

Allied Rallying Theatremen In Chicago Against 20th Rental Terms and Clearances on 'Fair'

By MORRY ROTH

Chicago, May 22.

The first organized exhibitor resistance to a distributor's terms for a picture in recent years is shaping in Chicago, with 20th-Fox and Allied Theatres of Illinois as the antagonists and "State Fair" as the issue at hand.

On the basis of a strong downtown run at the Oriental Theatre, the Chi branch of 20th set admittedly stiff terms for the picture for its first outlying run, skedded for June 15. Terms include a \$2,000 minimum guarantee against 40% of the gross, a clearance radius of two miles between theatres showing the picture, and a 13% maximum deduction for the second feature. In addition, 20th is moving back 25 of the regular 65 A run theatres to a second run position and charging a \$500 guarantee against 30% for the B run showings.

Speaking as prexy of the 85-theatre Allied association, Jack Clark, owner of the Tiffin Theatre, said that every element of 20th's A run terms for "State Fair" is "unrealistic . . . the guarantee and percentage is too high, the two mile limit is arbitrary, and the move back of the 25 theatres to later runs is a practice reserved for heroes and casualties."

Dislike Precedent

In a letter to member exhibitors, Clark said that the terms were "20th Century-Fox's answer to that favorite distributor question, 'where and how do we reduce the number of first runs (outlying) in Chicago?'" Looking to the future implications of the deal offered for the picture, Clark quoted

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Embassy's First Parisian Partner

Embassy Pictures, ever ardent for product, but never more so than now as an importer-cum-releasing organization, continues to set itself a frisky pace in production commitment.

The indie's European partnerships now extend to French filmmaker Gilbert Bokanowski and Rome-based Galatea. Deal with the latter is for three pictures, though none of the properties are as yet disclosed. Details will be spelled out, however, when Dr. Lionello Santi, Galatea's president, arrives in New York next month.

The Bokanowski pact, initially specifying only a single project, is Embassy's first with a Parisian. Pic, untitled, is described as a romantic comedy involving a femme kleptomaniac, and is to roll this summer on the French Riviera.

To its activity this side, the distrib has scheduled a second Rick Carrier production (he's the young New Yorker who independently made "The Strangers," which Embassy acquired) which will mark the screenplay debut of novelist Norman Mailer. A drama, the story will explore the subject of censorship and is to be lensed in Boston and Provincetown, Mass. But no indication of a starting date.

Britain's Howard Connell & Sutherland Combine To Serve TV and Theatres

British producer Howard Connell returned to his London headquarters from New York Thursday (17) after having set a deal with American industrial film outfit, John Sutherland Productions, for their joint production of a series of half-hour art pix, "The World of Art."

The series, of which 13 segments are being scheduled initially, is being aimed at theatrical release abroad and tv distribution in the States. Connell had had talks with CBS execs about the series over a period of several months, but the web finally bowed out saying they could not guarantee net time. Pro-

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D.W.'s Final Blaze

Hollywood, May 22.

Fire last week (17) demolished the old Fine Arts Studios, constructed by D. W. Griffith in 1915 and long a historic film landmark in a three-alarm blaze which nearly took the lives of three firemen and endangered 15 others. It was being razed for a commercial building.

It was here that Griffith filmed most of "Intolerance" in 1916 and later produced many of his outstanding hits. Studio has changed hands 17 times since Griffith relinquished lot, and most recently had been owned by Columbia Pictures.

Massive Levine Attack on Film Houses in July

Something like a one-company film festival is in the works for New York firstrun. As of July 1, Embassy Pictures expects to have a lineup of six films on Manhattan screens, including the Metro-released "Boys' Night Out." Others are "Boccaccio 70," "Seven Capital Sins," "Devil's Wanton" (the vintage Ingmar Bergman pic), "Divorce Italian Style," and "Sky Above, Mud Below," the full length documentary from France which copped an Oscar. Engagements for all six will be concurrent, though they won't necessarily open simultaneously.

Embassy is blueprinting an ad-pub campaign to lend the spread a kind of fest flavor, with likelihood of ad splurges collectively trumpeting the company's pride. The button-popping, as they see it at Embassy, is not without its message for theatres in a bearish product market. Besides the aforesaid six, Joe E. Levine & Co. have 18 completed pictures back-logged, excluding the summer re-issue package of "Hercules" and "Attila" (see separate story). Not to mention, either, the flurry of new production commitments, also specified elsewhere this issue.

N. Y. to L. A.

Jack Benny
Harry Bernsen
Jeanne Cooper
Bobby Darin
Henry Fonda
Irma Leavy
Marilyn Monroe
Bob Morin
Shirley MacLaine

Europe to U. S.

Richard Brandt
Claude Dauphin
Dan Frankel
Tyrone Guthrie
Peter Horner
John Mitchell
Miriam Mitchell
Shani Wallis

U. S. to Europe

Joseph Brun
Macdonald Carey
Herman Cohen
Stephen Draper
Ed Feldman
Robert Ferguson
Robert M. Gewald
Neil Hartley
Charlton Heston
Eliot Hyman
Aben Kandel
Jessie Royce Landis
Jerome Lawrence
Joseph E. Levine
Fred Robbins
Jonas Rosenfield Jr.
Peter Sellers
Ray Stark
William L. Stein
Howard Taubman
Richard Thorpe
Stuart Whitman

Publisher's Big Break

Hollywood, May 22.

Stanley Kramer has contributed \$25,000 to the ad-pub fund established by Atlantic-Little Brown for this publisher's "Ship of Fools," the new Katherine Anne Porter novel.

Producer Kramer, who has the screen rights, for some time has been strong on the idea of building the bally for an original property because the values will accrue to the subsequent film production.

Alden (RKO) Corp. Earnings Rise

Glen Alden Corp., including subsidiary RKO Theatres, earned about \$2,500,000 in the first four months of 1962 and is well ahead of its pace for last year. For graphic point, total earnings last year for the diversified company hit \$3,037,000, or 54c a share.

Net income in the first quarter of '62 rose to \$2,101,000, or 37c per share, compared with \$701,000, or 12c a share, in the year ago period. Sales for the quarter climbed to \$30,434,000 from \$23,953,000. Company does not break down its reports by divisions, so the depth of theatre income is not known.

Albert A. List, chairman and prexy, told last week's annual meeting that earnings would continue to run "very substantially ahead" of last year. Glen Alden, he said, continues to scout for acquