announced.

MGM Publicists Vote

An election among 21 advertising, publicity and exploitation personnel at MGM will be held today. The voluntary union, it was reported March 26 to determine whether the publicists desire the Screen Publicists Guild (District 65) to represent them as collective bargaining agents.

Castle Offers Plans To Improve USIA

BALTIMORE, March 14—Six methods of improving the country’s foreign relations were suggested this week by saving an estimated $35,000,000 for American taxpayers have been cited by Engborne W. Castle, of New York, former president of the Screen Producers Guild.

Addressing the Advertising Club of Baltimore today, he attacked the "waste and inefficiency" of the U. S. Information Agency and the White House, which apparently over-spent $28,000,000 of the government’s agency’s budget by $48,000,000. He believed that the USIA functions could be absorbed by the State Department and at a fraction of the present cost.

Castle, in offering his proposals, said the USIA should be abolished and permit the free press to tell the real story of America. Other suggestions were the halting of congressional crusades to make the world over in our image," the distribution of educational films already produced by the government, support for the Commerce Department’s participation in foreign trade affairs and the issuing of a pamphlet to all Americans visiting foreign nations, who might use in describing our nation and its way of life.

President Attends ‘Richard III’ Opening

WASHINGTON, March 14—President Eisenhower last night made his first visit to a theatre since his heart attack, to attend the Washington premiere of "Richard III."

The President accompanied Mrs. Eisenhower and other members of his family to the Playhouse Theatre, where the premiere was being held for the benefit of the Washington Heart Association. The excursion was not only the President’s first theatre-going since his illness but one of the last times since his inauguration that he’s gone out of the White House to attend a motion picture. He usually sees all films he wants at the White House Theatre.

The President was posed for photos by Sir Lawrence Olivier, producer, director and star of the film.

Downtown Crowd at ‘Space’ L.A. Bow

LOS ANGELES, March 14—Last night’s world premiere of "On the Threshold of Space" held at Down town Theatre, the first premiere held in downtown Los Angeles in the past 15 years, drew so well, with an estimated 15,000 thronging the streets to witness the exercises, that Downtown Theatre vice-president Edwin F. Zobel, predicting future openings in kind, said, “we are looking forward to our next downtown premiere."

MOTION PICTURE DAILY

Thursday, March 14

... NEW ROUNDUP

To Raze Ohio House

The 78-year-old Bellefonte opera house, Bellefonte, Ohio, is to be razed to make way for a park, in the 20’s and early 30’s used as a film theatre, in more years, for commercial storage.

Acquire Conn. Drive-in

Low Rogow’s interests in the car capacity Pike Drive-In, Nianton, Conn., have been acquired by Phil Simon and Robert Cloth of York Ford. Paul W. Simon will cease as general manager.

Seattle Theatre License

Issuance of a municipal tax license for the Rivoli Theatre has been approved by the Seattle Council. The theatre re-opened under a special temporary permit, on March 3, by Lionel Ken Litfard, Roy Phin and Everett E. Conway.

‘Bold to Detroit April 4

RKO’s "The Bold and the Brave," directed by G. W. Pabst, will have its American premiere at the harbourway C. Theatre. A series of openings dozen key Michigan cities will follow, three days later by date, runs in 25 secondary cities.

‘10 Days’ to World

Erich Maria Remarque’s film "The Last Ten Days," directed by W. W. G. Pabst, will have its American premiere at the World Theatre in early April. The picture is a Lumbia Pictures presentation to its second American and second special division for United States distriution of imported films, headed by Emil K. Kingsley.

New Alabama Theatre

Joe Jackson, Clanton, Ala., has chased property there for the site for a new theatre. He opened the Clanton Drive-In Theatre.

Open Spokane Drive-in

The East Sprague Drive-in has been the first drive-in to open in a Spokane area this year. This is the seventh season for the theatre, operated by Favorite Theatres of Spokane.
DETROIT, March 14.—For the first time in this area, Universal Pictures will play first-runs of four of its top pictures in over 20 second-run houses and drive-ins simultaneously. Playing in 12 drive-ins and 10 second-run houses for the first time will be "Never Say Goodbye," and "A Day of Fury," constituting the first bill, scheduled April 4, with "Backlash" and "World in My Corner" the following week of April 11. The announcement was made by Pete Rosian, Universal district manager; Richard B. Graff, branch manager, and Dan Lewis, buyer for Cooperative Theatres of Michigan. Rosian said that his company feels that Detroit's "unequaled" modern well-equipped neighborhood theatres warrant the conduct of a trial of this nature. Universal previously played first-run in houses of United Detroit Theatres, but found UDT houses committed to other product.

Setting International 'Dolls' Promotions

With the international premiere of Samuel Goldwyn's "Guys and Dolls" less than a month away, and with other playdates to follow shortly thereafter, overseas promotional campaigns are swinging into high gear. Loew's International announced these follow-long publicity build-up campaigns when goldwyn pictures in various countries are to screen in major, feature stories and photo layouts in practically every important magazine of the free world, it was said.

Longing big on the list of promotions are the premieres, it was explained. The first, at Toho's Yuraku, Theatre in Tokyo on April 5, will be attended by Samuel Goldwyn and Marlon Brando, who stars in the picture.

Goldwyn Girls Touring

Goldwyn Girls, paralleling the one in the United States, are being arranged. Two are on schedule, for Australia and for Latin America under the co-sponsorship of Mexico's Lomas de Mone- tor, Mexico, and the producer of Celia. Other tours to Eu- rope are in planning stages.

In many centers abroad there will be "Guys and Dolls Charity Balls," fancy dress affairs sponsored by charitable organizations. Affairs have already been set for the following Australian cities: Sydney, Melbourne, Brisbane, Adelaide and Perth. The picture premieres at the State, James, Sydney; M-G-M flagship house in Australia, in mid-April.

New York's department store tie-up with Macy's will be duplicated in many cities, notably Lord & Taylor, New York, and other Department stores.

Cleveland, March 14.—The sale in the downtown area of Cleveland of a two-story, eight-room house, one of the oldest in the city, was reported to have been the highest price ever, $150,000. The property was owned by Robert M. Smith, president of the Cleveland Board of Realtors, and his wife, Grace M. Smith. The house was on the corner of East 14th and East 15th streets, near the Cleveland Clinic.

MILWAUKEE, March 14.—Offices headed by Mrs. John Buehler as president were nominated at the March meeting of the Better Film Council of Milwaukee County.

Others nominated for offices were: Mr. Richard Loreck, vice-president; Mrs. Irvin Haus, recording secretary; Mrs. Bruce Hendley, treasurer, and Mrs. John Derksen, corresponding secretary. Elections are scheduled for the June meeting.

Despite Reports

No 'Official' Soviet-Mexico Co-Production

Special to THE DAILY

MEXICO CITY, March 14.—There will be no official cinematographic initiative that Russia will support in Mexico, at least for the present, Congressman Jorge Ferretis, chairman of the National Cinematographic Board, said in regard to the announcement that such a pact would be made by Emilio Fernandez, a director, at a cocktail party which he tendered the Soviet ambassador to this country.

Calls Talks Unofficial

Gregori Alexandrov, Russian director, made no move for such a pact during his visit here but merely dis- cussed it on a strictly commercial basis with some Mexican producers, Ferretis stated. He did not reveal how Alexandrov's negotiations turned out.

The Russian sought to acquire Mexican films for exhibition in Russia. The board chairman stressed that his organization had nothing to do with those negotiations; that they were strictly private, between Alex- androv and the producers.

The maker of "Glyanka" was optim- istic about an ultimate co-production pact between his country and Mexico and said that he would like to see film exhibits in Russia in six Mexican pictures he viewed at a special screening here.

Will Do Film in Russia

Fernandez and actress Maria Felix are leaving soon for Russia to make three pictures which the Russian govern- ment will finance. Fernandez denied that he was a Communist, saying, "I am a Mexican and follow the principles and ideology of my country. I fight when that ideology is changed. I am a revolutionist."

'U' Maps Promotion

On 'Away All Boats'

Universal has blueprinted a campaign on "Away All Boats" that is similar to that used on "To Hell and Back," according to vice-president David Lipton. The picture is set for summer release and the promotion that almost every facet of the advance publicity and promotion campaign had been mapped out and put into motion.

Universal, he said, has been as- sured of the same cooperation from the navy as it received from the army on "To Hell and Back." "Away All Boats" will be given the same type of national advertising campaign and billboard treatment as was given to the Audie Murphy pic- ture. The actual promotion campaign started two weeks ago when the company purchased the screen rights for the book.
FOR EASTER MARIO LA
NEW YORK AT RADIO CITY MUSIC HALL

with JOSEPH CALLEIA • HARRY BELLAVER and VINCENT EDWARDS Screen Play by IVAN GOFF & BEN ROBERTS and JOHN W...
“What a treat is in store!” LOUELLA O. PARSONS

“Mario Lanza’s fans are in for the thrill of their lives when ‘Serenade’ opens. Picture is better than ‘Caruso’, so is Mario. His voice was never better and his acting—wait ’til you see him!” HEDDA HOPPER

“At a recent private screening of ‘Serenade’, the audience rose to its feet to applaud Mario Lanza’s singing!” DOROTHY KILGALLEN

ZA WILL "SERENADE"

HALL! FROM WARNER BROS. IN WARNERCOLOR CO-STARRING JOAN FONTAINE SARITA MONTIEL · VINCENT PRICE

Produced by HENRY BLANKE Directed by ANTHONY MANN
Para. Net

(Continued from page 1)

716 shares outstanding to holders of record on that date.

Comparative consolidated earnings for the year 1954 were estimated at $9,003,000 and included net profit in sale and adjustment in subsidiary and affiliated companies of approximately $832,000. The earnings including the net profit represented $4.10 per share and, excluding net profit, $.37 per share on the 2,185,027 shares then outstanding.

Consolidated earnings for the fourth quarter ended Dec., 31, 1955, after taxes are estimated at $2,025,000. These earnings include profit on sale of film shorts and adjustment of investment in affiliated firms of approximately $253,000. These estimated earnings, including this profit, represent 94 cents per share and excluding this profit, 81 cents per share. The comparative consolidated earnings for the quarter ended Jan., 1, 1955, were estimated at $2,013,000 or $1.19 per share; no corresponding non-recurring profit was realized in the same period of 1954.

Connor to Manage
(Continued from page 1)

tion for Cinerama. A showman for over 30 years, Connor previously managed Cinerama theatres in St. Louis and Washington.

Issac also disclosed the appointment of Eddie Howse, a former press representative for numerous circus units, as director of public relations for the Cinerama Theatre. Cinerama, Inc. acquired the theatre earlier this year and is converting it for screening of its films.

Showboat Owner Dies

ST. LOUIS, March 7.--Funeral services were held here for Capt. Ben F. Menke, one of the owners of the Showboat “Caledonia” for many years. At one time he and his three brothers operated three showboats on the Mississippi River.

**MOTION PICTURE DAILY**

**Thursday, March**

**reviews:**

Forbidden Planet

**M-G-M—CinemaScope**

A UNIQUE VENTURE into the possible world of tomorrow, an intriguing selling point, forms the background of M-G-M’s CinemaScope and Eastman Color production, “Forbidden Planet,” which has Walter Pidgeon, Anne Francis, Leslie Nielsen and Warren Stevens in the lead roles.

Delving into science fiction, “Forbidden Planet” comes up with some startling ideas, all closely kait to hold the interest. While it is as far-fetched as the imagination can go, it nevertheless treats the theme of 23rd Century life with imaginative exactness and supports the fantastic with a predictable sense of realism.

As the doctor who leaves earth in the year 2000 and survives the elements on Altair-4 (a space planet), Pidgeon is convincing. Likewise, better than average performances are given by Nielsen, as the commander of the ship that seeks to rescue the doctor and return him to earth; Miss Francis, as the daughter of the doctor, and Stevens as the ship’s doctor.

Producer Nicholas Nayfack devotes considerable footage to the action on Planet Altair, much of it very plausible for the 23rd Century. He introduces more than enough suspense to please the audience, especially action fans.

Based on a story by Irving Block and Allen Adler, the film tells of the mechanisms of therapeutic machinery on the planet and the reasons why Pidgeon refuses to return to earth aboard the space ship. Subsequently, the crew is attacked by an invisible monster that is described as being a figment of Pidgeon’s imagination. After the death of several crewmen, the “monster” turns on Pidgeon. However, Miss Francis escapes the final fury in time to join Nielsen aboard the space ship as it returns to earth.

“Robin the Robot,” introduced in the film, should appeal to children. His mechanized actions and thinking are intertwined in the story which is enhanced with clever sound effects supplied by Louis and Bebe Barron.

Running time, 98 minutes. General classification. For March release.

JACK EDEN

Comanche

**Krueger-United Artists—CinemaScope**

THERE IS PLENTY of excitement in Carl Krueger’s screenplay and production but what stands out as the most memorable is the excellent photography of the rugged locale of the story. In some respects the narrative is standard, but it has enough sidelights to give it a certain amount of distinction.

The cast is headed by Dana Andrews, Kent Smith and Linda Cristal, all giving competent performances. Director George Sherman, in putting his players through their paces, used every opportunity to accentuate the scenic possibilities.

“Comanche” tells the story of the bitterness between the Indians and the white men in the U.S. Southwest during the 1870’s and it depicts the good and the bad of both sides. It points up the efforts to establish peace among the factions. Andrews does a fine job as a cavalry scout whose mission is to negotiate an honorable peace with the Comanche Indian chief, Smith. But raids interfere with the plans and Andrews has a long road to travel before his goal is accomplished. The romantic angle is supplied by Miss Cristal, survivor of her massacred family, who is taken captive by the Indians and who eventually falls in love with Andrews during the exciting episodes of peace efforts and ultimate rescue. The color by DeLuxe is excellent.

Running time, 87 minutes. General classification. For March release.

**Vending Exhibit**

Nu-Matic Machines, Inc., will exhibit its Barved and Frankvend ccession equipment at a demonstration in the Hotel New Yorker here on Saturday and Sunday. Dick Lavoie, sales manager, said the exhibits would be open all day on both days.

**Fame**

(Continued from page 1)

United States, Canada and Britain at television critics of nation-wide basis, are considered best in the field.

These voters have no axe to grind and their impartiality is reflected in their constant references to “Fame” as source of important information, pictures, performers and show shop.

All Records Since 1931

Among the vital sections found in the film portion of the top money-making film of the year (divided into circuit-pendent theatres and combination of the champion box offices of the year, producers, directors and writers of the champion pictures of the year (each listed and alphabetically) and the rating of all producers and directors of the year’s most important films (the inception of “Fame” in 1931).

Others include the champion subjects of the year, the stand-on-tent and annual moment, and pictures dating back to its beginning. “Fame,” in addition, is a sector devoted to the top makers of Britain.

TV Section Expanded

The television section has greatly expanded and includes champions from every possible classification of program and performance. Each category the top three or are listed with detailed information on the top one or two. Among the multitude of cast are such as Best Network Pro, Best Television Performer, Best Program, Best Mystery, Best Comedy Team, Best Syndicated, Film Series, Best Master of Humor, etc.

In addition to the detailed lists in both the film and television sections (with the accompanying photographs), there are several stories about both media.

**Richard III**

(Continued from page 1)

statement by a representative theatre.

The circuit representatives stated that business thus far has been “excellent” as the film has sold in advance ticket sales which include box office, “takers” on Monday and Tuesday.

Tickets for the “roadshow” performances of “Richard III” are eight weeks in advance. The seat Bijou Theatre, when sold out, would have a gross $1,346, the theatre representative stated.
(Continued from page 1)

Blumberg, Rackmil Re-elected to Posts

Mr. J. Blumberg, chairman of the board, and Milton R. Rackmil, president, were re-elected to their posts here yesterday at a board of directors meeting, convened following the annual meeting of stockholders.

Other officers re-elected were the following: Alfred E. Dauff, executive vice-president; Adolph Schimmel, vice-president, general counsel and secretary; Eugene F. Walsh, vice-president, treasurer and assistant secretary; Charles J. Feldman, David A. Lipton, Edward Muhl, John J. O'Connor, vice-presidents; R. M. Miles, controller and assistant treasurer; George Douglas and Charles H. Sturtevant, assistant treasurers and Morris Davis and Anthony Petti, assistant secretaries.

Dividend Declared

At the same time, the board declared a quarterly dividend of 25 cents per share on the common stock of the company, payable on March 30, to stockholders of record on March 24.

AA Executives Add To Stock Holdings

WASHINGTON, March 14.—Four officers of Allied Artists Pictures Corp., through the employees' stock plan, and outside sources, have purchased and increased their company holdings, according to the Securities and Exchange Commission.

Marvin E. Mirisch, assistant secretary, bought 5,000 common shares, making his holdings that amount. Maurice R. Goldstein, vice-president, acquired 6,000 common shares through the employees stock purchase plan, increasing his direct holdings to 8,100. Edward Morey, vice-president, acquired 6,000 common shares through the stock purchase plan, increasing his direct holdings to 7,950 shares. Norton V. Bitchey, vice-president, acquired 6,000 common shares to increase his direct holdings to 9,249 shares.

Jubal!...You'll remember his name...—the way you remember Columbia's "The Man From Laramie"

CinemaScope

Color by Technicolor

Hint MGM-TV Show Won't Be Renewed By Sponsor in Fall

The sponsor for M-G-M's weekly television show over the American Broadcasting Company's TV network is not expected to "pick up the tab" for the 1956-57 telecasting season "and the network is not pressing him to do so," it was reported here yesterday by an ABC-TV official.

According to the ABC-TV official, the "M-G-M Parade," which has undergone several makeovers in an effort to stimulate more interest among viewers, may have its last network appearance on May 2.

Started Last September

The film studio's half-hour show, which made its TV debut last September, with George Murphy as host, is presented every Wednesday evening from 8:30 to 9 p.m. A new format was introduced for last night's show when the host, who is now Walter Fidgeon, an installment from M-G-M's "Captains Courageous." Previously, the "M-G-M Parade" was made up of film clips from the studio's library and from current films.

Howard Dietz, vice-president for M-G-M, commenting on the TV show in yesterday's "New York Times," stated he did not think the program would be on the air this summer.

New Screen Process

(Continued from page 1)

its pair of standard projectors. Accordingly, two projectors are used simultaneously in "Thrillarama" but only after synchronization and precise aiming by means of a base mechanism featuring both horizontal and vertical controls. Each projector cross-beams one-half of the total picture onto the screen, with the deceived precisely at film-center. The standard 35 mm. filmstrip, photographed for standard four-hole pull-down in projection is used.

The originator of the new projection process, Reynolds, a native of Texas, conceived the idea two years ago after glumming through a sports magazine that featured a two-page photograph of a horse race. Only a broken line between the pages deterred reader interest and, after carefully analysis, Reynolds conceived the idea for Thrillarama.

 Tried Out in Dallas

Preliminary tests were held early last year in the then closed Capitan Theatre at Dallas, where Reynolds joined James Skinner, a projection engineer, in the experimentation. Subsequent approval by Texas showmen led Reynolds to contact the Wolfl Studios, which then began actual processing for future market use.

"Thrillarama Adventure," a spectacle film, required five months of shooting by the Wolfl production staff. Using a new optical system of lenses and mirrors as developed by Wolfl, the Thrillarama process scans an area more than twice as wide as a single camera and uses the "vacant" area between sprocket holes. Made in France, the camera features a separate sound track.

Screen Deeply Curved

The screen, a deeply curved specularly laminated plastic type, may be installed in front of and without disturbing existing screens, regardless of size, it is claimed. The corporation has determined that 60 to 100 feet widths are contemplated as they are the most prevalent auditorium requirements. The Raytone Screen Co. is selling the new curved screen that is provided with an erecting type screen frame designed by Dallas engineer Tom Paulkin.

Reynolds' conviction that the new process could be made available for all exhibitors in all sections of the nation was the main argument during the early stages of technical development. He incorporated into distribution plans the idea that Thrillarama would be within reach of theatre patrons everywhere by use of "portable" equipment. He also believed that showings in this manner at popular prices would rekindle the enthusiasm of many millions of patrons who had for motion pictures.

Reynolds discounted earlier suggestions that "Thrillarama" be used solely to large metropolitan areas on the basis of a longer range, though he said the distribution calls for premiers in these cities and he added that small town theatres also have the process available later dates. All equipment of portable, he said.

AB-PT

(Continued from page 1)

the death of Walter W. GoldensonFeb. 16.

Goldenson also announced the appointment of Herbert B. Lazarus, formerly assistant to the executive vice-president of the corporation, payable April 20 to holders on record on March 27.

NEW STAR #1*

One of three sensational boxoffice answers to exhibitors' urgent pleas for young talent that's dynamic and different...

CAROL OHMART*

IN THE SCARLET HOUR

Discovered by Academy Award Director Michael Curtiz and presented BY PARAMOUNT

NEW STAR #1*

One of three sensational boxoffice answers to exhibitors' urgent pleas for young talent that's dynamic and different...

CAROL OHMART*

IN THE SCARLET HOUR

Discovered by Academy Award Director Michael Curtiz and presented BY PARAMOUNT
RKO Theatres to Shift ‘Holders Meets to N.Y.
From THE DAILY Bureau
WASHINGTON, March 15.—Beginning last night, RKO Theatres will hold its annual meeting of stockholders in New York City on the second Friday in April, according to a change in the company’s by-laws adopted by the board of directors.

A statement announcing the change was filed with the Securities and Exchange Commission here. This year, as in previous years, the practice has been to hold the annual meeting in Wilmington, Del.

COMPO is Lauded For ‘Army’ Handling

Major General G. S. Meloy, Jr., Chief of Information and Education, U. S. Army, in a letter to Robert W. Coyne, COMPO special counsel, yesterday expressed his pleasure that the documentary film, “This Is Your Army,” has shown a modest profit and extended his sincere appreciation to the industry for its cooperation. Distribution of the film was sponsored by COMPO with the cooperation of the sales managers of all the major companies.

“In connection with the theatrical distribution of 'This Is Your Army,' your organization,” wrote General Meloy, “it gives me great pleasure to learn that proceeds from the exhibition” (Continued on page 10).

Rank’s Export Gross Now Over 50%

Davis Tells City of London of UK Films’ Fight for Export Markets

By PETER BURNUP
LONDON, March 15.—British producers are, and always will be, at a disadvantage compared with their Hollywood competitors in the struggle for film markets. John Davis, managing director of the J. Arthur Rank Organization, asserts in an article in the authoritative "Financial Times" entitled "British Film Exports."

"The Davis piece set out with the postulate: ‘For a film industry to succeed it must have a sound domestic market.’"

"Of the major revenue available from the free world market the American producer secures 60 per cent from the U. S. alone," Davis continues, "and his earnings in Great Britain give him a further 15 per cent. The revenue equivalent to this 15 per cent, therefore, constitutes the return that a British producer obtains from his much smaller domestic market."

"This means, continues Davis: "The British film industry must export to exist."

Davis concedes that it had frequently been assumed that, at the end of hostilities, the British Common- (Continued on page 8)

Ad Code May Be Revised

The Advertising Advisory Council of the Motion Picture Association of America has been asked for suggestions as to a possible revision in the Advertising Code due to the current study of the industry's self regulation practices.

The suggestions have been requested by Gordon White, head of the MPA’s advertising code administration.

The move, it was reported, is complementary to the formation of a four-man Production Code committee consisting of Barney Balaban, Daniel O'Shea, Abe Schneider and chairman Eric Johnston. This committee, which was formed in late January, will explore all phases of self-regulation in (Continued on page 5)

Olivier Unimpressed By ‘Richard’ on TV

From THE DAILY Bureau
WASHINGTON, March 15.—Sir Laurence Olivier didn’t think much of the television showing of his “Richard III.”

The producer-director-star of the film, in an interview with Washington Post film critic Richard L. Coe, said he thought Sunday’s TV presentation “deplorable.” Specifically, he criticized the lack of color and size, the (Continued on page 5)

Sees Consideration Of Tax Relief Vote in Spring

Predict Ways and Means Group Will Act on Cut

By J. A. OTTEN
WASHINGTON, March 15.—Robert Coyne, one of the three directors of the Council of Motion Picture Organizations, said he was “pretty hopeful” of getting a House Ways and Means Committee vote this spring on further admissions tax relief.

“I think we’ll get some consideration, either through a hearing or through an executive session without a hearing,” Coyne said. He has been here since Tuesday contacting lawmakers on the question of admission tax relief for theatres.

Coyne said COMPO’s tax committee has been working to get exhibitors around the country to contact (Continued on page 8)

To Seek Tax Cut for Small Corporation

From THE DAILY Bureau
WASHINGTON, March 15.—Senator Fulbright (D., Ark.) said he and a group of other Senators would try to make an income tax cut for small firms an amendment to a House-passed bill to continue the present 52 percent corporate tax rate.

Fulbright admitted, however, that the odds were against his success.

The House this week passed a bill (Continued on page 8)

House Unit to Probe FCC- Networks Link

From THE DAILY Bureau

Television WASHINGTON, Mar. 15.—A House Small Business Subcommittee said it would start hearings Tuesday to determine whether the major networks “unduly influence” Federal Communications Commission policies.

Rep. Evins (D., Tenn.), subcommittee chairman, said he had subpoenaed CBS, NBC and RCA to produce all correspondence between them and (Continued on page 8)
Abolish Red Tape in Utilizing NYC Locale For Filming, Exploitation in MMPTA Move

A more expedient method of obtaining permission to use the streets of New York City for the promotion, exploitation or production of motion pictures has been put into effect, it was announced here yesterday by D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association.

Under the new method, the street fair permit form is handled by the city's Department of Commerce and Public Events, which gets the various clearances from the other city agencies, and the approvable permits have to be obtained from each city department, such as the police, fire and other agencies, thus entailing delays and duplicate effort.

MMPTA acted in obtaining the new set-up, Phillips explained, after receiving numerous complaints from its exhibitor members. The Commerce and Public Events Department also advised Phillips on publications and advise the applicants at the earliest possible moment, indicating its desire to help New York City maintain its position as the motion picture showcase of the nation.

To Build Theatres For Mexican Films

MEXICO CITY, Mar. 15—Twenty-three theatres exclusively for Mexican pictures are to be built in Central and South America under a five-year program that will cost at least $6,400,000 and be financed by the film trade's own bank, that is, the National Cinematographic fund. Juan Banderas, manager of Películas Mexicanas, old-line independent distributor of Mexican pictures in Latin America, outside this country, is superintending the program. The program is to start before summer with the simultaneous building of two 2,000-seat theatres, each costing $250,000, in sites now being selected by Banderas.

Buying or leasing theatres instead of building them is the plan for more Mexican picture theatres statewide of Mex-Film, the new distributor of Mexican films for showing north of the border.

'Herald's Boston' Correspondent Dies

BOSTON, March 15.—Memorial services for Donald O. Messenger, 55, Boston correspondent for "Motion Picture Herald," were held yesterday at Friends Meeting House, Cambridge. He died suddenly in Philadelphia on Monday. Burial will be in Nova Scotia.

Born in Canada, he attended schools in England and served with the British Red Cross during World War I. He was a columnist for the "Christian Science Monitor," and at the time of his death made his home in Littleton, Mass.

Gordon Joins S. Gems

David Gordon, former publicity supervisor in the television department of the other city departments, has joined the press department of Screen Gems, Inc., the television subsidiary of Columbia Pictures, as trade press representative.

5 UA Executives to Promote 'Alexander'

Five key promotion executives for United Artists will visit approximately 50 cities in connection with the $1,000,000 campaign for Robert Rossen's CinemaScope production of "Alexander the Great." It was announced yesterday by Hugh M. Flick, assistant to state and national director of advertising, publicity and exploitation.

Alfred H. Tamarin, UA's assistant national director of advertising, publicity and exploitation, and coordinator of production and pre-production activities, left New York yesterday for Cleveland, Chicago and St. Louis, where he will confer with field managers and circuit executives.

Other UA executives taking to the field include Lewis, advertising manager Joseph Gould, publicity manager Mort Nathanson, and exploitation manager Morri Krusden. The staggered slate of junkets will cover six weeks.

C. Tomlinson's License Opposed by Dr. Flick

ALBANY, N. Y., March 15.—The Noonan film licensing fees bill, which unanimously passed the Assembly Tuesday and which will be on third Reading when calen-dared for passage Wednesday night, might cost the state as much as $300,000 annually in revenue and "put the motion picture division in the red, or close to it," Dr. Hugh M. Flick, assistant to state and educational commissioner James E. Allen, Jr., and for six years director of the department's film division, said today.

Expressing the opinion that many legislators misunderstand the measure's objective or result, Dr. Flick pointed out that it increases the fee for licensing original film from three to four dollars per thousand feet, but decreases the rate for copies from two dollars per thousand feet to four dollars for "each additional entire copy." The latter change would cause a drastic reduction in revenue, he said.

Abandoned motion picture.....
FOR EASTER THRU UA

THE
COLOSSUS
OF
MOTION
PICTURES!

ROBERT ROSEN'S
ALEXANDER THE GREAT
CINERAMA SCope
IN COLOR BY
TECHNICOLOR
45,000 Will Attend
IRE Annual Meet

Some 45,000 engineers and scientists will attend the four-day conven-
tion of the Institute of Radio Engineers here, March 19-22, at which
time new technical developments will be revealed in the program of 275
technical papers and 714 engineering exhibits.

At Two Hotels and Armory
The annual meeting of electronic engineers and scientists, which will be
conducted at the Kingsbridge Armory, the Waldorf Astoria Hotel and the
Belmont Plaza Hotel here, will be highlighted by trade exhibitors pre-
senting everything from tiny transis-
tors for use in television and in mo-
tion pictures to large scale electronic
computers.

Paducah TV Request

WASHINGTON, March 15.—The
Federal Communications Com-
mission heard argument and then took under
advise the question of whether Caudia An-
asmung, president of the Paducah
TV, television channel.

A commission decision may be sev-
eral mouths coming. An FCC hearing
examiner earlier recommended that
Columbia get the channel rather than
Paducah Newspapers, Inc. The news-
paper firm then appealed to the full
commission.

In argument today, Columbia em-
phasized the hearing examiner’s find-
ing that the newspaper firm already
has a dominant position in the com-
munications field in the area, and that Columbia’s licensing for the TV
channel would tend to weaken this
dominant position.

Cooperman Joins

Jacon on W. Coast

Alex Cooperman, West Coast dis-
tribution executive who has joined Jacon
Film Distributors, Inc., as Western
division representative, it was an-
ounced by Bernard Jacon, president
of the new company. Cooperman
will cover the 11 Western states.

Prior to his affiliation, Cooperman
was West Coast division manager
of L. F. E. Releasing Corp., since its
inception. During his 22-year career in the industry, he previously was asso-
ciated with Metro-Goldwyn-Mayer, Eagle-Lion and Lux.

3,000-Seat Theatre

For Ft. Lauderdale

FT. LAUDERDALE, March 15—Plans have been announced for the con-
struction of a $1,500,000 theatre here by Charles Creighton and Nich-
olas George, president of the George Theatres in Detroit, Mich.

Construction is expected to start
immediately on the house that will
seat some 3,000 patrons. The own-
ers, who claim it will be the largest
in Florida, expect it will be ready for
opening in the spring of next year.

Dual Language Films

With American Stars

Planned by Mexico

From THE DAILY Bureau

HOLLYWOOD, March 15.—A full-
scale move toward finding a niche in
the world market for films made with
Latin-American background (and by Mexi-
can producers is now under way.

Ruben Calderon, head of Domino
Films, said here.

Calderon, whose Azteca Distribut-
ing Co., was absorbed by Govex, one
of the three government-subsidized
film distributing and financing organi-
zations in Mexico, said this move will
be attempted with dual language produc-
tions, made in English and Spanish, featuring American stars in
stories that have universal appeal.

Forbes

Black Moon Is First

Calderon said his production or-
ganization alone will deliver four
films each year to English speaking
countries. The first one, “Black Moon,” is currently being made in
color in Cuba and Mexico.

“We propose to effect an open door
policy with Hollywood producers seeking an opportunity to co-produce
and distribution of "packages" which lend them-
sev-themselves to Latin-American backgrounds and Mexican studio facilities,”
Calderon stated.

Production Upswing;

25 Pictures in Work

HOLLYWOOD, March 15.—Pro-
duction appeared to be on the up-
swing last week with a total of 25
pictures now before the cameras.
Seven new pictures were started and
four others were completed.

Started were: “Scandal, Inc.”
Bonanza Prods. (Independent); Ju-
lie, Arroyo Prods. (Metro-Goldwyn-
Mayer); Guadarr at Old Corral, Vista
Vision, Technicolor (Param-
ount); “Hot Cars,” Bel-Air Prods.,
and “Gun the Man Down,” Morrison-
McClellan (Universal, and TV,
).” CinemaScope, Technicolor,
and “Battle Hymn,” CinemaScope,
Technicolor (Universal-International).

Completed were: “Tarzan and the Lost
Safari,” (Sel. Lesser Prods., East-
man Color (Independent); “High So-
ciety,” VistaVision, Eastman Color
(Metro-Goldwyn-Mayer); “The First
Traveling Sales Lady,” Supercine,
Eastman Color (BKO Radio); “Flight
to Hong Kong,” Sabre Prods. (United
Arts).

Perlmutter Signs for

2-in-Booth in Albany

ALBANY, March 15.—Picketing of
the Paramount and Royal, with neigh-
borhood houses, ended when Jules Perl-
mutter signed a contract with Pro-
ductionists Local 324, IATSE. Agree-
ment calls for two men in the booths.

Paramount had been picketed since
last May, when Perlmutter reopened
it, on lease from the Hellman
organization; Royal, since Jan. 1, when he re-opened it, on lease from Hellman.

Madden Latex VP

Edward Madden has been appoint-
ed vice-president of International
Latex Corp., a subsidiary of Stone
Woolen Co., in charge of the sales
department. He succeeds W. O. Heineze, president of Inter-
national Latex. Madden was previously associated with Motion Pictures TV, National Broadcasting Co., and McCormick-Erickson.
**Lax Set-off**

(Continued from page 1)

The Rubbo Co., the parent company of RKO Teleradio, the subsidiary of which are General Teleradio KO Radio Pictures,

filming, covering the buy-out of Radio Pictures that was announced from Howard as last June, also contained

tal papers of the picture for the 52 weeks ended Jan. 31. It was in the consolidated statement of profit and loss for the

tory as of Jan. 1, 1955, that the first $18,647,229 was noted. The

any, being wholly owned by the company, made these public disclosure of the profit and loss at that time.

In accompanying notes to the financial statements, it was stated in the opinion of tax counsel, that the usual net operating losses,

as provided by the tax code, continue to be net operat-

ings available as set-offs against the income that may well result from the

profit. As the corporation is in the process of a

merger with other Atlantic subsidiary companies, under a plan of

present by Mr. Floyd Odlum.

Turning to RKO Radio Pictures, the profit and loss statement revealed a net loss for the 52-week period ended Jan. 1, 1955, of $418,556.

This figure was added to the cumulative deficit of $8,010,000 of Jan. 54, making the total deficit as of Jan. 1, 1955, $18,647,229.

**Richard III**

(Continued from page 1)

of various gory portions of the play and the "advertising intervals," it was said the turnover of 'Hamlet.'

"I'd been afraid of this," Sir Laurence told Cole, "but the fact turned out to be worse than my fears." He said he certainly hoped that rumors that earlier films, "Hamlet" and "Henry V" were to be licensed for TV

would turn out to be false.

Laurence said he and his wife, Vivien Leigh, will return next year to making "Macbeth.""  

**Capital Take Unaffected TV Showing of 'Richard III'**

WASHINGTON, March 15. -- Sunday television showing of "Richard III" has had no harmful effects on the highton theatre showing of the play, according to Gerald Wagner, manager of the Drive-In, where the picture opened yesterday. Wagner

attended yesterday and today "very good."

**Little Rivalry Noted Between 'Academies' Of Films and Video**

From THE DAILY Baron

HOLLYWOOD, March 15.—Saturday midnight is deadline for votes in the Academy of Motion Picture Arts and Sciences 29th annual awards con-

vention, where the nominees named Feb. 18, will be an-

ounced in ceremonies telecast and radiocast from the Hollywood Palls-

toes Theatre here next Wednesday night.

On the same evening that MPAS polls are closing, the Academy of Television Arts and Sciences will be telecasting its eighth annual awards,

results from the Hollywood Pan-

Paciflc Auditorium.

Membership Overlaps Slightly

MPAS voting membership numbers 1,710, ATAS membership numbers roughly half as many. There is some overlap in memberships, but enough to create conflict or confusion. There is no outright rivalry between the academies.

In recent weeks, factions in both academies have expressed differing opinions as to whether show business in general would not be better served if "academy awarding" were separated as to calendar occurrence, and perhaps also to geographical location, with ATAS making New York its main point of origination. But progress toward any such changes as these is necessarily slow. Decisions are to be made by box-office directors, and box-office directors change parties or completely as to membership each year.

**Ad Code**

(Continued from page 1)

the industry and is a standing con-

mittee of the MPAA which will act as a "watchdog" group to make recommendations for changes. It is scheduled to begin work next month on Johnston's return from abroad.

The function of the four-man commit-

tee is said to be large, encompassing proposed changes or amendments to the Production Code's rules and regu-

lations, and examination into its mach-

inery, the Advertising Code, title regulation procedures, as well as all other administrative and procedural issues.

White, it was said, has asked that suggestions for changes in the Advertising Code be prepared by the end of the month.

**Backlash**

(Continued from page 1)

Houston opening was a sellout as were the premieres at the Goldman Theatre in Philadelphia and the Joy Theatre in New Orleans, according to reports here.

"Backlash" has been booked for pre-release territorial saturation enga-

gments from coast to coast during the next two weeks. It is one of U-T's important releases of the year, according to the studio's current Charles J. Feldman annual sales drive.

**World Without End Allied Artists—CinemaScope**

**HOLLYWOOD, March 15**

"World Without End" is science-fiction in good hands, with Cinema-

Scope and Technicolor adding their fascinations to a tail tale tied so snugly to a pseudo-plausible premise that audience attention is given no chance to stray. The basic idea—man can break the time barrier, just as he broke the sound barrier, if he can protect himself at a rate of speed fast enough to achieve the necessary penetration—is treated with complete seriousness in a story that sticks close, with pardonable lapses in the interests of pulchritude or humor, to the main line of imagination on which it sets out. It is a trim and promising box-office entry.

The production is by Richard Heerman, and the story, screenplay and direction are by the resourceful and versatile Edward Bernds, whose performative workmanship is in evidence on all sides. His story has freshness, substance and conviction. His screenplay keeps the narrative moving steadily ahead, save for useful changes of pace, and his direction makes his players appear plausibly occupied in the implausible activities and experiences that make up the tale. The players—Hugh Marlowe, Nancy Gates, Nelson Leigh, Rod Taylor, Shaw Smith, Lisa Montell, and others—are very well matched, as to talent, and come off equally well as to performances and personalities.

In the story, Marlowe is head man of a four-man crew rocketing around Mars in the interests of science, the time being now. The rocket in which they are riding slips a cosmic cog, or some such like, and whiskers them forward so swiftly that they land on a planet that turns out to be Earth in the year 2508. Gradually they learn that civilization as they knew it has been wiped out by atomic war, with the surviving survivors reverting to abysmal savagery. The fortunate few taking refuge in an underground existence which, when these 1956-ers get there, is a splendid institution indeed, full of convenient gadgets and beautiful girls, but languishing because its men are getting weaker and replenishment of the stock is becoming a problem. The newcomers attend to a great many matters, and have this last in hand also, by the time the picture's over. It's science-fiction of top caliber.


WILLIAM R. WEAVER

**Patterns** Myerberg-Harris-United Artists

STRONG STORY VALUES and exceptionally fine acting, along with authentic locales, are selling points that should put "Patterns" high on the amuse-

ment calendar of the year. Van Heflin, Everett Sloane and Ed Begley deliver performances that probably will be long remembered. The pic-

ture packs a terrific wallop with its realism, especially as it relates to the emotional problems that confront the present-day business execu-

tive. Suspense flows naturally from the situations and dialogue of scripter Rod Serling. The feminine angle is touched upon only lightly, but suf-

ciently by Beatrice Straight as Heflin's helpful wife and by Elizabeth Wilson as the efficient and loyal maid. As the hostess of the monogrammed holding company, Sloane gives an ex-

cceptional performance, second only to that of Heflin, who is cast as the youthful production genius who is promoted from an Ohio office to departmental head in New York City. Befriending a superior and working partner (Begley), Heflin learned of the shrewd tactics of Sloane who revolts against the old-fashioned business tactics of Begley.

Suspense and drama are continued at a rapid pace as Begley sharpens with Sloane at a board meeting, only to retreat when he realizes the upper hand which his superior officer has upon him. Begley dies only moments after leaving the meeting and Heflin then carries on Begley's former crusade of seeking fair and just rights for employees in all of the firm's subsidiary companies. Drama reaches a pitch when Heflin agrees to remain with the firm, then as vice-president, if only to carry on the ideals as set forth by Begley.

Presented by Michael Myerberg and Jed Harris, and directed by Fielder Cook "Patterns" evidences attractive down-to-earth living.

Running time, 85 minutes. General classification. For March release.

JACK EDEN

**REVIEW**

PHOTOGRAPHS
CRAZY, MAN, CRAZY!

DIG ALL THOSE HEP FIRST-RUN EXHIBS WHO ARE DATIN' THE ROCK 'N ROLL MOVIE THAT'S THE MOST!

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<thead>
<tr>
<th>City</th>
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<tr>
<td>Washington, D.C.</td>
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<td>Memphis</td>
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—and the livin' end ain't even in sight!
ALL THE CATS ARE COMIN'!
TO SEE AND HEAR
THE SCREEN'S FIRST GREAT ROCK AND ROLL FEATURE!

Bill Haley and His Comets

Hot Romance! Cool Music! Sizzling Story!
Come and cheer the nation's top rock 'n rollers!

Rock Around the Clock

Lisa Gaye - Earl Barton - Henry Slate - John Archer - Story and Screen Play by Robert E. Kent and James B. Gordon

Produced by Sam Katzman - Directed by Fred F. Sears - A Clover Production - A Columbia Picture

Columbia is booking "Rock" - Around the Clock!
Davis Recounts Export Effort

(Continued from page 1)

wealth and Empire were "naturals" for British films. That, he says, was a misnomer of willful thinking. For, in 1940, Hollywood seemed to have a stranglehold on the rich markets of both Great Britain and the British Commonwealth. They had, in addition, an imposing backlog of product available as well as a continu-
inuity of production which enabled them conveniently to re-establish quickly in the large film-hungry territories of Europe.

Says U.K. Films Were Little Known

This, says Davis, was the formidable scene which faced British exporters 10 years ago. Everywhere Holly-
wood was reaping the harvest of its pre-war operations. Little was known of British films and there was no promise of a continuous flow from Britain. It was necessary to overcome prejudices, says Davis, and to secure outlets for those "many fine films which had been made in the closing stages of hostilities" and to provide screening time for the increasing output.

"Today," he says, "more than 40 per cent of the total revenue earned by British film producers comes from expanding markets overseas. In the case of the Rank Organisation the figure is over 50 per cent."

The Rank Organisation, says Davis, over a year ago sold a group of films to the television market in the U.S. The programs are sponsored by the advertisers. It is therefore reasonable, he argues, that they should hold packages if they are a draw which will assist the sale of their goods.

I negotiated two further deals during 1955 and another one is now negotiating producing a minimum cash of $3 million.

The American public and adver-
tisers are therefore, interested in British films. I am still hopeful that the American public will be long enough to see them in quantity."

Unfortunately, Davis laments, "the returns which we secure from America are small. This market so well—because of its size and because of the material amount of dollars which American producers earn in this country—yield a substantial reward for good British films. It does not," he says, bluntly.

Sees Americans Prejudiced

"Our greatest problem is the apathy and prejudice which exists among American distributors and theatre-
owners. Where we make contact with the American public there is a good demand for British films."

British films, he claims, are con-
tinually making progress. His best films, he says, play in as many as 150 out of 1,000 theatres throughout the world, excluding this country.

The president of one of the lead-
ing American companies," says Davis, "recently said that there are 15,800 theatres (which would include 2,000-odd in the United Kingdom) to jus-
tify his foreign operations. I was del-
ghted to see the degree to which the British have progressed in the face of bitter competition."

Concessions Meeting Now Set for April 4

SPECIAL TO THE DAILY

CHICAGO, March 15—The Midwest regional popcorn and concession distributors’ one-day conference sched-
uled at the Sherman Hotel here yesterday was postponed to April 4. A last-minute notice from B. Nathan of the National Concessions Association, charg-
ing the conference date, stated that the postponement was necessary because so many members had conflicting engagements. The conference theme will be "Are You Trading Dollars, Making a Profit?"

House Group

(Continued from page 1)

any other party dealing with mat-
pending or coming before the FCC and with the matter before this group of personnel, Evans said the subcommittee had received complaints that networks controlled FCC policies intimidating FCC personnel.

Points to Own Weakness

Evins claimed that in a recent confer-
ence with FCC officials, Chairman
McConnaughy had admitted that was the "weakest chairman of any of the regulatory agencies" and that he had the power to hire and fire. M. Conover, he said, "Robert Bue, had said that he could not give the names of FCC personnel who had prepared various staff memoranda because the networks would have the fired.

The Evins investigation would be the third of this subject now gone on. A House judiciary subcommittee has announced plans to go into a subcommittee later this month, and the staff of the subcommittee informed by the Senate Committee Commerce hearings the subject.

RCA Official Heard

At the Senate hearings today Elmer W. Engstrom, senior executive vice-president of BCI, urged the FCC to take the 10 per cent Federal excise tax off all-channel color so He said the industry would be produc-
ing less color sets for channels, and that this would aggra-
vate the UHF broadcasters' problems.

Removing the tax from all-color sets, Engstrom said, "would force the industry to continue to produce more and this would then, and when most broad-
casting has switched to color, would be lost UHF broadcasters.

Bogus, Seymour Florin, Jack P. Har-
ris, Robert K. Keller, Solonion Strausberg. Harold Rinzler. Eugene Fleshette, John Murphy, C. B. Moore, Samuel Rinzler, S. H. Fabian, Rich-
ard Brandt, Emanuel Frisch, Wally Beadle, Jr., W. J. Heimann, Joe Kelson, and many others
Barney Balaban and Adolph Zuck-er head the list of home office executives who will be on hand for the u the "Birds and the Bees" the New York Paramount.
"BACKLASH," Universal-International's Richard Widmark-Donna Reed Technicolor large scale Western, started its Texas territorial World Premiere at the Majestic Theatre in Houston Wednesday followed by openings yesterday at the Majestic in San Antonio; at the Majestic in Dallas today and the Worth in Fort Worth tomorrow. This was the pattern of the successful launching last August of "To Hell and Back" now on its way to becoming the second biggest grossing picture in the history of the Company. Widmark, like Audie Murphy, has been in the territory all week aiding in the advance promotion through television and radio appearances as well as personal appearances at the theatres. He has been joined by Jay C. Flippen in his stage appearances.

The Texas territorial saturation openings are part of a series of territorial openings scheduled for the coming three weeks backed by a many-faceted promotional campaign and an unusual advertising campaign employing large blocks of key city newspaper space.

The picture on the right shows the Mounted Posse of Harris County, Texas, drawn up in front of the Majestic Theatre, Houston, just prior to the beginning of the premiere ceremonies.

ANTONIO'S "Express" critic Homer Clance (second from left) came to Houston to meet Widmark prior to the premiere at the Majestic, is seen here with Widmark, Flippen and Art Katzen of Inter-

DALLAS' municipal radio station WRR, America's oldest municipal station, took the occasion of the visit of the stars to inaugurate the use of its new mobile unit seen drawn up here in front of the new Statler Hilton Hotel with John Gilbert as emcee.

HOUSTON'S Frontier Fiesta on the U. of Houston campus, billed as "The Greatest College Show on Earth," was on the itinerary of the stars.

HOUSTON'S Palais Royal Store which developed special promotions for the premiere holds an autographing party with Widmark and Flippen doing the honors.

HOUSTON'S Majestic Theatre which had both stars on the stage for opening day, let Widmark handle the drums as part of his appearance and the actor had a grand time.
In Summer or Fall

MGM to Enter Domestic Field
Of 16mm. Film

M-G-M will enter the 16mm field in the near future in "to late Summer or Early Fall" with the release of "small gauge" versions of some of the company's early CinemaScope product in "normal aspect ratio," according to an M-G-M sales executive.

The company, which is said to be the largest distributor of 16mm films overseas, as it handles M-G-M films along with all Republic Pictures, will make a dent in the domestic market, as far as other companies are concerned, which is mainly composed of schools, institutions, theater organizations, etc., the M-G-M representative adding.

"The sale of our 16mm product will not increase the market at all," he said, adding that M-G-M's entry into the field would tend to lessen the amount of playing time available. "All that happens is that M-G-M would cut one more piece out of the pie," the executive stated.

The domestic 16mm field is currently being serviced by 20th Century-Fox, RKO Radio and Warner Brothers.

Sees Arthur Loew as Pioneer

The company official, commenting further on the 16mm situation, said that Arthur Loew, president of Loew's, Inc., has been a pioneer in 16mm distribution in the foreign market. Loew, for many a year, has expressed interest in having the company engage in domestic distribution of 16mm product, "and it seems that we will be in it by Fall," he stated.

In discussing the type of product which would be made available for the domestic 16mm field, the M-G-M official said: "It would be the normal version of early M-G-M CinemaScope films "would most likely" be offered first. "In the foreign field, the company distributes small gauge Metro-Scope films, which really are 16mm versions of the 35mm CinemaScope features in normal aspect ratio," he stated.

Offer Futter Lenses
On Purchase Basis

The availability of a complete line of 35mm "bloc" anamorphic lenses for film production on an outright purchase basis without production royalties has been announced by Walter Putter of the Vitascopic Corp.

Designed for shooting in CinemaScope aspect ratio, the lenses are cylindrical anamorphics coupled with high speed precision objective lenses, and are mounted in a 16mm camera with a single focusing control. Coupled "bloc" are available in 50, 75 and 100 mm focal lengths.

Each "bloc" is manufactured for the individual camera for which it is to be used and additional mountings are available for all professional 35mm cameras, Putter said.

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Review:

Rock Around The Clock

Bill Haley and his Comets, who have many big record hits, are exploitation points in this up-to-date musical that describes the rise of "rock and roll" to the top of the bandstand parade. Haley's music and rock and roll dance are the big items and producer Sam Katzman and director Fred Sears displayed a keen sense of box office values in giving the music the footage it deserves.

Exploitation-wise, this Columbia release has the advantage of starring the musicians who were responsible for the teen-age fad. Tony Martinez and his band, The Platters and Freddie Bell and his Bellboys share the spotlight with Haley while Johnny Johnston, Alex Talton and petite Lisa Gaye capably perform as the major stars.

Robert Kent and James Gordon wrote the well-knit story and screenplay that describes the "discovery" of Haley in a small country town by Johnston, an orchestra manager, who joined the ranks of the unemployed after being fired in Chicago. However, it seems a sahary basis after telling the Haley boys of their "kep music" and agreeing to agents' terms set by Miss Gaye, a dancer with the band, who had supervised the bookings.

Romance is introduced when Johnston returns to New York to obtain bookings for Haley. The girl doing the chasing is Miss Talton, operator of a band-book ing agency, who then engages the Haley group for a sophisticated prom, hoping that it will be a flop and subsequently will bring Johnston back to her. Only Miss Talton is surprised when the Comets prove to be an over-night success. Later, Miss Gaye and Johnston marry and outwit Miss Talton who, engaging the band for a three-year period, stipulates that Miss Gaye must not marry during the term of the contract. Johnston and Miss Gaye amusingly avoid a legal fight by marrying before the contract is in force.

"Rock Around the Clock" is a film that can stand on its own and is ably produced and directed in a showmanly manner. Rock 'n' Roll music and Haley and his Comets provide material for showmanship, the kind that should draw dollars. Seventeen songs are offered and should be a fine selling point for the teen-age crowd.

Running time, 77 minutes. General classification. For April release.

J. E.

Miracle' Premiere
For Canteen Here

A theatre party has been scheduled for April 4 at Loew's State Theatre, where Warner Bros. "Miracle in the Rain" will be shown, four days after its opening, for the benefit of the Catholic Canteen for servicemen.

Stage, screen and television celebrities have been invited to the special showing, which will also be open to the public at regular box office prices, with all proceeds going to the Canteen. The film was shot mostly on location in New York and, for the first time, a picture was filmed inside St. Patrick's Cathedral.

Reorganizing Plan
At WOR, WOR-TV

New York City stations WOR and WOR-TV are being reorganized with the radio operation being separated from the television, it was announced by Thomas F. O'Neill, president of RKO Teleradio Pictures, Inc., parent company of the two stations.

Under the reorganization, Gordon Gray, vice-president and general manager of the two outlets, will become executive vice-president and general manager of WOR-TV and Robert J. Leder, general manager for radio station WINS here, will assume the general management for WOR.

The changes will become effective on April 15, O'Neil said.

Colon Signs Sinatra
For 'Pal Joey' Lead

HOLLYWOOD, March 15—Frank Sinatra has signed for the title role in Rodgers and Hart's musical, "Pal Joey," which Fred Kohlmur will produce for Columbia Pictures, it was announced today. Sinatra, who will co-star with Kim Novak, will report to the Columbia studio next January, when the picture goes into production.

Complo Laundered
(Continued from page 1)

of this picture now shows a modest profit.

"The members of your organization and the motion picture companies involved performed a distinct public service in helping to make this industry better known to the American public who know that those who have seen picture will have cause for renewed pride and confidence in the United States Army.

Gerry Stevens, who has been President of the Picture for many years, is one of the leaders of the new generation who has made the Army into a better, stronger, and more successful organization. It is apropos that the Army is now being honored through this picture. I wish to extend my sincere appreciation to you and all members of the industry for their generous and unselfish cooperation which makes this project successful."
Balaban on DeMille’s Production

‘4-Wall’ Deals First
For ‘Commandments’

Says Para. Would Avoid ‘Complications’; Finds Activity on Coast ‘Encouraging’

Deals for four-wall theatres will be made for the initial engagements of Cecil B. DeMille’s “The Ten Commandments,” Biblical spectacle which is tentatively slated to have its world premiere in November, Barney Balaban, Paramount Pictures president, disclosed in a statement here at the weekend.

Balaban, interviewed upon his return from the Coast, said the decision to make four-wall deals for the initial engagements stemmed from the necessity to have the required advertising and promotion for such engagements, “without the complications of having a partner,” apparently referring to the advertising and publicity budget split with the exhibitor on other than four-wall deals.

The Paramount president also dealt with other topics, expressing his optimism on current Hollywood product and underscoring the evidence of the resourcefulness of studio manpower.

On the question of ‘Ten Command-

(Continued on page 5)

NBC to Make No
Reply to Olivier

The National Broadcasting Co. will have no official reply to Sir Laurence Olivier’s critical comments on the telecast of the producer-director-star’s “Richard III,” according to an NBC spokesman.

Sir Laurence, in an interview with Richard Coe of the Washington "Post," said he thought the TV presentation “deplorable,” specifically citing the lack of color, size, cuts and advertising intervals. The NBC spokesman stated that Sir Laurence knew of the cuts and commercials required as “everything was spelled out in the contract.”

Television Today

IN THIS ISSUE

PAGE 7

A story behind that story of ABC’s Television Tutoring School for newcomers to the art-industry of televised politics.

Spotlighting the news in Television Today.

Passing in Review—The week’s highlights in shows.
**Tribute to a Bad Man**

**MGM—CinemaScope**

Hollywood, March 18

James Cagney gives one of the strongest performances of his career in this powerfully produced story of the West of 1870 and the men who made the world as they went along and enforced them by rope and gun. It is a story in the general time and tradition of the land-larum, empire-builder chronicle whose hero displays no admirable quality save strength and whose hold on box office favor has been, nevertheless, firm and profitable ever since box office was born. The production is in CinemaScope and Eastman color, the cast a well balanced group of players admirably directed by Robert Wise, and its financial future appears to be as sure and certain as anything can be in today's market.

The players nearest to the star are Don Dubbins, a young man with a stage record of popular success; Stephen McNally, whose screen stature is well established; and Vic Morrow, memorably of "Blackboard Jungle," in this order of billing. More memorable than any of these co-stars is the personality and performance of Irene Papas, from the Greek stage and screen, a newcomer of bright promise indeed.

The screenplay by Michael Blakink, based on a story by Jack Schaefer, covers a short period in the affairs of Cagney, a horse rancher whose hold has been enforced as the law of the community, and of persons whose lives are bound up, one way or another, with him. Dubbins plays a young Easterner who rescues Cagney from would-be assassins, and McNally plays a foreman jealous of Cagney's power and covetous of his girl. Morrow portrays the vengeful young son of a former partner of Cagney's whose Cagney kills for taking part in a horse-stealing conspiracy against him. Miss Papas is seen as Cagney's girl, circumspectly described as his house guest, and while the actional section of the picture—such matters as horse-thieving, hangings, beatings, forced marches barefoot over desert distances—keeps the outdoor conflict constant, the romantic equation involving the four principals holds both indoor and outdoor interest very steadily indeed.

Production by Sam Zimbalist is excellent in every particular, and Robert Surtees' photography is outstanding.


**WILLIAM R. WEAVER**

**Skouras Plans**

(Continued from page 1)

at $10,000,000, he said it will enable the film to be shot up right where it was shot originally. Skouras said that this stockpile will guarantee exhibitors a steady flow of top films released at the most advantageous times, according to particular story lines. Cast values and national pre-selling, advertising, publicity and exploitation campaigns were also cited as being a part of the program.

"Carousel" First

Accordingly, he said the company's summer roster calls for 12 films, the initial one of "Carousel" in CinemaScope 55. He hailed this and the forthcoming "The King and I" as milestones in Fox's presentations.

"Can Can," he added, will also be filmed in the new process and will go before the cameras in June.


Skouras mapped the stockpile plans during his 10-day visit to the Coast where he met with studio executives.

**Standardization Plea**

**By Swiss Director**

Hollywood, March 18—Standardization in screen sizes, shapes and projection processes would likely end industry troubles in Switzerland, where children under 18 are not permitted to attend theatres except for special programs, according to Rudolph Hoch, sales manager for Columbus Films, Inc., Zurich, who, together with 14 Swiss exhibitors, were guests of Allied Artists at a reception in the Roosevelt Hotel, Friday night.

**Coming Here Wednesday**

The visitors, who were to weekend at Las Vegas and return for visits to other studios early next week, will fly to New York on Wednesday on route to Europe.

Hoch, who handles distribution of AA product in Switzerland, said, "I would like to point out that the Swiss cinema owners would very much appreciate it if producers aimed at standardization of size of pictures and projection technique. We find it impossible, as do exhibitors in many other European countries, for economic and other technical reasons, to introduce all different screens and projection processes."

Hoch said the outdoor drama is the most popular type in Switzerland.

**Entire Loew Board**

(Continued from page 1)

the studio. According to press Arthur Mo. Loew, the California tycoon was decided upon so that members of the board could become familiar at first hand with the operations of the M-G-M studio and have an opportunity to see some of the new productions being completed during the summer and fall release.

**OK Barnes Nomination**

WASHINGTON, March 18—Senate Judiciary Subcommittee 1, headed by chief Stanley N. Barnes to be a member of the Ninth Circuit Court of Appeals. The full committee is expected to make its nomination shortly.
First Deals for ‘Commandments’

Paramount Pictures has announced its plans for the world-wide release of “Ten Commandments,” and as executive assistant to Cecil B. DeMille, Balaban will continue the planned four-wall deals.

Asked whether he had any relations with the Justice Department regarding the simultaneous telecasting of “Richard III,” Balaban said that he had no thoughts of selling to TV currently, stating that he and his associates have been busy with the running of Paramount’s “regular business.”

Queried on ‘Richard III’

Questioned about his sentiments regarding the simultaneous telecasting of “Richard III” with its theatrical exhibition, he said he was watching the situation, adding, however, that he didn’t think such a “test” was valid for a motion picture company such as Paramount. He cited such factors as the special appeal of “Richard III” as compared to the mass appeal of Paramount product, the limited number of theatres the picture is now playing in, and its probable bookings compared to the bookings of Paramount product, and the cost of Paramount product—costs which require a mass market rather than a specialized market.

Regarding Paramount studio activities, Balaban said that it is tentatively planned to open the DeMille production in November and having from six to eight other domestic engagements going by the end of the year, adding that he hopes to move “Ten Commandments” as fast as “we possibly can.”

Turning to the topic of TV, Balaban was asked about reported negotiations for old Paramount features for TV release. He said that he has had no thoughts of selling to TV currently, stating that he and his associates have been busy with the running of Paramount’s “regular business.”

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Subsidiary Unit Set
By Canadian Odeon
For Smaller Houses

Special to THE DAILY

OTTAWA, March 18.—Odeon Theatres (Canada), Ltd., has created a subsidiary operation, Regional Theatre Circuit, to handle 27 smaller theatres of the chain and the parent company will carry on with the other 95 theatres in the organization.

Of the 27 theatres, 17 were acquired from National Theatre Services, Ltd., and 10 are theatres formerly operated by Odeon Theatres (Canada), Ltd. The smaller theatre circuit will be managed by Ralph Dale, previously general manager of the National Theatre Services.

Fred C. Leavens, manager of the Elmdale and Towne Theatres in Ottawa, reveals that these two theatres will form part of the newly organized chain. The theatres will continue to be operated under the present management.

In 'Business Week' Article

Goldenson Says TV Competition
Ended; Each Has Its Own Market

The competition between motion pictures and television is over because each medium has its own specific market, according to Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Goldenson, who states his viewpoints on the changing patterns of the entertainment industry in the last issue of "Business Week," reveals that he and other motion picture people see a solid pace for films among:

"Teenagers—the rising birth rate since 1941 means kids will now be entering the 14-year-old bracket at an annual clip of close to four million and teenagers still want to get away from home for their dates. "Wives—more than ever they are subject to influences outside the home, are restless at being housebound, and television, despite all its entertainment, is just one more thing keeping them inside four walls—and motion pictures are an easy way to get out."

The author of the article, "Television—The New Cyclops," in which Goldenson states his opinion, sums up by stating that motion pictures still far outweigh video in both glamour and money and that film men now fondly look on the home screen as the handy, and cheap, training ground for pictures formerly served.

The "Business Week" article also makes mention of the pay-as-you-see TV issue now pending before the FCC revealing that advertisers in telecasting now seem unworried about subscription television.

SBC Names

(Continued from page 1) subcommittee members will use their influence with Senators on the deciding finance committee.

The other organizations that have witnesses at this week's hearings are Allied States Association, the Theatrical Owners Association, Inc., and the Theatre Owners of America. The Allied witnesses probably lead off, followed by TOA spokesmen, O'Donnell, and TOA officials.

SC TOA to Send Statement

Witnesses from the Southern California Theatre Owners Association who were scheduled to appear, communicated with the committee, saying that they would submit a written statement for inclusion in the committee record.

Subcommittee chairman Hubert Humphrey (D., Minn.) arranged the following expected to be present:

For Allied, president Ruben general counsel Abram F. M. former president Truman T. busch, regional vice-president H. man N. Berger, former president Bar Snaper and Secretary Gordon.

Blank to Appear

For TOA, president Harry B. board chairman Max A. G. For TOA, president Myron N. Bl. counsel Herman M. Levy, and tant to the president George C. sotes.

Humphrey reiterated that the committee would hear district spokesmen and Justice Department officials at a later date.

Members of the subcommittee include Senators Kennedy (D., Mass.), Morse (D., Ore.), Scheoppef (Kan.), and Goldwater (R., Ariz.)

ACT Renews Demand

For Higher Quota

LONDON, March 18.—The meeting of the leftist Association Cinematograph and Allied Technicians went on record in favor of further efforts to obtain an increase in the quota of British films, particularly those made by strictly independent producers, and in favor of an amendment calling for restoration of the quota.

RKO Acquires Rights

To 'Silken Affair'

RKO Radio Pictures has concluded negotiations for world-wide distribution rights of Fred Fledgum's forthcoming film, "Silken Affair," Walter Branson, the president, announced. The picture, starring David Niven, and introducing the Finnish actress, Katia Kurs will start production at the A. Studios in Elstree, England, today and will be filmed for black and white projection.
Spotlighting the News

At the Record

With the successful American premiere of Sir Laurence Olivier's "Hamlet" over the NBC-TV network last week, one might well ask what can tell television do commercial TV isn't doing?

Within the last seven years, the villainous commercial interests have brought to the "free"-of-air grand opera, TV's "Madame Butterfly"; utilized best seller, CBS-TV's "Day Lincoln Was Shot"; and 90-minute adaptations of Shakespeare's "The Devil's Disciple" and "Caesar and Cleopatra." "The Taming of the Shrew," a night club act which Vegas could not afford, Noel Coward and Mary Martin "To Tell with Music"; full-length Margot Fonteyn in "The King and I"; tremendously live documentaries (but which likely would not draw a sou to box), "Nightmare in Red," and now's "Israel-Egypt" and analysis of the farm problem. These are just the highpoints of the few months.

Off-the-Shelf Film

RKO's Gleason, the competition for Perry Como and the critical acclaim of some last year's notables, will remain with DuMont Electronics ("live-on" next season. The announce- comes from James L. Cadigian, director of the Electronicam of Allen B. Du Mont Labs, who says that shooting began next August on the new series of 39 half-hour "Honeymoon" shows, at New York's Phil theatre, where the series was shot. Mr. Caddigan noted that with the comple- tion of the first 39 "Honeymoon" 500,000 feet of film has been in the Electronicam system a six-month period without of a single minute of time to mechanical or electronic system.

New Ones

Television Programs of America issues its path of progress week, in England, it started its newest half-hour TV film series, "Captain Kidd," starring Anthony Dexter and produced by Douglas Fairbanks, Jr., whose heritage is pure swashbuckler. This is the fifth new TPA series to go before the cameras in six weeks, the others being "Hawkeye, Last of the Mohicans," "Fugueboat Ann," "New York Confidential!" and "One False Step." This week in New York the company will be holding a national sales meeting at the Chatham. Its purpose: to introduce into syndication its newest filmed anthology series, "Stage 7." "Parade" Rests

The "MGM Parade" will take an indefinite rest from ABC-TV after the May 2 show. Howard Dietz, vice-president of MGM, confirmed Thursday. There previously had been some question as to whether the program's five-month run would be repeated during the summer months. That idea has been abandoned, however, while he was confirming. Mr. Dietz also was indirectly affirming MGM's belief in the importance of the medium. The company, he indicated, would be back on the air in the fall with one sort of program. Asked whether there might be any chance that MGM might go to a live format to utilize some of television's particular qualities, Mr. Dietz replied simply: "That's another thing entirely. It depends on what you're trying to do." To date no motion picture company has made any move in the direction of live television. It would seem to be worth investigating.

Off to London

Stephen Bosustow, president, and Ernest Scanlon, vice-president and treasurer of UPA Pictures, Inc., will leave Hollywood shortly for a six-week trip to Europe, the most important purpose of which will be to establish a London office and corporation to be named UPA, LTD. Plans call for immediate activation of a UPA London sales and distribution office, as well as an animated cartoon studio to serve England and the continent for the production of theatrical shorts and TV commercials. Mr. Bosustow and Mr. Scanlon also will drop in on the Cannes Film Festival, where Gerald McBoing-Boing's latest adventures ("On the Planet Moo") will be among the entries.

SAG, CBS and AFTRA

Representatives of the Screen Actors Guild met officials of the Columbia Broadcasting System in Hollywood last week to discuss that "clarification of jurisdiction" contract which the network recently signed with the American Federation of Television and Radio Artists. SAG does not like the fact that the limitation on AFTRA's jurisdiction over pre-recorded programs to those "done in a manner of a live broadcast" was removed. SAG promises trouble if and when CBS tries to produce TV films on tape or any other electronic device except under the SAG contract. No agreement was reached at last week's meeting and no further meetings are scheduled.

A News Birthday

Wednesday last, NBC-TV took appropriate notice, via cocktails, buffet and a screening, of the beginning this month of the ninth (Continued on page 10, col. 3)

In Our View

By Fortuitous circumstances of timing, Quigley Publications' 24th annual edition of Fame, that for 1956, this week comes off the press, in time to coincide with the presentation of the "Emmy" Awards of the Academy of Television Arts and Sciences for 1955, and incidentally, with the film Academy Awards, as well, due this week.

Cited in Fame are the Famous Ten winners as voted to distinction by the TV writers and editors of the press of the country, in the TELEVISION TODAY poll conducted for 1955. Once again in Fame, and clearly indicative of the unassailable place of importance the art-industry of television has attained, a section is devoted to these Famous Ten in Television, in pictorial studies of elaborate elegance. This elite of the elite includes: Ed Sullivan, Phil Silvers, Perry Como, George Gobel, Dinah Shore, Lucille Ball, Walt Disney, Max Liebman, Garry Moore and Dave Garroway. To them, our heartiest congratulations!

And, of course, there are many others cited in varied categories, all of whom have earned their own places in Fame, those places which are a hallmark of achievement. It is interesting and enlightening to see that the Famous Ten are representative of various types of television programming, from the straight comedy of Phil Silvers, through the masterly hosting-touch of Ed Sullivan, to the brilliance of Walt Disney.

Such shows as the Westinghouse Studio One, or the "Mama" program, have achieved a high level of quality with a longevity in the front rank which is astonishing. Yet, in the final analysis, it is the individual who possesses that enduring quality of preeminence which makes for entertainment success, regardless of medium. Whether it be as producer or director, player or writer, it is the innate skill and brilliance of the individual, the talent, to which Fame must first address itself.

Charles S. Aaronsong
Monday, March 19, 1956

MOTION PICTURE D.

**The Show-Makers**


Bert Lahr, Nancy Walker and John Blair are the stars in "Heaven Will Protect the Wicked Girl," presented by Max Lieb on NBC-TV’s "Sunday Special" March 25.

"Guy Lombardo’s Diamond Band," a new series featuring Lombardo as master of ceremonies and dramatizations of songs has varied roles significant lives of view viewers, will make debut on CBS-TV March 29, while "Alaham" is executive producer at this series, Gordon Anschloss is writer.

Charles Bogart stars in "A Encounter" March 22 on CBS. Featured in the cast are Johnrus, Ada Grover, Jo McShane, Stuart Whitman, Marjorie Ralaga, Pepe Hern and Abel Franco. The teleplay written by Marc Brandel.

Clay Yurdin has joined NBC-TV to direct its educational series, "Saturday Night in Our Station’s program director, he announced," Camera Three" will be seen on the CBS-TV network Saturdays at 11:30 A.M.

John McGiffert has signed as the writer-director-producer of a series of educational series, "Camera Three," he announced, Hal Hough, program director for WCBS-TV, New York, "Camera Three," he announced, Hough, director for the series, will introduce the March 25.

Robert Wagner and Debra Paget will star in "Gone in His Hand" Wednesday, April 4 over the CBS-TV network. In the preview segment of the program, Joseph Cotten, host of the series, will introduce the March 25.

Fredric March is scenes from "The Man in the Gray Flannel Suit," 20th Century-Fox film which also stars Gregory Peck and Jennifer Jones.

Ida Lupino and Scott Forbes appear in "The Case of Emily Camron," on "Singer Four Star Playhouse," Thursday, March 29 on CBS-TV. Adapted from a story written by Miss Lupino herself, the teleplay was directed by Roy Kel- liso.

Ray Holden has been cast as William Bendix' mother-in-law in NBC-TV’s "The Life of Riley," her first appearance will be Friday, March 30. This is Mr. Holden's first appearance as a wife since his retirement five years ago. She will be remembered as "Ma Hardly" in the Judge Hardy film series.

**Passing in Review**

WILLIAM SHAKESPEARE last week was even-up with George Bernard Shaw as a television dramatist, having provided the basic script for Sir Laurence Olivier’s "Richard III" (NBC-TV, Sunday, March 11) and Maurice Evans’ "The Taming of the Shrew," on NBC-TV yesterday (to be reviewed here next week), "Richard" turned out to be not only one of the most entertaining programs of the year, but also one of the most powerfully and vividly. The ancient tale of love and political intrigue was depicted in all its microscopic detail, revealing the very futility and pathos of the historical drama. The performances were superb, with the chillingly brilliant portrayal of Richard by Sir Laurence Olivier and the touching humanity of the Shrew by Harriet Walter. The production was directed by Laurence Olivier, and was presented by the National Broadcasting Company.

The program was a triumph of technical achievement, with a brilliant use of lighting and camera angles, and a vividly realistic setting. The costumes were designed by Oliver Messel, and were truly magnificent. The dialogue was well-adapted to the medium, and the acting was superb. The program was broadcast on Sunday afternoon, March 11, and was a major event in the world of television. It was a fitting tribute to the great Shakespeare, and a true reflection of the power of the medium to bring the classics to a new generation. The program was a major contribution to the field of television drama, and set a new standard for the genre.
To Run for Office These Days, a Man's Got to Study-Up on Acting for TV

TELEVISION coaching schools to aid the hundreds of candidates all over the country who will be using TV in their campaigns this year for the first time are being set up by ABC Television Network stations from coast to coast, it is announced by John Daly, ABC-TV vice-president for news and public affairs, and Robert Bracken, national director of station relations. The schools will be tuition-free. Members of the ABC staff will serve on the faculty.

[...]

ALVE TO: Sound-proof studio, somewhere in New York City. Daly, flanked by Quincy Howe, George Sokolsky, sits behind a table with three potential political candidates waiting. They are Jones, Mr. Smith and Mr. Adams, ordinary, well-formed men good enough to put up a good fight. Mr. Daly is panel smile amply as the sign is and seat themselves at each other.

Daly: [To camera] Nice to meet you, sir. The corners of Mr. Jones' mouth rise to form a ninetharted ABC.

Mr. How: I'd like to say—

Mr. Smith: I can see the purpose of this. It's not a new idea but, you see, we've had something back and out creates moving in an otherwise static scene.

Mr. Sokolsky: Along the same line, Quincy, you might mention what I call "the art of stumbling." Mr. Howe: That's your forte, George, don't you think?

Mr. Sokolsky: Mr. Brown, you stumbled over several words while reading from your notes. This is a step in the right direction, but instead of going right on, you should go back over several paragraphs. It doesn't hurt to repeat yourself—

Mr. Smith: with important variations—especially if your talk has not been circulated in advance. This gives your supporter a chance to circulate a wide range of interpretations and gives you an out if you're accused of dreadful mischance—

Mr. Brown: Would that apply to person-to-person interviews?

Mr. Howe: Of course. And in a person-to-person interview, the interviewer is in the eye. The chances are he won't look you in the eye, but in case he does, avoid his. Square at the camera won't make him look how well he looks, and in moments of feeling, focus on a point three feet beyond the back of his head. This keeps even the most unsympathetic politician in the interview.

Mr. Daly: Gentlemen, we'll now take a five-minute break and then continue our run.

SLOW DISSOLVE TO: Same scene, later. The course is nearing its completion. The three candidates look as barreled as their instructors. Each candidate now wears horned rimmed spectacles, which he takes off and puts on at regular intervals for no apparent reason. The course ends by ending his closing address.

Mr. Daly: And so, gentlemen, although we cannot do the job for you, at least we can point the way. I'd like to remind you that our sponsors have available for a nominal fee, a standard, portable ad-lab set for those inevitable last-minute talks to the nation when you have to answer, in picture, one particularly scummy charge or another.

Complete from rugs on the floor to personal pictures on the desk. We have purposely avoided discussion of appearance and manner in the understanding that you'll be attending NBC-TV's Candidates Color Clinic. You'll be briefed there on the advisability of an extra nib of polish, a new hair piece, and some of the wonders of tinted contact lenses. You know now you're leaving for better or for worse, God-speed.

Mr. Jones: Mr. Daly ... (With obvious emotion) ... I don't know how to thank you. It's a wonderful thing you've done for the country in this vital election year.

Mr. Daly: [Puts arm around Mr. Jones and leads him away from the others.] I'll let you in on a little secret, Mr. Jones. This service our court isn't in today. It's just the first time we've seen fit to publicize it. By any chance, do you remember 1952? And do you remember an interview in Springfield, Illinois? One of your candidates had a hole in his shoe ... (He smiles knowingly) Or do you remember a name called Checkers? You nudge. Mr. Jones. They both burst out laughing in sudden recognition. slow dissolve.

VINCENT CANDY

Who's Where

DICK DINSMORE, formerly west coast sales manager of Screen Gems, has been promoted to western sales manager at the Hollywood headquarters. HANN TAYLOR has joined the company as station sales supervisor of the western division.

HUBERT WILKE, formerly general sales manager of KCBS- TV, has taken the Tele-Prompter Corporation as a sales executive of the "teletext" division. HERBERT W. HOBLE, vice-president, has announced.

ROBERT GOODMAN has been promoted from program assistant to staff director of WCBS-TV, New York, it is announced by BAL HUGH, the station's program director. He will replace NEAL FINN, who has been assigned to direct the growing WCBS-TV Public Affairs Department programs, details of which will be announced shortly.

RICHARD CARLTON has been named eastern television sales manager of UM & MCN Corp., it is announced by CHARLES J. AMORY, president. Mr. Carlton was formerly with Minot TV.
Hollywood, U.S.A.:

HOLLYWOOD: The television industry is facing a major change, created by the availability of the huge backlog of major feature films, Edward Gray, vice-president of National Telefilm Associates, in charge of the western division, stated here following the reported consolidation of PRM and C & S product.

Mr. Gray, whose company purchased the Selznick films and introduced the "Fabulous Forty" and "TNT" packages of films, said the trend toward feature film programming from national level to local station operation has already been indicated by increased ratings on shows featuring the great film classics of former years.

Star names and quality productions, which cost the film studios millions to produce, are out-raging the half-hour film shows and top live hour programs, Mr. Gray said. A more careful appraisal of the selection of films to be produced for television, and a greater evaluation of the remaining backlog of films that are in the "cans" at the major studios is the order of the day, he pointed out.

Mr. Gray posed a horizon note that other major television film distributors will be shopping for backlog features and consolidating interests in order to maintain a degree of competition necessary for the successful marketing of feature product.

Sponsors already have expressed favorable regard for "spot purchases" on films, which already have proved their value at the box office, and are aiming their commercialers at a new generation who have never seen the films before.

Albert McCleery, executive producer of NBC's "Matinee Theatre" is playing host tomorrow March 20 to the press at the show's 100th performance. This will be the first show done with an audience in special seats on the stage at NBC's Color City in Burbank. John Conte steps away from his regular hosting job to do the starring role of "temptation for a King".

Mr. McCleery's incomparable operation for supplying mass entertainment could easily set the pattern for a national theatre. Shows that are born on this program, and actors who can find opportunity for testing their ability in important roles, may find a profitable route to touring in plays that can be re-adapted to theatre facilities.

We add our congratulatory note on this occasion to the network's vision, Mr. McCleery and his expert staff and the sponsors who make the show possible.

SAMUEL D. BERN'S

SPOTLIGHT

(Continued)

year of telecasting of John Cameron Swayze's News Caravan. The group in attendance saw Swayze in action at his 7:45 P.M. stint for Camel and Plymouth, then a short film subject detailing the history of this most-successful news telecast, produced by Frank McCull and directed by Ralph Peterson. On the monitors for viewing of the program was seen a sequence in color (excellent), using Anasochrome for speedy handling, according to Arthur Holch and Bill Ryan, news editors. Mr. Swazey, incisive reporting, happenings, and the high grade work which goes into it are easily for the top rating ache.

Mama's 300th

Last Friday night, "Mama's" CBS-TV's long-run saga of the American family life turned of the century, was noting ahead to an uncertain (it will probably go into come Fall) but concentrated on its record--as the oldest and most dramatic shows on television--which marked Mama's 300th far since going on the 1 July, 1949.

The 104 Package

The package of 104 Col Pictures features, called the Wood Movie Parade by Gems, has been sold to a total of 11 stations so far, Robert director of sales for Screen announced last week.

At UPA PICTURES

Ipana (D.C.S. & S.)
Borden's Instant Coffee (D.C.S. & S.)
Crisco (Compton Adv.)
Minute Rice (Y & R)

At UNITED WORLD FILMS

Lux (J. Walter Thompson)
Studebaker (Benton & Bowles)
General Electric (B.B.D. & G)
Coca-Cola (D'Arcy)
Lustre Creme (Leavens & New Air Force Recruiting (R & R)

At VIDEO PICTURES, Inc.
Rise (S.S.C. & D.)
Old Spice (Direct)

Best Comedy Team in the Fame Television Today poll of TV writers and editors of the nation's newspapers, George Burns and Gracie Allen, were the winners, receiving their scroll of achievement from Harold Bostwick, right, of Quigley Publications, in Hollywood last week.

COMMERCIALS ON THE SPOT

Prepared for freshen or new commercial appeals on TV screens throughout the nation are following:

At GEORGE BLAKE ENTERPRISES

Lentheric Hair Spray (Great Ads.)
Encore Cigarettes (Kidner)
Omega Oil (Direct)
Ronzoni Macaroni (Emil Magni)

At CALHOUN STUDIOS, Inc.
Melrose Distilleries (Direct)
Raleigh Clothes (Direct)
Sagner Clothes (L. Goldner)

At HERBERT KERRKOW, Inc.
Bisell Carpet Sweepers (N. W. Ayer)
Sargeant Dog Product (N. W. Ayer)

Hills Bros. Coffee (N. W. Ayer)

At LALLEY & LOVE, Inc.
Chrysler Motor Cars (McCann-Erickson)
Norelco Electric Razor (C. J. La Roche)
Soncoy Gas (McCann-Erickson)
Westinghouse (Ketchum, MacLeod & Grove)

At VERNON LEWIS PROD.
Englander Mattresses (Blow, Betts, Toigo)
B. F. Goodrich "P-5" Canvas Shoes (McCann-Erickson)
DuPont Nylon Sheets (B.D.D. & Co.)
Chevrolet (Campbell-Ewald)

At MICHAEL MYERBERG PROD.
Ehlers Coffee (Down, Redfield & Johnstone)
Ivory Soap (Cowpton Ads.)
Green Giant Peas (Leo Burnett)
Hazel Bishop (Raymond Specter)

At PATHESCOPE PRODUCTIONS
East Ohio Gas (Ketchum, MacLeod & Grove)
Lederle Auroeumycin (Conklin, Mano & Son)
Karo Syrup (C. L. Miller Co.)

At SARRA, Inc.
St. Joseph Aspirin (Lakes-Sparrow)
Herbert T. Ayton (M. H. Hackett Co.)
Frozen Dinners (Tatham-Laird)

At FLETCHER SMITH STUDIOS
Doeskin (Harry B. Cohn Co.)

Roto Broil (Produc Service Buffarin (Y & R)
Sunbeam Bread (Direct)
Glamorene (Produc Service Buffarin)

At UPA PICTURES

Ipana (D.C.S. & S.)
Borden's Instant Coffee (D.C.S. & S.)
Crisco (Compton Adv.)
Minute Rice (Y & R)

At UNITED WORLD FILMS

Lux (J. Walter Thompson)
Studebaker (Benton & Bowles)
General Electric (B.B.D. & G)
Coca-Cola (D'Arcy)
Lustre Creme (Leavens & New Air Force Recruiting (R & R)

At VIDEO PICTURES, Inc.
Rise (S.S.C. & D.)
Old Spice (Direct)

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"It's a pleasure to do business with 20
N.Y. Offices Close Early Due to Storm

Most home offices of film companies, as well as many offices of circuits, in snow-blitzed Metropolitan New York closed early yesterday to allow employees to begin their trek home as soon as possible.

RKO Radio Pictures, Universal-International and United Artists home offices closed at 1:00 P.M., while Paramount, Warner Brothers, Loew’s, Inc. and 20th Century-Fox closed mid-afternoon.

 another Delay

Farm Bill Vote May Set Back SSB Hearings

N.Y., on Thursday

The technical details of sub- 
cable television, the scrambling of 
and sound, will be thoroughly 
discussed at a special symposium at 
the annual Institute of Radio 
seers national convention which 
served here yesterday at the 
St. Astor Hotel and Kings-
Arny, with some 45,000 elec-
trians and engineers in 
ance.

of pay-as-you-see TV 
be discussed on Thursday, the 
(Continued on page 14)

Newspaper, News

From THE DAILY Review

ASHINGTON, March 19. — A 
contingent of leaders from the 
essional and military life of 
the nation attended the special 
view of “On the Threshold of 
“CinemaScope” feature of 20th 
iday Fox. The performance was 
at the Capitol Theatre.

The advance showing of the 
rode drama dealing with jet-age re-
(Con tinued on page 14)

samurai’ in Top Spot

Academy Reveals Technical 
And Foreign Film Awards

By WILLIAM B. WEAVER

HOLLYWOOD, March 19. — “Samurai,” a Japanese picture presented by 
Home Pictures, Inc. and a Techo Co. 
Fils, Inc., will receive the Academy 
award as the honorary foreign lan-
guage film tomorrow night at the 
BC Century Theatre, in New York. 
Academy president George Seaton 
ounced today.

Claudette Colbert will present the 
award on simulcast. A technological 
award in Class One will be presented 
to the National Carbon Co. for the 
development and production of a high

Business Off Up to 70 Per Cent

Storm Takes Heavy 
Toll at Box-Offices

Effects Are Felt from West Virginia to 
N.E. and West to Buffalo, Pittsburgh

By MURRAY HOROWITZ

The Eastern snowstorm took a heavy toll at theatre box- offices, cutting 
weekend business as high as 60 to 70 per cent in some areas in the affected 
zone, running from West Virginia to New England and as far West as Buffalo 
and Pittsburgh.

The storm, which continued unabated until late yesterday afternoon 
in the New York area, stacked up as the worst in seven years, with a fall 
measuring 14 inches.

Here are the highlights:

Some New York neighborhood 
theatres reported a fairly good mati-
nee yesterday, with children in the 
public schools given an option on 
school attendance and parochial 
schools closed due to a Catholic 
holiday.

The snow piled up yesterday, 
on top of Sunday’s fall and the pelting 
received on Friday, disrupting 
traffic on major roads and keeping 
people indoors.

Providence in State 
Of Emergency; Use 
Theatres as Shelters

Special to THE DAILY

PROVIDENCE, March 19. — As the 
worst blizzard in many a year sweeps 
over New England, following last 
Friday’s snow storm, a state of emer-
gency has been declared in Provi-
dence.

Disaster units, Red Cross and Civil 
(Continued on page 15)

Rep. Receipts Abroad 
To Rise 50%; Armour

From THE DAILY Review

HOLLYWOOD, March 19. — Foreign 
earnings of Republic will rise 50 
per cent higher in 1956 than in 1955, 
Reginald Armour, vice-president of 
Republic International, stated in his first 
conference with Republic President 
Herbert Yates.

Armour, who arrived from South 
(Continued on page 14)
Telecast Receives 30.0 Trendex

Phil Silvers and His CBS TV Show Win Five 1955 Best 'Emmy' Awards

The telecasting of the 1955 Academy of Television Arts and Sciences five of the honors being presented to "Rich" program, garnered a 15-city Premiere Of 'Birds and Bees'

A gala invitation screening of the New York of Paramount's "Birds and the Bees," starring TV Comedy and "Big Screen, Gaysor, will take place tonight at the Times Square Paramount Theatre.

The New York screening of the VistaVision-Technicolor comedy, which is being simultaneously duplicated in theatres in 30 other cities, will be attended by prominent New York businessmen, top industry executives, metropolitan area exhibitors, film buyers, trade press representatives, national critics, radio and television commentators and other influential opinion-makers.

Glorer, Industry Veteran, Dies

LOS ANGELES, March 19.—Funeral services were being completed here for Benjamin F. (Barney) Glazer, 68, a writer, producer and director before World War II and two-time Academy Award winner, who died yesterday in Cedars of Lebanon Hospital of a heart ailment.

Glazer, who won Academy Awards for writing the original film version of "Seventh Heaven" in 1927 and for writing "Arise My Love" in 1940, retired from the industry 12 years ago due to poor health. He was a native of Ireland and went to Hollywood after his Broadway production of "Lilom" in 1922.

Defer N. J. Allied Meet

TRENTON, N. J., March 19.—The membership meeting of Allied Theatre Owners of New Jersey, which was scheduled to be held here today, has been postponed. The date of a new meeting will be announced shortly.

Reverse 'Arm' Ban

ATLANTA, March 15.—Atlanta's censors have reversed their decision to keep "The Man With the Golden Arm."
PEOPLE

Aman S. Adams of New York has been appointed film library advisor in the Radio-TV-Motion Picture Bureau of the State Commerce Dept.

Le Williams of IFE's Atlanta branch has been transferred to Charlotte.

John Jarvis has returned to post of branch manager in a.

Mr. Rinden will celebrate a half-century's association with the Shen's in Buffalo and Western New York next month. Rinden, now manager of Shen's Buffalo, started as a seller in Shen's old Court Street theatre.

Ward Marsh, veteran Cleveland picture critic, will be honored by the industry with a testimonial dinner on the occasion of his 40th anniversary as motion picture editor of "Plain Dealer" on April 9.

Charles Perrine of Minnesota Cen-mo, Minneapolis, and Fred Friedman, Albert Lea Amusement Co., Albert Lea and Minneapolis have been named as employer members of a new advisory board of Minnesota industrial commission.

minimum wages for women minors in the amusement in-

Ian Jacob, director-general of British Broadcasting Co., will address a luncheon meeting of the Re-Television Executives Society early 21st tomorrow, at the Roosevelt Hotel here.

Ham Gassner, manager of the Coliseum Pictures play department in York from 1934 to 1947, has named Sterling professor of writing at Yale School of Drama. In July 1, succeeding J. T. Penn Warren, who is retiring from the post of writing.

Funeral Rites Today for Fred Allen, 61

Memorial services will be held at St. Ignatius' Roman Catholic Church at 10 a.m. today for comedian Fred Allen, 61, who died of a heart attack on Saturday night.

Allen, who won many "Fame" awards in the radio critic in the '30s and '40s, has long been a major figure in the broadcast industry. He was a permanent fixture on CBS-TV's "What's My Line?" until his death.

Friday, March 20, 1956

MOTION PICTURE DAILY

Reports on Tour of West
Shanklin Optimistic New Product, Equipment Will Stimulate B.O.

RONCEVERTE, W. Va., March 19.—Despite evidences of declining theatre attendance in many sections of the Middle and Far West encountered during a recently completed tour, J. C. Shanklin, owner of the Grand Theatre here, said he is optimistic about the future of the business and believes that good pictures properly presented with the latest equipment in well-maintained surroundings will continue to win patrons.

"Good pictures are still doing fine business everywhere I went," Shanklin said. That many pictures do not equal former performances can be attributed to the increased competition for the amusement dollar today, as well as the difficulty any producer encounters in knowing in advance what the public will want later on, Shanklin believes. Sports, he said, keep as many people away from the theatre in particular areas and particular seasons as does TV.

Sports Competition Strong

"Even in this small city," he remarked, "my theatre feels the competition when there are special basketball, baseball, football or other athletic contests locally. Even top pictures have a difficult time meeting the competition such events afford."

Mr. Shanklin and Mrs. Shanklin spent more than a month on a motor tour which included visits to Hot Springs, Ark., their 18th season there and on west into Arizona, returning here by a northern route. They visited theaters and exhibitors along the way.

Product of hit caliber has been somewhat and that it will stimulate attendance importantly. The best in equipment and good theatre housekeeping is as essential these days as top product. I have found that people will leave their TV sets under those conditions."

Luis Montes Dead;
Was Mexican Leader

MEXICO CITY, March 19.—Luis B. Montes, 45, a top Mexican executive of the National Exhibitors Association, founder of the Mexico Variety Club and representative for Latin America in International Variety, died of a heart attack at his home here. The widow and a young son and daughter survive.

George C. Walsh Dies

YONKERS, March 19.—George C. Walsh, a former circuit executive, died in St. Vincent's Hospital here yesterday at the age of 60. Walsh, whose father was the builder of the Strand Theatre at Yonkers, was manager of a 15-theatre chain on the New Orleans circuit of Paramount Pictures, Inc., before transferring as director of the Eastern New York theatre circuit for Paramount. Since 1955 he has been in the automobile business.

Okay Barnes Judged

WASHINGTON, March 19.—The full Senate Judiciary Committee approved President Eisenhower's nomination of anti-trust chief Stanley N. Barnes to be a judge of the Ninth Circuit Court of Appeals.

Flick on Censorship:
Regulation Aids All

ALBANY, Mar. 19.—The machinery established by the people of the state "to prevent the abuse of motion pictures" is "on the whole, very effective," Dr. Hugh M. Flick declared in an address on "Freedom and Censorship" before Gansevoort Chapter, Daughters of the American Revolution, Inc. "I have installed complete equipment, including Cinema-Scope and stereophonic sound, Vista-Vision and other improvements. I think Cinema-Scope 55 is wonderful and that it will stimulate attendance importantly. The best in equipment and good theatre housekeeping is as essential these days as top product. I have found that people will leave their TV sets under those conditions."

NFPA Report
Faulty Wiring Chief Cause of Theatre Fires

Recounting theatre fires occurring as far back as 1808, the National Fire Protection Assn. has published a thorough report on the theatre's menace, stating that faulty electrical wiring and fire hazards on the stage and backstage are the major points of fire origin. Statistically, these combine with the lack of sprinkling systems and an automatic detection device or watchman to pose the greatest threat.

Organized in 1896

Organized in 1896 to promote the science and improve the methods of fire protection, the NFPA states that of 100 theatre fires, 19 originated on stage, 14 in projection booths and only 13 in auditoriums, including both orchestra and balcony. Faulty wiring was a known cause in 34 cases while smoking and the lighting of matches, third on the list, accounted for 18 fires. Leading factors contributing to the spread of theatre fires were the lack of smoke and fire detection devices.

Combustible stage curtains were high on the list.

Theatre exits, long an object of debate, have been under attack from the organization who credits such exits as being the greatest factor for the loss of lives. Investigating 30 theatre fires that resulted in the loss of life, exits—insufficient number, poorly lighted, obstructed, narrow, and those not marked—were the greatest contributing factor.

Santa Ana Holds Record

Statistically, the largest loss as reported by the NFPA was $325,000 in the leveling of a Santa Ana, Cal. theatre on Feb. 26, 1952, while in the fire at Paramount Pictures, Inc., on Jan. 2, 1953, $50,000 was reported lost when a W. Rudford, Va. outdoor house was razed in Feb., 1949. The largest tragedy in the industry on a world-wide basis was the death of 1,670 patrons in a Canton, China, theatre in May, 1845, while deaths on a historical basis, considering all years and all theatres, number 7,833.

To Launch 1956 UJA Campaign Next Mon.

The industry's 1956 campaign for United Jewish Appeal will be inaugurated next Monday at a luncheon to be held in the Paramount Pictures building here. Jack Schnell, vice-president and general counsel of Universal Pictures, who served as chairman of the 1955 campaign, has announced.

Boaz Balaban, Paramount president, will be host at the luncheon, at which the 1956 campaign chairman will be introduced.
USATo Guarantee Viet Nam Contracts

WASHINGTON, March 19.—The United States Information Agency has agreed to accept applications for convertibility guarantee contracts for motion pictures distributed in Viet Nam.

Contracts will be accepted both from companies distributing there through the Motion Picture Export Association and from independent companies. USIA has not as yet set a limit on the total amount of funds on which it will guarantee convertibility but it is expected to run between $750,000 and $800,000.

USIA reached this decision after the MPEA had “inquired into the possibility” of guarantees for Viet Nam by an agency official.

At present USIA is guaranteeing convertibility on film earnings only in Yugoslavia. The agency is looking into the possibility of providing guarantees in Turkey, but a difficult situation in that country is slowing up a decision.

Reservation Charge

WASHINGTON, March 19.—The Internal Revenue Service has ruled that for admission tax purposes any extra charge for a reserved theatre seat is to be counted into the admission price.

The service said it had been asked to make clear how the admission tax exemption for tickets of 50 cents or less applied in cases where a person pays a general admission charge of 50 cents and then pays an additional 50-cent charge for a superior accommodation, such as a reserved seat.

Where a person pays one charge and then pays a second charge for accommodations “which are essentially an extension of the accommodations granted in return for the payment of the first charge,” the Service said, “the tax attaches to the total of the two charges made.” Thus, it stated in the case about which the question was raised, the total $1 paid constitutes the amount paid for admission within the meaning of the tax laws, and so is subject to tax.

USATo Guarantee Viet Nam Contracts

A double-frame, triple-head background projector.

Technical awards in Class T are also given to:

Twentieth Century-Fox and Bausch and Lomb Co. for the new combination lenses for CinemaScope photography;

Walter Jolley, Maurice Larson and R. H. Spires, all of 20th Century-Fox, for a spraying process which creates simulated metallic surfaces;

Steve Krlanovich for an improved double multi-directional steering;

Dave Anderson, 20th Century-Fox, for an improved spotlight capable of maintaining a fixed circle of light at constant intensity over varied distances;

Loren L. Ryder, Charles West, Henry Fraker, all of Paramount, for a projection film index that established proper framing for various aspect ratios.

The Academy board of governors, which voted the honorary and technical awards, will not present any of the honorary awards, or an Irving G. Thalberg award for this year, Senton added. 

Senate Ends Study of Film Effect on Youth

WASHINGTON, March 19.—The Senate Judiciary Subcommittee studying juvenile delinquency will almost certainly not make any further investigations of the effects of motion pictures on teenagers, a committee official said. The Senate today voted to extend the life of the subcommittee until next Jan. 31, but with only a $35,000 budget, instead of the $130,000 the subcommittee originally sought.

This official said that the reduced budget almost definitely precluded any further study of films, and that there is no great desire to go into this subject any further anyhow. The subcommittee, headed by Sen. Estes Kefauver (D., Tenn.), has already studied the effects of films and TV programs on teenagers, and a report on its film study is due some time during the next few weeks.

Skiatron Would List 400,000 of Common

WASHINGTON, March 19.—Skiatron Electronics and Television Corp., today filed with the Securities and Exchange Commission a statement setting registration of 47,000 shares of its 10 cents par common stock.

The company said the shares represented stock already issued or to be issued pursuant to warrants held by Matthew M. Fox, James M. Lunde and Philip A. Reisman. The statement said the 470,000 shares would come from 81,500 shares already outstanding by these three, 288,500 shares subject to warrants by these three, and 100,000 shares owned by Skiatron president Arthur Levey. The company now has outstanding 1,313,817 common shares, Skiatron said.

Crown Buys AA Stock

WASHINGTON, March 19.—Alfred Crown, vice-president of Allied Artists Pictures Corp., acquired 5,000 shares of common stock through the employee stock purchase plan in January, making his direct holdings that amount, according to the Securities and Exchange Commission.

Some U.S. Films Have Bad Effect On Foreign Filmgoers

WASHINGTON, March 19.—U.S. government efforts to persuade U.S. film producers to show particular films overseas because of the bad effects they may have on foreign audiences, Congress officials say.

U.S. Information Agency Director Theodore Strebelt said there had been about 25 films during the last four years that “our posts have reported difficulty over.”

Has Contacted Hollywood

“... And the added, “we are working with the industry in Hollywood to work out the attention carefully so that the effects of pictures won’t come to censor products but will work for getting a hearing.”

Strebelt hastened to add that these few unfavorable pictures were only beneficial effects of the Hollywood product in the screens of the world, which was far away. In our industry, we are not unqualified to say it will be much better if we could reduce these few bad pictures and see how we are going to continue our efforts in this respect.”

Report Made Last Month

Strebelt’s remarks were made during a hearing before a Senate Foreign Relations subcommittee on bills to authorize a permanent program of U.S. participation in international trade fairs and festivals.

The full record of the hearing made public today.

Senator Humphrey brought the subject up by criticizing the effects of the foreign showing, “The Blackboard Jungle.” He said the film had “caused a reaction” all around the U.S. in portraying the young people of the nation as a bunch of hoodlum racketeers.” He asked Strebelt if he would sit down with Hollywood producers and talk with them about it.

Mrs. Luce’s Action Approved

Strebelt said he had discussed it and many other films with the industry. He said that “they” saw many of the objectionable film produced by independent producers who could not be controlled. For example, he said, the distributors of “Blackboard Jungle” use as part of their sales promotion campaign South Asia the fact that U.S. Army is stationed in Couch Base throughout the film being shown in Italy.

Both Humphrey and Sen. Mont. announced they were against Mrs. Luce’s opposition to the foreign showing of “The Blackboard Jungle.”

From THE DAILY Bureaus

The exhibition of Disney’s “Song of the South,” based upon the folk tales of Joel Chandler Harris’ Uncle Remus, will follow the New York saturation openings with the simultaneous release in 72 theatres in the metropolitan New York area on April 4. The following week it will open in more than 100 additional independent and circuit houses located in the New York, New Jersey, Long Island and Westchester areas.

Upstate Ban on Drive-ins

The Town Board of Brunswick, near Troy, N. Y., has voted to prohibit the construction, operation and maintenance of drive-in theatres within the town limits. More than 200 residents attended the recent public hearing on the issue which goes into effect March 25. United Drive-In Theatres, Inc., had planned to construct a drive-in at Brunswick.

Asia Sees ‘Conqueror’

Four cities in Asia will have openings of Howard Hughes’ “The Conqueror” on March 30. The picture will play in Bombay, Calcutta, Rangoon and Karachi, Pakistan.

‘Wonders’ Benefit Show

The premiere of “Seven Wonders of the World” in the Warner Theatre, Pittsburgh, on April 19, will be a benefit for the United Nations Association of Pittsburgh.

Filmac Drive-in Book Out

Filmac Trailer Co. Inc.’s new 1956 Catalog of Trailer Ideas for America’s drive-in theatres is now in the hands of exhibitors. This catalog is devoted exclusively to the specialized needs of drive-ins in advertising, exploitation, special stunts, refreshments and institutional ideas.

ABPT, WU Buy 44% Of Electronics Firm

Two checks amounting to $555,000, were presented last week to Technical Operations, Inc., of Arlington, Mass., marking the formal acquisition by Western Union and American Broadcasting-Paramount Theatres of a 22 per cent stock interest by each company in the Arlington electronics and electronics firm. Both companies also have options to increase their individual stock interest up to 25 per cent each.

Technical Awards

(Continued from page 1)
C. V. Whitney formed C. V. Whitney Pictures, Inc. for the purpose of making fine pictures. He chose as his executive producer, Merian C. Cooper, and gave him one basic instruction: "Get the best."
THE FOLLOWING PAGES TELL THE BOOK AND THE PEOPLE, MERIAN C. COOPER, ACADEMY AWARD WINNER "FOR HIS MANY INNOVATIONS AND CONTRIBUTIONS TO THE ART OF MOTION PICTURES," ASSEMBLED WITH MR. WHITNEY FOR THE FIRST C. V. WHITNEY PICTURES, PRODUCTION.
THE SEARCHERS
A Novel by ALAN LE MAY

WE ENGAGED FRANK NUGENT, TWICE SCREEN WRITERS GUILD AWARD WINNER FOR "THE QUIET MAN" AND "MR. ROBERTS" TO WRITE THE SCREENPLAY. NUGENT HAD GREAT SUCCESS WITH JOHN FORD AND MERIAN COOPER IN WRITING FOR THEM "FORT APACHE" AND "SHE WORE A YELLOW RIBBON" AS WELL AS "THE QUIET MAN."
WHITNEY AND COOPER SIGNED THE ONLY FOUR-TIME ACADEMY AWARD WIN DIRECTOR, JOHN FORD, TO DIRECT "THE SEARCHERS."

JOHN FORD
THEN WE SIGNED JOHN WAYNE, MANY TIMES TOP BOX OFFICE CHAMPION.
THE CO-STARRING CAST WAS SIGNED NEXT...

JEFFREY HUNTER

VERA MILES

WARD BOND

NATALIE WOOD

PATRICK FORD, WIDELY EXPERIENCED IN MAKING MOTION PICTURES IN FAR PLACES OF THE WORLD, AS WELL AS HOLLYWOOD, WE ASSIGNED AS ASSISTANT PRODUCER.

WINTON HOCH, THREE-TIME ACADEMY AWARD WINNER FOR CINEMATOGRAPHY, TO PHOTOGRAPH "THE SEARCHERS" FOR C. V. WHITNEY PICTURES, INC.

FOR THE MUSIC WE ENGAGED MAX STEINER, THREE-TIME ACADEMY AWARD WINNER, 27 TIMES NOMINATED... and to write the song, "THE SEARCHERS," Stan ("Ghost Riders In The Sky") Jones.
FILMED ALL OVER THE WEST IN THE MAGIC OF VISTAVISION COLOR BY TECHNICOLOR...

THE SEARCHERS DEVELOPED INTO ONE OF THE GREAT MOTION PICTURES OF AMERICA

When MR. JACK L. WARNER saw "THE SEARCHERS" he wrote MR. WHITNEY:

When MR. JACK L. WARNER saw "THE SEARCHERS" he wrote MR. WHITNEY:

Then placed by C. V. WHITNEY PICTURES, INC. IN THE CAPABLE HANDS OF WARNER BROS. FOR WORLD WIDE PRESENTATION.
**Creature Walks Among Us**

Universal-International

Those theatre patrons who thrive on horror and the fantastic, Universal-International production starring Jeff Morrow, Rex Reason, Leigh Snowden will be a delight. While some may think it does watch the terrors of "Frankenstein," it does come up to par with those “creature” films that met with box office success.

The creature is a strange half-man, half-fish whose habitat is Florida waters. Morrow, a successful and wealthy surgeon, hopes to achieve greater fame by capturing the creature. He finances an expedition to Florida on a luxurious yacht, the party consisting of his wife, Snowden; Reason, a geneticist; Maurice Mannon, an x-ray and science expert; James Rawley, a biochemist, and Gregg Palmer, a doctor.

Although such an attractive woman aboard, it becomes obvious that a plot is developing—and it does.

Literally, the story takes the credulity of the viewer, but that’s unimportant as long as the entertainment factors are there. And they are, to full measure. Exciting highlights are centered on the capture of the creature, the efforts to subdue him, the operation that is needed in an attempt to make him a human being and his ultimate escape with tragic results. Add these episodes to some interesting water photography and you have an off-beat picture with good office potentials. Also, it has been found in the past that pictures “monsters” and “creatures” lend themselves to sensational types.

Lea Alland produced and John Sherwood directed from a screenplay by Arthur Ross.

Running time, 78 minutes. Adult classification. For April release.

JACK EDEN

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**Emergency Hospital**

**Bel-Air—United Artists**

If the title “It Happened One Night” hadn’t been snared previously, it might have been the perfect tag, too, for this Bel-Air production, inasmuch as the entire action takes place on a single night shift in the emergency ward of a city hospital. It’s a dusk-to-dawn saga of what goes on in those rooms—drama, comedy and tragedy. And it’s all in the night’s work for those who must look after the unfortunate who, through some misfortune, find their way into those gruesome, but merciful, halls.

Top-billed are Margaret Lindsay, Walter Reed, Byron Palmer, Rita Johnson, and John Archer and each gives a convincing performance. Director Lee Sholem, executive producer Aubrey Schenck and producer Howard Koch have combined their efforts to keep the action moving fluidly from beginning to end.

Miss Lindsay is cast as a doctor who looks upon her nightly chore in the emergency ward as an honorable challenge. On this particular night she is faced with a variety of emergencies—an attempted suicide, a juvenile delinquent injured in the process of robbing his own father’s store, a stabbing victim, an attempted rape case, several car accidents and a race with the clock. Always around is Reed, a police sergeant assigned to the hospital for possible criminal investigation, and he’s kept very busy.

Romance is injected via Palmer, a sports car enthusiast, whose pleas for Miss Lindsay to marry him go unheeded until, of course, the fadeout. She is not in sympathy with Palmer’s addiction to souped-up foreign cars.

Don Martin’s screenplay has been transferred to the screen in an excellent manner. The audience gets a vivid and realistic picture of what transpires behind the bleak walls of a hospital at night. Produced in black and white, the picture was shot for an aspect ratio of 1.37:1.

Running time, 82 minutes. General classification. Release date not set.

J. E.

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**Invasion of the Body Snatchers**

**Allied Artists**

Science fiction emerges as a fine attraction in this Allied Artists melodrama that bears the stamp of originality of producer Walter Wanger. Both he and director Don Siegel make much of mystery, suspense and superb timing to keep audience interest on a high level from its beginning to its exciting conclusion. Through technical innovations they have removed the film from the basic fantastic fiction class into one that most theatre patrons will brand as “believable.”

Kevin McCarthy, as a young doctor, is the hero of the Daniel Mainwaring screenplay based on a “Collier’s Magazine” serial by Jack Finney. The fantastic is introduced when McCarthy, away from medical practice for quite some time, returns to his small town adjoining Los Angeles to find that an unknown plant organism (maybe from space) has invaded the community. Producer Wanger technically makes the plant appear credible on the screen. The fantastic is highlighted when the plant assumes control of the town and substitutes its own kind (reproduced by means of giant pods that take on the likeness of existing people) for the human population. McCarthy combats the “thing” and finally succeeds in overpowering it as the melodrama comes to a forceful end.

Cast in supporting roles are Larry Gates, King Donovan and Carolyn Jones. Dana Wynter is given co-star billing.

Running time, 80 minutes. General classification.
Toll TV Seminar at IRE

Palace accounts for approximately 80 per cent of the entire production output in the electronics industry at the present time.

Down from 6 to 2 Changes Weekly
BONCEVERTE, Va., March 1—That the complained about price shortage is not always serious to theatre operators is attested by James G. Shanklin, operator of the Granada, here.
Creditors top pictures with effective draws, Shanklin said, because one made six changes with the company and now has two, “and it’s still hitting its own,” he said.

‘Space’ Show

Yesterday’s search and space experimentation by the U. S. Air Force was held at Sylvo P. Skours, president of Century-Fox, who arrived from New York in late afternoon with film executives Charles Einfeld, vice-president; W. C. Gehring, vice-president; C. Glenn Norris, Eastern salesman, and Martin Moskowitz, division sales manager.
Co-hosting the event, followed a special reception in the grand room of the Willard Hotel, was the Air Force Association, which was represented by a large, distinguished roster of military leaders. Due to heavy snowfall, the preview attract thousands who lined the around the theatre to view programs.

Conducted by General Ke...

Toddy’s ‘World’
To Bow Sept. 6
HOLLYWOOD, March 19—Michael Toddy’s Production of “Around the World in 80 Days,” which has been filmed in the Toddy-A-O process, will have its New York premiere on Sept. 6, the producer declared here today.
Toddy said that he currently was negotiating for a Broadway theatre other than the Rivoli Theatre, which is presenting “Oldham,” the first Toddy-A-O film. He said that the Broadway house which he acquires will be converted to his Toddy-AO system.

Shipping

A train for the express shipment of all other products was scheduled to depart on the 715 Shortly after the train's departure, the express shipment of all other products will take place.

Farm Bill

The bill was passed by the Senate, and the committee released the new version to the public.

May Leave New Haven

In those cities where distributors' leases on their exchange sites are expiring, indications are that the shipping facilities will be turned over to National Film.

‘U’ Employes Offered New Insurance Plan

Universal Pictures has announced an increase of approximately 33 per cent in the amount of life insurance available under the plan effective April 1, enabling employees to subscribe to life insurance in the amount of approximately twice their annual salaries instead of 1 1/2 times as heretofore.

With the cost being shared by the company and the employee in the same ratio as at present, Milton R. Rackmull, president of Universal, said that the change is in line with the continuous and progressive growth of the company’s insurance program as developed and operated under the direction of Benjamin Borger, head of the organization’s insurance department.

Republic Abroad

America on the second leg of a world tour which will take him on to New York, London and the Near and Middle East, has based his anticipation on discussions with exhibitors and branch managers throughout Latin-American areas during recent weeks.

Armour is accompanied by Gerald Foseb, Republic advertising-publicity director in London.

Md. Allied Elects; Nolle President

BALTIMORE, March 19.—The Allied Motion Picture Theatre Owners of Maryland, Inc., at its annual election of officers and directors, placed the following into office:

C. Elner Nolte, Jr., president; Jack L. Whittle, vice-president, and Meyer Leventhal, treasurer.


Industry to Salute Conn’s Cornish

HARTFORD, March 19.—A film industry salute is planned for Samuel P. Cornish, who has sold his interest in the deluxe Niantic Theatre, Niantic, Conn., to a former associates, Socrates Delorge and Alphonse Dubucel, for an undisclosed sum.

Film sales agent and others doing business with Cornish with the Niantic Theatre for the past six years will honor him at a dinner on Thursday night at the Morton House, Niantic.

At 72 years old, Cornish has been in the industry for the past 45 years. He plans a leisurely trip westward with his wife, prior to announcing future plans.

Janus Films Forms By ‘Art’ Exhibitor

Bryan Haliday, Miles Morgan, Cyrus Harvey, Jr. have complete formation of Janus Films, Inc., an organization for the distribution of the short art film theatre in New York and elsewhere in the U. S. Both Haliday and Morgan are operating the Space Playhouse here and the Brattle theatre, another “art house” in Cambridge, Mass.

As its initial acquisition, Janus Films has obtained the distribution rights in this country to “The Lion,” the first directing effort of the Italian director and writer, erico Fellini.
Motion Picture Daily

Box-Office Hit Hard by Blizzard

Continued from page 1

close to their Breslives. The in the box-office, at least to the one a great deal of the country was "murder," according to Reade, Jr., head of the circuit, his name. Most of the Reade houses are located in Southern New York.

Patrick's Day Helped

respite on Saturday was in both figures. On Broad- the annual St. Patrick's Day enlivened matters business pretty good, especially when led to Friday night and Sun-

New York's Main Stem, City Music Hall reported busi- about 20 percent off for the and while other Broadways reported that the box at a higher percentage.

de announced the shattering of his Jersey drive-ins because of storm, Woodbridge, C., and East- own. Richard Brandt, of Theaters, estimated the week- business loss at from 40 to 60 at compared to the previous week, adding that these were the heaviest hit. He said Bandit theaters closed over the week. He reported no matinee shows boost yesterday.

Most Schools Shut

within the city, the Board of Education announced that school will remain closed for children today, also, the police and fire departments were on the guard.

knew for Brocher Theatres that indicates that neighborhood situations "the healthiest of all," although too suffered. An official of the D. Circuit, which operates 25 pictures, was open, and 40 of the city's approximately 100 theaters were dark.

rm: Tough Beat

Newsreel Men

snowstorm hampered newsreel men to the extent that some cameramen were stranded and an- to reach their offices with the At Warner-Pathe, only a half was available yesterday for copilot work, the remaining cameramen unable to get to sub- storm assignments. In many a news editor manned cameras left on assignments normally covered by veteran staffs.

wasser, Movietone reported a staff was coping with the storm rage and that most of the im- portant scenes were covered in time by laboratory work and screenings yesterday. The news edi- report said the Metropolitan area Long Island were fully covered the night, all film having been used to the labs by 4 A.M. yest- 

D. C. Business Not Hit

As Hard As Was Expected

WASHINGTON.-The storm hurt Washington theater business some, though not as much as had been expected.

Most theaters said Saturday business held up, and that the damage wasn't felt until Sunday. Even then, Downtown theaters business was down about 10 percent to 20 percent, much less than expected, and neighborhood theaters near public transportation said business held up. Downtown theaters far from public transportation said they were hard hit.

Film exchanges said some prints were coming in late, but that so far these had been ones not immediately needed and so no major trouble has been experienced.

Baltimore Harbor Hit, Especially First Runs

BALTIMORE.-Film deliveries were unaffected by the snowstorm situation yesterday. The forecast snowfall was expected to increase, and the city was expected to be closed down for the day.

BOSTON, Mass.-The worst blizzard since 1934 hit the city of Boston Friday afternoon, causing widespread destruction and closing down almost all businesses.

The storm caused widespread damage to homes and businesses throughout the city. Streets became impassable, and many businesses were forced to close.

New Haven Weekend Crosses

Suffered Severe Blow

NEW HAVEN, Conn.-The heaviest snowfall in New Haven history was reported on Saturday night and into Sunday morning. The storm caused widespread damage to homes and businesses throughout the city.

The storm caused widespread damage to homes and businesses throughout the city. Streets became impassable, and many businesses were forced to close.

Saturday and Sunday Okay

In Albany, Cancel Drive-in Bow

ALBANY, N. Y.-Friday's snow, ranging to 18 inches, destined business that day. Saturday's patronage was good and Sunday's better - where "draw" pictures were headlined. Yesterday's light snow, growing heavier in the afternoon, hit theater business. The storm cancelled the scheduled reopening of the Riverside Drive-in, Rotterdam.

No particular prints trouble appeared to have developed.

"The Kettle in the Ozarks," which suffered at Friday premiere in Schine Amsterdam and Watertown houses, produced solidly there and in three additional Schine towns, Saturday and Sunday.

Add to Storm Grief, SW New Haven Fire

NEW HAVEN, Conn., March 19, -- Adding to the storm grief, Stanley Warner Corporation and New Haven's College Avenue suffered a $25,000 damage fire on Saturday. One employee was slightly burned on the hands. Fire was believed to have started in a mineograph machine.

Providence

(Continued from page 1)

Defense units have been called out here as well as in Boston, Newton, and Fitchburg, Mass., and in other surrounding cities and towns.

No physical damage was reported by the theaters here as yet, although some suburban houses and drive-ins located near rivers and canals are being menaced by rapidly rising waters.

Servicemen Stranded

Theaters remaining open here are doing so to shelter all members of the armed forces who were stranded and unable to reach their bases and military installa- tions. Al Siner, manager of the Providence Strand Theatre, said that he was entertaining 30 sailors who were unable to secure transportation to Newport and Quonset. The Maj- estic, Albee and Loew's Theaters are the exclusive of large numbers of stranded servicemen. The film houses are expected to shut down when transportation arrangements are made for the servicemen.

Doris Day to 'Pajama'

HOLLYWOOD, March 19.-Doris Day will be the feminine star in the screen production of "Pajama Game," to be released by Warner Brothers, it has been announced here by Jack L. Warner, vice-president and executive. The picture will be produced by George Abbott, in associa- tion with Frederick Brisson, Robert E. Griffith and Harold S. Prince, and is slated for filming in the fall.

Paradox: Montreal

Has Sunny Skies

SPECIAL TO THE DAILY

MONTREAL, March 19. -- Weater conditions in Montreal and the dis- trict were nothing short of perfect at the weekend for this time of the year, and, contrary to the experiences of New York and other Northeastern U.S.A. theaters, attendance here was slightly above average.

Sunny skies and moderate temperatures brought more people to the city's first-run theater district, especial- ly on Sunday when crowds lined up to watch the St. Patrick's Day parades. The theater management generally felt that more people than usual were in the neighborhood and this reflected slightly higher patronage.
Expect Early Meeting of MPAA's Ad Council on Revision of Code

Members of the Advertising Advisory Council of the Motion Picture Association of America may meet within the near future to confer on suggestions as to a possible revision in the Advertising Code, it is reported.

The council's membership currently is conferring with its individual companies' advertising staffs seeking suggestions as to the need for a revision in the Code. It was said, due to the appointment of a four-man MPAA standing "watchdog" committee which will shortly launch a study of the industry's self-regulation practices.

According to one Advertising Advisory Council member, the advertising and publicity directors at the major theatre circuits around the nation should also be asked for comment and suggestions on the Code. He said that he will bring this up at the forthcoming meeting.

The Advertising Code was last revised in 1947 by a committee headed by Charles Schlaifer, then national director of advertising, publicity and exploitation for 20th Century-Fox. In 1950, the council amended the Advertising Code, which applies to pressbooks, newspaper, magazine and trade paper advertising, publicity material, posters, lobby displays and all other outdoor displays, novelty distribution, radio copy and every form of motion picture exploitation.

Film Cash Dividends
$1,451,000 in Jan.

WASHINGTON, March 19.—Publicly reported cash dividends of motion picture companies totaled $1,451,000 in January, compared with a January, 1955, revised total of $921,000, the Commerce Department reported.

Officials said the increase was due mainly to the fact that Columbia Pictures paid a dividend of almost $300,000 this January, compared with no January payment last year, while RKO Theatres paid a dividend almost $100,000 higher than last year.

House of Ricordi
Monaco Distributing Co.

Morric or the gaiety and pomp of the early 19th century is recreated successfully in this Franco-Italian co-production in color by Technicolor which features inspirational music of opertatic composers. It was filmed both in Hollywood and in France.

Based on the history of the Ricordi family, which is linked with the great composers of last century's "golden age of Italian opera," the film abounds in the music of Rossini, Verdi, Donizetti, Bellini and Puccini. For opera patrons, the music should be a great attraction. However, the use of English titles also makes it appealing to general audiences.

Produced by Documento Films of Rome and Cormoran Films of Paris and released by the Mannen Distributing Co., the story concerns the birth of the Ricordi publishing house and how it assisted the operatic composers in selling their works. Scenes from "La Boheme," "Otello," "The Masked Ball," "The Puritans," "Ennio D'Amore" and "The Barber of Seville" are recreated with unusual exactness.

Cast in the leading roles are Marta Toren, Paola Stoppa, Gabriele Ferzetti and Micheline Presle, while the opera music features the voices of Renata Tebaldi, Mario Del Monaco, Gino Neri and Tito Gobbi.

Running time, 117 minutes. General audience classification. For immediate release.

J.E.

Circuit Executives May Participate

The Most Colossal Motion Picture of All Time
Filmed in CinemaScope • in color by Technicolor

Starring
RICHARD BURTON • FREDRIC MARCH
CLAIRE BLOOM
Written, Produced and Directed by
ROBERT ROSEN

Released thru United Artists
MOTION PICTURE DAILY

NEW YORK, U. S. A., WEDNESDAY, MARCH 21, 1956

TEN CENTS

As a Result of Subcommittee's Study

Senate Delinquency Group's Report
Suggests Film Improvement Idea

WASHINGTON, March 20.—Sen. Kefauver (D., Tenn.) said a forthcoming report of his Senate Juvenile Delinquency Subcommittee would set forth certain recommendations that will materially improve motion pictures and provide leadership in furnishing good entertainment that does not have the harmful effect of leading children into crime.

Kefauver noted that the committee had made an extensive study of the effects of films on teenagers, and of the implementation of the production and advertising codes. He said that the subcommittee had felt that the advertising code especially had been "administrated far too laxly in the last few years. The predominance of crime, horror and violence and sex portrayed in film advertisements not only transgresses upon good taste but also constitutes a genuinely harmful influence on young people."

In what presumably is a preview of the forthcoming motion picture report, Kefauver told the Senate that "the motion picture producers and the advertisers have finely

To Present Academy Awards This Evening

The 28th annual awards ceremony of the Academy of Motion Picture Arts and Sciences will take place this evening at the RKO Pantages Theatres in Hollywood and the Century Theatre in New York.

The ceremonies will be broadcast and telecast over the NBC television and radio network facilities, 10:30 to 12:15 a.m., EST.

Many nominees for top honors will attend the "Oscar" presentation ceremonies at the NBC Century Theatre here. They are George K. Arthur,

Hold Press Preview Of 'Bees' at Para.

A special trade and press preview of Paramount's "The Birds and the Bees" was held here last night at the Paramount Theatre. Similar "first-day-of-spring" previews were held in specially-selected theatres in each of the other branch cities.

House of office executives attending the New York preview were headed by Barney Balaban, Paramount president, and Adolph Zukor, board chairman.

Loew's Bid for Texas Drive-in Is Approved
In Federal Court Here; No Opposition

Federal Judge Gregory Noonan in New York Federal Court yesterday approved the application of Loew's, Inc., to acquire and operate a drive-in theatre in Sharpstown, Harris County, Texas.

There was no opposition to the application as there had been on previous bids by divorced circuits and there was no hearing on Loew's request. The application was made in the name of Loew's Theatre and Realty Co.

Construction has not yet started on the drive-in, which will be designed to accommodate 1,250 cars, but may be increased to take 2,000 cars at a later date. Sharpstown is a suburb of Houston.

Before SSB

SSCTOA Urges Industry Trade Practice Unit

Industry Trade Practice Unit

Offers 5-Point Program On Rules of Competition

By WILLIAM R. WEAVER

HOLLYWOOD, March 20.—The creation of a fair trade practices commission authorized and empowered to evolve and adopt rules of fair competition and, after proper hearings, be permitted to enforce such rules was recommended today to the Senate Select Committee on Small Business by the Southern California Theatre Owners Association.

The recommendations were contained in a letter sent by SSSCTOA board chairman Harry C. Arthur, Jr., to Sen. Hubert H. Humphrey (D., Minn.), and to committee members. Arthur specified that the SSSCTOA

SSB to Hear

Allied Today

Business at many theatres in the West peaked up yesterday as the snow-blitzed area stretching from West Virginia to New England, began to thaw itself out on the first day of spring.

In the wake of the worst snowstorm in seven years, Eastern drive-in operators yesterday began diggin' their

B.O. Perks Up in

Snow-blitzed East

With School Out

Special to THE DAILY

By MURRAY HOROWITZ

New York--The virtual abandonment of plans for a large-scale public industry in New York, in conjunction with the Theatre Owners of America convention and trade show, learned here yesterday, was given as a lack of the lack of economic and the status for the failure to get the "ambiance" off the ground. Cooperation of the film companies, both in and out of selling needed to supply Paramount's the classical, the educational, the folk, country and children's music, O'Neill said.

He further stated, "By extending (Continued on page 10)

Y. Film Fee Bill Passed

SPECIAL TO THE DAILY

LISBON, N. Y., March 20.—The New York State Senate yesterday passed the Noonan film fee bill. A short debate followed the passage of the bill.

Court Backs Union

Refusing Okay

Project 'Salt'

From THE DAILY BUREAU

CHICAGO, March 20.—The $310,000 damage suit filed by Independent Theatres Corp., New York, against Chicago Moving Picture Machine Operators Union, Local 110, for refusal to "show Salt of the Earth" has been tossed out of federal court.

Judge Joseph Samuel Perry said he had no alternative but the decision (Continued on page 11)
**PERSONAL MENTION**

**Milton R. RACKMILL,** Universal Pictures Co. president, will leave here today for the Coast.

**Spyros P. Skouros,** owner of Century-Fox, has returned to New York from Washington.

**Seymour Schusser,** L.F.E. Releases, Inc., has returned from the Coast to his post as Eastern division sales manager.

**Irving S. Manheimer,** president of Macadden Publications, Inc., will leave New York today for Kansas City, Indianapolis and Chicago.

**Foster M. Blake,** Universal Pictures division sales manager, will leave New York for Kansas City, Indianapolis and Chicago.

**Charles J. Feidman,** vice-president and general sales manager of Universal Pictures, is in California from here.

**Robert S. Wolff,** BKO Radio managing director for the United Kingdom, will return here today from the Coast.

**Judy Sager,** advertising and publicity director for the Criterion Theatre here and the B. S. Moss circuit, is leaving today for Florida.

**Nathan Hirsh Dies; Industry Pioneer**

Funeral services will be held here tomorrow at the Riverside Memorial Chapel for Nathan Hirsh, 83, a pioneer exhibitor, who died Monday after a brief illness.

A member of the Motion Picture Parade, Hirsh entered the industry in 1905 when he opened a small theatre on 1525th St. in New York, then called the Eldorado. When he retired from the exhibition field in 1916, his theatres numbered about 40. His following ventures were in the theatre supply business and from that he graduated into distribution and later into production. He claimed to have been first exhibitor to put his own Westerns before the cameras and he often said he beat the advent of talkies by some 18 years.

Lately he was a distribution field and turned the business over to his son, Melvin. He also leaves his wife, and a daughter, Sylvia.

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**Involves NBC, CBS and FCC**

**House Subcommittee Starts Network Domination Probe**

From THE DAILY BUREAU

WASHINGTON, March 20—Officials of RCA, NBC and CBS supplied a House Small Business committee with thousands of pages of correspondence and other documents today, and promised to supply any additional information the subcommittee may need. The committee started an investigation of charges that NBC and CBS dominate the policies of the Federal Communications Commission. Last Thursday, NBC, CBS and RCA were asked by the subcommittee to submit correspondence or other communications since Jan. 1, 1953, dealing with matters pending or coming before the FCC or the hiring or firing of FCC personnel.

Vannom Submits 10,000 Pages

John Q. Vannom, secretary of RCA and NBC, today produced some 10,000 cases and other materials, containing an estimated 10,000 to 12,000 pages. He suggested the subcommittee staff look through this and let him know what else it wanted. Subcommittee chairman Frank F. (Frank, Tenn.) said he felt the companies had made a "fair effort to comply."

Subcommittee counsel, Evrette MacIntyre, asked specifically whether Vannom had checked any correspondence between RCA and NBC and any of four government officials—Undersecretary of Commerce, Walter Williams and three FCC named employees. Vannom said he hadn't, but would.

Rep. McColloch (B., O.) said he hoped the hearings would not become a "partisan political fishing expedition." He said he felt the subpoenas and another letter seeking information from FCC would "take countless man-hours unnecessarily."

CBS secretary, Julius F. Brunner, supplied two file cases and two folders of documents and said he thought this represented complete compliance with the subpoena. In answer to MacIntyre, he said he had not specifically checked for correspondence with the four named officials, would try to check, but didn't know how much success he would have. He felt that these letters aren't set up on the basis of the name of the correspondent. Evans said, CBS, too, "seems to have shown good faith" in complying with the subpoenas.

FCC officials are slated to testify tomorrow.

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**VC Tent 35 Honors N.Y.C. Film Critics**

The New York Film Critics were guests of honor at a luncheon meeting of Variety Club Tent No. 35 which was held at Toots Shor's Restaurant here. Chief Barker Harold J. Klein and luncheon chairman Larry Morris presided at the membership meeting which was attended by some 160 industry figures.

Seated on the dais were Vera Miles, who stars in "The Searchers," Klein, Morris, Jerry Sager, publicity chairman; Al Gordon, executive director of the Tent's Foundation to Combat Epilepsy; Frank Quinn and Justin Gilbert of the "Daily Mirror"; Joe Pihodas and Paul Beckley of the "Herald Tribune"; Alton Cook of the "World Telegram & Sun"; Leo Miskin of the "Morning Telegraph," and Jesse Zaucer of "Cue Magazine."

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**Senate Confirms Barnes**

WASHINGTON, March 20.—The Senate unanimously confirmed the nomination of assistniant postmaster N. Barnes to be a judge of the Ninth Circuit Court of Appeals. No successor has been put.

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**SPC In Contract Talks**

Contract talks between negotiators of the Screen Publicists Guild (District 65) and representatives of Columbia, Warner Brothers, Universal and 20th Century-Fox yesterday afternoon "proved unproductive," according to an SPC spokesman. Further discussions for a new pact for the publicists will take place next Wednesday.

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**NEW ROUNDUP**

**Women's Clubs Pick Win**

Nebraska Federation of W. Clubs, Inc., Omaha, has selected "Man Called Peter" as the picture that best depicts modern Ica's "The Court Martial of Mitchel" as the court that best historic America.

**Salesmen's Club Elects**

The Salesmen's Club of Chicago has elected the following new officers: President, Aaron Wayne, United salesman; vice-president, Rosenthal, United Artists manager; treasurer, Sam L. 20th-Fox; secretary, Bill Grossberg, Variety, and assistant secretary Leonard Stellins, also CBS. Board of directors is composed of Jack Lewis (RKO), Sol O. (A.A.), Martin Grassgreen (G.L.), Effie Cutler (A.A.), Rudolph Pollard, J. W. Grant (U.A.), Imperial Pictures and Jim (U.I.). Initiation will be held 9 in the 20th-Fox screening room.

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**'Alexander' Props at Ca**

A display of costumes and used in the filming of "Alexandar Great" is currently on view in the lobby of the Capitol Theatre. The event will be the scene of March 28 premiere. Featured exhibits are costumes, drinking and regal garments of the period Alexander.

**Browning on 'Scout'**

United Artists Corp. has given to the services of Harry Brown-

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**Motion Picture Daily**

Wednesday, March 20
Everybody thought James Cagney was just great as "The Gimp" in "Love Me Or Leave Me" but—wait till you see him as Jeremy Rodock in M-G-M's "TRIBUTE TO A BAD MAN"
Mohawk

Alperson—20th Century-Fox

A tense piece of entertainment, embellished with color by Pathe, is Edward L. Alperson's production of "Mohawk," a blazing spectacle of frontier warfare in the days when white settlers made inroads into the territories belonging to the Iroquois nations. With Scott Brady, Rita Gam, Neville Brand and Lori Nelson topping the cast, which also includes a multitude of supporting players, this 20th Century-Fox release, produced by Charles B. FitzSimons and directed by Kurt Neumann, tells the story of the early settlers who fought and died to settle in the perilous Mohawk Valley.

Showmen have found this type of story, with its historical background, generally proves to be highly saleable entertainment. The drama of Indian and white men's battles, in hand-to-hand combat, is excitingly presented here in a dramatic sequence in which thousands of Indians, it seems, attack an Army fort.

Brady portrays a young, flighty artist-frontiersman who dares to fall in love with Miss Gam, the daughter of the Mohawk chieftain. Brand turns in a powerful performance as a revengeful Indian brave who would sacrifice his own people to destroy all white settlers. Miss Nelson is cast as the third person, a Boston society girl, in a love triangle between Brady and Miss Gam.

The screenplay by Maurice Geraghty and Milton Krims skillfully combines action, romance and intrigue, and also portrays the Indians as fair-minded people, who desire to be peaceful, but can't be, due to unsavory whites and other tribes. The story tells of Brady's action in the wilderness and his commission to paint pictures of the woods, bees, flowers, landscapes, cows and women. He soon gets involved in the controversy between the Mohawks and the settlers, and, to his way of thinking, the Indians just desire to be left alone. However, a murder of the chief's son soon brings about an uprising which is climaxed by an Indian attack on the fort. The settlers are saved, naturally, by the arrival of friendly forces, and the Indians realize that all the bloodshed was unnecessary.

Others in the cast ably supporting the principals are Allison Hayes, John Hoyt, Vera Vague, John Hudson and Ted De Corsia.

Running time, 79 minutes. General classification. For release in April.

LESTER DINOFF

UA's Velde Given Balto. Testimonial

BALTIMORE, March 29—James B. Velde, recently elevated to the post of general sales manager of United Artists, was honored here tonight at a testimonial dinner tendered by area exhibitors and theatre owners.

United Artists home office executives attending were Milton E. Cohen, Eastern and Southern division manager; Al Fitter, Western division manager; Norman Hasselo, personnel manager; Arthur Reiman, Western contract manager, and John Hughes, Eastern and Southern contract manager.

E. G. Kramoz, former UA general sales manager and now vice president of Stanley Warner, also participated in the testimonial.

TV Film Council Will Discuss 'Color'

Color television will highlight the March 29 meeting of the National Television Film Council at the Baltimore hotel, it was announced yesterday by John J. Schneider, NTFC president.

Three panels are planned on "TV Film Council Raw Material," "TV Color Production" and "TV Color Transmissions." Dr. Alfred N. Goldsmith, NTFC chairman, will be the principal speaker.

REVIEW:

Richard' N.Y. Gross

$38,753 to Date

Sir Laurence Olivier's production of "Richard III," which is currently in its second week at the Bijou Theatre here, has taken in at the box office and by advance ticket sales a gross of $38,753, according to a representative of the theatre.

$16,473 at the Bijou

The three-hour VistaVision film, following the completion of its first week run, has taken in $16,473 at the Bijou, on an average two-performances daily, and $12,580 at the Playhouse Theatre in Washington, where the film is being presented on a four-show-per-day basis with advanced admissions.

The theatre representative also disclosed that "Richard III" will open in San Francisco on April 6 and that bookings have also been set for late April in Los Angeles and Philadelphia.

It is understood that a theatre has "put up advance money" as a guarantee in order to secure the film.

Colorfilm Raw Materials," "TV Color Production" and "TV Color Transmission." Dr. Alfred N. Goldsmith, NTFC chairman, will be the principal speaker.

Delinquency Reports

(Continued from page 1, worded codes, but too often codes are violated." He does that with the cooperation of the distributors. "The committee feels that many of the detrimental aspects of these pictures and their advertising have been eliminated."

Kefauver listed a number of projects which the subcommittee study during the coming months when no mention of any further of the film industry.

Teleradio's Robeck Moves to New York

Peter M. Robeck, sales manager of the General Teleradio Film E., since its formation in April, and moved his headquarters from Hollywood to New York. The move has been described as being an overall plan to integrate Teleradio divisional facilities with the new corporate structure of Teleradio Pictures, Inc. As to his sales manager role, Ray Robeck, Teleradio's chairman, will assume general administrative responsibilities in the policy of the firm.
Capitol Theatre, Washington, D. C., was the scene Monday evening of a special Congressional military premiere-styled preview of 20th Century-Filmography production "On the Threshold of Space" in CinemaScope. The gala showing of the William Bloom production "On the Threshold of Space," a romantic drama of jet-age research, was hosted by president Spyros P. Skouras and attended by some 2,500 personages, including members of the U.S. Senate and House of Representatives, cabinet members, representatives of the inter-diplomatic corps and high echelon of the military and the press. A reception followed in the Ballroom of the Willard Hotel.

In photo at right, left to right, are: Mrs. T. B. White, Vice-Chief of the Air Force; Donald A. Quarles; Spyros P. Skouras, president, Century-Fox; and General Nathan F. Twining, Secretary of the Air Force. Grouped, left to right, are Mrs. Twining, Mrs. T. B. White and General White, Vice-Chief of the Air Force.

A salute to the crowds is given by General of the Air Force, Nathan F. Twining. Grouped, left to right, are Mrs. Twining, Mrs. T. B. White and General White, Vice-Chief of the Air Force.

Major Gen. Joe W. Kelly, director Legislative Liaison Office, Secretary of the Air Force, introduces to the audience in stage ceremonies a Space Project Team from the Air Research and Development Command. Included are Col. "Chick" Henderson (extreme right), who served as technical advisor on the picture.
Music and Movies go together. Audiences are carried away by melody and action when the picture—black and white or bright with color—is made with all the "savvy" of today's newest tech-nics in production, processing and projection. These technics the Eastman Technical Service, working hand-in-hand with the industry, has helped to develop. Inquiries invited.

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.
BO Perks Up

(Continued from page 1)

establistments out of the fall, which in some areas reached 12 inches. Although business is down in some New York situations and elsewhere was reported yesterday, although many exhibitors felt that it will take another day or so before the box-office returns to normality, after which there should be a slow at the weekend and Monday.

Children a Factor

The extent of the recovery yesterday, as the box-office damage of the previous days, was spotty. In New York on Broadway, most situations reported business somewhat better yesterday than on Monday, although houses differed at the extent of the improvement. The RKO Theatre Circuit reported business quite good at the matinees, with the city's children given an option on school attendance. RKO's experience was shared by Brando Theatres, the Interboro Circuit and Loew's Theatres.

In Suffolk County, one of the hardest hit areas in Long Island, seven key houses opened crews attempting to clear parking lots in time for reopenings tonight.

A spokesman for Brando Theaters said all but three of the circuit's houses were in operation yesterday and that these are expected to reopen later in the week.

Film Deliveries Fair

Film deliveries in exchange cities hit by the storm, which began on Friday, were late in some instances but did not result in delays of showings. The Long Island Film Delivery Service reported regularly scheduled evening deliveries were held over until morning.

In Philadelphia, theaters suffered their worst weekend business in years, when the storm dumped nine inches of slush and city and drive-ins had to fight the suburbs. The closing of schools on Monday and the absence of pupils again yesterday boosted afternoon business in some neighborhood theathers but failed to compensate for the loss of night trade. Several drive-ins which had anticipated being early birds for spring business were forced to delay their scheduled reopenings.

Opposes 'Profit-Making Tax'

Zarretzi stated that "under the present tax rates, these departmental runs would not be successful if the agents under the bill before you, it reduces that charge to twice the average. I think everybody will agree with me that the tax to license for any supervisory body should be geared to the expenses that body would involve. In other words it should not be a profit-making tax." The "confiscatory" phase would be removed, Zarretzi contended.

Boston Theatres Played Host to Stranded
Snowbound Citizens With Coffee and Music

BOYNTON, March 20—Stranded travelers found refuge here yesterday in suburban theatres which forsook possible box-office revenue in order to help the community during the snow storm.

In neighboring Braintree, John O'Hallorhan, manager of Lockwood and Gordon's Braintree Theatre, announced via radio station WBZ that the evening performance would be postponed so that the theatre might be used as a warming of the theatre where coffee was served. O'Hallorhan piped a musical program over the sound system and gave the theatre a staff a night off.

Many neighborhood theatres remained open Monday night to serve their communities in like manner. Outlying theatres which opened were forced to scale their programs as the film delivery was virtually at a standstill. However, the trucks were on the road today assuring owners and circuit operators of prints.

'Tap Roots' Reissue Set by Universal

Premieres today and tomorrow in New Orleans and Atlanta will launch a series of territorial openings for the re-release of Universal-International's Technicolor production "Tap Roots," starring Van Hefflin and Susan Hayward, originally released by the Joy Theatre in New Orleans will inaugurate the program tonight while the Paramount Theatre in Atlanta will open the film tomorrow evening. "Tap Roots" will be given a national re-release with new trailers, new advertising accessories and a new promotional campaign. In territories which normally use dual features, U-1 is making available a second re-release, "Kansas Raiders," in Technicolor starring Audie Murphy, Brian Donlevy and Tony Curtis.

N.Y. Film Fee

(Continued from page 1)

film, but the charge for copies be decreased from $2 per thousand feet to $4 for each additional entire copy, as the agent under the bill before you, it reduces that charge to twice the average. I think everybody will agree with me that the tax to license for any supervisory body should be geared to the expenses that body would involve. In other words it should not be a profit-making tax." The "confiscatory" phase would be removed, Zarretzi contended.

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PARAMOUNT selected yesterday, the first day of Spring, to show to the trade throughout the country "The Birds and the Bees," TV star George Gobel's first picture, whose title was a necessary reminder to snow-hit New York industryites that the vernal equinox had arrived. A top-line Paramount offering for 1956, the VistaVision and Technicolor comedy co-stars Mitzi Gaynor.

In New York, the Paramount Theatre on Times Square was taken over last night for the special preview for exhibitors, film buyers, industry executives, magazine and newspaper writers, columnists and radio-television commentators. This showing was duplicated simultaneously in 30 other branch cities.

Some of the hundreds who attended the New York Paramount preview of "The Birds and the Bees" are pictured on this page. In the photo at the right, Robert K. Shapiro, managing director of the Paramount Theatre, is seen in the lobby showing two arrivals, actress Debbie Reynolds and her singer-husband, Eddie Fisher, the preview program.


From the Fabian Theatres organization arrives for the preview of the Gobel comedy. From left to right are Charles Golding, Louis Golding and George Trilling. They were among the hundreds of theatre men who were on hand for the showing.

Also on hand for the preview of Gobel's first motion picture were George Weltner (right), worldwide sales head for Paramount Pictures, and Mrs. Weltner, who are seen here being greeted in the lobby of the theatre by Shapiro.
CBSolos are proud and justifiably so because top American brass and Government leaders have requested repeat telecasts and/or prints of the "Egypt-Israel" film program, featured on Edward R. Murrow's "CBS See It Now," Tuesday, March 13. A special print had just been sent to Naples, Near East alert. . . . Jay Williams, whose TV career began in 1947 with Unity Television Productions and more recently acted as liaison in the Sir Alexander Korda-NBC deal which resulted in the programming of "Constant Husband" and "Richard III" as NBC spectacles, has joined Theatrical Enterprises, Inc., as vice-president.

Steve Allen, who replaced the late Fred Allen last CBSunday on "What's My Line?" devoted his entire "Tonight" program Monday night to a tribute to the "comedian's comedian." It was indeed a grand gesture to a grand person and to many of us who were privileged to know Fred, we want to say, "Thanks, Steve." . . . Elmo Ross, formerly organist and musical director at WMCA and currently pyrrhym Records will give a recital of his compositions Friday evening at the Lillian Nichols Studios at Steinway Hall. Vocalists will be Gall Darlington and Phillip Francesco. . . . Ray Katz, program chief at WMGM, back at his desk after a hospital siege. . . . That'll be quite a thrill to Bob Crosby when he presents 14-karat Milky Way Awards to the twelve "not talented juvenile performers" on his program over the Columbia network on Friday. His daughter, Cathy, is vocally on his program.

Concise and to the Point

The significant developments in television and their meaning . . .

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with Motion Picture Daily

Exposition

(Continued from page 1)

working on the convention months, said the virtual abandonment of a large-scale public expo should not be blamed on the convention, adding that the two events was caused by a multiplicity of factors.

The TOA convention, to be jointly awarded by the Society for Wireless Supply Manufacturers Assoc., Popcorn and Concessions Assoc. and Theatre Equipment Dealers Association, will be staged in the York 02-21.-24.

As far as the public is the convention planners, he said, "we have moderated their efforts, thinking terms of having some activity which the public will be invited to cover.

Academy Awards

(Continued from page 1)

producer; Robert Russell Be., composer; Jay Blackton, comp. Paddy Chayefsky, writer; Betty den, writer; Carlson Davidson, dire., Percy Faith, comp.; Adolph Green, writer; Nancy ilton, producer; Justin Herman, dancer; Elia Kazan, director; Kennedy, actor; David Lean, dir., Delbert Mann, producer; Joe Mankiewicz, actor; Jo Mielziner, color art dir. Terry O'Neill, special effects des Paul Osborn, writer; Edmund prod. Irene Sharaff, color corr. designer; Oliver Smith, color director; Jo Van Fleet, actress; Franklin Youngson, producer, and Hy hycist.

The "NBC-TV simulcast was eschewed in Hollywood by Jerry and in New York by Clark Colbert.

Coast Eyes Academy Reaction To 'Marty' and Compo Poll

HOLLYWOOD, March 20-—the 28th annual Academy of M

Picture Arts and Sciences a presentation program nearing at (7:30-9:15 p.m. Pacific time). Wednesday over NBC-TV and p rofessional Hollywood's always interest was focused on two tion foremost in local disc ever since the nominations was announced last month.

Foremost in conjecturing about over the Academy's 28th annual ball, has been the question of whether "Marty," theatrical p derived strictly from television win out over the Hollywood-origin product as it has done in the critical and publication selection.

Wondering About Dean

Second among the widespread jectations has been the question whether Hollywood professional duplicate the theatregoing pub represented by the Council of M

Picture Organizations Ann Awards Poll, in choosing the James Dean over four living nominated with him for the bes formance by an actor.

This year's simulcast will run minutes on the air.
Trade Practice Unit Urged

(Continued from page 1)

views were made at this time and by letter since SCTOA representatives are unable to attend the Washington hearings tomorrow and Thursday. "Conducting dates make it impossible to attend," Arthur declared.

In the letter, Arthur said that "such a commission, backed by the scope of experience that it will develop, specialized and trained both to hear and consider the needs of industry, can act promptly and fairly in relation to the industry." He added that it will restore and assure the motion picture industry equal opportunities to compete under the American system of rules and regulations openly arrived at, openly administered and applicable to all without discrimination.

Arthur based the recommendations on five points. He described them as being "admission prices should not be controlled by producers or distributors." Secondly, "if bidding is to be used as a substitute for negotia-

S B to Hear

(Continued from page 1)
pending Theatre Owners Association and National Tax Campaign committee to be heard Thursday, May 26, at the time of the hearing. Thehearers association has filed a state-

NEW STAR #3

One of three sensational boxoffice answers to exhibitors' urgent pleas for young talent that's dynamic and different...

JODY LAWANCE

THE SCARLET HOUR

Schimel, Levinson, Phillips in D.C.

The following film company representatives will be on hand as observers at today's scheduled Senate Small Business Committee hearing in Washington.

Adolph Schimel, chairman of the legal committee of the Motion Picture Association of America; Howard Levinson, co-chairman of the MPAA legal committee; Louis Phillips, vice-president and general counsel of Paramount Pictures, and Sidney Schreiber, MPAA secretary.

'Salt' Dispute

(Continued from page 1)
tributor's lawyer refused to answer the union's questions about its clients' possible Communist affiliations.
IPCs, owners and distributors of the film depicting a strike in a New Mexico zinc mine, charged the union with assuming functions of a censor, in advising members to refuse to project any showing of film. First attempt to show the picture here was May 26, 1954, at the Cinema Annex Theatre.

In reply to the suit the union asked whether any of IPC officers or the film's actors had Communist connections. Richard J. Stevens, IPC lawyer, said he would appeal the dismisal.
Out of the heart of New York comes a powerful drama of a boy and girl who loved in the shadow of disaster... a startling close-up of human emotions never before revealed on the screen...

**Crowded Paradise**

...torn from the sidewalks of NEW YORK!

Daring! in the human drama it explodes!

Startling! in its conflict between love and hate!

Shocking! in exposing the terror that strikes when men are afraid!

**HUME CRONYN** as GEORGE HEATH—
What dark secret... made him love to hate?

**NANCY KELLY** as LOUISE HEATH—
She lived to love... and dream!

**Enid Rudd** as FELICIA DIAZ, too young, too beautiful...

**Frank Silvera** as PAPA DIAZ, kind as a father and husband, but tough...

**Stefan Schnabel**

**Introducing MARIO ALCALDE**
He fought desperately to survive...

Written by Marc Connelly • Photographed by Boris Kaufman, A.S.C. (Winner of 1954 Academy Award "ON THE WATERFRONT") • Produced by BEN GRADUS • Directed by FRED PRESSBURGER • A Tudor Pictures, Inc. Presentation

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Worship Hedges
BC Queries
Tax Repeal

Sees It ‘Wonderful’ If
Efficient Product

By J. A. OTTEN
WASHINGTON, March 21.—A re-

Hearings Open

A look into the motion picture ad-

tion of the motion picture ad-

would not be crosswise with a substantial flow

to pictures to bring people

to the theatres, Abram F.,

general counsel for Allied

As a submission, a Senate Small

Committee today, he

subcommittee today opened

a large hearing into exhibitor con-

sists against current film distri-

bution practices. Myers, the lead-off

(Continued on page 6)

Awards for 1955

Academy Awards for 1955

BEST PICTURE

“Marty,” Hecht-Lancaster’s Steven Productions, United Artists, Harold Hecht, Producer.

BEST PERFORMANCES

Actor—Ernest Borgnine in “Marty,” Hecht-Lancaster, United Artists.


BEST DIRECTOR

Delbert Mann, for “Marty, Hecht-Lancaster, United Artists.

BEST WRITING

Story—Daniel Fuchs, for “Love Me or Leave Me,” M-G-M.

Screenplay—Paddy Chayefsky, for “Marty,” Hecht-Lancaster, United Artists.

Story and Screenplay—William Ludwig and Sonya Levien, for “Interrupted Melody,” M-G-M.

BEST ART DIRECTION


Color—William Flannery and Joe Niebar, for “Picnic,” Columbia.

BEST CINEMATOGRAPHY


Color—Robert Burks, for “To Catch a Thief,” Paramount.

BEST COSTUME DESIGNS

Black-and-White—Helen Rose, for “I’ll Cry Tomorrow,” M-G-M.


BEST FILM EDITING

Charles Nelson and William A. Lyon, for “Picnic,” Columbia.

BEST SOUND

“Oklahoma!” Rodgers and Hammerstein Pictures, Magna Theatre Corp., Todd-AO Sound Dept., Fred Hynes, Sound Director.

BEST MUSICAL ACHIEVEMENTS

Scoring of a Musical—Robert Russell Bennett, Jay Blackton and Adolph Deutsch, for “Oklahoma!” Rodgers and Hammerstein Pictures, Magna Theatre Corp.

Dramatic or Comedy Film—Alfred Newman, for “Love Is A Many-Splendored Thing,” 20th Century-Fox.

Song—Sampy Fair, composer; Paul Francis Webster, lyricist, for “Love Is A Many-Splendored Thing,” from “Love Is A Many-Splendored Thing,” 20th Century-Fox.

BEST SHORT SUBJECTS


One-Reel—“Forrest City,” 20th Century-Fox, Edmund Reek, Producer.

Two-Reel—“The Face of Lincoln,” University of Southern California Presentation, Calavocal Pictures, Wilbur T. Blume, Producer.

BEST DOCUMENTARIES

Short Subject—“Men Against the Arctic,” Walt Disney Prods., Buena Vista, Walt Disney, Producer.

Feature—“Helen Keller in Her Story,” Nancy Hamilton Presentation, Nancy Hamilton, Producer.

SPECIAL EFFECTS


‘Oscar’ Recipients

Anna Magnani,
Borgnine and
‘Marty’ Win

Lemmon, Miss Van Fleet
Cited; Air Show Scores

By WILLIAM R. WEAVER
HOLLYWOOD, March 21.—Anna Magnani, for her earthy portrayal in “The Rose Tattoo,” Ernest Borgnine, for his playing of the title role in “Marty,” earned the coveted “Oscar” here tonight as having given the best performances during 1955 in the esti-

mation of the Academy of Motion Picture Arts and Sciences, which at the same time honored the film “Marty” as the best production of the year.

Tonight’s presentation show, seen and heard on the radio and television networks of NBC, produced by Robert Emmett Jolton for the Academy, and by William Kaydon, acting for

Uphold Chi.
Ban of ‘Love’

From THE DAILY BUREAU
CHICAGO, March 21.—Federal Judge J. Samuel Perry today ruled that the film “Game of Love” is ob-

scene within the definition of the U. S. Superior Court rulings.

He also ruled that local municipal authorities properly exercised the police powers used in suppressing the film here, and that the ordinance on

Mass. Sunday Fee
Petition for $50
Yearly Is Killed

Special to THE DAILY
BOSTON, March 21.—The petition by Raymond J. Lord, assistant to Otis M. Whitney, Public Safety Commissi-

nioner for the commonwealth, propos-

ing that theatres be required to pay a yearly fee of $50 for operating on
Humphrey Hits Pre-Releases

(Continued from page 1)

producers and distributors of pre-release pictures can "control" the admission price charged by theatres showing the pictures. He also maintained that in many instances of small-town or neighborhood operations, obtaining pictures after first runs has been pushed back to six months or a year, instead of the three or four week period of former years.

Humphrey wanted to know "what business it is of the producer and the distributor what the theatre charges?"

If a Chevrolet dealer wants to give away a Chevrolet, Humphrey said, "as long as he has bought then he's in a position to give the thing away." Humphrey said that a private citizen, Humphrey said, "I don't like pre-releases. I like to see a picture when I'm ready. I don't want to wait a year. I don't want to go downtown. I want to go to a neighborhood theatre."

He told the distributor representatives seated in the hearing room that he would want to know from them later in the hearing "if there was a present reason for extending the time before a small house could get a picture, or if certain theatres had been selected to enjoy long-term protection.

"I usually say I have some very strong views on the motion picture industry," Humphrey said, "and before this hearing is through I'm going to get rid of every one of them." Humphrey said he had strong views on both the quality and availability of motion pictures. "I've sat through too many Saturday afternoon movies to be happy about them," he declared.

Thrillarama

(Continued from page 1)

000 and 500,000, next unto five hundred numbers 25,000 to 100,000, finally into communities with less than 25,000 population, Thrillarama representatives told Albert H. Reynolds today declared.

This spreading-out will be accomplished as rapidly as construction of roadshow equipment units can be completed in pace with exhibitor demand, which Reynolds said is at high pitch, with telegrams and letters asking for bookings arriving in volume since the disclosure of the Thrillarama process in this publication and in "Motion Picture Herald." Reynolds said the first distribution beyond the United States and Canada will be in South America.

Chicago Censors

(Continued from page 1)

which censorship principles are based is not unconstitutional.

Times Film Corp., distributors of the Mary Martin "Marty," whose attorneys, promptly declared that Judge Perry's opinion was in error and out of step with decisions rendered by other courts in the country. Their attorneys, Felix Bell and Abner Milka, announced an appeal will be filed within the next 30 days.

Mass. Petition

(Continued from page 1)

Sundays, has been killed in committee and thrown out of this year's legislative session.

The bill recently was aired at a public hearing when Frank C. Lydon, representing Allied Theatres of New England, and Carl Goldman of Independent Exhibitors, Inc., of New England, appeared in opposition to it.

RETMA Hits Tax on All-Channel TV Sets

From THIS DAILY New York

Television Today, March 18.—The Senate Commerce Committee has received a new plea for removal of the Federal excise tax on all-channel television sets.

The plea comes from H. Leslie Hoff- man, president of the Radio-Electronics-Television Manufacturers Association. The committee will hear network representatives starting next Monday.

Jacobson Aide

Rose Tobias has been appointed assistant to Bem Jacobson, RKO studio's casting and talent agent in New York. Miss Tobias will take over her new duties on April 16. She moves over to RKO from CBS-TV in New York.

Academy

(Continued from page 1)

N.B.C., surpassed its 27 annual productions.

Honors in the best-supporting-actor category went to Jo Van Fleet for her portrayal in "East of Eden" and Jack Lemmon for his work in "Mister Roberts.

Directional accolade went to D. Bert Mann for the much-honored "Marty," while writing citations were awarded Daniel Fuchs, for "Love Me or Leave Me" and Paddy Chayefsky, for "Marty," and to William Ludwig and Sonya Leyvin, for "Interrupted Mody.

This year for the first time nominess for "Best Picture" stood tied in many of the categories, each having been named in eight categories. To be "Love Is A Many-Splended Thing," "Marty" and "Rose Tattoo.

For the first time the Academy membership, composed exclusively of members in motion picture production, has voted on whether or against any nominated picture it was a television production in every way except the actual phys manifests.

These first posed problems for the voters in the election whose results necessarily consequence of long-held stand and consistent conduct over 27 years have been disregarded, and found the world, as speaking for Hollywood at large, although actually express the opinions of the Academy's 1,300 members. The results, listed in table, studied by the membership of the Academy.

Two-City Telecast Of 'Alexander' Bou

The National Broadcasting Co. telecast a transcontinental, two-premiere in New York and Los Angeles of the United Artists product "Alexander the Great" on March 20, and George- W. Temple, president of the respective metropolitan councils of the East and the Coast with NBC "Tonight" show serving as the host. The Cinema Lodge and Metropolitan Council of B'nai Brith are sponsoring the New York show with all proceeds going to Nati B'nai Brith.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Showbiz Kane, Editor; Raymond Levy, Executive Publisher; Al Stein, News Editor; Herbert V. E. Adert, Advertising Manager; Gus H. Fandel, Production Manager; Hollywood Bureau, Yance-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone Hollywood 7-3006, Associated Television News, New York, Washington, J. A. O'Leary, National Manager, Chicago Bureau, 50 South LaSalle Street, Urban Ferley, Advertising Manager, 42nd Street, Hope Williams, Junior Manager, Manager; Peter Burnup, Editor, William Pay, News Editor. Correspondents in the principal capitals of the world. M. London Bureau, 42nd Street, Hope Williams, Junior Manager. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1200 Sixth Ave., New York, N. Y. Telephones: 25-3106, Cable address: "Quigloco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Ted J. Sullivan, Vice-President and Treasurer; Raymond Quigley, Assistant Treasurer; Joseph S. Jacobson, Jr., Business Manager; Arthur M. Leventhal, Credit Manager; Joseph T. Kunz, General Manager; Joseph T. Sullivan, Secretary.

When you order special trailers or relationship within the "Motion Picture Herald" or "Television Today", obtain them weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Finance. Entered as second class matter Sep. 21, 1938, at the Post Office at New York, N. Y, under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copy 75c.
**News Roundup**

**Senate Toll-TV Hearings Postponed**

WASHINGTON, March 21.—Senate Commerce Committee members indicated today that hearings on toll-TV, originally scheduled for April 11-15, will be delayed until late April or at least until April 19, when the convention of the National Association of Radio and TV Broadcasters concludes.

**Small Corp. Tax Reduction Plan Shelved**

WASHINGTON, March 21.—Sen. J. William Fulbright's plan to cut taxes on small corporations from 60 to 22 per cent of the initial $25,000 corporate income and boost from 22 to 31 per cent the tax rate on the remainder was given a cold shoulder today by the Senate Finance Committee. Fulbright (D., Ark.) was told the committee would not consider such an amendment to a House-passed bill but that it might be offered at a later date as a separate measure.

**FCC Denies It's Controlled By Networks**

WASHINGTON, March 21.—Federal Communications Commission chairman Joseph C. McConnaughey today denied a charge by Rep. Edvin (D., Tenn.), chairman of a House Small Business subcommittee, that he had said the FCC staff is controlled by the major broadcasting networks.

**Milwaukee Censor Battle Ends; 'Arm' to Open**

MILWAUKEE, March 21.—After a month-long battle over censorship, the United Artists production, "The Man With the Golden Arm," will open April 4 at the Palace Theatre. City attorneys told the censorship board they were powerless to revoke the license of any theatre unless the film being shown was obscene or lewd. The film was originally scheduled to open in February, also at the Palace.

**RKO Meeting Will Map Production Plans**

HOLLYWOOD, March 21.—Procedures, policies and production plans of RKO Pictures will be the subject of conferences this week in West Palm Beach, Fla., among company executives. Charles L. Glett, executive vice-president of RKO; Daniel T. O'Shea, president, and Thomas F. O'Neill, board chairman, will formulate new policies. Glett and O'Shea will then fly to New York for a week's conference before returning to the Hollywood studios.

**Note Progress on Global 'Formula'**

A report of progress on ironing out details of the world formula for the division of permits was made here following yesterday's meeting of the Motion Picture Export Association board of directors.

"The one remaining issue, according to an MPEA spokesman, is the definition of what constitutes American pictures in certain areas, a factor which is used in calculating the division of permits under the world formula.

**100 'Planet' Dates**

M-G-M has booked "Forbidden Planet" in more than 100 key cities starting Friday. There will be saturation showings in a number of territories including Los Angeles, where the attraction will open in 11 theatres simultaneously on March 28. On March 30, Loew's will begin showing "Forbidden Planet" in eight of the 11 theatres scheduled to start on that date. The picture is slated to open in New York the latter part of this month.

**Says Film Rentals Are Arbitrable**

WASHINGTON, March 21.—A former dean of Yale University Law School, Wesley A. Sturges, told the Senate Small Business Committee that film rentals were arbitrable.

"I know of no inherent difficulty, so far as arbitrable process is concerned, of arbitrable the reasonableness of film rental," Sturges declared.

Sturges said he would hope for the re-establishment of arbitration as a "lawful and useful aid in the distribution of motion picture films."

There had been objections to the arbitration of rentals, Sturges went on, on the grounds that it would enable an exhibitor to "work his theatre into a standard figure for all of his rentals." This didn't have to happen, he continued. Different arbitrators, dealing with the claims of other theatres, "might well come to different figures in successive arbitrations."

He also pointed out that if arbitration arrangements were to exclude the admissibility in evidence of prior awards, "the undesired consequences would be forestalled." In addition, he said, the proposed arbitration system would have a year's trial run. In one year, he said, "any unlawful standardization of rental for any given theatre could not be accomplished."

**Warms Exhibitors**

See Schoeppel As Opposed to Gov't Controls

WASHINGTON, March 21.—Sen. Schoeppel has indicated that his legislation would merely keep the "smoke screen" from Allied States Association's plan for federal control of the motion picture industry.

"Before you would put yourselves in a straitjacket," Schoeppel told exhibitors testing at the opening day of the Senate Small Business subcommittee's hearings on industry problems. "You should work this thing out yourselves."

Schoeppel was chairman of a 1953 small business subcommittee which held hearings on the same subject.

"It Wouldn't Let Go"

During testimony by Benjamin Berger, Allied regional vice-president, Schoeppel reported that he didn't know whether the industry "would be run too successfully" if the government ran it. He said that the Federal government "was not the industry."

Schoeppel wanted to know if exhibitors wanted the government to tell the industry "what to produce; what to distribute, what to charge?"

Sen. Humphrey, committee chairman, interposed to say that he didn't want to see the motion picture industry's public utility, but that when "an industry ceases to serve the public, then something happens."

Two members of the five-man Senate subcommittee were not present today—McD. O., and Kennedy (D., Mass.).

**Industry Leaders Present**

The audience at the hearing included Maurice Silverman of the Justice Department's anti-trust division; Commerce Department film chief Nathan D. Golden, and numerous distributor officials.

The latter group included Louis Phillips, Paramount general counsel; Howard Levison, assistant general counsel of Warner Brothers; Abe Montague, general sales manager for Columbia Pictures; Charles Reagan, general sales manager of M-G-M; Robert J. Rubin, Loew's vice-president; William Zimmerman, Paramount assistant general counsel; Samuel Reece, Columbia counsel, and Motion Picture Association counsel Sidney Schreiber.

Also attending were Kenneth Clark and Edward Cooper of the MPAA, Robert Coyne of the Council of Motion Picture Organizations, and numerous local exhibitors.
We want to thank all exhibitors and all the trade papers and newspapers for their grand enthusiasm after our trade screenings of “The Searchers” and “Serenade.”

We only wish we could have shown you at the same time another wonderful picture just completed. It’s a beaut. It’s a show to fall in love with. It’s something
you have to see. (And for your family to see too.) So...

YOU ARE INVITED TO WARNER BROS.
TRADE SCREENINGS OF

'Good-bye, My Lady'

WEDNESDAY
APRIL 4th
DON'T MISS IT!

STARRING
WALTER BRENNAN · PHIL HARRIS · BRANDON de WILDE

Screen Play by SID FLEISCHMAN · BATJAC PRODUCTION Directed by WILLIAM A. WELLMAN · Presented by WARNER BROS.

WATCH FOR THE TREMENDOUS 200-THEATRE WORLD PREMIERE IN THE SOUTH!
Myers Straddles SBC Tax Cut Querie

Qualifies His View on Aid From Repeal

(Continued from page 1)

members as to how much a tax reduction would benefit the theatres.

Myers had told the committee that when Congress reduced the admissi-
on tax in April, 1954, the distributors began to charge higher film rentals and the exhibitors "lost the benefit" of the reduction.

Sen. Goldwater (R., Ariz.) wanted to know if this phenomenon would continue to happen if Congress took off the present 10 per cent admission tax.

Myers replied that this would depend on the amount of publicity that "emanated from this particular hearing." With proper publicity, he said, "we can avoid a recurrence."

Sen. Schoeppel (R., Kans.), chairman of the 1953 Small Business Com-
mittee hearings on the same subject, then asked if it wouldn't be a "good thing" to remove the tax on all admissions under ninety-five cents or a dollar.

"Wonderful Thing," He Says

Myers replied that this would be "a wonderful thing."

Committee chairman Humphrey (D., Minn.) said he agreed that the tax should come off, but wondered if removal would benefit the exhibitors. Goldwater came in at this point and asked Myers if relief by Congress would not benefit the exhibitors.

"It would be of some benefit," Myers answered, "but the difficulty is that people are not going to the theatres much, because there isn't a continuous flow of attractions."

"We will undoubtedly be confronted with a tax relief question for theatre owners," Humphrey said. "When we vote we will be thinking in terms of economic assistance for the exhibitor. In your view, would the exhibitor receive economic assistance from tax relief?"

Tax Relief 'Very Desirable'

Myers replied that a tax reduction would be "very desirable."

"Do you feel it could be desirable if you were also to get a flow of top-flight pictures?" Humphrey asked.

Myers told him that "unless we can get this product and can entice people back into the theatres," a tax re-
duction wouldn't do too much good.

The Motion Picture Association of America promised that the Allied statements would be answered by the distributors when they get a chance to testify.

Adolph Schinzel, chairman of MPA's law committee and one of the audience at today's hearings, de-
clared that "the testimony of the exhibitors today before the Senate committee was replete with inaccurate and wholly irresponsible statements which will be refuted by facts presented by the distributors when they have any opportunity to do so."

Following in brief is the testimony of each Allied witness, the text of which was filed with the committee.

RUBEN SHOR

A six-point program for adoption by the Senate Small Business subcom-
mittee was advocated by Ruben Shor, president of Allied States, in his pre-
pared testimony presented at the subcommittee hearings.

Arbitration of film rentals, Congressional investigation of trade prac-
tices with a view to end "the ruthless extermination of independent exhibi-
tors," and, if need be, the drawing up of appropriate legislation to regu-
late film rentals, were among the recommendations to the subcommit-
tee made by Shor.

The 15-page testimony, the Allied president hit hard at alleged abuses, contending that film com-
panies still sought to fix admission prices, that exorbitant film rentals ab-
soled the "illusion of the tax saving," that discrimination exists in favor of circuits, and that the De-
partment of Justice has been remiss in its responsibility of policing and enforcing the terms of the Paramount consent decree.

Spokesmen for Allied are appearing at this hearing with the full under-
standing that it is an investigative and not a legislative body, Shor stated. The value of this proceeding is that the committee can turn the fierce light of publicity on the evils that are proven to it and can make recommendations to the film companies and the Department of Justice, and, if need be, to the Congress for remedying those evils," Shor added.

TRUENAM REMBUSCH

The producer-distributor's newly-
developed "hazard width film proc-
ces," coupled with the employed pre-release practices and the shortage of product, will administer the coup de grace to some 15,000 small theat-

res by condemning them to bank-
ruptcy, Trueman T. Rembusch, a director of Allied States, declared in his prepared testimony for the Senate Small Business subcommittee.

Rembusch, who also vehemently attacked the sales policies of Samuel Goldwyn, producer of "Guys and Dolls," submitted a platform of rec-
ommendations which he said would free the theatres from the present "terrible restraints" imposed by pro-
ducer-distributors.

Wants Decree Enforced

He asked that "the Department of Justice be urged to enforce the pro-
visions of the Paramount decrees of 1948 as to the fixing of admission prices and creation of unreasonable and unlawful clearances through the medium of pre-release, and the ring of pictures."

"Place authority in the hands of some governmental agency, such as the Federal Trade Commission through needed legislation, to impose limits on the percentage or rent

attempts to charge for pictures," he added.

BENJAMIN N. BERGER

Inadequate product supply res-
ing in excessive prices and terms of pictures even to the smaller theatres was the theme of the statement presented to the Senate subcommittee today by Benjamin N. Berger, president of North Central Allied and a director of National Allied.

Berger said he hoped, after hear-
ing the exhibitors, that the com-
mittee "will recommend the enact-
tion of appropriate legislation which will enable every theatre owner in-
hand to insure to his patrons the right to see all the top pictures, at prices they both can afford."

WILBUR SNAPER

A brief plea to the effect that if the Justice Department would "act in an aggressive and active way in relation to the consent decrees, in things could be cured and might even arise in the future," was made by Wilbur Snaper, former president of Allied.

JULIUS GORDON

A comparison of prices for prod-
ure here and abroad was made by Julius Gordon, Allied treasurer, who men-
tioned that the film distributor's big film cheaper overseas than at home; that distributors arbitrated film rentals abroad but refused to do so in this country; and that the number of pictures produced by film com-
panies here was based upon the num-

of films which the foreign coun-
tries' quotas permitted to enter.

Heard in Allied Testimony at SBC Hearing

<table>
<thead>
<tr>
<th>Abram Myers</th>
<th>Ruben Shor</th>
<th>T. T. Rembusch</th>
<th>B. N. Berger</th>
<th>Wilbur Snaper</th>
<th>Julius Gordon</th>
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WASHINGTON, March 21—At least two senators on the Senate Small Business Subcommittee indicated today that they were opposed to film rentals as a subject for arbitration.

Sen. Goldwater (R., Ariz.) said he thought film rentals "would be a most difficult subject to work out" in an arbitration system and suggested that exhibitors "work out in some other way" what they wanted to get.

Afram F. Myers, Allied general counsel, who was on the stand at the time, answered, "I don't think there is any factual basis for this possibility."

Sen. Schoeppel (R., Kans.) then brought up the fact that the Senate Small Business Committee which had held hearings on the same subject in 1953 had stated clearly in its report that film rentals should not be a subject for arbitration. "You can't put the seller in a position where he doesn't know what the price of his product would be," Schoeppel said.

Shor Charge Price-Fixin' By Companies
Arbitration on Two-Way Basis Urged by Levy

By J. A. OTTEN
WASHINGTON, March 22.—Both the Theatre Owners of America and Allied States Association would accept an arbitration system under which distributors could invoke arbitration to boost film rentals just as well as the exhibitors could seek arbitration to lower rentals.

This statement came from TOA general counsel Herman Levy during testimony before a Senate Small Business subcommittee studying industry trade practices. "We'll give the distributors the right to ask for more money," he said, "on the same set of facts on which the exhibitor comes in and asks for less."

Another highlight of today's hearing.

Harrison Is Installed As Fox Sales Chief; May Shift Divisions

With the promotion of Alex Harrison to the post of general sales manager of 20th-Century-Fox, effective immediately, a realignment of the sales divisions was indicated yesterday. Harrison's appointment leaves the management of the Western division vacant. Glenn Norris is Eastern division sales chief, while Arthur Silverstone is assistant general sales manager.

In announcing officially Harrison's appointment, which actually took place two weeks ago, Spyros Skouras, president, said it was "one of the more important sales moves we have made in a long time."
By LESTER DINOFF

The competition between the television and motion picture industries and their current efforts to attain "quantity quality product" has resulted in a "boom in production" which will enable organized labor "to have a very good year in 1956," according to Richard Walsh, president of the International Alliance of Theatrical Stage Employees.

"Walsh, who is currently in Washington to discuss union business with the recently merged AFL-CIO, of which he is a vice-president, will tell here this week that approximately 90 per cent of labor is engaged in production in Hollywood in motion pictures, live and film television."

"The competition within each industry is also another factor which is boosting labor, as one producer is pitted against another in turning out the best possible product in order to meet the ever increasing demand," Walsh said. "Labor will always keep busy despite the slight trend in TV from live to film," he said, adding that a five-day week at the Hollywood studios "will not harm or delay production in any way." Given this, the operation will smooth itself out and dispel producer complaints that the five-day work week raises production costs, he said, adding that approximately two hundred and fifty persons have been working on such a schedule long before the program was agreed upon.

Commenting on the effect of the AFL-CIO merger on the entertainment industry, the IATSE president said that this solidarity "will bring about a resolve to the problems between the competing unions in television and film; working agreements and mergers between unions will be formulated in time." He cited the case of the publicists' union and guild here in New York as an example stating that there is "no doubt that there will be efforts made to formulate a merger between them.

Concerned About Tax

Walsh, in discussing his trip to Washington, stated that he "may make a pitch" on behalf of the IATSE for the repeal of the remaining ten per cent admission tax. He pointed out that the elimination of this Federal impost "may boost attendance in motion picture theatres."

IRE Is Told Sound And Picture Toll TV Must Be Scrambled

By AL STEEN

Sound as well as picture must be scrambled in subscription television, because the code which controls pay-TV signals can be broken, according to Alexander Ellett and Bertram Adler, engineers, who discuss toll-TV at a symposium during closing sessions of the 44th annual convention of the Institute of Radio Engineers here.

The engineers stated that subscription TV has long been in the moutain at a recent public test, it is disclosed that it is now evident sound must be scrambled as well as the picture. This has been brought about by technical concerns in a "watermarking" or "water dropping" code used as a central signal scramble the picture.

Two New Houses 2

CHARLOTTE, March 22 - If move interpreted as an expression of confidence in the future of exhibit Stewart & Everett Theatres will add four theatres in the Carolinas in near future.

The two new houses now under construction here are the new Charlotte Stadium, on N. Brevard Street, and the new Oxford Theatre, on South Boulevard, which will be opened early in October.

Boys' Town Honors Mrs. G. B. Skouras

Mrs. George B. Skouras, wife of the president of United Artists and former manager of the Ambassador Theatre, received the Star of Stardom, class award last night at the annual Boys Town of Italy "Ball of the Century" at the Waldorf-Astoria.

Italian Ambassador Manlio Bruni presented the award to Mrs. Skouras for her extraordinary services rendered to Boys Town of Italy.
YOU EXHIBITORS HAVE ASKED FOR NEW TALENT THAT'S DYNAMIC AND DIFFERENT! HERE ARE 3 GREAT YOUNG STARS IN ONE EXCITING ATTRACTION! GET BEHIND THEM ... SELL THEM ... PROFIT WITH THEM!

CONFIDENTLY PRESENTED TO YOUR BOXOFFICE BY PARAMOUNT WITH A BOW TO STAR-DISCOVERER AND ACADEMY AWARD DIRECTOR MICHAEL CURTIZ

CAROL OHMART
TOM TRYON
JODY LAWRENCE

THE SCARLET HOUR

VISTAVISION

GUEST STAR
NAT "KING" COLE
PRODUCED AND DIRECTED BY MICHAEL CURTIZ
SCREENPLAY BY RIP VAN RONKEL, FRANK TASHLIN AND JOHN MEREDYTH LUCAS
The Harder They Fall

(Continued from page 1)

ones, with the result that many may like the film better than women.

Showmen shopping for box-office entertainment should find it in this picture which was produced by Philip Yordan from the novel by Budd Schulberg. A cast topped by Humphrey Bogart, Rod Steiger and Jan Sterling, plus a towering seven-foot giant boxer, Mike Lane, could mean good opening business in most situations. The strength of the story, the tip-top production in every respect and the excellent direction by Mark Robson almost guarantees growth of grosses through "word-of-mouth."

The screenplay, which was written by producer Yordan, is tight in all respects and boldly conceived, in a manner which is likely to hold the audience's attention throughout. Under Boleyn, the atmosphere of the ring is caught by the black-and-white cameras with sharpness and authority, the fight sequences themselves being outstanding and highly realistic with pugilistic know-how, and the performances by the excellent cast are sound and believable to the point where the viewer twists and turns and lashes out at the "henies" in the "squared circle."

Bogart portrays an out-of-work sports columnist who is hired by Steiger, the head of a gambling syndicate engaged in the fixing of boxing bouts, to build one, the giant, in the nation's press and sell him as a superman on his way to capturing the heavyweight title. Bogart, eager to earn money and not be a "bum," begins his press agency and it doesn't take too long before the gambling ring cashes in on "Toro," who in the meantime begins believing that he is invincible. Schulberg's story, it has been said, is comparable to the career of Primo Carnera, former heavyweight from Italy, who also had the big "build-up."

Lane, who has little to offer ringwise but his sheer size and strength, steals Steiger's plans out of kilter when he announces that he wants to go back home. The crisis is settled by Bogart, who, with words, does more to him than any of the giant's opponents in the ring. The giant, out of friendship for Bogart, goes into his final match, a championship bout and is "butchered." For those who want their brutality in a glamour technique, this is it. Bogart, in his "swan song" with Steiger, comes to a realization that he, too, has been "taken" by the crooked fight promoter in many ways. He reaches the boiling point when Steiger threatens him with extinction and tells his gang boss that he will now set out to expose him by writing a series of articles exposing the syndicate. Lane, meanwhile, has solved his own problems by returning to his homeland.

Mrs. Thelma Haglund, head box for Universal-International in Atlanta is on leave to recuperate from an illness.

Hobart Love, formerly manager of the Strand, Montevallo, Ala., has been appointed manager of the Wa Theatre, Selma, Ala., a unit of W. K. Kinsey Theatres. He succeeds McSmal who has left for the Army.

Academy TV Show

(Continued from page 1)

by an estimated 46,000,000 people did no harm at all.

Among those who stated that the box-office was hurting, a number pointed out that there are long-range benefits from such a telecast, mentioning the good-will won by the industry and the publicity given to "Oscar" winners, publicity which is expected to give the winning pictures a boost at the box-office.

In his three executive, saying he was only speaking for himself, highly critical of the nights selections for the nominations and awards year. Wednesday, he said, is opening day for films in 50 of the theatres in the U. S. and won an Academy telecast is held that night, he added, "we're competing against ourselves."

This year, unlike previous years, there were hardly any comerci 1 against the commercial sponsor ship of the show, sponsored by the Okinawides. The General Electric Co. There were many laudatory comments on the way the show was handled and on Jerry Lewis' role as host of the ceremonies, the sentiment held that the entire performance was highly favorable to the motion picture industry.

In previous years, due to dissatisfaction with the handling of the Academy Awards, there was a great deal of discussion about the show. This year was expressed within the trade that the industry itself should sponsor the show.

Ted Werner, who had divided time as a salesman for Republic between the Albany and Buffalo change districts, is now a full-time salesman in the Albany territory.

William Goldman, president of William Goldman Theatres, Phila delphia, has agreed to serve again as vice-chairman and working head of the civilian group planning prize for Armed Forces Day in Philadelphia, May 19.

W. C. Patterson has been appointed assistant booker for the Cres Ammment Co., Nashville, T. Patterson has been with the company for the past 15 years.

* * *

Folsom Opposes

(Continued from page 1)

65 to 62, and for a new disability benefit program at age 50.

Folsom told the Senate Finance Committee that he would oppose initiat ing "at this time any further major innovations or broad departures in principle that would increase taxes substantially and raise serious uncertainties for the future."

He repeated the administration's recommendation for a law change to permit employers to pay Social Security taxes and income withholding taxes on one consolidated return. Folsom said, "In the interest of simplicity of administration, I feel that the employer who is working, according to Jacen. He said he could use another 50 prints on the Toho Co. production, adding that he has put in an order for additional prints from Japan. He estimated that the "Oscar" award improved the "day- night-time possibilities of the picture 200 percent."
The Department of Justice has been acting so far," Humphrey said, "at least not on the basis of yesterday's testimony." He said he had gathered "there was something wanting in Justice's operation" and that he was "concerned with it." He told Blank "other people have made complaints about the inefficacy of the department to do what it was supposed to do." Blank bitterly attacked the producers for not turning out enough good films and for demanding unreasonable rentals for their films. He told the subcommittee that with a normal supply of pictures—approximately 450 a year—and with an effective distribution system of exhibition, "the industry will again become and will remain a strong and healthy industry."

Levy Explains Withdrawal
Levy testified how TOA had at first supported and then withdrawn support from the arbitration draft of last October. "We have temporarily withdrawn our support," he said, "but we are prepared at this moment to sit down with Allied States in an all-industry conference, to attempt to go farther to establish a system for a trial run of one year, which will have a broader scope and which will include the arbitration of film rentals." He urged the committee to "recommend strongly to the industry that it sit around the conference table."

Scheppel asked whether TOA had withdrawn support from the October draft in return for Allied's support in asking justice to approve film production by divorced circuits.

Calls Scope Too Limited
Levy replied that TOA had withdrawn because the scope of the draft was too narrow and "we would have no part in whitewashing" the distributors before the committee. The October draft might have been broad enough in 1933, he said, but it wasn't broad enough to cover the current situation. TOA is still devoted to arbitration, he insisted.

Scheppel asked if TOA would arbitrate film rentals.

"We'll go one step further," Levy answered. "If the distributors are afraid that they'll come in on a one-way street, we say that if an exhibitor asks for a contract price decrease, the distributor in that case may ask for an increase over the contract. We'll give them the right to ask for more money on the same set of facts on which the exhibitor comes in and asks for less."

At this point publisher attorneys in the audience broke into laughter. Humphrey, however, said Levy had "given real credence" to his offer to sit down with the distributors.

Three Suggestions from Kerasotes
George C. Kerasotes, assistant to Blank, said exhibitors would be helped if a three-point program were put into effect. He listed a sliding scale for film rentals, increased production of pictures, and an industry arbitration system.

Final witness today was Harry Brandt, president of the Independent Theatres Owners Association. He spent more than two hours excoriating Abram F. Myers, general counsel of Allied States.

Myers' main interest, Brandt said, "is to keep the industry in a constant state of turmoil, and he has succeeded only too well."

Brandt specifically attacked Allied's request for federal regulation of the film industry. He urged the subcommittee to support repeal of the 10 per cent federal admissions tax legislation to permit theatre owners to obtain federal loans; an industry arbitration system without film rentals; and permission for divorced circuits to produce films.

Re-Financing Difficult
Brandt stated that motion picture theatre operators "find it increasingly difficult to re-finance mortgages in order to obtain capital." He urged the committee to recommend legislation to permit theatre operators to get loans "from or through the intercession of the Small Business Administration."

Myers told the subcommittee that he had been "featured" at some length by Brandt, whom he called "the film company's hatchet man," and asked for permission to place his answer in the record. Sen. Morse (D., Ore.), acting as chairman of the committee, agreed.

Presented TOA Views Before SBC

Herman Levy

Myron Blank

George Kerasotes

Contacted Senators
O'Donnell Says
SBC Will Ask For Tax Relief

WASHINGTON, March 22—The Senate Small Business subcommittee currently investigating exhibitor complaints against distributors can be expected to recommend to Congress that the 10 per cent tax on motion picture theatre admissions be repealed.

Committee member Humphrey has declared that at least three members of the five-man subcommittee are in favor of elimination of the tax.

Humphrey told this to Robert J. O'Donnell, appearing before the committee as chairman of the National Tax Campaign Committee of the Council of Motion Picture Organizations. O'Donnell had requested the committee to ask Congress for repeal of the tax.

Senators Agreed, He Says

"Senator Scheppel, Senator Goldwater and myself are in agreement with the position you have taken," Humphrey said.

Pointing out that the SBC has recommended the repeal of the tax in 1933, O'Donnell told the committee that of the 19,200 picture theatres in this country, 5,200 are operating at a loss and 5,700 are doing only a little better than breaking even. Therefore, O'Donnell added, in reaching for $80,000,000, the approximate amount collected in admission taxes last year, the government is imperilling the existence of 10,900 theatres.
“ANYTHING GOES”
Television Today

IN THIS ISSUE

- Visiting New York, Sir Ian Jacob, director general of the BBC, offers some candid opinions on the BBC, American broadcasting and related matters.
- Spotlighting the news in Television Today.
- Passing in Review—The week’s highlights in shows.

For Views on Trade Practices

ITOA to Specifically Ask SSBC To Issue Exhibition Questionnaire

The Independent Theatre Owners Association of New York will specifically request the Senate Small Business subcommittee, through its chairman Sen. Walter H. Mondale (D., Minn.), to draw up a questionnaire which will be forwarded to the nation’s exhibitors for their views on industry trade practices, arbitration and film production by divorced circuits, Harry Brandt, ITOA president, declared here at the weekend.

Brandt, who was an exhibition witness at last week’s SSBC hearings in Washington, declared that the Congressional committee “should be the one to prepare any questionnaires concerning theatres, not exhibition trade associations.”

See Rentals Most Vital

The first question which the SSBC should ask American theatremen is “Do you want to arbitrate film rentals,” Brandt stated, adding that the next most important question should be concerned with whether or not an exhibitor needs financial aid. Other important questions which the SSBC should ask is, “Do American theatremen want arbitration, film production by divorced circuits, product shortages and other pertinent points,” he said.

Brandt said that as far as his association is concerned, the membership’s viewpoints on industry trade (Continued on page 8)

Senate Report

Liberalization, Adherence to Codes Urged

Industry Self-Regulation Praised by Kejauwer

By J. A. OTTEN
WASHINGTON, March 25—The Senate Judiciary Subcommittee studying juvenile delinquency said the industry should liberalize its production and advertising codes, and then stick to them better than at present.

The subcommittee issued a 71-page report assessing its study of the effect of motion pictures on teen-age crime. The subcommittee concluded that (Continued on page 6)

Anti-Trust Bill Asks Penalty for Officials

WASHINGTON, March 25—Senator Humphrey (D., Minn.) has introduced legislation providing civil penalties for corporation officials responsible for criminal anti-trust violations.

The bill states that officials who (Continued on page 8)

Expect Senate Action

On Corporate Tax

WASHINGTON, March 25—The Senate this week is expected to approve legislation extending the 52 per cent corporate tax rate another year.

It would otherwise drop to 47 per cent on April 1. The Senate Finance Committee on Friday approved a House-passed bill to continue the 52 per cent rate until April 1, 1957. The committee acted after hearing Secretary of the Treasury Humphrey again oppose any tax cuts this year.

1955 Academy and TV Awards Issue
Not a Government Matter

UK Will Not Initiate Talks To Promote Films in U. S.

By WILLIAM PAY

LONDON, March 25.—“Although we are anxious that British pictures should be as widely shown in the United States as possible, we will not initiate talks aimed at promoting the exhibition of British films in the U. S. market.”

This was stated in the House of Commons by Derek Walker-Smith, Parliamentary Secretary of the Board of Trade. He added:

“This is not a matter for negotiation between governments. The Anglo-American film agreement was not agreed to with the U. S. Government but with U. S. exhibitors but with the organizations which represented the producers and distributors in the U. S., who were by law separate from the exhibition business.”

“Incentive Provided”

The terms of the Anglo-American film agreement, Walker-Smith said, provided an incentive for American distributors to apply the Western Hemisphere distribution rights for British films. It was for them, then, to decide how to market the film to exhibitors to show these British films.

The government spokesman was replying to a question from Stephen Soames, Labour member, who had asked: “Has the Board of Trade consulted British film producers about the matter of circuit bookings as, by negotiation, Britain provided a large market of circuit bookings for American films in the United Kingdom. Also as British film producers were advertising in the American press because their films were boycotted by American circuits, the government surely ought to take action to promote reciprocal arrangements.”

Celebrities Invited To ‘Alexander Bow’

Industrial officials, governmental officers and celebrities of stage, screen and television will attend the 28th benefit performance of Robert Rossen’s million-dollar CinemaScope spectacle “Alexander The Great” at New York’s Capitol Theatre on Wednesday night.

George Jessel will encore a coast-to-coast TV broadcast of the premiere festivities via the NBC-TV program ‘Tonight.’

Cinema Lodge Sponsor

Cinema Lodge and the Metropolitan Council of B’nai B’rith are sponsoring the premiere for the benefit of the National B’nai B’rith Agency. Rossen produced, directed and wrote the picture. Technicolor spectacle, shot in location in Spain and stars Richard Burton, Fredric March and Claire Bloom in the leading roles.

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Allen B. Du Mont Labora Inc., at the weekend reported a $3,674 loss for 1954, exclusive of income from brokerage operations, and a net loss of $56,000. Comparable figures for 1953 showed gross income of $71,460 and earnings of $870,000, capital gain of $6,727,000 from sale of television station WDTV. The 1953 loss was equivalent of $1.56 per share of capital.

Loss from Broadcasting

In its annual report to stockholders, the company points out this loss figure included a special reserve of $1,400,000 and $2,859,000 from brokerage operations, which are no longer conducted by the company. Brokerage properties were separated in the company in a spin-off of the Du Mont Broadcasting Corp., company owned Dec. 2.

David T. Schultz, who at president of the company on Jan. 1 reported that over-all operating figures for the first two months were down from June to July, is now operating at a smaller scale. The results have been adversely affected by the present weakness in television receiver business, he stated.

Jones Heads Dallas Continental Office

Continental Distributing Inc, opened an exchange in Dallas under the management of Ray Jones, Office will handle the Texas, Oklahoma and New Mexico territory.

Jones was formerly an executive with the Interstate Theatre Cir.
United Artists
proudly congratulates

The Hecht-Lancaster Companies
and

Producer Harold Hecht
on the

ACADEMY AWARDS

1. to HAROLD HECHT
   "Best Motion Picture of the Year"

2. to ERNEST BORGnine
   "Best Performance by an Actor"

3. to DELBERT MANN
   "Best Achievement in Directing"

4. to PADDY CHAYEFSKY
   "Best Screenplay"

for

"MARTY"

Hecht-Lancaster presents "Marty" starring Ernest Borgnine and Betsy Blair
Story and Screenplay by Paddy Chayefsky • Directed by Delbert Mann
Produced by Harold Hecht • Associate Producer: Paddy Chayefsky
Paramount gratefully acknowledges its appreciation to Members of the Academy of Motion Picture Arts and adds its congratulations to the winning talents with a new distinction to themselves and to Paramount.
BEST ACTRESS
Anna Magnani in Hal Wallis’ “THE ROSE TATTOO.” Fourth year in succession that “Best Actress” has been won for a Paramount picture, as Miss Magnani joins Grace Kelly, Audrey Hepburn and Shirley Booth in receiving this Oscar.

BEST ART DIRECTION (black and white)
Hal Pereira and Tambi Larsen for “THE ROSE TATTOO.”

Best Set Decoration (black and white)
Sam Comer and Arthur Krams for “THE ROSE TATTOO.”

BEST SPECIAL EFFECTS
Perlberg-Seaton’s “THE BRIDGES AT TOKO-RI.”

SPECIAL TECHNICAL AWARD
Loren L. Ryder, Charles West, Henry Fraker and Paramount for projection index for framing various aspect ratios.

SPECIAL TECHNICAL AWARD
Farciot Edouart, Hal Corl and Paramount for double-frame, triple-head background projector.

SPECIAL TECHNICAL AWARD
Farciot Edouart, Hal Corl and Paramount for improved dual stereopticon background projector.

AND

BEST CINEMATOGRAPHY
James Wong Howe for “THE ROSE TATTOO.”

BEST CINEMATOGRAPHY
Robert Burks for Alfred Hitchcock’s “TO CATCH A THIEF.”
Ask Liberalization, Adherence to Codes

Judge Films With the Full Sound Track, Senate Committee Advises the PCA

WASHINGTON, March 25.—The Senate Judiciary subcommittee studying juvenile delinquency said the film Production Code Administration should pass on films with the sound track in, and not on a silent version.

In its report, it said that many times the Production Code Administration sees films without the entire sound track, and that many scenes that are unbearable in a silent version take on quite a different impact when combined with a particular sound track. The subcommittee said that the administration require the producers to submit the finished film with the entire sound track dubbed in for the final viewing. Quite naturally, much of the impact of brutal, violent, sadistic or horrible scenes may be due to the combined visual audio manifestation emanating from the screen.

Praises Wo Of Shurlo And the PCA

universities located close to offices.

The subcommittee said the industry had to do more to direct its obligations to promote "an understanding of domes international affairs." He declared the public itself "should influence the highest attainable accomplishments by the movies."

The report said various have been advanced for the 1 in motion picture violence, in the betterment of television on the issue, the feeling that these films are what the public desires, the increasing resistance self-regulation producers to feel to be unfair restrictions Production Code, and the feel the young people today are more and more to TV for their information, and therefore, the need for some kind of responsibility to solve this very young audience heretofore has been relaxed,

The subcommittee said Pro Code Administrator Geoffrey Geoffre) groups, lists of "unfairness" and that his efforts to curb film violence were to be 

Wams of Censorship

The subcommittee warned less the industry improves tend to weaken the whole structure of self-regulation which has been developed in the past 30 years," the report said. "The subcommittee finds that in the framework and administration of self-regulation have been overly moralistic and too closely related to the immediate expediency of the motion picture industry."

"This lack of flexibility of story content is not surprising in view of the social attitudes in existence at the time of the code's inception. But a screen maturely performing the functions of mass communication demands a wider orientation. What is needed now is an effort on the part of the industry itself to perform the positive function of enlarging the scope of the screen."

Accordingly, the report called on the MPAA board to change the production and advertising codes, "since at present they do not encourage the screen in attaining its full stature as a civic and artistic medium." The report said that the board, in doing this, should consult with talent guilds, other industry officials, educators, religious leaders and professional people.

At the same time that the subcommittee called for liberalization of the code, it criticized sharply the individual producers and companies that did not abide by the code and indicated behavior of this type on production and advertising code administrations were trying to do a good job in the face of considerable lack of support from particular companies.

Decrees Violence in Films

"The violence and brutality in motion pictures which has prevailed in the past has been counteracted with a strong insistence on the part of the motion picture producers to adhere to the principles of the production code which outlaw this type of film content," the report stated.

The subcommittee discussed at length the growing number of complaints it has been receiving about the content of films and film advertising, and suggested that MPAA report annually to the public on the number and kind of changes it had forced in films during the production process and in film advertising, in order to show how much worse things would be if it weren't for the code.

It said MPAA should also "contest the decisions of censor boards which request additional changes or delete which the association believes unwarranted."

Suggests Psychiatric Assistance

Noting that many foreign censorship boards have psychiatrists, doctors and other professional men working with the boards as advisers, the subcommittee said it endorsed "the use of professional knowledge by the code staff, and conceivably a relationship could be established with fine

Senate Group Hits Emphasis On Crime, Sex

(Continued from page 1) films have a powerful impact on juvenile behavior and that many recent films, and much recent film advertising, are deliberately promoted juvenile delinquency by their emphasis on crime, violence, brutality and sex.

While there was much criticism of the film industry, there was also even more praise for the industry's attempts at self-regulation. Indicating that some of the floating of the codes might arise from too-tight restrictions in the present code, the subcommittee said the Motion Picture Association of America should "institute changes in the codes which are warranted in the light of the social changes which have taken place since they were written." Then, the subcommittee said, "the movie industry should recognize the value of adhering to code policies."

The report strongly condemned any attempt at government censorship of the industry.

Great Majority Sincere

The subcommittee said "the industry generally does a fine job in regulating itself" and that "the great majority of producers in the film-making business are sincere in their efforts to make good product." It praised the industry for its many films promoting good citizenship and international understanding, combating crime and delinquency, and otherwise helping worthy causes.

It said the producers who are defying the production code "represent a fraction of the total number of producers," and declared that what these "antagonistic producers, writers and directors fail to realize is that the Production Code is actually a buffer between them and the large group of producers who would impose censorship on their endeavors. Rather than restrict their artistic proclivities, the code allows them certain freedoms, albeit within bounds, that they may otherwise be deprived of if control of their own design and application were not present."

Lauds PCA Efforts

"Whether or not this group of producers will impair the effectiveness of the code remains to be seen," the report said. It declared that the Production Code Administration is trying to bring these producers in line and said the subcommittee would watch and report on the situation at a later date.

Other subcommittee recommendations included: that the production and advertising code administrations consult psychiatrists and other trained professionals; that the industry, in the field of educating the public on the positive achievements of the codes; that the public recognize how sensitive film companies are to box-office pressures and realize the potential that they also have for shaping film production policies; and that the major studios producing films for television submit these films, also, for Production Code approval.

Headed by Keefauver

The subcommittee is headed by Sen. Estes Kefauver (D., Tenn.), who issued a statement that the motion picture industry for the "full cooperation" given the subcommittee during its investigation and its hearings in Los Angeles last June. He said he had been promised by industry leaders that "better pictures for our young people will result from the investigation."

The report said that "while the basic principles of the production code are sound, some of the restrictions in terms of subject matter, for example, are not in keeping with the social changes that have transpired since it was written. While television has rendered hour and hour dealing with many phases of various social problems, the Production Code still forbids the treatment of many of the subjects in motion pictures."

Feels It Is 'Overly Moralistic'

Revolt against anticipated portions of the code by indignant producers "only tends to weaken the whole structure of self-regulation which has been developed in the past 30 years," the report said. "The subcommittee feels that in the past the framework and administration of self-regulation have been overly moralistic and too closely related to the immediate expediency of the motion picture industry."

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BORGnine wins and COLUMBIA's got him in JUBAL

GLENN FORD * ERNEST BORGnine STEIGER
The Academy Award-winning star of "Marty" in his most powerful role!

Remember his name... JUBAL You'll remember his story!

Introducing VALERIE FRENCH * FELICIA FARR with BASIL RUYSDAEL * NOAH BEERY, Jr.
Screen Play by RUSSELL S. HUGHES and DELMER DAVES * Based on a Novel by PAUL I. WELLMAN
Produced by WILLIAM FADMAN * Directed by DELMER DAVES * A COLUMBIA PICTURE

CINEMASCOPE Color by TECHNICOLOR
To Stage ‘Conqueror’ All-Night Showing

Anticipating overflow business which Howard Hughes’ “The Conqueror” has attracted in other pre-release engagements, the Criterion Theatre in New York will keep its doors open all night until dawn when RKO picture opens next Friday, it was announced by Walter Branson, RKO’s vice-president.

clarify just what the answers were nor when a complete compilation of the TOA survey would be made public. Herman Levy, TOA general counsel, had stated, prior to the SSBC hearings, that the compilation would be made public.

The Brandt statement on the questionnaire issue was brought about by Sen. Humphrey’s suggestion that the nation’s exhibitors be polled for their views on admission and film production by the divorced circuits. Sen. Humphrey said that such a questionnaire “would be very helpful” to the subcommittee.

Record ‘Wonders’ Sale

Advance mail order sales for the engagement of Lowell Thomas’ production in Cinemara of “Seven Wonders of the World” has reached a total of $59,350, which, according to Stanley Warner, sets a new record for motion pictures. Premiere will take place at the Warner Theatre here on April 10.

To Stage ‘Conqueror’ All-Night Showing

Anticipating overflow business which Howard Hughes’ “The Conqueror” has attracted in other pre-release engagements, the Criterion Theatre in New York will keep its doors open all night until dawn when RKO picture opens next Friday, it was announced by Walter Branson, RKO’s vice-president.

clarify just what the answers were nor when a complete compilation of the TOA survey would be made public. Herman Levy, TOA general counsel, had stated, prior to the SSBC hearings, that the compilation would be made public.

The Brandt statement on the questionnaire issue was brought about by Sen. Humphrey’s suggestion that the nation’s exhibitors be polled for their views on admission and film production by the divorced circuits. Sen. Humphrey said that such a questionnaire “would be very helpful” to the subcommittee.

Record ‘Wonders’ Sale

Advance mail order sales for the engagement of Lowell Thomas’ production in Cinemara of “Seven Wonders of the World” has reached a total of $59,350, which, according to Stanley Warner, sets a new record for motion pictures. Premiere will take place at the Warner Theatre here on April 10.

Limited number of TICKETS AVAILABLE at $5.00 & $10.00 at the Capitol Theatre Boxoffice or at the office of Cinema Lodge (1.0ngacre 5-4566) for the American Premiere of Robert Rossen’s ALEXANDER THE GREAT A UNITED ARTISTS RELEASE

Entire Proceeds of Benefit Night to Metropolitan Council B’nai B’riith in association with Cinema Lodge Gala Premiere WEDNESDAY at Capitol Theatre, 8:30 P.M.

DuArt Develops New Laboratory Process

A new film laboratory process, that of using a spray method on black-and-white film rather than the conventional emulsion system, has been introduced by DuArt Film Laboratories, Inc., of New York.

Developed over a period of years by technicians and the firm’s engineer, Ralph Whitmore, Jr., the system has resulted in the speed-up of film processing and the elimination of “foamers” and “shadows” on 16 mm. and 35 mm. negatives, according to Al Young, president. Rendering the best possible definition, the spray method permits the processing of films in a four-minute period as contrasted with the 45-minute interval needed in the conventional system, Young added.

Transition Completed This Month

Processors for CBS-TV newsmfilm, DuArt completed the transition to spray methods earlier this month and has mapped plans for the removal of emulsion equipment since the spray process will be a full-time operation. The spray machine, of which there are four, is 24 ft. in length, three of which are in a loading darkroom and the remaining seven in the operating chamber. The rapid changeover for switching to special chemical solutions, such as is needed to develop sound track negatives, is possible because a maximum of five gallons is all that is needed to insure perfect development, Young disclosed.

Accordingly, both 16mm. and 35 mm. films may be handled by the machine without modifications. All four spray machines are now in operation and will be ready for full-production scale production next month.

Anti-Trust Bill

(authorized acts which violate the anti-trust laws shall forfeit to the U. S. an amount up to twice the pay they received during the period of the violation, and also that they can be enjoined from further work for their company permanently or for a limited period of time. Humphrey said the bill was necessary to discourage violations because the criminal penalties provided under present law are never invoked.

‘Survival City’ Booked

“Survival City,” 20th Century-Fox’s Academy Award winning one-reel short subject, will open in 128 theatres in the Greater New York area tomorrow, Leon Jones, short subjects sales manager, announced.

Acquires ‘Keller Story’

Louis de Rochemont Associates has acquired the motion picture rights to this year’s Motion Picture Academy Award winner, the documentary feature, “Helen Keller in Her Story.”

MGM’s 65mm.

(Continued from page 1) ones if they should come. The negative,” the statement added, supply prints in ratios of 2.55-2.39-2.1, 1.85-1, and standard size."

The new process employs special cameras lenses developed by Invision. The lenses were said to body an “extremely new optical type never before available to the industry. “A greatly improved motion picture image—unequaled clarity and lack of distortion” claimed for the system.

Will Run Three Hours

The picture, which will run a limited three hours on the screen will be produced by David Lewis directed by Edward Dmytryk Millard Kaufman’s screen play is the novel by Ross Lockridge. Among those starring will be Anthony Quinn, Clift, Elizabeth Taylor Eva Marie Saint.

In RKO Aus. Post

SYDNEY, March 25. — No Louden has been appointed man of advertising, publicity and exploitation for RKO in Australia. Nominations Joe Joel, who resigned. Loe was with Warner Bros. here 10 years, serving in a capacity similar the one he now holds at RKO.
NATIONAL CARBON COMPANY

wishes to thank the motion picture industry and members of the Academy of Motion Picture Arts and Sciences for the honor paid its development and production of a high-efficiency

Yellow Flame Carbon

for motion picture color photography.

Class One for

Technical Achievement

NATIONAL CARBON COMPANY • A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, New York

SALES OFFICES:
Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco

In Canada: Union Carbide Canada Limited, Toronto
<table>
<thead>
<tr>
<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
<th>M-G-M</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
<th>UNIV.-INT'L</th>
<th>WARNERS</th>
<th>OTHERS</th>
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<tr>
<td>THUNDERSTORM</td>
<td>Carlos Thompson</td>
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<tr>
<td>Charles Korvin</td>
<td>81 min.</td>
<td>(Rel. 3/1/56)</td>
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<td>THE WIDOW</td>
<td>Niep Patrick</td>
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<td>Blanche Franklin</td>
<td>75 min.</td>
<td>(Rel. 3/18/56)</td>
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<td>WORLD WITHOUT</td>
<td>Hugh Marlow</td>
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<tr>
<td>END (Color)</td>
<td>Nancy Gates</td>
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<tr>
<td>Nelson Leigh</td>
<td>86 min.</td>
<td>(Rel. 3/25/56)</td>
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<tr>
<td>(Apr. Releases)</td>
<td>THE CAME ON</td>
<td>Ann Baxter</td>
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<tr>
<td>Sterling Hayden</td>
<td>80 min.</td>
<td>(Rel. 3/27/56)</td>
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<td>CRASHING LAS</td>
<td>Les Gorrey</td>
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<tr>
<td>VEGAS (Color)</td>
<td>Howard Hall</td>
<td>85 min.</td>
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<tr>
<td>SCREAMING EAGLES</td>
<td>Janis Martin</td>
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<tr>
<td>Tom Trench</td>
<td>51 min.</td>
<td>(Rel. 4/27/56)</td>
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<td>MOTHER-SIR</td>
<td>Joan Bennett</td>
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<td>Gary Merrill</td>
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Key: SYSTEM: C—CinemaScope; V—VistaVision; SA—SuperScope (anamorphic print). SOUND: S—Four track magnetic stereophonic sound; S (12) — Separate stereophonic sound print; S—Stereophonic (stereo sound) printed; Sr—stereo sound (stereo sound).
W. J. GERMAN, INC.
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EASTMAN PROFESSIONAL MOTION PICTURE FILMS

Congratulates all of the
ACADEMY AWARD WINNERS

FORT LEE, N. J. CHICAGO, ILL. HOLLYWOOD, CALIF.
Winners of Academy Awards for 1955...

BEST PICTURE:
“MARTY,” Hecht-Lancaster production, United Artists, Harold Hecht, Producer.

BEST PERFORMANCES:
Actor—ERNEST BORGnine in “Marty,” Hecht-Lancaster, United Artists. 

BEST DIRECTION:
DELBERT MANN, for “Marty,” Hecht-Lancaster, United Artists.

BEST WRITING:
Story—DANIEL FUCHS, for “Love Me or Leave Me,” M-G-M. 
Screenplay—PADDY CHAYEFSKY, for “Marty,” Hecht-Lancaster, United Artists. 
Story and screenplay—WILLIAM LUDWIG and SONYA LEVIEN for “Interrupted Melody,” M-G-M.

BEST ART DIRECTION:
Color—WILLIAM FLANNERY and JO MIELZINER, for “Picnic,” Columbia.

BEST CINEMATOGRAPHY:
Black-and-White—JAMES WONG Howe, for “The Rose Tattoo,” Paramount. 
Color—ROBERT BURKS, for “To Catch a Thief,” Paramount.

BEST COSTUME DESIGNS:
Black-and-White—HELEN ROSE, for “I’ll Cry Tomorrow,” M-G-M. 

BEST FILM EDITING:
CHARLES NELSON and WILLIAM A. LYON, for “Picnic,” Columbia.

BEST SOUND:
“OKLAHOMA!,” Rodgers and Hammerstein Pictures, Magna Theatre Corp., Todd-AO Sound Dept., Fred Hynes, Sound Director.

BEST MUSICAL ACHIEVEMENTS:
Scoring of a Musical—ROBERT RUSSELL BENNETT, JAY BLACKTON and ADOLPH DEUTSCH, for “Oklahoma!”
Dramatic or Comedy Film — ALFRED NEWMAN, for “Love Is a Many-Splendored Thing,” 20th Century-Fox.
Song—SAMMY FAIN, composer; PAUL FRANCIS WEBSTER, lyricist, for “Love Is a Many-Splendored Thing.”

BEST SHORT SUBJECTS:
One-Reel—“SURVIVAL CITY,” 20th Century-Fox, Edmund Reek, Producer. 
Two-Reel—“THE FACE OF LINCOLN,” Cavalcade Pictures.

BEST DOCUMENTARIES:
Short Subject—“MEN AGAINST THE ARCTIC,” Walt Disney Prods. 
Feature—“HELEN KELLER IN HER STORY,” Nancy Hamilton Presentation.

SPECIAL EFFECTS:

[Honorary and Technical Awards are Listed on page 14]
The officers and staff of General Film Laboratories congratulate the Academy of Television Arts and Sciences and the Academy of Motion Picture Arts and Sciences, and all recipients of "Emmy" and "Oscar" Awards—and with particular good wishes salute the following winners for whom we have been privileged to process film and kinescopes:

**Walt Disney**
Best Producer

**Disneyland**
Best Action Series

**Nanette Fabray**
Best Comedianne and Best Supporting Actress
(“Caesar’s Hour”)

**Dinah Shore**
Best Female Singer

**Rod Serling**
Best Original Teleplay
(Kraft Theatre)

**Hecht-Lancaster’s “Marty”**
Best Motion Picture

**Anna Magnani**
Best Actress (“Rose Tattoo”)

**Ernest Borgnine**
Best Actor (“Marty”)

**Paddy Chayefsky**
Best Screenplay (“Marty”)

**James Wong Howe**
Best Achievement in Cinematography
Black and White Films (“Rose Tattoo”)

**Sam Comer and Arthur Krams**
Best Set Decoration
Black and White Films (“Rose Tattoo”)

**Hal Pereira and Tambi Larsen**
Best Achievement in Art Direction
Black and White Films (“Rose Tattoo”)
PRINCIPAL ACADEMY AWARD WINNERS—1928-1955

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<thead>
<tr>
<th>Year</th>
<th>Best Picture</th>
<th>Best Actor</th>
<th>Best Actress</th>
<th>Supporting Actor</th>
<th>Supporting Actress</th>
<th>Best Director</th>
</tr>
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<tr>
<td>1928</td>
<td>Wings—Para.</td>
<td>Emil Jannings</td>
<td>Janet Gaynor</td>
<td>Walter Brennan</td>
<td>Anne Darrow</td>
<td>Frank Borzage</td>
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<tr>
<td>1929</td>
<td>Broadway Melody—MG M</td>
<td>Warner Baxter</td>
<td>Mary Pickford</td>
<td>Bette Davis</td>
<td>Luise Rainer</td>
<td>Lewis Milestone</td>
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<tr>
<td>1930</td>
<td>All Quiet on Western Front—U</td>
<td>Lionel Barrymore</td>
<td>Norma Shearer</td>
<td>Fredric March</td>
<td>Luise Rainer</td>
<td>Frank Lloyd</td>
</tr>
<tr>
<td>1931</td>
<td>Cimarron—RKO</td>
<td>Fredric March</td>
<td>Marion Davies</td>
<td>Fredric March</td>
<td>Bette Davis</td>
<td>Lewis Milestone</td>
</tr>
<tr>
<td>1932</td>
<td>Grand Hotel—MG M</td>
<td>Fredric March</td>
<td>Luise Rainer</td>
<td>Helen Hayes</td>
<td>Vivien Leigh</td>
<td>Norman Taurog</td>
</tr>
<tr>
<td>1933</td>
<td>Cavalcade—Fox</td>
<td>Charles Laughton</td>
<td>Katharine Hepburn</td>
<td>William Wyler</td>
<td>Joan Fontaine</td>
<td>Frank Borzage</td>
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<tr>
<td>1934</td>
<td>It Happened One Night—Col.</td>
<td>Clark Gable</td>
<td>Claudette Colbert</td>
<td>Victor McLaglen</td>
<td>Greer Garson</td>
<td>Frank Capra</td>
</tr>
<tr>
<td>1935</td>
<td>Mutiny on Bounty—MG M</td>
<td>Paul Muni</td>
<td>Bette Davis</td>
<td>Spencer Tracy</td>
<td>Jennifer Jones</td>
<td>John Ford</td>
</tr>
<tr>
<td>1936</td>
<td>Great Ziegfeld—MG M</td>
<td>Spencer Tracy</td>
<td>Luise Rainer</td>
<td>Spencer Tracy</td>
<td>Joseph Cotten</td>
<td>John Ford</td>
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<tr>
<td>1937</td>
<td>Life of Zola—WB</td>
<td>Robert Donat</td>
<td>Luise Rainer</td>
<td>Robert Donat</td>
<td>Myrna Loy</td>
<td>John Ford</td>
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<tr>
<td>1938</td>
<td>You Can't Take It With You—Col.</td>
<td>James Stewart</td>
<td>Jeanette MacDonald</td>
<td>David Niven</td>
<td>Donald Crisp</td>
<td>Frank Capra</td>
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<tr>
<td>1939</td>
<td>Gone With Wind—MG M Selznick</td>
<td>Gary Cooper</td>
<td>Vivien Leigh</td>
<td>Gary Cooper</td>
<td>Claire Trevor</td>
<td>Victor Fleming</td>
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<tr>
<td>1940</td>
<td>Rebecca—UA Selznick</td>
<td>James Cagney</td>
<td>Ann Blyth</td>
<td>James Stewart</td>
<td>Jane Wyman</td>
<td>John Ford</td>
</tr>
<tr>
<td>1941</td>
<td>How Green Was My Valley—Fox</td>
<td>Paul Lukas</td>
<td>Ingrid Bergman</td>
<td>Paul Lukas</td>
<td>Patricia Neal</td>
<td>John Ford</td>
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<tr>
<td>1942</td>
<td>Mrs. Miniver—MG M</td>
<td>Bing Crosby</td>
<td>Joan Crawford</td>
<td>Ray Milland</td>
<td>Ingrid Bergman</td>
<td>John Ford</td>
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<tr>
<td>1943</td>
<td>Casablanca—WB</td>
<td>Ray Milland</td>
<td>Olivia de Havilland</td>
<td>Ronald Colman</td>
<td>Joan Crawford</td>
<td>Michael Curtiz</td>
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<td>1944</td>
<td>Going My Way—Para.</td>
<td>Fred MacMurray</td>
<td>Loretta Young</td>
<td>Laurence Olivier</td>
<td>Judy Holliday</td>
<td>Michael Curtiz</td>
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<tr>
<td>1945</td>
<td>Best Years of Lives—RKO-Goldwyn</td>
<td>Robert Taylor</td>
<td>Vivien Leigh</td>
<td>Broderick Crawford</td>
<td>Vivien Leigh</td>
<td>Frank Capra</td>
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<tr>
<td>1946</td>
<td>Gentleman's Agreement—Fox</td>
<td>Joseph Cotten</td>
<td>All About Eve</td>
<td>Ronald Colman</td>
<td>Larry Parks</td>
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<td>1947</td>
<td>Hamlet—U-Rank</td>
<td>Humphrey Bogart</td>
<td>Hedy Lamarr</td>
<td>Laurence Olivier</td>
<td>Vivien Leigh</td>
<td>Howard Hawks</td>
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<td>1948</td>
<td>All the King's Men—Col.</td>
<td>Gary Cooper</td>
<td>Gary Cooper</td>
<td>Broderick Crawford</td>
<td>Judy Holliday</td>
<td>Howard Hawks</td>
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<tr>
<td>1949</td>
<td>About Last Night—Fox</td>
<td>William Holden</td>
<td>Ingrid Bergman</td>
<td>Humphrey Bogart</td>
<td>Audrey Hepburn</td>
<td>Howard Hawks</td>
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<td>1950</td>
<td>An American in Paris—MG M</td>
<td>Marlon Brando</td>
<td>Grace Kelly</td>
<td>Marlon Brando</td>
<td>Grace Kelly</td>
<td>Howard Hawks</td>
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<td>1951</td>
<td>Greatest Show on Earth—Para. DeMille</td>
<td>Ernest Borgnine</td>
<td>Anna Magnani</td>
<td>Ernest Borgnine</td>
<td>Jack Lemmon</td>
<td>Howard Hawks</td>
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<td>1952</td>
<td>From Here to Eternity—Col.</td>
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<td>1953</td>
<td>On the Waterfront—Col.</td>
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<td>1954</td>
<td>Marty—UA-Hecht-Lancaster</td>
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Entries Differed
Can't Compare Oscar-Compo Awards Tally

By LESTER DINOFF

Similarity between the winners of the 1955 Academy Awards and the Council of Motion Picture Organizations Audience Awards poll was practically non-existent due to the three-month period of time between the Academy of Motion Picture Arts and Sciences and the COMPO poll voting. Thus comparisons are impossible, because the candidates for honors were not the same in the two elections.

Unconsidered at Compo Period

The principal winners of last week's "Oscars" were not even in contention in the COMPO balloting, with the exception of Warner Brothers' "Mister Roberts" and Jack Lemmon, who was named Best Supporting Actor of 1955 in the Academy voting for his role in the Warner Brothers production. The reason for the lack of similarity is that Hecht-Lancaster's "Marty," and its "Oscar" winner, Ernest Borgnine, was not in general release throughout the nation at the time of the COMPO poll, but came in under the wire for the Academy Awards. The show was stylish and glamorous. It had Broadway in the air, and a small Milly Way of stars. But, if the Motion Picture Academy of Arts and Sciences will take it in a friendly spirit, I'd like to make a friendly suggestion. SHORTEN THE CEREMONY! At least, shorten it for TV.

Since the program was on the air too late for A.M. newspaper critics' comment on it the next morning, the program escaped appraisal by them. None returned to the subject on the day following, last Friday.

The program also suffered in A.M.'s publicity-wise. It made final editions of the next morning, Thursday, but missed all the early out-of-town and suburban editions because of the time differentials between the West and East Coasts. Afternoon papers treated the event well on Thursday, however.

Reactions to Awards Telecast

Eastern TV Critics' Views Were 'Mixed'; Lateness Cut N.Y. Publicity

The telecasting of the Academy Awards presentation ceremonies drew mixed reactions from television critics on the various New York newspapers.

Jay Nelson Tuck, writing in the "Post," declared that: "There just ain't no entertainment in watching a lady open an envelope and then hand a bank of metal to two totally unknown gents who decorated the sets for a black and white movie. Especially when they are immediately followed by another unknown gent who did ditto for a color film.

"The problem I guess is that the program suffers from schizophrenia. NBC presumably wants to entertain the crew . . . . The Academy wants to promote the industry. Fair enough, but to expect the second aim to produce entertainment is about as sensible as expecting to get a good meal in a ladies' tea room. It just can't be done."

Harriet Van Horne, in her "World-Telegram & Sun" review of the "Oscar" ceremonies, said: "Granted there's a lot of heady excitement in the Academy Awards. The show was stylish and glamorous. It had Broadway in the air and a small Milly Way of stars. But, if the Motion Picture Academy of Arts and Sciences will take it in a friendly spirit, I'd like to make a friendly suggestion. SHORTEN THE CEREMONY! At least, shorten it for TV."

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Academy Technical, Honorary Awards

BEST FOREIGN FILM
"Samurai" (Japan) Homei Pictures—Toho Co. Fine Arts Film

TECHNICAL
CLASS I—National Carbon Co. for development and production of high efficiency yellow flame carbon for color photography.

CLASS II—Eastman Kodak Co. for its Tri-X panchrromatic negative film. Farcot Eadouart, Hal Corl as the Paramount Transparency Dept for the engineering and development of a double-frame, triple-hel background projector.

CLASS III—Twentieth Century-Fox and Bausch and Lomb Co. for new combination lenses for Cinemascope photography.

Walter Jolley, Maurice Larsz and E. H. Spires, Twentieth Century-Fox, for a spraying process which creates simulated metal surfaces. Steve Eaker and Bob White for improved dolly for multi-direction steering. Dave Anderson, Twentieth Century-Fox, for an improved spotlight capable of maintaining fixed circle of light at constant intensity over varied distances.

Loren L. Ryder, Charles Weine, Frakker, Paramount, for projection film index that establishes proper framing for various aspect ratios.
1934 — "The Continental" — Con Conrad, Herbert Magidson
1935 — "Lullaby of Broadway" — Harry Warren, Al Dubin
1936 — "The Way You Look Tonight" — Jerome Kern, Dorothy Fields
1937 — "Sweet Leilani" — Harry Owens
1938 — "Thanks for the Memory" — Ralph Ranger, Leo Robin
1939 — "Over the Rainbow" — E. Y. Harburg, Harold Arlen
1940 — "When You Wish Upon a Star" — Ned Washington, Leigh Harline
1941 — "The Last Time I Saw Paris" — Jerome Kern, Oscar Hammerstein 2nd
1942 — "White Christmas" — Irving Berlin
1943 — "You'll Never Know" — Harry Warren, Mack Gordon
1944 — "Swinging on a Star" — James Van Heusen, Johnny Burke
1945 — "It Might As Well Be Spring" — Rodgers and Hammerstein
1946 — "On the Atchison, Topeka and Santa Fe" — H. Warren, J. Mercer
1947 — "Zip-A-Dee-Doo-Dah" — Allie Wrubel, Ray Gilbert
1948 — "Buttons and Bows" — Jay Livingston, Ray Evans
1949 — "Baby, It's Cold Outside" — Frank Loesser
1950 — "Mona Lisa" — Ray Evans, Jay Livingston
1951 — "In the Cool Cool Cool of the Evening" — H. Carmichael, J. Mercer
1952 — "Do Not Forsake Me, Oh My Darlin’" — Dimitri Tiomkin, Ned Washington
1953 — "Secret Love" — Sammy Fain, Paul Webster
1954 — "Three Coins in the Fountain" — Sammy Cahn, Jule Styne

ASCAP Songs Win the 'Oscars'

ASCAP congratulates the 1955 Winners

"Love Is a Many Splendored Thing"

w: Paul Francis Webster — m: Sammy Fain

Published by Miller Music Corporation

Year after year, ever since Oscars have been instituted, songs of ASCAP members have been acclaimed as the outstanding tunes used in motion pictures and have won Academy Awards.
No Trend Seen in B and W Triumphs

EDITORIAL
The Academy Awards for 1955

By Sherwin Kane

THAT Hecht-Lancaster's "Marty" was voted the best motion picture of 1955 by the Academy of Motion Picture Arts & Sciences is significant in more ways than one. Its origins reach into television, and there, too, 1955's Best Actor and Best Screenplay, writer, Ernest Borgnine and Paddy Chayefsky, grew and flourished as did the Best Director, Delbert Mann.

It appears indeed to be testimony enough that television actually can be of greater value to Hollywood than just another exploitation medium. Moreover, it need not be overlooked that this black-and-white, standard dimension entry, said to have been produced for approximately $350,000, stole the major honors of the film year just past while Hollywood's proud major studios busied themselves again making fewer but bigger and better productions. This is not to disparage the big ones but to remind of the kind of competition that "Marty" won out over.

It is reasonable, too, to give credit to the outstanding sales and promotion jobs done for the picture by United Artists' forces under William Heineman and Max Youngstein. "Marty" was no "sleeper." Its merit was recognized and urged at every opportunity upon exhibition and the public.

The 1955 Academy Awards are notable too for the impartial recognition they give to newcomers—new to Hollywood, if not to the entertainment world. To Anna Magnani for her distinguished performance in the Hal Wallis production "The Rose Tattoo"; as well as to Borgenic; to Jack Lemmon and Jo Van Fleet; to Delbert Mann and Chayefsky, and to many other places as well as to the veterans among the winners.

There is good reason to agree with George Sidney's recent assertion, in reply to exhibitor demands for new and younger talents in Holly-wood, that the new blood not only is there already but is delivering some of the best work being turned out by the production community. As this movement, already under way, gathers further momentum, exciting achievements in volume are sure to be recorded.

Production Community's Faith in New Techniques, Color and 'Bigness' Remains Unshaken Despite Recent Award Record

HOLLYWOOD, March 25—Although certain sectors of the lay press have been drawing newsworthy conclusions from the and-white and unamorphous or third such picture in this award year, the producers produced in assorted shapes, sizes and proportions, there is no firm ground for expectation that Hollywood production heads will gather to the idea that pictures are preferred by the public for plainer, sate alone and proceed accordingly to withdraw from the more brighter-bigger race that started it.

Two Other Winners Cited

The other two black-and-white Academy-Award winners were "From Here to Eternity" and "On the Waterfront." All three faced stiff competition from pictures produced domestically and in extra-dimensional processes.

Far from accepting the seemingly dramatic conclusion reached by some columnists, to the effect that the industry needn't spend big money for color and scopes if they can get superior pictures with plainer, less costly procedures, ranking producers in Hollywood are given to posing counter-assertion that it is cheaper, and more profitable, these excellent pictures would have been if they had

Smoothly Run Program Wins Acclaim

Seaton's Handling of Awards Event Ensures Position as Academy Head

HOLLYWOOD, March 25—Academy president George Seaton virtually guaranteed his re-election to director of the 28th Annual Awards presentation program, which both the profession and the public agreed surpassed all 27 predecessors in smoothness, tempo, entertainment balance, and applied glamy.

Under his personal direction, producer Robert Emmett Dolan's finely planned show, written by Melville Shavelson, Jack Rose and Richard L. Breen, came across the Pantages Theatre footlights and by air into 40,000,000 TV receivers (according to Trendex figures) as flawlessly as if it had been filmed on a multi-million dollar budget at any major studio.

And in his official capacity as president delivering the opening remarks from the Pantages stage, Seaton again distinguished himself by speaking direct and directly and briefly on the international aspect of motion picture production.

The smoothness setting this year's presentation apart from all others reflected the close co-ordination between Academy president Dolan and NBC-TV producer William Kayden, and between Seaton and NBC-TV directors William Bennington and Dick Schneider.

Likewise contributing importantly to the show's roundness was Jerry Lewis' facile emceeing, Hollywood's Champion at covering laps or halls with laughter, and music director Andre Previn, whose handling of the pit orchestra working on split-second cues never has been equaled.

On the glamour side this year's ceremonies far out-distanced all similar stages anywhere at any time by anyboday on any occasion. By assigning nominees in all personality categories to make awards presentations in other categories, all nominees, whether winners or losers, or by anyboday on any occasion. By assigning nominees in all personality categories to make awards presentations in other categories, all nominees, whether winners or losers, would have been the best choice to bring the proceedings in on time.

Para. Took 9

No 'Sweep' of 1955 Awards By Any Entry

From THE DAILY Bocus

HOLLYWOOD, March 25—While six major distributing companies and two independent distributing organizations represented in the Academy 32 awards voted for "bests" in the 1955 calendar year, recent exhibitive observations to the effect that Hollywood, under increasing keen competitive pressure, has lifted its quality level in all departments and in all classes of product, appears to have been substantiated by Hollywood's own picture makers in sealed balloting.

Called 'Equality of Quality'

This year's trend, reflecting what one close observer termed "equality of quality," was in sharp contrast to seasons when one single picture "swept the board," as the saying goes, by taking down Oscars in many categories for its company. First and "sweepstakes winner" is Columbia's "It Happened One Night," back in 1934. Second was "Good Will the Wind" in 1938, and the third was "The Best Years Of Our Lives" in 1946. More or less regularly, before and since, Academy honore have centered preponderantly around one favored picture. This year, despite the topwards going to a single production, no such concentration on one picture.

Paramount, taking down for awards in connection with Hal F. Wallis' "The Rose Tattoo," its most Academy-favored picture, took its nine, for a total of nine, to lead other companies in numerical winnings.

Twentieth-Fox, which was awarded three bests in connection with "Love Is a Many-Splendored Thing," received four more, totaling seven, run second by count.

'Marty' Helped U.A.

United Artists, receiving four major awards by United Artists of Hecht-Lancaster's "Marty,' this year's favorite picture, took third place among major distributing companies, numerically, and wouldn't trade places with the other companies combined.

MGM, Columbia and Warners were tied for fourth place, with one awards apiece, Magna Theatre Corporation was next with two, and Buena Vista Distribution Company followed with one.

They were also among the top three in color motion picture production.
FRAMED Displayaways - Sell your shows...

REGENT NOW SHOWING
'Meet Me in Las Vegas'

The 14 x 22 Displayaway also available in four additional sizes for hanging or standing on folding feet.

in STORE WINDOWS...

COUNTERS...

...and ALL OVER TOWN!

Attractive, silver-framed displays that add eye-catching color to any merchant’s window or store...and pull-in patrons wherever they're seen. No wonder more showmen are cutting costs and eliminating imprinting headaches with Displayaways...the modern, inexpensive in and away-from-theatre advertising.

NATIONAL Screen SERVICE - PRAK BABY OF THE INDUSTRY
A NOTHER year of motion picture achievements goes into the records with the awarding of the Academy of Motion Picture Arts & Sciences recognitions for 1955. They are achievements of which the motion picture art and industry may be proud. Those recognized have been acclaimed as well by critics throughout the land and, more significantly, by the paying patrons.

In a very real sense, the 1955 Awards winners pictured on this page exemplify the ever-increasing international flavor and appeal of the Hollywood product. It is talent drawn from far places, telling stories of universal appeal. Together they provide a firm foundation for continued growth, artistically and economically.

1955 Academy Award Winners

Best Picture: Ernest Borgnine and Betsy Blair in a scene from the Academy Award winning "Marty," Hecht-Lancaster production, released by United Artists.

Best Actress: Anna Magnani, for her work in Hal Wallis's "The Rose Tattoo," a Paramount release.

Best Actor: Ernest Borgnine, star of the Hecht-Lancaster production "Marty."

Best Supporting Actress: Jo Van Fleet, for her performance in Warner Bros. "East of Eden."

Best Supporting Actor: Jack Lemmon, for his performance in Warner Bros. "Mister Roberts."

Victorious Trio: At left, Paddy Chayefsky, winner of the Best Screenplay Award for the Best Picture's script, "Marty," with Delbert Mann, seated right, winner of the Best Director Award, and Harold Hecht, center, producer of "Marty."
My Deepest Appreciation

ERNEST BORGnine
Hollywood

By Samuel D. Berns

ACADEMIA: Attending an Academy Awards presentation event is just like going to the race track in your tuxedo. . . . There's the same charge of excitement in the atmosphere, except that the "horses" are much more nervous about the results of the photo finish. They've got more at stake. . . . The odds are 4 to 1, but the payoff is in Oscars. . . . An Oscar on the mantelpiece is a bankable credit.

The attendance record was reported at 46 million. Televiewers that is. And small wonder. Where else can you buy the privilege of watching a billion dollars worth of feature handicaps in one evening for nothing?

We rubbed elbows with Oscar recipients after they left the winners' circle on the stage at the Pantages to join the waiting press in the large dressing room area below. . . . All the different masked emotions displayed during the moments when the name Price, Waterhouse sounded like the chief justice of the Supreme Court suddenly thawed and the horses became human beings.

Ernest Borgnine had the widest grin we've ever seen, with sweat pouring down his face. A butcher in a monkey suit. But he sells the kind of ham that satisfies the entertainment appetite of millions.

Jo Van Fleet, who won the best supporting actress category for "East of Eden," was deeply moved, with intermittent lip quivers. She could have won it for her role in "I'll Cry Tomorrow" as well.

Jack Lemmon was like a jack-in-the-box. Emotionally exhausted, but ecstatically happy with his best-supporting-actor award. Tells us he was so nervous on his way to the theatre he forgot his tickets, and then went to the wrong theatre. . . . Almost didn't make it.

Sammy Fain and Paul Francis Webster, composers of the best song, "Love Is a Many-Splendored Thing," got the same thrill they had two years ago when they walked off with a similar award for "My Secret Love." . . . This team is now writing the songs for the next Martin and Lewis picture, and are destined to form their own production unit before the year is out.

My sincere appreciation
and
special thanks to my crew
who made it possible.

WILLIAM A. SICKNER, A. S. C.

Best Cinematography

"MEDIC"

Academy of Television Arts and Sciences

I Wish to Thank
My Crew and All
Those Who Made This Award Possible.

MY DEEPEST APPRECIATION,
James Wong Howe, A. S. C.

"ROSE TATOO"
BLACK AND WHITE CINEMATOGRAPHY
HAL B. WALLIS—PARAMOUNT PICTURES
OUR SINCERE APPRECIATION
TO THE ACADEMY
AND OUR SPECIAL THANKS TO

BUDDY ADLER
TED CAIN
AND AL NEWMAN

SAMMY FAIN and PAUL FRANCIS WEBSTER
COMPOSERS OF
BEST SONG FOR 1955
“LOVE IS A MANY SPLENDORED THING”

Congratulations

to
LOREN L. RYDER
CHARLES F. WEST
HENRY FRACKER

Projection Framing Index
To Simplify and Improve Theatre Projection

RYDER SERVICES, INC.

Phil Brigandi, Mgr.
Arbitration

(Continued from page 1) ment in Washington to make them change their views, that the subject of film rentals should not be an arbitrable issue. It was deemed highly unlikely that distribution would alter its viewpoint on the subject.

Scheduled After Easter

Distribution's viewpoint, it was pointed out, will be spelled out to the Senate Small Business subcommittee when it reconvenes to hear representatives of the film companies. Distribution and Justice Department officials will testify some time after Congress returns from its Easter recess.

One sales executive argued that the present arbitration draft, tabled by TOA, carries provisions for conciliation of film rental issues. He acknowledged, in response to a question, that the conciliation provision was entirely voluntary as opposed to a binding arbitration provision, as sought by TOA and Allied.

Three Arguments Advanced

Distribution's long standing opposition to arbitration of film rentals encompasses such arguments that the prices of merchandise cannot be arbitrated, that the price must be determined between buyer and seller, and that there is no comparable arbitration of prices in other industries in the U. S., and that it would prove unworkable.

Gaby

M-G-M - CinemaScope

Young love in London during World War II is portrayed in all its fears, anxieties and emotions by Leslie Caron and John Kerr in this M-G-M CinemaScope production filmed in Eastman color and print by Technicolor. It enlarges on the theme of war-time romance to a point where it is entirely realistic, appealing and very convincing.

The screenplay by Albert Hackett, Frances Goodrich and Charles Lederer, based on a screenplay by S. N. Behrman, Paul Rameau and George Froeschel, deals with the love between Miss Caron, a French ballerina who fled to London at the outset of the war, and Kerr who is cast as an American paratrooper on leave in London for 48 hours. They meet, quickly fall in love and plan marriage, only to have that postponed when he suddenly is called back to his unit. Miss Caron, learning that he was killed in the D-Day operation, is despondent and subsequently enters into an affair with an Allied soldier. This anguish is heightened when Kerr returns and explains how he was reported killed in action. However, they are reunited and cast away the fears when they realize how much their love means to them. Miss Caron's affair is made known to Kerr, who at first refuses her but reconsiders in time to save her during an air raid.

Ably produced by Edwin Knopf and directed by Curtiz Bernhardt, the story appears to be lengthened a little too much in its attempt to recreate romantic problems. The pace is leisurely and the supporting cast of Sir Cedric Hardwicke, Taina Elg (also a ballet star) and Margalo Gillmore complements well the fine performances of Miss Caron and Kerr.

Ballet is incorporated only a little into the film, except for the romantic introduction that finds Kerr in pursuit of petite Miss Caron. The story is touchingly simple and sincere and is garnished by the generous display of Technicolor and the music as conducted by Charles Woott. The Rodgers and Hart melody "Where or When" seems into the film quite often and the lyrics symbolize the theme.

Running time, 97 minutes. General classification. For May release.

JACK EDEN

RKO Branch Pushes 'Kiddie' Bookings

Anticipating future school holiday and the coming summer recess, RKO New Haven branch is making to area exhibitors a special order listing suitable features and programs with a calendar form to facilitate dating of desired films.

Some 28 films are listed in RKO grouping.

Rites for May Kelley

Funeral services were held on Sunday for May C. Kelley, former editor of fan magazines, who died of a heart attack. She had been associated with several publishing houses and last served as editor of "Love Stories" magazine.

Sincere thanks to the Academy and to the members of the staff, crews, writers and actors of

NBC MATINEE THEATER

"best contribution to daytime programming"

DEVISED AND PRODUCED

By
ring Forum

The weather notwithstanding, National Television Film
Neil will hold its spring forum
Thursday afternoon at the
monticello Hotel. Color will be the
note of the forum, which will
be comprised of luncheon and
session programs. Dr. Alfred N.
damith, NTFC board chairman
is, more institutionally, the
father of television," will be
erator of three panels covering
radio, film raw materials, TV
or production and TV color film
mission.

oke's Talk

Television broadcasting is re-
ving the brunt of official cri-
isms such as bait and
itch advertising largely because,
ary to other forms of adver-
ing, TV ads "cannot be skimmed
ough." These attacks are es-
tially not attacks on broadcas-
s but rather they are attacks
abuses "in all advertising." 
ese were just a few of the
ights which Rolland V. Toole,
-president of Westinghouse
casting Company, expressed
week in a talk to the Cleve-
Sales Executives Club. He
ounced two seemingly off-
casting obligations:
, to be profitable "Because
ness we are never can afford
do the things our responsibili-
demand"; second, to coin a
word for public service, "too
any times a public service pro-
um is a real dog show ... looked
or listened to by no one, not
on the station's transmitter en-
ner."

ore on Bait-Switch

Harold E. Fellows, president of
National Association of Radio
Television Broadcasters Asso-
, now making ready for the
4th annual convention in Chi-
April 15-19, took the time last
week to comment on the address
ade recently by Federal Trade
missioner Lowell B. Mason in
ation to the bait-switch adver-
ing practice. The NARTB, said
Fellows, agrees whole-heart-
d Commissioner Mason that
practice should be eliminated,
agrees. It disagrees that the
NARTB's Telecasting Code Review
orks at an extremely low point
ship in specifically devised tanks
of water. Claude Rains is the
ator and George Roy Hill the

director.

Expansion

> Jerrold Electronics, Philad-
phia electronics equipment man-
facturer, is in process of expan-
dition into a closely related field.
Last November it acquired the
alling interest in the Key
West, Florida community antenna
ystem, and in January purchased
imilar facilities in Ukiah, Cali-
. Now comes word from
ilton Shapp, president, that
he company has purchased the
munity antenna systems in Fl-
flag, Dubuque and Potatello.

Statistics

> For quick reference, here are
just some of the statistics cover-
ing NBC-TV's Matinee Theatre
through its 100th telecast last
Tuesday: 30,080 rehearsal hours
by 800 actors; mimeographing of
scripts has involved over 800,000
pieces of paper weighing a total
of five tons; 148 teleplays purchased;
70 color telecasts; and, the 20
weeks and two days of program-
ing is the equivalent of two
and one-half seasons of full-hour
amas in conventional, once-
week schedules. Also, the 80
hours of color telecasting would
ate up to 54 spectacles of 90
minutes each.

Newcomer

> The newly incorporated William
Tell Productions, with William T.
Clensons, as president and gen-
man, and Karl Gericke, as
-vice-president in charge of
duction, plans to produce a mini-
num of five TV shows in the com
(Continued on page 26, col. 3)

In Our View

WEN the "Emmy" awards of the Academy of
Television Arts and Sciences were presented,
and for the most part in full sight and sound
of millions of people across the country, Phil Silvers,
taking the rostrum to present several of the awards,
spoke briefly but pointedly, to the assembled mem-
ers of the Television Academy in New York and to all
others, everywhere.

This relative newcomer to the art-industry of tele-
vision, who with astonishing speed has established him-
self in the very forefront of performers, and quite stole
the show with no less than three "Emmy" awards, said,
"Talent cannot be geographically located."

His obvious reference was to the jurisdictional dis-
affections which have arisen in the past between the
east and west coast chapters of the Academy. It was
a keen and quite necessary observation. It is to be hoped
that it is taken to heart by all of those involved in
the organization. Mr. Silvers called specifically for an
to end all "petty bickering within the Academy. Don
DeFore, Academy president, cited the value of the
Academy in bringing about "better quality pro-
mising." He might well have called also for a more uni-
ed effort within the Academy.

The Academy of Television Arts and Sciences can
be a great force for good in the industry, and full sup-
port should be accorded men like Ed Sullivan, New
York moving spirit, for his work in solidification, and
like Phil Silvers, who raises his voice in the interest
of unification.

—Charles S. Aaronson
BOSS OF BBC TOSSES A VIGOROUS CHALLENGE

by CHARLES S. AARONSON

The British Broadcasting Corporation can match any programming, anywhere, West asserted by Sir Ian Jacob, director general of BBC, at a luncheon of the Radio Television Executives Society, at the Hotel Roosevelt in New York.

In what amounted to a verbal duel with Mr. Daly, the redoubtable British communications official came off a distinct winner. When the American interrogator cited certain practices of the BBC in programming and timing, and admitted that network's had anything to do with Sir Ian's decision to go to America, the latter, in effect, said, "I am speaking through the back of my head."

In answering a point made by Mr. Gould, the BBC head agreed that union problems were chiefly responsible for the inability of British and American television to exchange programs via kinescope. He indicated his belief that such an exchange would be well worth the effort of both sides. He felt that eventually the union obstacle might be overcome, but he would hazard no guess as to when.

When Mr. Daly brought up the general feeling held in some quarters in this country that the BBC was representative of an upper class minority in England, rather than the whole citizenry, Sir Ian refuted the contention, declaring that the BBC's nine governors were not political appointees but representatives to serve as "trustees for the nation." The "political appointees" reference was interpreted as referring to the FCC hearing Committee Chairman George C. McConnaughey of the FCC who spoke before the Society, and his remarks anent the BBC and its practices are said to have led to the invitation to Sir Ian to present the BBC case before American television executives.

Sir Ian described the meaning, method and functioning of the BBC, a public or non-profit corporation in the British sense, which operates under Royal Charter, and as such is not responsible to the Government, although Parliament initially approved the charter. The Independent Television Authority, set up by Act of Parliament, said Sir Ian, is "independent" than the BBC, and "when it comes to light entertainment, the ITA have it. When it comes to anything else they do not have it." At the same time, the ITA commercial television setup is "doing extremely well" in some areas. So much for BBC's competition.

The BBC boss took issue in a couple of particulars with viewpoints expressed by Sylvester L. Weaver, Jr., chairman of the board of the National Broadcasting Company, during the latter's recent visit to London. Mr. Weaver, said Sir Ian, had observed, with respect to BBC operation: "I have always thought that taking pride in having a broadcasting instrument that did not carry advertising was like taking pride in a railway system that did not carry freight." The BBC executive's response was: "Well, that is a point of view; though I have not yet heard of a demand that on a railway the freight and the passengers should travel in the same compartment. It is quite a new idea to us."

In general, Sir Ian sidestepped questions directed toward an opinion on the future of commercial vs. non-commercial TV in England. "The permanent nature and shape of so-called independent television in Britain remains to be seen." He expressed himself as in favor of the lack of a rigid timing schedule characteristic of BBC programming, and said he felt strict adherence to such schedules was neither necessary nor desirable.

"We do not fear competition," said Sir Ian. "I challenge anyone to show that there is anywhere in the world a television service that exceeds in range of material, in enterprise for new program ideas and techniques, in technical quality and in general standard, that of the BBC. . . . That is perhaps a heresy, . . . but I make it, and we in the BBC are ready to substantiate it."

As a guest in the house nobody present argued with the gentleman, but it is certain there were a few mental reservations. In any case, with that ringing challenge, the man from the BBC presumably headed for Idlewild and home.

SIR IAN JACOB, K.B.E., C.B., and director general of the British Broadcasting Corporation, who was a plain-speaking Britisher last week, in talking to assembled American executives at the Radio Television Executives Society luncheon at the Hotel Roosevelt, New York.

ABOVE, a pair of executive vice-presidents, for CBS Television. Left, Mel Smith, Jr., who has been vice-president in charge of CBS-owned television stations and general services, and right, Hubbell Robinson, Jr., who has been vice-president in charge of network programs. Both in their continuing capacities of responsibility for all phases of CBS-TV operation, will report to J. Van Vollenburg, president of CBS Television. Craig Lawrence, director of station administration, succeeds Mr. Jones as owned stations vice-president.

JAY WILLIAMS, motion picture executive who developed the concept of the TV debut of "Richard III" and has sponsored new ideas in motion picture use for television as producer-director, effective April 1, it is announced by AL SCALPONE, vice-president in charge of network programs. His initial assignment will be to direct the network's dramatic-documentary series, "You Are There."

PETER CAVALLO, radio-television vice-president for J. Walker Thompson in Chicago, has resigned to accept a similar post with McCann-Erickson in New York.

R. T. WITTWER, former midwestern sales manager for General Teleradio, has joined Ziv Television as account executive in the Chicago office.

CHICAGO: A new TV swi-week center will be built here in the coming months. According to the Electric Manufacturing Company, the installation of the equipment will cost $600,000, and will be ready for use in the spring. The permanent studio will be equipped with a complete set of tools and equipment for the production of television programs. It will be located in the west side of the city, and will be ready for use in the fall of this year.

WILDING Picture Products, Inc., of New York, is planning the construction of a new factory in the city. The factory will be located in the west side of the city, and will be ready for use in the spring. The factory will be equipped with a complete set of tools and equipment for the production of television programs. It will be located in the west side of the city, and will be ready for use in the spring.
WE WISH TO ADVISE YOU WITH PRIDE AND PLEASURE THAT WE HAVE BEEN APPOINTED TO DISTRIBUTE THE WARNER BROS. LIBRARY OF FEATURE MOTION PICTURES, SHORT SUBJECTS AND COLOR CARTOONS RECENTLY ACQUIRED IN TOTAL OWNERSHIP BY PRM, INC., AS MEN ENGAGED IN THE ENTERTAINMENT, BROADCASTING AND ADVERTISING FIELDS WE KNOW WE DO NOT HAVE TO TELL YOU OF THE GREATNESS OF QUALITY, PRODUCTION VALUE, LITERARY IMPORTANCE, STAR AND DIRECTOR IMPACT OF EACH PICTURE. FOR THE ENTIRE HISTORY OF WARNER BROS. SUCCESS THROUGHOUT THE YEARS HAS BEEN BUILT UPON THESE FOUNDATIONS. WE FEEL THAT THE ENTIRE TELEVISION INDUSTRY THROUGH THIS GREAT PRODUCT NOW HAS THE ABILITY TO OFFER PROGRAMMING TO ITS CLIENTELE AND ADVERTISERS THAT SHOULD CREATE FOR THIS MEDIUM THE LARGEST AUDIENCE IN ENTERTAINMENT HISTORY WITH ALL THE RESULTANT BENEFITS. WE ARE PRESENTLY ASSEMBLING ALL OF THE NECESSARY RECORDS AND DATA TO ENABLE US TO OFFER TO YOU THE MOST EXCITING AND WE BELIEVE WHAT WILL PROVE TO BE TO YOU THE MOST PROFITABLE PRODUCT FROM EVERY POINT OF VIEW IN THE HISTORY OF TELEVISION. IN OUR OPINION THERE SHALL BE SUFFICIENT PRODUCT FOR YOUR NEEDS FOR SEVERAL YEARS. OUR SALES MANAGER, BOB RICH, WILL BE IN TOUCH WITH YOU SHORTLY WITH WHAT WE CAN ASSURE YOU WILL BE A LOGICAL OFFER WITHOUT PROBLEM TO YOU. I WOULD APPRECIATE YOUR ADVISING YOUR FILM DIRECTOR OF THIS MATTER. SINCERELY,

ELIOT HYMAN, PRESIDENT, ASSOCIATED ARTISTS PRODUCTIONS,
INC., 345 MADISON AVE., N.Y.C.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE
HOLLYWOOD, U. S. A.:

SPOTLIGHT

(Continued)

The Emmy Man

It is right and good that Sullivan should have been named national chairman of the "Emmy" awards committee for next season. The vocal and enterprising Sullivan has worked long and hard to make the Academy of Television Arts and Sciences bigger and better, and the "Emmy" awards one of its prime public functions. As chairman also of the Academy's New York chapter, he will have a chance at once, he says, on presentation of the next year's awards, could not be in better hands.

January Shipments

Prosperity note: The Radio-Electronics-Television Manufacturers Association reports 1956 TV receivers were shipped to dealers in January. RETMA comments that although this "seasonably" below the December total of 890,192, it still represents an increase over January 1955.

Back to School

NBC and Barnard College be collaborating this summer in six-week training program in radio and television—Barnard supplies the students and NBC most of the faculty as well as the facilities. Pressed into service are Michelle Dunn, vice-president of program sales for NBC-TV; Robert W. Dann, producer-director; William Warden, NBC script division, and Steve White, program manager WRCA, among others.

The Show-Makers

Red Buttons and James Barton co-star in "The Tale of St. Emergency," an original fantasy by Jack Cole on "Studio One," tonight on CBS-TV. Also starring are Cecil Kellaway and Henry Jones with Russell Collins featured. The teleplay is adapted by Howard Roden, directed by Ed Jackson and with Paul Nickell handling the direction.

Pat O’Brien stars in "Thirty Year Man" on the "United States Steel Hour" on Wednesday March 28 on CBS-TV. The hour is produced by the Theatre Guild under the supervision of Theresa Helburn, Laurence Langner and Arminda Marshall.

Noel Coward will star in a direct TV rewrite of "The Happy Breed" on the Ford 90-minute show, Saturday, May 5. Scoring of the 90-minute show announced Friday by Ford CBS-TV, thus sucking Dry Ford had had enough Coward.

Red Skelton has Judy Canova as his guest star in a color production of "The Red Skelton Show," Tuesday, March 27 on CBS-TV.

Jeff Morrow stars in "The Fire of God" on "Schlitz Playhouse Starring Friday, March 30, on CBS TV.

HOLLYWOOD: Charles Marquis Warren, producer — writer — director of "Gunsmoke," has plans ready to film the pilot of "Cavalry Patrol" early next month at Kanab, Utah. "Bill" will continue to produce "Gunsmoke," the CBS top-rater, but will schedule his time to produce and direct only the first group of films for the new series. "Cav-

KNXT was honored with the Special Station Achievement Award for the second consecutive year to climax the local awards segment of the "Emmy" night. The station has done a great job of public service programming with shows like "Focus On Delinquency" and "Smog." KRCA took four of the seven local station awards with Peter Potter's "Juke Box Jury" in the Best Local Entertaining category; Bob Paige for Most Outstanding Personality; and Eleanor Powell who accepted two Emmys, one for Most Outstanding Female Personality and the other for her show, "Faith of Our Children." George Patman achieved the Emmy for Best News Program, heard and seen via KTTV. Dr. Baxter's program of "Shakespeare on TV," a KNXT feature, scored with the Best Documentary or Educational Program. KHJ-TV won the Best Sports Program spotlight for all Pacific Coast leagues.

Warner Bros. has acquired the story properties and rights for a new television half-hour film series on insurance investigations, entitled "96 William Street," it is announced by Sunset Productions, Inc. Negotiations are going on with Lee Bowman for the role of Tom Anchor, investigative chief of "Security, Inc." the fictional investigation headquarters of the insurance world. Plot will be subordinated to characterization, according to characterization, says Andrew L. Gold, producer.

Peter Potter's "Juke Box Jury" has two sponsors in the bag for network televising of the musical guest panel show. A deal was buttoned up on the day following his Emmy award for the best local entertainment program. Pete says the sponsors are shopping for a network company who will supply the best air time during the summer.

—SAMUEL D. BERNDS

TV waves are emitted horizontally and not vertically. Recently this situation has been remedied by the television, manufacturer of flat antenna systems. Bell reports that it has installed a special built master antenna so that I.A.P. State tenants, including various prominent TV sponsors, agencies and others among whom is a way of life, now get as good a reception as any in the city.

My Sincere Appreciation

FRED COE

Best Producer
Live Series
PRODUCERS' SHOWCASE

Monday, March 26, 1956
By four days elapsed between besieving of the Emmaus TV-C, Saturday, March 17, and Oscars (NBC-TV, Wednesday), making one another comparisons inevitable. Judged either as television entertainment or as a reflection of an industry that seems to know where going, the Oscar show put the other to shame; it was technically it had pace and direction; but most importantly, it waswards was. Acknowledging the fact that it is proper to categorize television shows for award purposes, it would seem that even Lassie could have improved the way it was done this year. This, of course, is a question that has been raising temperature in the middle of February. Alfred Hitchcock vs. Disneyland! Blame must be placed at NBC-TV's The Big Surprise Saturday night revealed Mike face to be doing a good, even though some conditions which put less than his formative weeks. Sunday afternoon (March 18) CBS-TV's Adventure presented a fascinating discourse on the hawk, including Walter Tibrurg Clark's life and death of "Hook." That same evening, NBC-TV's Alcoa Hour offered two veteran film names, Glenda Farrell and FrankMcHugh in a fine, lively teleplay by Jerome Ross, "Doll Face." Ing Nancy Malone shared the performing honors.

on that night, ABC-TV's Voice of Firestone presented a special full- grab bag described as "dramatic, musical pageantry" and called late, time of the evening, Midwesterners, a full week of ad-libs. The show, dedicated to the memory of Helen Hayes (hostess), Rice Munsch, Paul Whitman, among others. Elsewhere in the week:

LONDON HALL OF FAME, "The Taming of the Shrew." BC-TV, 15 Hours, 4 P.M., EST, Sunday, March 18, 1956. Live, compatible color, from New York, or Hallmark Cart, in London.

Five of the outstanding plays of the theatre that he is, as once again to Shakespeare his most recent Hall of Fame vision production performance, 1 time in the life of "The Taming of the Shrew," himself playing the handsome Petruchio. Sir Palmer offered the willful Gertrude, and Diane Cilento the tamer sister, Bianca. Against the "dark and stylized sets which serve for effective and economical acting, Evans presented a tidy, energetic characterization, at Miss M. de Maria, with George S. Reid, director, at the pace even at all, the adaptation for TV by chael Hogan and William Nichol's. was devised to make for a somewhat noisy exposition of the event. Given, whose theme is intact in its title, it still remains matter of interest to ascertain to what extent the ground of a TV viewing population of the show is intrigued by (a) Shakespeare, and (b) the bard as trans- formed into TV. The show, (which was telecast directly with great care has always been one of the living room the best place that? But, however, indeed those who care, better there are not at all.

LIT OF DARKNESS, CBS-TV, 1 1/2 Hours, 3 P.M., EST, Sunday, March 18, 1956. Film. Unseen.

The CBS Public Affairs Department made another important con- tribution to television programming this fascinating documentary on mental illness. With William C. Eninger supplying the medical narration and Orson Welles a contin- uity that is both chilling and, in some films, "Out of Darkness" was a perceptive presentation for the cause of mental health and, incidentally, the need for funds. By following the hospitalization of one patient, the film can- didly built a remarkable amount of suspense, at the same time il- lustrating the compassion, patience, and medical skill required to bring the mentally ill back among the living. The Metropolitan State Hospital at Norwich, Cal., the scene of "Out of Darkness," is well above the average of most mental hospitals, a fact pointed out by Dr. Menninger, who also emphasized, clearly and concisely, this nation's tremendous demand for such facilities. The industrial film, was just about perfect, despite the fact that much of it was photographed and recorded under conditions that must be difficult. Albert Wasserman was producer-writer and Irving Gitlin was executive producer. CBS-TV, which appropriated the sponsored Omnibus time to put on this public service program, is to be com- mented.

SHOWER OF STARS, CBS-TV, 1 Hour, 8:30 P.M., EST, Thursday, March 15, 1956. Live, compatible color, from Hollywood. For Chrys- ter Corporation.

Lively, light and entertaining are just some of the terms for this show that in the Shower of Stars series, built around the dead-pain talent of Jack Benny, who will be ranked in the forefront of en- thusiastic followers. The focal point of the show is an expert handling of the brief play by George Kelly, "The Flattering Word," as adapted for TV. Aby supplying Burgess, as the turn of the century who frowns until he is properly flattered, are

Fredric March as the visiting actor, Peggy Lee as the dean's wife, and especially Elsa Lanchas- ter as the housekeeper, who is sim- ply affected by the same flattery. Proved again is the basic fact that sterling performers are al- ways needed to provide top-grade entertainment.

THE COUNCIL OF MONTE CRISTO, WADD-New York, 3 Hours, 7 P.M., ET, March 17, 1956. Film. For Alumnae Products.

The splendidly exciting and thor- oughly intriguing character penned by Alexander Dumas in his fasci- nating melodrama of the 19th century, Monte Cristo have come to tele- vision most engagingly, as produced by Leon Fromkess for Television Programs of America. In this series, for which Sidney Marshall did the adaptation and Bud Boett- tcher the direction, George Dolenz has the title role, and handles it most energetically and effectively. In the first episode, where the tone is set for subsequent episodes in which the count battles injustice perpetrated by those in high places, the feminine key is in the attractive, gentle hands of Faith Domergue. To judge by the initial episode, this looks to be a really entertaining series, with a high order of performance and production values. Its future would ap- pear assured.

CIRCLE THEATRE: "Fire Who Shook the Mighty," NBC-TV, 1 Hour, 9:30 P.M., EST, Tuesday, March 29, 1956. Live, from New York. For Armstrong Cork Co.

For one reason and another, pro- ducer David Suskind's new dramatization of an actual event, in this case the story of the five Rumanian refugees who last year took over the Red Rumanian lega- tion at Bern, was not the most promising he have been. It may be that since the end of the story is well known (the five now are awaiting trial), the teleplay's emphasis is upon motivation and characterizations, which, in William Corrigan's script, were either confusing and/or sketchy. Phil Abbott performed honestly as the chief conspirator, though his Rumanian accent every now and then sounded deceptively Irish. Bill Daniels, Jacques Aubuchon and Harold Stone were effective in other roles. John Swayne Swanson, whose narration kept the story in focus, also introduced two anti-Red Rumanian leaders at the end of the show, giving the story, at a number of places it might other- wise have had. The "live" portions of the story were effectively supple- mented by several newsreel clips which put the film in proper perspective and place. Ber- nard Wolfe directed.


LONDON: The I.T.A. is to inves- tigate complaints there is too high a percentage of American film material shown on commercial TV. This was the outcome of talks be- tween Sir Robert Fraser, director general of I.T.A., and the 15 unions and professional bodies who had protested that in "a typical month" 70 per cent of the filmed drama material was Ameri- can. Sir Robert was told that instead of developing and building up British writers and artists the I.T.A. was allowing the import of too much cheap American material.

Under the Television Act, the I.T.A.is charged with ensuring a "proper proportion" of British material. There is at present a gentlemen's agreement to limit American material to one pro- gramme in five. Both parties are to meet again to review the situa- tion.

If the popularity polls mean any- thing, it's been money well spent. Such programmes as "Love Lane," "Dagney" and "Easy Riders," and "Gun Law" have gone a long way to putting commercial TV on the map in Britain.

The R.F.P.A. has banned the tele- vision of films made by its members. After considering the extent to which the industry was controll- ing the television broadcasts of feature films in their entirety and of excerpts from them, the producers' council passed the following resolu- tion: "Members should not themselves make their films available in their entirety to any of the television services in the United Kingdom, and should ensure that this pro- duction is also observed by parties to whom they assign any rights in them."

The Government has decided to offer consideration of additional television services for two years. Both the B.B.C. and I.T.A. had applied for consent to start second programmes.

Main reason for this Govern- ment decision is the current drive to curb capital investments, and also that there would be possible in two years to make better assessment of current technical developments, including the utiliza- tion of colour.

MACDONALD HOBBLEY, B.B.C.'s star announcer, has gone over to commercial TV. After one year as a newsman in ABC, he will join a B.C. Television at a salary reportedly trebled. But this wasn't his main consideration. Says Mr. Hobley: 'I do not even want to do any more announcing. This is a big chance for me to appear in the sort of programmes I have always wanted to do.'

WILLIAM PAY
are you preparing for

Cinemascope
55

"The new milestone in motion picture history!"
—Front-page, N. Y. Journal-American

Today
the sensation of the industry is...

Rodgers and Hammerstein's
Carousel
COLOR by De Luxe

No changes required in the booths of theatres equipped for stereophonic sound!

Next
the wonder entertainment of the world...

Rodgers and Hammerstein's
The King and I
COLOR by De Luxe
Internal Revenue Service Ruling

Admission Tax Does Not Apply to Extra Charge for a Charity Show

WASHINGTON, March 26.—The Internal Revenue Service has ruled that the federal admissions tax does not apply to any extra admissions charge levied for the purpose of raising funds to aid a tax-exempt charity.

The Service also held that the extra amount paid by the theatre-goer could be counted as a charitable contribution and deducted from his individual income tax.

The Service said it had been asked to rule on a case where an organization operated exclusively for charitable purposes and exempt from federal income tax presented a premiere showing of a film as part of a fund-raising campaign. The entire operation of the theatre, including the picture, theatre staff and tickets, was made available to the organization without charge, and the net proceeds from the sale of the tickets went exclusively to the organization.

Providing no other entertainment (Continued on page 8)

Col. and Warwick In New 3-year Pact

Columbia Pictures and Warwick Productions have signed a three-year extension of their agreement under which Columbia has exclusive worldwide distribution rights to all Warwick product, it was announced yesterday by Harry Cohn, Columbia president.

The deal was negotiated here with (Continued on page 7)

Claims It Too Costly

Congressman Voices Doubt Of a Floating Cinerama

WASHINGTON, March 26.—Rep. Rooney (D., N.Y.), chairman of a House Appropriations subcommittee handling funds for the U.S. Information Agency, voiced considerable doubt about the Agency's proposal to show Cinerama on an aircraft carrier sailing from foreign port to port.

During hearings on the U.S.I.A. budget, he indicated he felt the project would be too costly and that a "juke box might draw as many people." The agency, which carries on the government's overseas information program, is asking a big increase in funds for the coming fiscal year for all activities, including the motion picture branch. For the year starting July 1, it is asking a $135,000,000 appropriation for all its operations, compared with $87,400,000 this year and (Continued on page 8)

At D.C. Hearings

Anti-Trust Law Violation by TV Is Charged

Moore Claims Producers Dependent on Networks

By J. A. OTTEN

WASHINGTON, March 26.—Independent producers making films for television have become almost completely dependent on the major networks, the Senate Commerce Committee was told today.

The committee, which is holding hearings on television industry problems, got this testimony from Richard A. Moore, president of KTTV, Inc., in Los Angeles. Moore's all-out (Continued on page 7)

Goldberg Is Named To Head UJA Drive; Will Honor Schimel

The appointment of Leon Goldberg, vice-president and treasurer of United Artists, as chairman of the United Jewish Appeal's motion picture and amusements division drive in 1956, was announced here yesterday, at the first organizational meeting of the division's executive committee, held in the offices of Barney Balaban, president of Paramount Pictures. Adolph Schimel, vice-president and (Continued on page 7)

Zanuck Arrives for Contract Sessions

Conferences between 20th Century-Fox president Spyros P. Skouras and Darryl F. Zanuck, vice-president, got under way here yesterday upon Zanuck's return from Europe. The (Continued on page 7)

BPT Reports

et Earnings

up 74% in '55

ear's Profit Bolstered

Improvement at ABC

Net earnings of $8,218,000 for the fiscal year, representing a 74 per cent increase over the previous year, were reported for American Broadcasting-Paramount in the company's annual report to stockholders, said to stockholders yesterday.

ABPT president Leonard Goldenson reported that these were the first earnings of $110,000,000,000 earned in 1954, a (Continued on page 8)

Jurisdiction Claimed

By SAG Over All TV Or Theatrical Films

From THE DAILY Bureau

HOLLYWOOD, March 26.—The Screen Actors Guild has announced that contracts negotiated with the Association of Motion Picture Producers and the Alliance of Television Film Producers will be signed by all signatory employers producing theatrical and television films, stipulating Guild's collective bargaining agreements (Continued on page 7)

Big 'Alexander' Ad

Campaign for N.Y.

An intensified promotion campaign in the metropolitan area by United Artists is backing the American premiere tomorrow night of Robert Rossen's "Alexander the Great." at the Capitol Theatre in New York. The $1,000,000 promotional campaign includes an expenditure of some (Continued on page 7)

L. H. Goldenson

FRED S. COHEN

Leon Goldberg

Edward Pickman

Arthur Mayer
NTA 6-Month Net Totalled $149,051

National Telefilm Associates' net income for the six-month period ended on Jan. 31, 1956, totalled $149,051, or 22 cents per share, as compared with a deficit of the entire 1955 fiscal year, of $1,548,631.

Earnings of 13 cents per share in the January quarter represented a 44 per cent gain over the nine cents per share reported for the previous quarter.

Landau disclosed that exhibition contracts written between Aug. 1 and Jan. 31, 1956, aggregated a total of $1,248,701, as compared to the $1,548,631 in exhibition contracts written in the previous six-month period. For the three months ended on Jan. 31, exhibition contracts written amounted to $1,372,651, as against $1,050,882 in the prior three months, he said.

On Jan. 31, 1956, deferred film rental income aggregated $1,248,701 in contrast to $528,835 on July 31, 1955, the close of the 1955 fiscal year, he said. In connection with the financing of TV station film rental contracts, Landau reported the establishment of $1,500,000 credit line with the Chase Manhattan Bank.

TOA Asks Directors To Activate EFFG

'Theatre Owners of America has urged the directors of Exhibitors Film Finance Group, Inc., to activate the “mothball” project, according to the TOA bulletin, which points out that the accomplishments of the exhibitor organization’s board of directors at its recent meeting in New Orleans, EFFG was put on the shelf last October at the request of TOA’s Los Angeles convention, Sam Fianski, EFFG president, at that time, stated the directors of the film investment group had voted to “mothball” EFFG project for six months, by which time it was hoped the Department of Justice would have stated its position regarding participation of divorced circuits.

In a resolution adopted then, EFFG “would not be able to fulfill its purposes for which it was formed” without affiliated circuit participation.

Wanger, in Hospital

Suffers Heart Attack

HOLLYWOOD, March 26.-Warner Wanger today suffered a heart attack described by his physician as “mild” during a checkup which the producer was undergoing at Cedars of Lebanon Hospital.

Wanger will stay at the hospital for two weeks. “Underdoctor” of first six pictures for RKO Radio release, is slated to roll on May 28.

Huston to Produce “Typee” for A.A.

A July 15 shooting date has been scheduled tentatively by producer-director and writer John Huston for his production of Herman Melville’s autobiographical romance “Typee” for Allied Artists release and distribution.

At a press conference on Friday, Huston disclosed that the film, his first for A.A. will be filmed in the South Seas, the area where Melville, a New Englander, was held captive by natives after jumping a trading vessel. Negotiations are under way with Gregory Peck to star in the production, which the female lead role will be played by a native of the South Sea islands.

Musicans Fund to Sponsor ‘Butterfly’

The American premiere of the new Technicolor opera film, “Madame Butterfly,” has been set for the Baronet Theatre here, on April 23, Seymour Roe, executive vice-president of I.E. Releasing Corp., announced. The event will be sponsored by the Musicians Emergency Fund for the benefit of the Hospitalized Veterans Music Service.

Start 7 New Films: 28 in Production

HOLLYWOOD, March 26.-Another increase in production week brought the total number of pictures in work up to 28. Seven new pictures were started and four others were completed.

Legitimate Theatre And Concert Group Seeking Tax Relief

WASHINGTON, March 26.—The Senate passed and sent to the White House legislation to extend the 52 per cent corporate tax rate, which expired last Jan. 1. The rate would drop to 47 per cent at the end of this month. The President requested the legislation and is expected to sign it into law promptly.
Remember his name...

JUBAL

...You'll remember his story!
You’ll remember all of the exciting

GLENN FORD
star of “Blackboard Jungle” and “Trial!” as Jubal...
Trouble clung to him—like a wanton woman!

ERNEST BORGnine
voted “Best Actor” by the N.Y. Film Critics, for “Marty” as Shep...
who trusts his woman too far with Jubal.

VALERIE FRENCH
an exciting new screen “find”, as Mae...
Restless, young...and married!
She can’t keep her hands off Jubal!

FELICIA FARR
a bright new talent, as Naomi...whose lips were untouched by any man’s...
...until Jubal!
people and exciting performances!

ROD STEIGER

find of "On the Waterfront" the badman who isn't big enough...to hold all his hate for Jubal!

Exciting is the word for Jubal!
JUBAL is coming in MAY....from Columbia!

GLENN FORD • ERNEST BORGNINE • ROD STEIGER

Remember his name...

JUBAL

...You’ll remember his story!

introducing VALERIE FRENCH • FELICIA FARR with BASIL RUYSDAEL • NOAH RUYSDAEL • BEERY, Jr.

Screen Play by RUSSELL S. HUGHES and DELMER DAVES • Based on a Novel by PAUL I. WELLMAN

Produced by WILLIAM FADIMAN • Directed by DELMER DAVES • A COLUMBIA PICTURE

Color by TECHNICOLOR

YOU’LL REMEMBER HIS STORY... THE WAY YOU REMEMBER THE BOX-OFFICE STORY OF “SHA
**Goldberg**

(Continued from page 1) general counsel of Universal Pictures, who chaired the division’s annual drives for UJA during the past three years, introduced Goldberg at the meeting.

Bobby Herbert Friedman, a vice-chairman of the national UJA drive, reported on the tense security situation in Israel. With the threat of a two-front war, he cited the importance of this year’s drive, especially the “Survival Drive.”

Goldberg announced that the guest of honor for this year’s luncheon will be Schimmel in recognition of the latter’s generous expenditure of his time and effort for UJA. He announced that the luncheon will be held on May 23 at the Park Lane Hotel. Goldberg also announced that Sypros Skounas, 20th Century-Fox president, will be the chairman again on corporate gifts.

**War’ Ad Fund**

(Continued from page 1) wide gross for “War and Peace” should “exceed the $20,000,000 gross attained by ‘The Greatest Show on Earth.”

In discussing his “umbrella of coverage” for the promotion of the co-production venture, Pickman said that “Player’s unit is outside the realm of the regular Paramount advertising-publicity group, in the same manner in which the special unit is working on the Ten Commandments,” the company’s “costliest film.”

Russell Holman, Eastern studio representative, who also attended a trade-press meeting, refused to state the cost of the picture and what Paramount’s financial investment in it, is when questioned. Pickman, when asked about sales policies, said that “nothing has been set as yet.”

**Col. and Warwick**

(Continued from page 1) Columbia officials by Irving Allen, who, with Albert S. Sacks, Edward Berkowitz, the production company’s counsel and business representative.

In making the announcement, Columbia and Warwick revealed plans for an immediate multi-million dollar film production program which would include five films. After the signing of the agreement, Allen left for London to launch production on the first of the five pictures, “Fire Below.”

**Zanuck Arrives**

(Continued from page 1) talks were said to be related to Zanuck’s desire to iron out a new contract for himself, under which he will become an independent producer releasing through 20th Century-Fox, and give up the administrative duties and responsibilities of being in charge of production for the studio.

While here, he also will check the final print of “I, Villain” for “The Grey Flannel Suit.” He is due to return in New York for a week.

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**The Birds and the Bees**

**Gomulac—Paramount—VistaVision**

To many television fans, Saturday night is Gobel night; and to those who are not TV addicts the name means something special inasmuch as Lonesome George is a top topic of conversation when television is being discussed. Therefore, it becomes obvious that an exhibitor has a very saleable product in “The Birds and the Bees.” Add the names of Mitzi Gaynor, David Niven and Reginald Gardiner and a package is delivered that has strong box-office potentials.

The picture has many hilarious moments as well as a few dull spots. But all-in-all it achieves its purpose: escape entertainment with a generous share of romance, music and slapstick. Of the two songs in the picture, the title song, “The Birds and the Bees,” has the better commercial possibilities and is likely to become a hit.

Gobel, in his first screen effort, portrays the type of character that would be expected of him—a meek little fellow, heir to a meat-packing fortune, whose big interest in life is snakes. On an African safari with his friend and bodyguard, Harry Bollaver, he captures a fine reptile specimen and returns to the states on a luxurious liner. Among the passengers is a trio of card sharks, Miss Gaynor, her father, Niven, and their partner, Gardiner. They tie in to relieve Gobel of his money, but their efforts are thwarted when the girl falls in love with him. The romance continues on through the voyage, resumes and ends on shore and picks up again for the happy fadeout.

The script gives Gobel the type of material for which he is well known—the slow and easy characterization with the whimsical overtones. And he plays it to the hilt. Niven and Miss Gaynor also give polished performances. The picture was produced on an elaborate scale with fine sets and photography and excellent color by Technicolor.

With Gobel on the top rung of the television comedy ladder, exhibitors should cash in on this vehicle. It has many selling angles as well as marquee names with drawing power.

Paul Jones produced and Norman Taurog, a veteran of comedy, directed from a screen play by Sidney Sheldon and Preston Sturges and based on a story by Monfort Holf.

Others in the cast are Fred Clark, Hans Conried, Margery Maude, Clifton Sundberg, Milton Frome, Rex Evans, King Donovan, Mary Treen and Charles Lane.

Running time 94 minutes. General classification. For release in May.

**SAG Jurisdiction**

(Continued from page 1) cover all motion pictures, including those made with tape or other electronic devices.

John Dales, SAG’s national executive secretary, expressed hope a paragraph inserted in new television supplement of Guild’s codified basic agreement will clarify SAG’s jurisdiction of all motion pictures made by motion picture cameras, electronic cameras or devices, on film, tape or otherwise, or any other means now used, or "may hereafter be developed.

SAG wrote producers of television film commercials advising them of its sole jurisdiction for all players employed in production of film commercial to relieve any misconception of AFTRA’s identity in the motion picture field.

**Mrs. Marie Hellriegel**

CLEVELAND, March 26—Mrs. Marie Hellriegel, mother of Henry Hellriegel, who specializes in building motion pictures theatres, died here. Survivors include one other son and three daughters.

**Feins to Head Para. Story-Writing Dept.**

Hollywood, March 26.—Bernard Feins has been named head of Paramount’s story and writing department effective May 1. Feins takes over the post held by John Mock, who will be given more important functions in connection with general production activities at studio.

Feins, who headed his own literary agency, was formerly story editor at M-G-M for two years.

**Pine-Thomas to Make Films for Television**

Hollywood, March 26—Pine-Thomas, production firm, will branch into television. Pilots on two series will be filmed in May, under supervision of a new TV department headed by writer Paul Monash. "Torrid Zone," adventure series, will be shot on location in Central and South America. "Outpost," stories of the Old West will also be shot on location.

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**Jalneck Heard for ABC**

Ernest Lee Jalneck, Jr., vice-president of the American Broadcasters Co., told the committee that the major problem facing the TV industry is the lack of at least three competitive facilities in the major markets. He said this was the problem ABC is trying to compete with CBS and NBC.

Jalneck attacked both the FCC and the congress for inaction. He alleged deinstinctive to create homogeneous UHF or VHF markets. Movement of additional VHF channels is some communities, and the use of one VHF channel presently is a step forward for educational use.

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**Alexander Drive**

(Continued from page 1) 70,000 in newspaper advertising for the CinemaScope production has a tremendous future. National advertisers will benefit from the New York performance as well as the simultaneous showing in Los Angeles. The Metropolitan Club and Cinema Lodge of B’nai B`rith are sponsoring the New York premiere.
Congressman Voices Doubt

(Continued from page 1)

$79,216,363 last year. For the motion picture division, it is seeking $12,883,000 for the coming year, compared with only $4,468,818 this year and $3,067,147 last year.

Of the $12,883,000 total being sought for the coming year, $3,750,000 would be earmarked for the floating Cinerama exhibit. The idea would be to use a de- mothballed light aircraft carrier and install on the forward flight deck an auditorium with a 2,000 seating capacity. There would be other types of exhibits aboard, on the flight deck and hangar deck area.

Would Visit 35 Ports

The Agency plans to have the carrier visit some 35 ports in Africa and Asia during the first year, staying in each about ten days or a little less. It hopes to have the tour sponsored privately, by the American Heritage Foundation. Agency officials told the subcommittee that Cinerama International Corp. would install the Cinerama equipment on the ship and at cost and would furnish the film itself free of charge.

U.S.A. deputy director Abbott Washburn said the Agency had been impressed with the impact and success of Cinerama at the trade fairs in Danasus and Bangkok, and decided that it would be a good idea to try and have it shown in more places. He said the carrier would have the advantage of mobility, being able to go to many cities where an trade fairs are scheduled, and would also be quite unique—"something the Communists do not have."

"We think it is a bold operation," he said, "on which, if properly carried out and properly sponsored, will contribute much to winning support for U.S. foreign policies in the Near East and Far East."

Calculates Cost

Rooney went through some mathematical calculations and said he figured out the cost of the project would be about $9 per person seeing the project, assuming that there were a certain number of days a year of bad weather when the show couldn’t be held, and a certain number of days during which the carrier would be moving from port to port. U.S.I.A. officials said they figured about $3 a head if you assigned the entire cost of the project to about $1 a head of $1 a share in 1954. There were 138,165 common shares outstanding at the end of 1955 compared with 318,165 common shares outstanding at the end of 1954.

Total income in 1955 was $6,602,000, an increase of $5,805 over 1954 income of $1,798,796. The ABC division’s operating income, increased to $81,117,000 from $424,000 in 1954. ABC operated the network for the year against a loss in 1953 and 1954. The ABC network reported a $3 per cent increase in net time billings and its program schedule is being further strengthened and broadened, particularly in daytime serials.

Goldenson attributed the approximate four per cent decline in gross income to the progressive position of the theatre, a factor which he said accounted for one-third of the decrease, and to a lack of top pictures released in particular the fourth quarter, which, he said counted for most of the balance of the decrease. "Accordingly," Goldenson said, "theatre earnings are held up very well for the first two months compared with 1954 down for the year."

Admission Tax

(Continued from page 1)

or refreshments are provided. Service said, the extra charge for these tickets, over and above the amount that would normally have been charged for admission to the picture, is free from Federal admissions tax. However, it said amount which represents the portions of the admissions charge is still subject to the federal tax.

Robert Newton, 50

HOLLYWOOD, March 26.—British actor, died from heart attack at his home here. He was one of the most recent film stars of the hit British money-makers "Long John Silver," was voted one of the top 10 British money-makers of 1947 to 1951.
Arbitration

Distribution Move

Draft Now Is

In SSB Hands

Document Also Sent to

Justice Department

By MURRAY HOROWITZ

The film companies have forwarded the industry’s arbitration draft to the Senate Small Business subcommittee and the Department of Justice, it was learned here yesterday.

Disclosures that the draft already has been forwarded to the Senate Small Business subcommittee cause as distribution attorneys prepared to hold a preliminary meeting possibly later this week, to study the text.

(Continued on page 7)

Chas. Winchell Pres.

Of Minn. Amusement’s;

French Is Chairman

Special to THE DAILY

MINNEAPOLIS, March 27.—Harry B. French, president of Minnesota Amusement Co., AB-Paramount Theaters affiliate which operates more than 40 theaters in Minnesota, the Dakotas and Northern Wisconsin, advances to chairman of the board in a series of promotions announced here today.

French’s place as president will be

(Continued on page 6)

MPEA Meet Airs

Italian Film Issues

The complicated Italian situation was discussed at yesterday’s meeting here of the Motion Picture Export Association’s board of directors.

Foreign managers were brought up to date at the representations made in Rome by U. S. interests against

(Continued on page 7)

The Man in the Gray Flannel Suit

THE MAGAZINE FOR YOUNG ADULTS

More than 6,000,000

Primary Readers

THE MAGAZINE FOR YOUNG ADULTS

GREGORY PECK

JENNIFER JONES

FREDRIC MARCH

The Man in the Gray Flannel Suit

in 20th Century-Fox’s

COLOR BY DE LUXE

ADVERTISED IN THE MAY ISSUE OF

CINEMASCOPE

Redbook

THE MAGAZINE FOR YOUNG ADULTS

More than 6,000,000

Primary Readers
Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, is in Philadelphia today from here.

Richard E. Smith, vice-president of Smith Management Co., Boston, is the father of a son born there to Mrs. Smith at Beth Israel Hospital. The grandfather is Philip Smith, president.

Jake T. P. branch manager for Republic Pictures in Washington, is a patient at Johns Hopkins Hospital, Baltimore.

Leo F. Samuels, president and general sales manager of Buena Vista, has left New York for Atlanta and Florida.

Les Kaufman, advertising and public relations director for UPA Pictures, Inc., has arrived in New York from the Coast.

Norman Cook, vice-president and general manager of Leland Hayward Prods., has left Hollywood for Havana.

Robert Siodmak, producer-director, is in New York from Hollywood, en route to Florida.

B. J. Rosson, Phoenix Prods. executive, has left New York for London via B.O.A.C.

Jack Shulman, Cleveland exhibitor, has left there with Mrs. Shulman for Florida.

Charles Toker, talent agent, has left New York for England via B.O.A.C.

Herbert Wilcox, producer-director, has delayed his return to London from here until the weekend.

Armour Reports on Europe

Armour reported that "the depression of U.S. domestic business is seeping into foreign business, due mainly to the impact of television."

The Republic executive, speaking at an Essex House trade press conference, said that the company will distribute 22 to 24 films abroad this year, and that this "better line-up of our own productions, plus some J. Arthur Rank films and a few German productions will tend to improve foreign business between 50 to 60 per cent over our 1955 figures." Armour, reluctant to discuss the domestic business of the company, said that he feels a greater part of the decline in the U.S. would rise proportionately. He said that at present 40 per cent of company's distribution is conducted abroad.

Commenting on the general industry situation overseas, Armour said that the American domestic business decline has "seeped into the international market. The bad business reported to America has brought about a tendency on the part of foreign theatremen to be watchful of the inroads of television."

Armour, continuing, stated that the German and French film industries have "made a rich influx into playing time in many European markets which used to be ripe for U.S. product. He said that the American industry, confronted with these restraints, must stand together "for self-protection" in these markets, such as Holland, Belgium and Denmark, where German pictures have been getting the preferred playing time.

A number of Italian film printing techniques, which have been handled by the color processing of Republic product in Italy, will shortly come to the U.S. for a follow-through and inspection of the operations at Comstock and Film Laboratorio, according to Reginald Armour, Republic Pictures International executive vice-president.

Acquired Foreign Films

The Republic International executive pointed out that his company has acquired some foreign produced product for distribution, among them being the German film, "Congress Dances," in CinemaScope and Trucolor. He pointed out that also that the Italian public has also completed production in Spain on "Lisbon," in the Naturama anamorphic process. The Naturama process is compatible with CinemaScope and Technicolor, 70x36:1 aspect ratio, said Armour.

Armour also disclosed that Republic will submit "Lisbon" as an entry in the Venice Film Festival.

Commenting on Berlin's foreign operations, which he has been inspecting on his trip, he said that the Latin American sales convention in Rio de Janeiro was "most successful." He said that this was the first motion picture sales convention on the objective television coverage. A 60-minute TV show, he said, was done in Brazil on the meeting, which was attended by some 35 delegates. Armour said that he will return here next week to begin his Far East trip to complete the third and final leg of his world tour. He plans to hold a sales meeting in Tokyo. He expects to return here in June from that trip.

Armour further disclosed that Republic is "happily married" in distribution to Allied Continental Pictures, the TV company, and in the U.S. companies. He said that the company works with 20th Century-Fox in South Africa, Australia and New Zealand; has a French distributor in France; and, confronted with foreign Artists in Trinidad and some other markets. "Mainly Republic operates its own exchanges abroad," he said, adding that all of Republic's TV product is distributed by M-G-M in the overseas market.

Commenting on television sales abroad, Armour recounted the history of the Republic's pre-1945 product to Italian television for an "exclusive two-year period." He said that the company has no TV plans for Great Britain as yet, as some of its product is still in theatrical release there.

New College Report

Representatives of the motion picture industry will attend a luncheon meeting on April 20 at the Sheraton- Astor Hotel, where a State of the Industry Report will be presented by administrators of the Albert Einstein College of Medicine, America's newest medical college and the first medical school under Jewish auspices established in the nation.

Reports will be given by Nathaniel L. Goldstein, former Attorney General of New York, and President of the board of overseers of the college and national campaign chairman, and Dr. Arthur Abrahamson, chairman of the Dept. of Rehabilitation at the college. Samuel Rosen will be the host.

Seven Name To Intl Pos By Republi

In line with the extensive recognition plans being undertaken by publishers in the foreign language field, seven executive appointments were announced yesterday by executive vice-president Reginald Armour, at a trade conference here.

H. Victor Green, until recently general manager for Republi Australia, New Zealand and South America, has been transferred to London as director of sales in charge of the Republic operations in the United Kingdom and Eire.

Green has been replaced Australia by William C. Holden who was formerly with M-G-M. Ricardo Canals, formerly with M-G-M, has been named executive director for the Continent. Pedro Teitelbaum, formerly general manager for Republic Brazil, has been appointed special representative for Latin America. Louis J. Dolin and Samuel Armour arrive in Holland. Carl Ponesi has transferred from Spain to the Philippines with Alejandro Villamary ceding him in Spain as special representative for Republic.

Industry to Hear

CORRECTION

In an announcement in Motion Picture Daily for the forthcoming release of "Crowded Paradise" the telephone number of Tudi Pictures was incorrect. It should have read:

Judson 2-1877

World rights for "Crowded Paradise," which stars Hunt Croy and Nancy Kelly, is controlled by Tudor Pictures.
Additional TV Channels Best Solution
To Allocation Issue, Senate Group Told
WASHINGTON, March 27—A Columbia Broadcasting System spokesman told the Senate Commerce Committee today that the CBS plan for additional TV channels was the best solution offered yet and could not conceivably be charged with promoting monopoly control of broadcasting.

William B. Lodge, vice-president of CBS television division, said an allocation solution could or would be fair to everyone. He said allocation problems exist because of the basic mistake, which CBS warned against, of mixing VHF and UHF channels in the same or overlapping markets. Any systematic deintermining now, he argued, would involve tremendous cost to the public in dollars and loss of service and could not be considered.

The best solution, he said, is the CBS plan of creating three to seven additional VHF channels and dropping extra VHF channels into many cities.

Oregon Projectionist Claims T-H Violation
PORTLAND, Oreg., March 27—J. Carlyle Ross, local projectionist, has made what he calls his "final appeal" to the AFL-CIO Motion Picture Bureau for his long dispute with the labor organization over his alleged dismissal, denial of seniority rights, discrimination and assignment to poorer paying job.

Ross, who has charged the union with violating the Taft-Hartley Law by forcing him from a high salaried position to one of lower income, has requested a hearing on the matter by the NLRB.

In his initial hearing before an NLRB examiner, his appeal was dismissed on grounds that the case failed to meet NLRB standards for assuming jurisdiction. In his new appeal he asks a restoration of full rights of membership, restitution for losses, freedom from further reprisals, establishment of equitable trade unionism, discussion of constitutional law and the restoration of the right to appeal.

The trouble with the union resulted when Ross contacted other members on a matter of union policy. Union officials fined him $500, but this was later suspended by the international office. However, for his action Ross was then dismissed by the local.

N.O. Producing Unit Sets Franchise Deals
NEW ORLEANS, March 27—The appointment of independent distributors in domestic and foreign exchange cities as the release of "Secret Scandal" in mid-April has been announced by Don Kay Enterprises here.

Kay said no TV release of the film will be made during the period franchise in effect for theatrical exhibition, although the cast includes such TV personalities as Pat Carroll, Devvy Davenport, Morgan Jones and Don Mothers.

Independent producer and distributing firm located here are Majestic Productions, Rebel Productions, a Kay-Wooler association, Wooler Bros. Productions and the office of Howco Productions.

Nominate Candidates
For SPG Board
HOLLYWOOD, March 27—Fourteen candidates for election to the executive board of the Screen Producers Guild, seven of whom will fill vacancies of current board members whose terms end March 1, have been nominated by a five-man nominating committee appointed by SPG president Samuel G. Engel.

Nominated were Hall Bartlett, Paul Carrol, Samuel G. Engel, Arthur Hornblow, Jr., Howard W. Koch, Fred Kohlman, Mervyn LeRoy, Tom Lewis, Frank McCarthy, William Perlberg, Louis Rachmil, Stanley Wald and Lawrence Weingarten. Four of the current board members whose terms expire and who are up for re-election are Engel, Hornblow, Weingarten and Perlberg. Retiring from the board are Charles Brackett, John Houseman and Aaron Rosenberg.

SPG membership will vote for SPG candidates at the May meeting.

Flannel' Bow Here
April 12 at Roxy
The premiere of Darryl F. Zanuck's personal production, "The Man in the Gray Flannel Suit," will take place at the Roxy Theatre on April 12 as a share for the March of Dimes, it has been announced by 20th Century-Fox.

All proceeds from the opening of the CinemaScope exhibition of Sloan Wilson's novel, starring Gregory Peck, Jennifer Jones and Fredric March, will go to the March of Dimes in observance of the first anniversary of the development of the Salk vaccine. Celebrities from many areas of the entertainment world, including stars of the De Luxe Color production, will be present for the event. Marking a highlight of the third season, the kleig-lit opening will be attended by social, business, diplomatic and political leaders.

Technicolor Dividend
The board of directors of Technicolor, Inc., at a meeting here yesterday declared a dividend of 25 cents a share for the March of Dimes, payable April 17, to stockholders of record on April 6.
THE LOVE STORY OF A PRINCESS

M-G-M presents

GRACE ALEC
KELLY · GUINNESS
LOUIS JOURDAN

in

THE SWAN

CINEMASCOPE · COLOR

with

AGNES MOOREHEAD · JESSIE ROYCE LANDIS
BRIAN AHERNE · LEO G. CARROLL
ESTELLE WINWOOD · VAN DYKE PARKS

Screen Play by JOHN DIGHTON
From the Play "The Swan" by FERENC MOLNAR
Photographed in EASTMAN COLOR
Directed by CHARLES VIDOR · Produced by DORE SCHARY

*(Available in Magnetic Stereophonic, Perspecta
Stereophonic or 1-Channel Sound)*
Paramount

(Continued from page 1)

motion’s “To Catch a Thief” and “The Rose Tattoo.”

“The Sleeping Prince,” to be released by Warner Brothers, will use VistaVision when it begins work late next summer. Stanley Kramer’s “Pride and Passion” for United Artists and Nonnad Productions’ “Flamenco” for Paramount, both to be produced in Spain, will also be filmed in VistaVision.

In addition to all Paramount pictures, VistaVision has been used recently for “High Society,” at M-G-M; John Ford’s “The Searchers,” for Warner Brothers; U-I’s “Away All Boats,” which was filmed mostly in Puerto Rico; “Richard III,” filmed in England, and “War and Peace,” recently completed in Italy by Dino DeLaurentis for Paramount release.

Now Filming Two

Hal Wallis’ “Gunfight at OK Corral” and Paramount’s “The Maverick” are now filming in VistaVision.

In addition to the J. Arthur Rank pictures, produced in England, also is made in VistaVision. Rank has completed nine pictures, and has others shooting and in preparation. General Motors also uses the VistaVision process for its film project, “Seafarers.”

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism—this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with Motion Picture Daily

Irving Berlin, Rodgers & Hammerstein, Cole Porter, Frankie Loesser et al, kindly move over a bit and make room for the nation’s hottest young lyricist, Sammy Cahn. Sammy, in collaboration with Jimmy Van Heusen wrote “Love & Marriage” which just won an “Emmy,” wrote two songs “The Tender Trap” and “I’ll Never Stop Loving You” (with Van Heusen and N. Brodsky respectively), both nominated for this year’s “Oscars,” and is the author of the songs in “Meet Me in Las Vegas,” “Serenade” and “Anything Goes,” currently playing on Broadway. That’s just the tip of the iceberg. “Don’t do the Cahn-Cahn,” musically speaking of course. . . . Alan Hartman, general sales manager for commercial production for Famous Studios, has announced that their cartoon short subjects which include “Casper, the Friendly Ghost,” “Little Audrey” and many others, have been okayed for use in TV by Paramount Pictures, national distributors of the films. . . . Martin Ragen and Seaman Jacobs, creators of Don Felder’s “Do You Trust Your Wife?” telequester, starring Edgar Bergen and Charlie McCarthy, have a new switch in the “Pavilions” box. “Don’t disturb—me at work.” Adoring their office door is the following: “If you have anything to say, lower your voice and slip it under the door.”

Air lines’ stock has been up in the air both literally and figuratively thanks to the increased tempo of production of motion pictures and telefilms in Hollywood, New York and Miami. Last year Bill Cullen was a regular commuter to Hollywood where he emceed the “In the Face” program, then returning to his NBC shows in New York. Nearest luminaries to fly home after work is Charlie Sanford, who owns homestead to his new domicile in Miami after muscocomplete the “Max Liebman Spectaculars.” Sanford’s talents in the baton department are such that TV execs would gladly pay his commutation to and from the studio even if Charlie were to make his home in the South Seas. . . . Brad Phillips, disc WINSplorer in Gotham, will conduct his annual Battle Royal” waxathon Sunday, April 8, from 9 a.m. to 2:00 P.M. with proceeds to be given to the Harlem Y.M.C.A. Guests will include Perry Como, Sammy Davis, Jr., Jerry Martin, Carole Bennett and other top-flight recording artists.

A new deal between Guild Films and Schneider-Cardon Ltd. will bring Gertrude Berg’s telefilm series, “The Goldbergs” to our Canadian neighbors TVia CBRT-TV Toronto, starting next month. Americans have enjoyed these warm, dramatic and humorous series for about 25 years in radio, films and TV. . . . John Kieran, Jr., son of the famed sports editor of the New York Times and former panelist on the Information Please” radio quizzer, has resigned his post in the sports dept., of NBC to take over as promotion, publicity and special projects director at WABD. . . . Smith & Dale, oldest living comedy team in America, last week presented the National Laugh Week award as “most promising living comedy team of the year” to WGMG’s Ted & Rhoda Brown. . . . SESAC’s energetic Alice Heimecke has mailed two special holiday scripts, “A Few Hours to Remember” (Memorial Day salute) and “Music for Mother’s Day”) to all SESAC library subscribers. To us this is smart, timely SESACtivity.

Larry Dorn just back from a trip to the coast during which he directed a special radiocast of the annual Mobilgas economy run, a FIRST for ABC’s New Sounds. Incidentally this was Larry’s first visit to the land of stars, sunshine and scenic splendor (are you reading L. A. Chamber of Commerce?) and already he’s spotted off a native summer. . . . A special telefilm survey reports that “King Kong” WORTV’s “Million Dollar Movie” during the week of March 5-11, was seen by 9,395,820 people. This reporter had never seen the chiller-thriller in any of its several theatrical releases but we increased the TVviewer total to 9,395,821.

Allied Artists

(Continued from page 1)
national advertising and publicity主任 and the home office goes to Ed Morey, vice-president, and M. S. Davis, Eastern advertising publicity manager.

Broidy will outline future plans in the following words: “Goldstein will dis release plans for forthcoming product, with emphasis on launching of “Crime in the Sun” and “The First Texan,” scheduled release dates for which are July, respectively.

Roy Brewer to Speak

Flinn and Davis will amplify in their respective areas in charge of campaign for these and other forthcoming pictures. Other speakers will include Roy Brewer, exchange option manager; Manny Goor, Eastern contract manager, C. I. Honig, Jr., and Si Buros, Western contract part man manager.

Preceding the overall meeting Goldstein will meet next Wednesday with two Australian distributors, C. I. Honig, Jr., and W. S. Goor, Eastern; Nat Nathan Mid-West; James A. Prichard, So ter, and Harold Wirthheim, Western, to brief sales offices executives Arthur, G. Greenblatt.


Tax Repeal

(Continued from page 1)
confident than ever that we can get tax relief at this session of Congress if we work for it with all our ene Therefore I urge most strongly to you and your committee have ex citors make extra special effort to ob tilize pledges of support from Co gressmen and Senators while they are here during Congressional recess March 29-April 9. We must go full steam ahead in next two weeks whe could very well be turning point whole campaign. I count on you do your utmost. Sam Pinsak join me in this plea.

Name Chas. Winche 

(Continued from page 1)
filled by Charles Winche, vice pres ident and French’s executive assist since 1947. John Branton, chief buy and booker, advances to vice pre dent in charge of buying and bookin and George Shephard, director of co sessions, is also promoted to a vice in charge of concessions. Charles Perrine remains as vice pres ident, secretary and treasurer.
The Bold and the Brave
RKO Radio-Superscope

G-I comedy, the realism of bitter war and emotional romance are combined in this tightly-woven narrative concerning three American soldiers fighting during World War II in Italy and a young native girl whose love for one GI causes some wonderful philosophical conclusions on the part of the audience.

Wendell Corey, Mickey Rooney, Don Taylor and Nicole Maurey provide the marquee attractions for this Irving H. Levin production for RKO that is an expertly balanced specimen of theatre entertainment. Honors for the simple story realistically treated with the box-office in mind go to producer Hal Chester who organized the romance, comedy and battle phases and to director Lewis Foster who kept the action moving fluidly from beginning to end.

Corey, Rooney and Taylor are the three GIs in this Superscope film. Miss Maurey plays the native Italian girl who falls in love with Taylor but asks Corey, a mutual friend, not to disclose her mischievous past to Taylor. However, Corey, a man quite adept at the bottle, tells his GI buddy of her past but Taylor later reconsiders and finds Miss Maurey to be the girl he'd long been wanting. The ending is stereotyped but the comedy and battle scenes offset that factor.

Rooney proves to be a natural in the GI role, particularly in one scene that finds him winning some $32,000 in a pay-day crap game and proves to be one of the most humorous ever captured on film. Box-office-wise, "The Bold and the Brave" matches previous G-I comedies and is sure to please in any man's theatre.

Running time, 87 minutes. Adult classification. For immediate re-release.

MPEA Meet
(Continued from page 1)

any Italian move to hold permits in abeyance. The permit situation stemmed from Italian efforts to link the effectiveness of the Italian-American film agreement to legislation, which as yet has not been passed by the Italian legislature, although the agreement was signed last fall.

Meanwhile, Griffith Johnson, MPEA vice-president, prepared to leave here on April 2 for Rome, where he will be backed by Eric Johnston, MPEA president, now on a global tour. While in Rome, both will take a first-hand look at the situation. Johnston is due to go to London soon and the agreement was signed last fall.

Arrangement for the 20th Century-Fox International, that Patterson would continue to supervise the company's sales in Britain and Continental Europe. It was to the point that E.B. Farnum would continue to supervise the company's activities in Britain and Continental Europe.

Setting 'All Boats' Promotion Plans

Charles Simonnell, Universal's Eastern advertising and publicity department manager, and Philip Gerard, Eastern publicity manager, are in Washington today and tomorrow for a series of conferences with top U. S. Navy officials to set a plan of special events in connection with the launching of "Away All Boats," the company's VistaVision and Technicolor production.

The plans for the all-out Navy cooperation on "Away All Boats" are being discussed on the same level as the national and local coverage which will surround the launching and merchandising of "To Hell and Back" last year with the full cooperation of the U. S. Army.

Arbitration

(Continued from page 1)

many of the exhibition representatives at last week's hearings.

The draft, from which Theatre Owners of America "temporarily" withdrew its approval, was sent to Washington a few days before the SSB hearings last Thursday and Friday. That the Senators had time to assimilate its contents was not apparent at the time, but later they announced the receipt of the document. It was thought here that, perhaps, the investigating Senators, cognizant that the arbitration draft now only has the sole endorsement of distribution and Independent Theatre Owners Association, held back any questions relating to it, or any announcement of its receipts pending the sessions scheduled for distribution representatives.

To Reconcile After Easter

Exhibitor representatives in their testimony called for the arbitration of film rentals, a subject which is not arbitrable in the present draft, and a subject which distribution has been steadfastly opposed to include.

The SSB subcommittee is due to reconvene after the Easter recess of Congress. No date for a hearing has been set as yet but, according to a distribution spokesman, film company representatives will need more than a month to appraise the exhibition testimony, study the record and present their side of the case.

Distribution, when it sent the arbitration draft, also sent an accompanying letter. The letter did not ask for any specific action by either the Justice Department or the SSB, but merely said the draft was being presented for information purposes, it was learned.

Projectionist Dies

ALBANY, March 27—Funeral services will be held here tomorrow for Bernard V. Wane, 59, projectionist at the Leland Theatre for 28 years. He died Sunday.
Man becomes own best friend...

Simple enough, nowadays—even when it's color! For with today's precision equipment, effects such as this are merely a matter of complete co-ordination of production and processing... plus over-all expert technical know-how.

Here is the result of constant exploration... with finer, more versatile picturemaking the goal.

To aid the industry in attaining its ultimate the Eastman Technical Service for Motion Picture Film maintains branches in strategic areas. Inquiries invited.

Address: Motion Picture Film Department
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West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.
To Make Dual Language Versions

Importance of International Market Seen by Siodmak

By JACK EDEN

Widespread interest in the international market and the production of films in both English and foreign versions were pointed out here yesterday by producer-director Robert Siodmak prior to his return to Germany.

Accordingly, Siodmak revealed plans for the production of three films, each of which will be released in the U.S. in an English version. He has extended an invitation to American companies to join him in co-production arrangements for the films.

Siodmak returned to Munich yesterday by plane to begin the scriptstudy of “My Father, the Actor” which will go before the cameras in May and will star O. W. Fischer. Fischer, whom Universal recently placed under a three-film contract, will play opposite an American actress who is yet to be named.

Commenting on the fertile field of international production, Siodmak declared that an English version will be made of each film, similar to that of “The Rats” which he filmed last (Continued on page 8).

Rep. 13-Week Net: $773,641

For the 13 weeks ended Jan. 28, Republic Pictures Corp. and its subsidiaries report a net profit of $1,051,391 before Federal tax, estimated Federal, normal and surtax of $277,750, or a net after taxes of $773,641.

For the 13 weeks ended Jan. 29, (Continued on page 6)

REVIEW:

Alexander The Great
Rosen—United Artists—CinemaScope

EYE-FILLING spectacle, pageantry and bacchanalian orgies, coupled with action-filled scenes of battles and pillaged cities, highlight producer-director-writer Robert Rosen’s mammothly produced picturization of a classic story, “Alexander The Great.” It is a museum of historical culture depicting the glorious life of an ancient Greek, a man who believed himself to be a god. Filmed on a grandiose scale in Spain with a large and competent cast, this CinemaScope and color by Technicolor release of United Artists is a “blockbuster” attraction, a presentation of the life and policies of one of history’s conquerors.

“Alexander The Great” has a cast of thousands headed by Richard (Continued on page 6)

No Action Yet
TOA Favors
SSBC Issuing Questionnaire

Believes Better Answers Likely on Trade Matter

Theatre Owners of America definitely is in favor of having the Senate Small Business sub-committee, which is investigating motion picture industry trade practices, prepare a questionnaire to survey the nation’s exhibitors on their viewpoints on arbitration, film production by divorced circuits and other pertinent problems, according to a top TOA spokesman.

The TOA stand coincides with a position taken by Harry Brandt, president of the Independent Theatre Owners Association of New York, who stated earlier this week that the TOA would specifically request the SSBC, through its chairman Sen. Humphrey (D., Minn.) to draw up such a questionnaire.

The official of the national exhibitor association, hesitant to discuss the results and compilation of the TOA questionnaire on industry trade practices (Continued on page 8).

LATSE Will Study
Intricate V-Vision Booth Operation

The utilization of horizontal VistaVision projection equipment in theatres and the alleged hardships “which this equipment imposes on projectionists” will be studied closely in conferences by representatives of projectionists (Continued on page 8).

Industrial Producers
Plan National Assn.

FROM THE DAILY BUREAU

CHICAGO, March 28—The possible formation of a national organization to advance the use of commercial films and to work on problems that are national in scope was advanced here at a meeting of the American (Continued on page 8)
Met. Playhouses Stock
Disposition is Delayed

A temporary extension until April 30 has been granted trustee George T. Farnham on stock stated to him in June by the management of plays by the Metropolitian playhouse stock owned by RKO Theatres.

The extension was granted in Federal District Court after Alger asked the court to amend the order, which had provided for the disposition of the stock in mid-March. The court also is due to pass before April 30, on the proposed amendment, which, among other things, asks that no deadline be set for the disposition of the stock.

Exhibitor Fined $250
For Showing ‘Borgia’

KANSAS CITY, March 28—Ruling that certain scenes in the motion picture “Lucrezia Borgia” are obscene, Judge Earle W. Frost of the Kansas City Municipal Court today fined Arturo Strobe, manager of the Glen Theatre, where the film had been shown, $250.

Strobe had been charged with operating an obscene theatre. Governor Alf Landon after members of the police vice squad viewed the picture at the theatre on Jan. 12. At that time, the police confiscated about 90 feet of the picture’s film, which recently was returned to Judge Frost from a private screening.

Condemns Certain Portions
In levying the fine, Frost said the picture unquestionably contained episodes that are “obscene, lewd, indecent and immoral.”

After the conviction, James Anderson, attorney for Strobe, filed an appeal in the Johnson County, Kan., Circuit Court.

‘Good-bye, My Lady’
Bowl in Albany, Ga.

Walter Brennan, Phil Harris and Brandon deWilde, the stars of the recent play, “Good-bye, My Lady,” will appear on these stages nightly, and William Hopper, who is prominently featured in the Batac production, will lead the list of celebrities who will participate in the film’s “gala” world premiere at the Albany Theatre in Albany, Ga., on April 11. The event, which will be accorded extensive press, TV and radio coverage, will be the beginning of the multiplex handling of the picture in Georgia, Tennessee, South Carolina and Florida.

“Good-bye, My Lady,” which is based on locally written and in and around Albany, with many townpeople in the cast, was adapted from the James Street novel and directed by William A. Wellman.

Name Warner Press
Director of ABC

Hank Warner has been appointed director of press information of the American Broadcasting Co., it was announced by Michael J. Foster, vice-president in charge of press information and advertising.

After 14 years as a pressman, now manager of publicity, is promoted to assistant director of press information, in charge of exploitation. Both appointments are effective April 9.

Warner moves to ABC from CBS, where for the past 18 years he has been copy chief and manager of operations of that network’s press information department.

Prior to joining CBS, Warner was in newspaper work for 14 years in the Metropolitan area, as a reporter and as editor and publisher of his own weekly paper.

Joining the ABC staff in May, 1955, previously, he was a member of the Mutual Broadcasting System publicity staff, and before that had newspaper experience in Providence, R. I., and Western Pennsylvania.

Color TV Benefits
To Medicine Cited

ST. LOUIS, March 28—The development of commercial color television has brought benefits to medicine by encouraging parallel development of specialized color TV equipment and medical and surgical uses, Leslie E. Flory, scientist for Radio Corp. of America, said here today at the annual meeting of the American Association for the Advancement of Science.

Flory, who took part in the development of RCA’s new color TV system for medical application, emphasized the importance of color added to the TV medium in communicating medical and dental information.

The RCA scientist also demonstrated the company’s medical color TV system, which was developed at the firm’s Eleventh Avenue, Princeton, N. J. The system comprises a 3-Vicon color camera and four packaged units weighing about 30 pounds. The Vicon permitted the design of more compact equipment, which is simple to operate and suitable for use in operating rooms with the illumination normally used by surgeons.

48 Las Vegas Tenters
Coming in Own Plane

LAS VEGAS, Nev., March 28.—At least 48 blackers from Variety C. Tent No. 39 will attend Variety’s international convention in May in New York. Not only is the tent going forward in New York, but it has ordered a plane to carry the delegates. The entourage is slated for May 9-12 at Hotel Waldorf Astoria.

TV Award Ceremonies
Theatre Loss $183,800

Television’s presentation of Academy Award ceremonies and presentations of the motion picture industry amounted $183,651 in lost admission. According to a report issued by Variety, the loss was caused by the lack of a weekly audience act, the firm reported it had invited theatremen in 70 court throughout 16 states to determine their findings, that an estimated $255,813 admission or 3.2 per cent of the non-Wednesday theatre going put to. Left and who otherwise would have. The audience act, the firm reported that 47,593,000 viewed the ceremonies.

Goldberg To Referee
Coast Music Disputes

CHICAGO, March 28—The judgment of Arthur J. Goldberg, counsel of the CI0 until its merger with the AFL, as arbiter to hear testimony and report to American Federation of Musicians international executive board charging growing out of a dispute within Local 47 in Los Angeles, is announced today by James C. Heiber, president of the AFM, A. CIO.

One of the leading organizers of the AFL-CIO merger agreement year, Goldberg will act as referee Los Angeles hearings regarding attempts, removal of elected officials in the local. Hearings will be April 11 at the local, the Federal second largest unit.

You’re Assured of Satisfaction
When You Order

Al Stein, News Editor; Herbert V. F. Advertising Manager; Guz H. Fauz, Production Manager; Hollywood Bureau, Vincen-Vaughan, 140 S. LaSalle Street, Urban Filey, Advertising Representative, Telephone Financial 6-804, Washington, J. A. Otis, Manager, London Bureau, 4 Golden Square, Hope Williams, Bureau Manager, Pesh Burnup, Editor, William Fay, News Editor. Correspondents are: Chicago Bureau, 120 South LaSalle Street, Martin Quigley, Jr., Vice-President; Tobe Sullivan, Executive Director; Raymond Levey, Executive Publisher; Raymond Levey, Editor; Howard A. B. Berns, Manager; William E. Weaver, Editor, Telephone Hollywood 3-10, CIO, Advertising Manager, 120 South LaSalle Street, President of the CIO in the principal capitals of the world, M. E. North Avenue, Rockefeler Center, 3-100, Cable address, “Quigley New York.” Special Report published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, America, and $12 foreign; single copies, 75c each.
At Senate Commerce Hearings

**NBC's Heffernan Urges Wide Use Of Allocated Television Channels**

WASHINGTON, March 28.—The effective use of the 70 UHF television channels, together with the 12 VHF television channels, which now are allocated, offers the best prospect for encouraging the growth of the UHF service, Joseph V. Heffernan, vice-president of the National Broadcasting Co., declared here today before the Senate Committee on Interstate and Foreign Commerce.

Heffernan, in his testimony, also urged approval of the Federal excise tax on all channel color receivers because relief from the tax would mean that the growth of the UHF must be established. The tax would be directly associated with the growth of color sets.

**Sees No ‘Magic Solution’**

The NBC executive, in discussing the use of all 82 TV channels, stated that there are some actions relating to UHF and VHF which Congress and the Federal Communications Commission can take at once. While no single step taken now offers a magic solution, the actions, he urged, would help significantly in realizing the potential of UHF, he stated.

“Congress can declare as national policy the goal of maintaining and strengthening the UHF service, in order to encourage the continuing development of TV on a nationwide, competitive basis,” he said. “In aid of this policy, repeal the excise tax on all channel receivers. This would progressively relieve the distribution handicap which has been the single greatest drawback to UHF development. In order to facilitate a Commission policy of de-intemixiture in implementation of this policy, the Commission should be in a position to permit the holder of a VHF grant to receive, without further proceedings, a grant for a substantially all-channels UHF receiver. If de-intemixiture. If the Commission believes there is substantial question of its authority to follow such a course, Congress must provide the necessary legislation,” Heffernen said.

**Cites Several Possibilities**

The NBC vice-president, continuing on, stated that the Commission can “de-internix mix” in a sufficiently broad basis to create a nucleus of predominantly UHF service area.

Despite Loss

**Revenue Using Ads Liked By Audiences**

LONDON, March 28 (By Air Mail).—The six-month old commercial television service here is weighting a loss of $1,500,000 against the pull of four advertisers: one of which claims commercial TV is the preferred viewing of 65 per cent of the British people.

The Independent Television Authority with the percentage figures of ads liked by residents whose receivers gives them the choice of two programs, but that this success does not affect the loss; due to an seven-week period to date. Optimistically speaking, the Authority said the commercial service has spread to the Midlands with the opening of the Birmingham station and will provide service the Northern area where the Manchester transmitter is operating.

**3% of National Advertising**

The Authority claims that TV will then account for some three per cent of the national expenditures on advertising, a picture which was reached by American television only after four years of operating.

Precise figures of revenue and expenditures were not mentioned, but it is estimated that commercials of some 350 advertisers resulted in revenue exceeding $5,600,000.

Associated Rediffusion, London program contractors on weekdays, confirmed a report that daily operating expenses totaled $56,000. However, six-month operating expenses were not offset by the income and brought a total loss of $1,500,000.

**Culture' Not Emphasized**

Noting the loss, the Authority said the emphasis of potential advertisers over the seven-week period when rate-takes were reduced. In addition, the Authority admits the original determination to bring cultural to the viewing public has been curbed to a great extent.

Ends TV Campaign

**On, ’Conqueror’ Bow**

One of the most intensive and expensive local TV advertising campaigns comes to a climax today for the New York opening tomorrow of Howard Hughes' "The Conqueror" at the Criterion Theatre.

Noting their choice time on Channel 2 (CBS) and 9 (WOR-TV), as well as on radio Station WOR, they have used a series of spot on station breaks announcing the MGM release which will be shown in New York tomorrow, they will have an hour without at least one plug for "The Conqueror" opening, the company said.

Col. Contest Winner

To Get African Trip

Columbia Pictures has concluded arrangements with Air France for an "Air France Safari to Africa" as the grand prize for a national contest to be conducted this summer in connection with the distribution of the Warwick production, "Safari."

Columbia revealed that Air France will supply round trip transportation for the national winner and one guest to the game reserve in Kenya and the Congo.

Arrangements are now being made by Columbia with other organizations on other details of the grand prize.

**Mexican Production Goal**

Relocation of at least 600 shorts and documentary films on a yearly basis is the goal of Mexico City's official Cinematographic Industry Union (STIC), which has a pact with the Picture Producers Workers Union (SPTC). Both unions are assembles funds for the production. STIC has said e shorts and documentaries will stimulate the Mexican film industry benefit the country as well.

An "Conqueror" Releases

**Toward Hughes' "The Conqueror" go into 164 pre-release engagements in branch and key cities. "The Conqueror," was instituted today in a solution voted unanimously by the Los Angeles Central Labor Union.

A letter was sent to all national and international unions of the AFL-CIO with all labor branches of the AFL-CIO at all labor full bodies from the Hollywood AFL Film Council, seeking cooperation to "teach a lesson to American employers and who run away from foreign countries, whereby they are paying American union wages to American workers."

The letter contained a copy of a resolution and information that the Hollywood AFL Film Council de-
THEY LINED UP STARTING 9 A.M. AND THEY'RE STILL NATIONALLY IN APRIL CAMPAIGN FOR MARIO LANZ

PRESENTED BY WARNER BROS. IN WARNERCOLOR

SARITA MONTIEL · VINCENT PRICE · JOSEPH CALLEIA · HARRY BELLEW · VINCENT PRICE
IZA!

ANZA!

AT RADIO CITY
THURSDAY MARCH 22
IN LINE RIGHT NOW!

LINE UP YOUR LINE OF THE SAME!

SERENADE

JOAN FONTAINE

Co-Starring

By IVAN GOFF & BEN ROBERTS and JOHN TWIST

Original Songs, Music by Nicholas Brodsky
Lyrics by Sammy Cahn

Produced by HENRY BLANKE - Directed by ANTHONY MANN
Alexander The Great

[CONTINUED FROM PAGE 1]...

Burton, who is competent in his performance as the Greek captain general; Fredric March, who portrays Alexander’s barbarian, strong and ambitious military father; Claire Bloom, a beautiful hostage wife and eventual lover of Alexander; Barry Jones, as Aristotle, the great philosopher and scientist tutor of Alexander; French actress Danielle Darrieux, the wife of Philip of Macedonia and mother of the Greek conqueror; Harry Andrews, Stanley Baker and Niall MacGinnis, to name a few. Most of these marquee names, known throughout the world, should help to assure the film a good box-office return. The billing factor should not be overlooked by showmen, who also should make use of the historical values in this film and its highly exploitable elements.

The magnitude of the production is measured at the outset of this CinemaScope vehicle with an unrelenting series of vituperative speeches, which continue throughout the remainder of the two hours and 21 minutes. As viewed at the Capitol Theatre here, at a preview performance, the continuity and editing of "Alexander The Great" appeared to be choppy. Each scene in the picture seemed to jump about without much integration. The viewer gets the impression that he is walking through the halls of a museum in which there are different displays of Greek art and culture, and this impression is interrupted by the oratorial outbursts of the principals, who while very adept in their performances, never contribute enough dramatic suspense to hold a viewer enraptured.

March, who portrays Philip of Macedonia, establishes his two great admirations: to unite Greece under his Macedonian leadership and to incorporate the culture and civilization of a united Greece into his crusade against Persia. He learns that a son was born to him while celebrating his latest victory. The son, Alexander, grows up in an environment of warfare and strife under the care of his mother, Miss Darrieux, who devotes her life and primitive religion to raising the boy to greater heights than his husband had attained. Alexander’s boyhood is cut short when Philip appoints him regent during his absence on campaigns. At the age of 13 the boy saves his father’s life and here learns that he can succeed his father without too much trouble because Philip has now become a maimed, drunken old man. Military conquests come quick under Alexander’s leadership, but he is chastised by his friends who have taunted him for disowning his father to claim kingship with the gods. Filled with remorse at the killing of his close friend, Alexander dies at the age of 33 as the prophecy of his own comes true—he has conquered the world of his day without a single defeat in battle and has united the civilization of Europe and Asia.

The special effects in this film must be given special credit. Photography by Robert Krasker is also highly creditable.

Running time, 141 minutes. Adult classification. For release in April.

LESTER DINOFF

‘Alexander’

(Continued from page 1) Civil leaders and members of the entertainment world joined industry executives at the premiere of the United Artists release.

Simultaneously, the film was premiered on the Coast last night at the Fox Wilshire Theatre in Hollywood, with all proceeds going to the U. S. Olympic Fund.

See on NBC-TV

NBC-TV piped the lobby scenes into homes via interviews conducted both in New York and Hollywood, and seen over the network "Tonight" program the 300th anniversary of the mutual radio network also broadned a taped recording of the premiere while the Voice of America broadcast the show over the broadcast throughout Europe. Among the city officials attending the New York showing were May, Robert F. Wagner, Comptroller Lawrence E. Gerson, City Council President Andrew J. St. George, and President Rockefeller, Hal H. Jack of Manhattan and Jo Cashmore of Brooklyn and Police Commissioner Stephen P. Kennedy.

Top Executives Attend

United Artists president Arne Krim, board chairman Robert S. Brodel, president William H. Heintz, vice-president in charge of distribution and vice-president Max E. Youngman met with industrial leaders of the premiere. Other UA executives present included Leo Golding, vice-president in charge of finance; Samuel Peiser, vice-president and general counsel; Roger L. Lewis, national sales manager; and William Hochman, publicity and exploitation; James B. Velle, general sales manager; Louis Lober, general manager of the foreign department; Milton E. Cohen, eastern and southeastern division manager, and Al Faiz, western division manager.

Republic Net

(Continued from page 1) 1955, Republic Pictures Corp. and subsidiaries report a net profit of $833,207 before Federal tax proviso estimated Federal, normal and surtax of $450,000 or a net after taxes of $833,207.

Discuss Formation of Buff. Film Council

BUFFALO, March 28.—The net for previewing motion pictures before they are shown locally, so parents are informed about their value a effect on children was stressed at an informal meeting of 15 men and women interested in forming Greater Buffalo Film Council.

Dr. W. Joseph Crowe, past chairman of the group, charged too many parents judge a picture suitability for their children by title. Titles mean nothing today, he said.

The group meeting in South Buffalo Post 721, American Legion, nferred formation of a council until central meeting is held with a representation group. This was tentatively set for April 25.

‘Space’ to Have N.Y.

Premiere Today

“On the Threshold of Space,” 20th Century-Fox CinemaScope production of jet-age space research, will have its New York debut today at Brandeis Globe Theatre, surrounded by ceremonies in which "Carousel," starring Shirley Jones and military officials, will participate.

Glour will be added to the festivities with the appearance of Miss Jones, topcast in the musical drama currently at the Royal, who will accept from Lt. Colonel Hugh A. Day, of the New York office of Information Service, Office of the Secretary of the Air Force, a special Citation of Merit. The award, given by Maj. Gen. Dan C. Ogle, Surgeon General of the Air Force, commemorates 20th Century-Fox for its production of "On the Threshold of Space."
KEEP YOUR BOXOFFICE EYE on the BROADWAY-CAPITOL,
DETROIT
and on the entire Butterfield Circuit

THE GUTS and GLORY Story...Boldly and Bravely Told!

The Bold and the Brave

IRVING H. LEVIN

WENDELL COREY · MICKEY ROONEY · DON TAYLOR · NICOLE MAUREY

RKO The Showmanship Company,
is launching another picture destined
to get IMPORTANT MONEY for YOU!
Whitney and Cooper Team Influenced Production Course

Special to THE DAILY

HOLLYWOOD, March 28.—C. V. Whitney Pictures, Inc., which produced as its first picture, "The Searchers," a color production based on the John Wayne-Victor Fleming production, directed by John Ford and starring John Wayne, is one of the newest of Hollywood's major independent units, but its roots go back a number of years, and its organization is an example of the persistence of Whitney and Merian C. Cooper, have influenced the course of production in their previous association.

Both Were War Pilots

Whitney, one of America's wealthiest and most important industrialists, and Cooper first met when both were pilots in World War I. In the Twenties, Whitney, as one of the founders and later board chairman of Pan American Airways, named Cooper as a board member.

Later, in 1934, Whitney, who had distinguished himself in the motion picture field by making the epic natural adventure dramas, "Grass" and "Chang," was executive producer of RKO Studio, and at a time when color was seldom used because of the depressed economy of the early Thirties, he persuaded Whitney to invest heavily in the new three-color Technicolor process. The financial resources thrown in by Whitney galvanized the screen's move back to color. It was, also, an extremely profitable investment for Whitney.

Had Interest in 'Wind'

Soon thereafter, Cooper, who played a vital part in David O. Selznick's decision to film "Gone With the Wind" for the Studios, asked Whitney to play a major role in financing the picture, also sold the Technicolor three-color process for this epic picture, thus restoring Technicolor as a major ingredient of big-scale film productions.

The investment in "Gone With the Wind" also was immensely profitable and Whitney still retains its large interest in the picture, now controlled by Metro-Goldwyn-Mayer.

When Cooper produced the initial Cinerama picture, he again persuaded Whitney to lend his financial support, and this also proved to be a successful money venture.

Organized in 1954

C. V. Whitney Pictures was formed by Whitney and Cooper in November, 1954. "We want to make fine pictures," said Whitney. He told Cooper, "Get the best." This injunction was followed to the letter in filming "The Searchers," the Alan L. Mays-best-selling novel, which was purchased as the basis for the undertaking of the new organization.

C. V. Whitney and Cooper have extremely ambitious plans for productions to follow "The Searchers," and have sought several important properties, but have not yet decided upon their second picture.

Int'l Market Is Evaluated

Continued from page 1

year in both German and English. Produced and directed by Siodmak for the German CCC Films Corp, "The Magic Mountain" will be released basically within the next six months. It stars Mari Schell and Card Jurgens. In addition to having set all-time record grosses in Germany, it was received in Berlin, Brussels and Venice in film competition, he said.

Two More in English

Siodmak disclosed that the two remaining productions, also to be released here in English versions, would be Thomas Mann's "The Magic Mountain" and "Temptation in Paris." Arrangements are being made with Wolfgang Reinhard to produce "The Magic Mountain" which Siodmak will direct. Sophia Loren will star in this production while Martine Carol and James Mason will head the film's cast.

In each case, Siodmak will be working under contract for CCC Films of Germany.

Delegates to Study

Siodmak met with studio executives regarding co-production arrangements for his films and, at the same time, made tentative plans for the production and direction of a film each here in the fall. He returned to Germany with scripts of four American stories which he will consider for future international production.

The producer-director said he will devote his efforts into expanding films on an international level which he declared to be 60 per cent of the world market. "Production for the masses rather than individual audiences is our theme and this approach has been extended in 'The Rats' and will be carried out in the films to come," he added.

Little Dubbing Needed

"Filming of productions in both English and a foreign version is our answer to the world market. In most cases little sound dubbing is needed, but, even so, there is a unison linguistic flavor that is charming and interesting."

Siodmak concluded stating that "we are producing for the masses and not individuals. We hope to release 'The Rats' in a form other than in the art houses because it was produced with the general public, the average theatergoer, in mind."

TOA to Study

Continued from page 1

IATSE convention, according to Herman Geller, president of IATSE Projectionist Local 306 here, will be held in Kansas City, Aug. 13. The IATSE convention will commence at the Municipal Auditorium there on Aug. 10.

Local 306 had a dispute with the Paramount Theatre here when horizontal VistaVision projection was used in the theatre's presentation of "Stranger on the Third Floor." Cooper's film, which is a picture of Paramount, accompanied the projectionists and asked the Paramount Theatre for a new scale. After initial discussions, both sides agreed to arbitration of the issue.

National Survey Planned

According to Geller, representatives of projectionists locals around the nation will discuss the matter of the utilization of horizontal projection to find out what conditions and equipment separate projection theatre are equipped with that process. The Local 306 president said that the arbitration of the Paramount Theatre case here "has been postponed without date" until after the IATSE convention and that both sides have been holding off in naming an arbitrator.

It was pointed out by another IATSE representative that if these national conferences bring forth some definite hardships imposed on projectionists, the Local 306 issue with the Paramount Theatre here "might possibly become a test case" to set the pattern for the entire nation.

Whitney Slat

Continued from page 1

Frank Clemensen, and to entitle a story of a Midwestern family commited to their company is also seeking rights to "The Valiant Virginians," a Civil War story by James W. Bellah. At the luncheon conference, Whitney emphasized that the proposed film "will never misrepresent or paint false picture of the U. S. or its people. I feel the motion picture could be as respected an art as any other Art cannot be produced on an emulby line. We produce strive fine entertainment to appeal to finer taste of our ever growing audience.

May Reproduce 'Chang'

In his attempt to furnish better entertainment, Whitney said plans presently under way for the reproduction of the "Chang" film of 1923 produced then by Merian C. Corp Whitney Pictures Pictures, vice-president, and Ernest S. Hedrick. Questioned on possible interest television production, Whitney said "I feel at the moment that legitimate motion pictures are a far superior medium for entertainment than television."

Industrial Producer

(Continued from page 1)

Association of Film Producers, which has composed a tentative committee map plans for such a unit. Delegates of 70 commercial producers attended the conference called by the AAFP, one goal of which would be to form an industrial producers association in commercial film industry.

As outlined at the session, the committee was instructed to formulate concrete plans for a federal which would include within its membership the existing associations as well as those firms not enrolled members of those associations.

Seven on Committee

Named to the committee were Lang Thompson and James T. Hayes, both Chicago, H. Teisler and Robert Lawrence, Irvine, York; Marvin Becker of San Francisco, Sam Orme of Knoxville, Tenn., and Larry Sherwood of Keen City.

Moneine Elected President

Of Commercial Producers Unit

CHICAGO, March 28.—Lawrence P. Moneine, vice-president and general manager of Wildfire Productions, Chicago, was elected president of the American Assn. of Film Producers, succeeding Merce Fracchi at its annual meeting here.

The new president is a vice-president and general manager of Wildfire Productions, Chicago, as well as president of the Al Helms, Vogues-Wright Studios, Chicago, secretary; Jack Leib, of Prodigy Studios, Chicago, as secretary and board member, Mervin W. Rue, of Chicago, Charles Blood, Atlanta, and Francesco, of Francisco Films, Chicago.
CLIMAXING a precedent-setting $1,000,000 United Artists promotion, Robert Rossen’s epic CinemaScope production of “Alexander The Great” had a glittering American premiere last night at the Capitol Theatre on Broadway before a distinguished sell-out audience of 4,400. The ceremonies for the benefit opening, which raised $25,000 for the National B’hai B’rith Agencies, were televised nationally over the Steve Allen “Tonight” show on NBC and are being broadcast to additional millions on “Monitor,” the Ray Heatherton-Mutual program and the Voice of America. Hundreds of entertainment world notables and industry leaders joined government dignitaries as the curtain was raised on the long-ballyhooed spectacle, which was three years in the making with a cast of more than 7,000. Shown at the right is a portion of the huge crowd jammed around the Capitol to watch celebrities arrive for the blue ribbon event.
TENT TALK

Variety Club News

ALBANY, N.Y.—A telegram from Governor Alfred E. Smith expressing "high regard" for the work of Albany Variety Club, and appreciation for an invitation to attend—as an honorary member—was read at the 13th annual dinner dance in the Sheraton-Ten-Eyck Hotel, honoring the retiring chief barker, George H. Scheneck.

BUFFALO.—Eckor F. Lax, chief barker, Tent No. 7, Variety Club of Buffalo, has announced the following committee chairman and co-chairman for 1956: House, Irving Cohen; Hotel, old Bennet; Heart, Marvin Jacobs; Carl Seicandra; Membership: Manfred Pickrell; Charles-K. Kosco; Finance: Robert Hayman, Marvin Jacobs; Entertainers: Jack Mundstek, Dave Cheskin; and Social Events: Billy Krenton.

CLEVELAND.—Cleveland Variety Club will participate in the Cerebral Palsy Mothers' March in May. Variety Club sponsors the Cleveland Foundation Cerebral Palsy School, affiliated with the United Palsy group.

DALLAS.—Plans for changing Variety Clubs' quarters from the seventh floor rooms at the Adolphus Hotel, which it now occupies, to the penthouse over the hotel's new garage were announced after an executive committee meeting of the club.

Work on the new club is to start immediately, giving it 6,000 square feet of space on the twelfth floor of the present club. The entrance will be through the main lobby. It is expected to be ready for occupancy the early part of July.

RKO Signs Miss Blaine

HOLLYWOOD, March 28—Vivien Blaine today was signed by William Dozer to co-star with Red Skelton in RKO Radio's "Public Pigeon No. One."

Fewer English Language Pictures

Australian Foreign Film Imports Up 100% in 1955

By FRANK O'CONNELL

SYDNEY, March 22 (By Air Mail).—A 100 per cent increase in 1955 in the importing of foreign language films into Australia, in contrast to the decline of American feature film imports has been noted by the Chief Commonwealth Film Censor in his annual report. American films have also declined, from 114 imported in 1954 to 104 released here last year. All told, 412 feature productions were imported in 1955, an increase of 11 over the preceding year.

Hopes Drop 'r Seasonal' 

Commenting on the 51.1 per cent of films classified for general exhibition, a decrease of 18 per cent, the censor said "it is hoped that the severe drop of films which may be classified as suitable for general exhibition is of a temporary nature and that a seasonal phase on the part of motion picture producers."

During the year, 120 CinemaScope films were imported and resulted in a statement that this "technique proportionately outweighs those in other new techniques" by the censor. However, interest in continental and foreign-language films continues to increase. Aided.

The continuation of film production here during 1955 was "gratifying."

Pass D.C. Tax Law; Film Levies Omitted

WASHINGTON, March 28.—The Senate has made final the Congressional decision against levying an admissions or film rental tax in the District of Columbia.

The Senate passed a district tax increase bill minus these provisions originally requested by the commissioners. While there are some differences between the House and Senate versions that require further Congressional action, there cannot any longer be any decision to levy an admissions or film rental tax, since both House and Senate versions of the legislation omit such provisions.

Grant for 'Houseboat'

HOLLYWOOD, March 28.—Cary Grant has completed arrangements at Paramount to star in "Houseboat" which Melville Shavelson and Jack Rose will write as a screenplay with other films from a story by the original B. Winkle comedy.

Jaco Acquires 'Hamlet'

Reissue rights to Sir Laurence Olivier's "Hamlet" have been acquired by Jaco Film Distributors, Inc., it was announced this week by Bernard Jacob, president.

Exhibit of Greek Art

In D.C. Capitol Lobby

WASHINGTON, March 28.—A special exhibit of contemporary Greek art will be staged in the lobby of Loew's Capitol during the showing of "Alexander the Great," opening tomorrow.

Jack Fox, Loew's publicity director, said that the showing, being staged by L.F.A. galleries, was a first of a continuing series of exhibits that L.F.A. would stage in the Capitol lobby during future attractions.

SPG Seeks Pact

The Screen Publicists Guild (District 805) will seek immediate negotiations with M-G-M for a contract covering advertising, publicity and exploitation personnel who voted 19 to 1 in favor of having the SPG as a bargaining representative for the unit, it was announced here this week.

Figaro Signs Jackson

Felix Jackson has been signed to a multiple-picture producer's contract with Figaro, it was announced for production of Westinghouse's Studio One for CBS-TV. Jackson has made arrangements to join Figaro, immediately. He will produce two pictures a year for Figaro.

Gobel Sets Plans for Promotion Tour

The pattern for George Gobel's national promotion tour on behalf of his Paramount film, "The Birds at the Bat," will be set in the making of a gesture toward theatricalism; neither does he display the attitude of the class-room. He is the only person in the picture, and his single set is that he lies his day around a mount. The effect is pure drama.

"The Face of Lincoln," which a week was voted the Academy of Motion Picture Arts and Sciences Award as the best two-reeler subject, was produced by the Cinema Department USC and is being distributed worldwide, by Cavalcade Pictures, Inc., L.Angelas.

Sunday Laws Apply

BALTIMORE, March 28.—An open air theatre is in the identical category with an "open house," according to Maryland law and subsequent decisions of the Maryland Court of Appeals which ruled that showing pictures Sunday in Worcester County is illegal.

Kramer Due in Sydney

SYDNEY, March 28.—Sidney Kramer, foreign sales manager for RK, is scheduled to arrive here April 3 by plane from Singapore.
**The Price of Fear**

A rather unique treatment of crime and how circumstantial evidence can play an important part in court convictions are pointed up in this Universal melodrama which stars Lex Barker, Merle Oberon and Warren Stevens. The supporting cast includes Charles Drake and Gia Scala.

Ably produced by Howard Christie and commendably directed by Ahner Biberman, the film has a few weak moments but these are overcome by the better-than-average dialogue. Robert Tallman wrote the screenplay based on the story by Dick Hyland.

As a half-owner in a dog-racing track, Barker performs capably. Suspense is introduced early in the film when Barker, after a run-in with his partner, meets up with Stevens, a racketeer, who announces he has acquired a half-share in the track. Stevens subsequently leads the former partner to his murder which is blamed on Barker. Through a chain of complex events, Barker meets Miss Oberon, a fashionable investment broker, who hides her guilt in a hit-and-run accident (also blamed on Barker) but volunteers to assist him in proving his innocence.

After several murders and the disclosure to Barker that Miss Oberon drove the hit-and-run car, he attempts to halt her escape from justice. But, in so doing, he falls into a trap and escapes death only when rescued by his life-long friend in the police department, Drake.

"The Price of Fear" sets a leisurely pace, but holds the attention. The treatment of crime is not brutal.

Running time, 79 minutes. General classification. For May release.

JACK EDEN

**Touch and Go**

A pleasing brand of British comedy flows successfully in this Michael Balcon and Ealing Studios offering. Stamped with the comical satirist of Jack Hawkins and a fine supporting cast, "Touch and Go" more than bests the Broadway stage version of the original story by William and Tania Rose.

Hawkins is cast perfectly with Margaret Johnson, portraying his wife, and June Thorburn and John Fraser as the teen-age couple who fall in love. Then, there is the quiet hero, a black cat named Heathcliff, who gets into all sorts of trouble, every bit of which is aimed to keep the patrons happy. And, it succeeds.

Story-wise, Hawkins is the up-and-coming furniture designer who, employed by an antiquated London furniture house, finds that his talents are not appreciated. In a moment of despair following a rousing board meeting he tenders his resignation, planning to move elsewhere where he will not be hindered in designing up-to-date furniture. Recalling the success of a friend (also a designer) who left London for a more promising career in Australia, Hawkins plans to follow in his footsteps. Spontaneous humor then flows freely as complications set in.

However, Heathcliff, who had been the subject of a family quarrel whether or not he stays behind, then disappears and a widespread search follows. Only moments before their departure, Hawkins receives a new and more promising offer from his old furniture firm which, after due deliberation and humorous events, he accepts - removing all possibilities of the Australian venture.

Running time, 85 minutes. General classification. For March release.

J. E.

**Westrex Equipment and Refreshment World . . . . . . . with RAY GALLO**

WESTREX Corporation, New York, has announced details of the second of its 1956 lines of theatre sound systems - the Westrex Standard. (Announcement of the first of the company's three new lines of sound equipment was made in this column on February 21st.) The Westrex Standard line is designed to meet the needs of medium-size theatres. It includes equipment for both multi- and single-channel systems and both magnetic and optical reproduction. It is pointed out that the single-channel systems utilize the new major components of Westrex Standard multi-channel sound systems and are designed to give the "best sound reproduction for theatres not yet ready to convert to stereophonic sound."

These systems can readily be expanded into multi-channel systems, by steps, it is stated.

- Rapid-start, 40-watt fluorescent lamps are made to fit on ordinary incandescent light bulbs in a new development of the General Electric Company. The culmination of two years' effort, the flashing of fluorescent tubes has been made practical by the design of a new circuit, the company states. In addition they have a new, deep-blue 40-watt fluorescent lamp. Other colors available for signs include green, pink, blue, red and the standard de luxe whites.

- Donald B. Hall has been appointed Engineers representative for Mission of California, Los Angeles soft drink manufacturers. The announcement of his appointment was made by George A. Rodriguez, vice-president of operations for the corporation, who said it was a part of the new management's aggressive sales expansion program recently begun.

- The C. T. C. Manufacturing Corporation, North Hollywood, Calif., has announced marketing of the "Whirlpool" - a new non-carbonated, counter-type beverage dispenser. The machine features a new animation principle to rotate the drink for display. It is made in two sizes - a "junior" model with 9 to 12 gallon capacity and a "junior" model with 6 to 8 gallons. It is 27 inches high and has an illuminated, translucent dome in selective colors over a Plexiglass bowl.

**In the Theatre**

KANSAS CITY, March 28. Mrs Edna Bernice Stewart of Kansas City, Kan., has been reappointed by Gov. Fred Hall as a member of the Kansas Board of Reviewers, which chooses pictures to be shown in the state. Her new term will expire March 1, 1959.

**Kramer Buys 'Wind'**

Stanley Kramer has purchased screen rights to the Broadway hit, "Inherit the Wind," and has planned it for production in 1957, following his current film, "The Pride and the Passion." Kramer will produce and direct "Inherit the Wind" for United Artists.

**Renamed K.C. Censor**

and shows in England, South Africa and South America. Wallerstein settled in Cleveland about 1916 and operated the Royal, Globe and Haltrow Theatres, later moving to Buffalo where he took over the Broadway Theatre.
Winner of the ACADEMY AWARD

Best one-reel short subject of the year!

SURVIVAL CITY
COLOR by DE LUXE
CINEMA SCOPE®

Produced by EDMUND REEK
Directed by ANTHONY MUTO

Play it again! An important extra attraction for your theatre today!

10 GREAT NEW BUSINESS-GETTING SHORTS FROM 20th!
COLOR by DE LUXE CINEMA SCOPE®

LADY OF THE GOLDEN DOOR
(Filmed in co-operation with American Museum of Immigration)
The story of the Statue of Liberty, symbol of our land of opportunity!

CLEAR THE BRIDGE
See the daring underwater maneuvers of the submarine fleet!

DESERT FANTASY
A fascinating trip to the mystic land of the Arabian nights!

THAT OTHERS MAY LIVE
Watch the daredevil drama of air-sea rescue!

ADVENTURE IN CAPRI
Colorful, romantic journey to the timeless Mediterranean isle!

COWBOYS OF THE MAREMMA
Thrill to the adventures of a new kind of cowboy!

A THOROUGHBRED IS BORN
Heartwarming story of a colt's life, from birth to victory!

PIGSKIN PEEWEEES
Watch the sandlotters of today become the stars of tomorrow!

HONEYMOON PARADISE
Breathtaking tour of Niagara Falls!

HUNTERS OF THE SEA
The timely sport of skin-divers and spear-shooters!

Announcing our candidate for next year's Awards!
A VERY SPECIAL TWO-REEL SUBJECT
Land of the Bible
COLOR by DE LUXE CINEMA SCOPE®

Produced by EDMUND REEK Directed by JACK MUTH

Play it now while the Holy Land is today's hot spot of the world!

The Perfect CinemaScope Program Is Complete
With CinemaScope Shorts!
Through Its Regional Units

Allied Polling Members on Trade Practices; Answers to Government

WASHINGTON, March 29.—The regional units of Allied States Association have been conducting a poll to find out whether or not their members want arbitration of film rentals and production by divorced circuits, according to Abram F. Myer, chairman of the board and general counsel.

Myer revealed that the poll was launched in February at the specific request of the Allied board, and that the regional units are supposed to send the poll results on to the Department of Justice and the Senate Small Business sub-committee when they are in.

However, in late January, Sidney Stern, president of Allied Theatre Owners of New Jersey, announced

‘Alexander’ Is Great At Capitol Opening

Opening day of the United Artists release, “Alexander the Great,” at the Capitol Theatre here yesterday, brought the biggest New York gross in the company’s history, according to U.A.

A.U. and theatre officials reported

REVIEW:

The Man in the Gray Flannel Suit

20th Century-Fox—CinemaScope

As thoroughly pre-sold as is “The Man in the Gray Flannel Suit,” it is hardly news to report that the Darryl F. Zanuck production ranks among the top-drawer box office attractions of this or any season. With Gregory Peck, Jennifer Jones and Fredric March in the starring roles giving outstanding performances, and supported by such stellar players as Marisa Pavan, Lee J. Cobb, Ann Harding and Keenan Wynn, this outstanding attraction is certain to account for top business wherever it plays.

Produced with the characteristic Zanuck pride and care, and photographed in CinemaScope and color by De Luxe, everything about “The Man in the Gray Flannel Suit” has the stamp of quality upon it. Under the knowing direction of Nunnally Johnson, who also wrote the screen play from the long-time, best-selling Sloan Wilson novel, the excellent acting is artfully framed and the gripping story told in detail, which permits it to follow the original closely in all respects.

Audiences, both male and female, are sure to be entranced, although.

(Continued on page 5)
Dr. Goldsmith Tells NTFC

Time Ripe for Development Of Color TV Techniques

By JACK EDEN

Television Today...

- N. Goldsmith, RCA consultant, told a panel discussion group of the National Television Film Council yesterday that the time is ripe for full-time development of color techniques, the hybrid film material and TV transmission.

- The commercial significance and importance of color TV and the timeliness of its debut into American homes is the major concern of everybody, stressed Dr. Goldsmith as he addressed some 60 members and guests of the NTFC during the color television panel forum.

- "There is an exchange of problems and sharing viewpoints on this matter will we achieve success in this venture," he declared. "This is particularly feasible at this time when you consider, for one thing, there are some 300,000 color TV receivers in American homes, drawing an actual viewing public of over one million. This figure in the cost report of the downtown first runs and for 1960 the sale of color TV sets should equal those of standard black-and-white. Furthermore, by 1965 color TV receivers should be standard with black-and-white, and will be for only those with color blindness.

- "Beyond this," Goldsmith continued, "in the public and, more important, the TV networks are color conscious here in New York, one station is devoting some 40 hours a month to color programming, and they believe their audience will double by fall. In addition, WNBQ-TV, a Chicago TV station, has announced it will go on a 100 percent or full-time color programming schedule next fall, moving in totto its present black-and-white transmission process.

- Confining his remarks to public reception of the new color television, the speaker, and chairman of the board of NTFC, declared "color TV is commercially significant. The general public, noisily speaking, takes color for granted—especially, they attend the theater and view color on the screen. They realize color can do great things for film; it can produce moods. It can do the same on their 'TV screens, too.'

- Three Forums Follow

After his introductory address, members attended three panel forums, each of which was designed to expand Dr. Goldsmith's initial remarks on a technical basis. Discussions covered Color Standards, Raw Materials, "Color Vision Problems," and "Color TV Colorfilm Production."
WENTIETH CENTURY-FOX’S "On the Threshold of Space" in CinemaScope had a unique noon-time opening yesterday at Brandt’s Globe Theatre in New York, highlighted by colorful ceremonies in which celebrities and top military officials participated. The dramatic drama of jet-age space research, starring Guy Madison, Virginia Leith, John Hodiak and Dean Jagger, was ushered in with fanfare usually accorded an evening premiere. A 60-piece Air Force band from Mitchel Field was on hand serenading Times Square opening day crowds. Glamour was added to the festivities with the appearance of Shirley Jones, star of the Cinemascope 55 production “Carousel,” who accepted an Air Force award for the film company, citing the production which has received official commendation. Still photographers from the metropolitan newspapers, overtone newsreel cameramen, and the Armed Forces Radio Service covered the auspicious opening.

In the photo at right, left to right, are: Charles Infeld, vice-president of 20th Century-Fox; Shirley Jones; and Lt. Colonel Hugh M. Day, director of the New York office of Information Service, Office of the Secretary of the Air Force.

International coverage is gained as Shirley Jones chats with the Armed Forces Radio Service personnel for rebroadcasting in Europe and the Far East.

Colonel Day whispers something in Miss Jones’ ear preparatory to presenting her with an Air Force Citation of Merit for “On the Threshold of Space.”


Children and adults line-up at the Globe boxoffice to purchase tickets from “Carousel” star Shirley Jones, who participated in opening day ceremonies.
UK Plans Increased Use of Film Clips For TV Stations

By PETER BURNUP
LONDON, March 27.—(By Air Mail).—Plans for increased use of excerpts from current films have been set in motion by both the TV and motion picture industries here following action by the Four Trade Assn's, of the use of extracts by the TV networks.

'Movie Magazine' by BBC

Both the British Broadcasting Corp. and Associated British have disclosed plans for the production of feature programs for TV use. "Movie Magazine," similar to a current release feature a few years ago, will be produced by the BBC and will be composed of five-minute excerpts from films on TV-screen in London's West End. The program will go out on the firm's nationwide system each Tuesday, starting on April 10.

Meanwhile, Associated British, one of the two new entrants to the Independent Television Authority's Birmingham station, has disclosed plans for the production of "Film Panorama," which will be restricted to films only on general release. The program will be viewed in Birmingham and to a commercial station outlet in London.

Approval for the new arrangement came from the film-hungry TV networks as well as film distributors and theatre owners, who see it as a means of advertising their film product in a new medium.

Situation Closely Watched

The Four Trade Assns agreement does not formally prevent individual distributors or producers from promoting "specialist" TV programs advertising their own films, but the trade committee has warned that the new enterprise will be closely ob served. Exhibitors have warned the situation might "get out of hand" unless liaison with television networks remains tightly controlled by the trade's joint committee.

Fox 1955 Net

(Continued from page 1)

quarter of 1955, equal to 87 cents per share. The earnings for the third quarter of 1955 were $1,650,051, or 62 cents per share.

Upon the recommendation of the independent accountants, Touche, Niven, Bailey & Smith, the negative cost amortization table has been revised beginning with pictures released in the fourth quarter of 1955. The revised table does not change the total amortization period of 65 weeks but does adjust the table within this period, amortizing the total cost amortization expense in view of the slower play-off of CinemaScope pictures and the larger proportion of film rentals arising in foreign markets, the company said.

Well No. 8 at the studio has been completed and has proved to be one of the best wells to date, it was said.

Deed to a Moon Acre Received With Thanks

A general quitclaim deed to one acre of land on the moon was received yesterday by trade press editors and others from Ernie (Moonbeam) Emerson, advertising and publicity director of Loew's Theatres. Legitimate in its appearance and verbiage, the deed is not to be connected in any way with an MGM title of forbidden Planet, but at least, not much. In fact, Moonbeam Emerson, in an accompanying letter, refrained from mentioning the title, except twice.

Brandt Asks

(Continued from page 1)

conduct a poll of the nation's exhibitors in order to determine their views on arbitration in general, the arbitration of film rentals, and the production of films by divorced circuits.

See's Great Service

We are convinced that the answer to this question can only be obtained by means of a national referendum conducted by your committee. In conducting such a poll, your committee can render a great service to this industry and the Independent Theatre Owners Association heartily endorses such a move," the ITOA head said.

Continuing, Brandt said that "I am certain that the findings of a poll conducted by your committee would reflect the feelings of theatre owners generally, including that great mass of theatre owners who are not represented by any exhibitor organizations."

SSBC Meetings

(Continued from page 1)

the budget and election officers for the ensuing year has also been expected to take up the replacement of Al Licht man, now retired, on the governing triumvirate of the Council of Motion Picture Organizations.

Regarding the Washington hearings, the SSBC is due to set a date sometime after Congress reconvenes from its Easter recess to hear production-distribution representatives. It is considered likely that Adolph Schmid, chairman of MPAA's legal committee, will be one of the leading spokesmen for the film companies at the hearings.

Col.'s 'Safari' World Premiere in London

LONDON, March 29.—"Safari," Warwick Productions' African adventure film for Columbia, will have its world premiere performance here on April 4 at the Empire Theatre.

The Empire will play "Safari" on an exclusive, extended-engagement basis. Other London playdates will not follow until May. "Safari" is scheduled for American release in June.

Allied Polling

(Continued from page 1)

that his unit had launched a survey among its memberships to gather data on all phases of theatre operations, construction and pertinent problems that face them. The survey, he then indicated that a compilation of the survey, a questionnaire with about 300 questions, would be sent to Allied for possible introduction into the Lea-weak Allied was unadvertised, when the national exhibition groups representatives appear before the SSBC.

Approval Reported

It was also reported in late January, following the formation of an alliance between Theatre Owners of America and Allied, that the board of directors of both exhibitor organizations had agreed upon a joint platform regarding the arbitration of film rentals and production and distribution by divorced circuits. It was then stated that approval of this joint platform was received from board members in a telephone poll.

The resolution and adoption of the ATONJ survey, or a poll of any other Allied regional unit, has not been revealed thus far. Also, neither the Defense committee nor the SSBC has disclosed whether or not they have received any survey compilations from exhibitor groups, but the Justice Department has been notified by four TOA regional units that they approve of the joint TOA-Allied agreement of an all-inclusive system of arbitration and production by divorced circuits.

Suits Against N.T.

(Continued from page 1)

Los Angeles. The complaint of Bertha Building Corp. for the Tower Theatre alleged trebled damages of $13,200,000. The complaint of Gamb iner Theatrical Enterprises, Inc. for the Loew's Village alleged unspecified damages amounting to "many millions of dollars," based on alleged lost profits from trebling of $11,000 per week over a 50-year lease term. Both corporations were wholly owned by H. L. Gamin ber, a pioneer exhibitor in Los Angeles, who died in 1952. National Theatres Corp. was the only defendant.

Represented by N. Y. Firm

Plaintiffs were represented by Nick Spanos of Los Angeles and Boris Kostelanitz of the New York firm of Cor coran, Kostelanitz and Gladstone. National was represented by Frederick W. R. Price and Charles F. Young, of Dwight, Royall, Hasty, Koegel & Casey of New York.

Alexander' (Continued from page 1)

that at 5 P.M. yesterday, "Alexander the Great" had grossed $5,500 and that the opening day's take was heading for $14,500, or 20 per cent ahead of the opening day gross for "Not As Strong," and another United Artists release.

Allied Board Meet To Be Held in May

WASHINGTON, March 29.—This spring board of directors meeting of Allied will be sometime in early May, according Abram F. Myers, Allied board chairman and general counsel. Myers said that no date or place for the meeting had been set as yet.

WB Library

(Continued from page 1)

saying that the negotiations are in the stage of "conversations," adding I would make a further announcement when the discussion is closed.

On the issue of theatrical reissue rights and TV sales plans, Hymen said that within a week or 10 days Associated Artists should be ready to make its decision. He spelled out some of the difficulties of Associated Artists and PRM executives in formulating policies for various media, saying the $21,000,000 purchase, consisting of the Allied Holding Co. and Associated Artists president, who representing PRM in the negotiations.

Decisions, he stressed, must be made by quickly evaluating the possible theatre reissue rights as against their potential, as well as the story value a possible remake. Some stories, the WB film library would make available for TV use, he added. PRM, in its purchase, acquired the world wide reissue rights to the WB films reportedly up to 1948, as well as the story rights.

Allied's 'Many Decisions'

Hymen said there will be no hasty decisions made, adding that his organization is proceeding "slowly and intelligently," attempting to study the various problems through before announcing a decision in a timely manner.

It is understood that Associated Artists will break down its WB film library into various sized packages for different distribution, as contrasted to C & C Super, which is being sold piecemeal. WB will sell the RKO Radio Pictures library to TV stations in one package. To date, C & C Super has not officially announced a sale, although C & C spokesmen say one, although C & C spokesmen say one.

Lanza in Another Musical for WB

HOLLYWOOD, March 29.—The signing of Mario Lanza to star in another musical film for Warner Bros. Studio, announced today by Jack L. Warner, executive producer, Anthony Mann will direct and Henry Blanke will produce, re-uniting the star-producer-director team responsible for "Serenade" now being shown at New York's Radio City Music Hall. A big $157,000 was reported at the Music Hall for the initial week's showing of the Lanza musical.
The Man in the
Gray Flannel Suit

(CONTINUED FROM PAGE 1)

it is true, so varied is the material, that there will be those who may prefer some of the parts to the whole. Its length—just over two and one-half hours—inevitably gives rise to peaks and valleys of interest, and its dramatic range, as well as its wholly adult theme, will appeal in varying degrees to different audience segments. For instance, the gripping, violent realism of hand-to-hand encounters in the paratroopers battle scenes, may repel some women audiences, but the same scenes will be delighted with the cinematic incidents of family life in the modest suburban household of Miss Jones and Peck, or with the romantic interludes of either the married couple or Peck’s wartime involvement with Miss Pavan in Rome.

All in all, it abounds in audience appeal of every known variety, showmanly presented, and most certainly with an exceptionally high want-to-see among the public.

Peck gives one of his best performances as the ex-paratrooper, married to Miss Jones and father of her three children, 10 years after the war. He is at a crucial stage of his business career, in search of a new job, more professional security for his family. He finds the latter as an assistant to March, head of a broadcasting network. Almost simultaneously, a chance encounter with a former service buddy reopens a romantic incident in which Peck figured with Miss Pavan in Rome, and depicted in flashbacks. Keenan Wynn, as the service man, married to an Italian girl, has learned that Miss Pavan bore Peck’s son after his transfer to the South Pacific; that she had married a countryman but was widowed and in need. She requests Peck’s help with the boy’s support.

In a TUMULTUOUS emotional sequence, Peck confesses the wartime romance to his wife, informing her of his decision to help provide for his impoverished son in Italy. Ultimately Miss Jones achieves understanding of the special wartime circumstances which made the illicit romance possible, and forgives her husband. Through a parallel honesty which she has inspired, Peck attains an understanding with March as to his future role as an employee of the latter, a role in which Peck has an opportunity to make a comfortable living without having to sacrifice the companionship of his family, as March, to his later regret, had done.

Peck, Miss Jones, March, and Miss Pavan give very effective performances, creating for their characters not only easy credibility and convincing but sympathetic understanding as well. Lee Cobb gives an impressive portrayal of the small town jurist so distrustful of blind justice that he makes a point of looking into the character and private affairs of townspeople brought to bar. In this way he resolves not only a dispute will for Peck but also the matter of providing for the latter’s son in Italy. Ann Harding, as March’s neglected wife, and Gigi Perreco as his equally neglected daughter, give distinguished portrayals. Sandra Descher, Portland Masou and Mickey Maey are good as the children of Peck and Miss Jones. Arthur O’Connell and Henry Daniell earn smiles as yes-men in March’s executive retinue.

Others who register are Connie Gilchrist as an explosive maid in the Peck household, Joseph Sweeney, as a scheming butcher who forces a will in an attempt to swindle Peck out of an aunt’s estate, and Gene Lockhart, as an acquaintance of Peck’s.

With all of its solid entertainment properties, the box office experience of “The Man in the Gray Flannel Suit” may well be a record-setting one for most situations. The way certainly is being made immeasurably easier for showmen by the almost limitless exploitation campaign which the distributor designed for this exceptional production. Running time, 152 minutes. Adult classification. Release, for March.

SHERWIN KANE

Manager Had Ticklish
Jarace Problem

Special to THE DAILY

ORTLAND, Ore., March 29.—Dick Newton, manager of the Paramount theatre here, hesitated before signing the following billing on his marquee, and then declared the whole business would be the judge. "Anything goes With "Three Bad Girls."
DOING THE BIGGEST BUSINESS OF ANY UA PICTURE EVER TO PLAY THE CAPITOL THEATRE* NEW YORK!

ROBERT ROSSEN PRESENTS RICHARD BURTON + FREDRIC MARCH + CLAIRE BLOOM IN ALEXANDER THE GREAT

FILMED IN CINEMASCOPE IN COLOR BY TECHNICOLOR

WITH BARRY JONES + HARRY ANDREWS + STANLEY BAKER + NIALL MACGINNIS WITH THE FRENCH STAR DANIELLE DARIEUX WRITTEN, PRODUCED + DIRECTED BY ROBERT ROSSEN

*Beating NOT AS A STRANGER—MOULIN ROUGE—AFRICAN QUEEN!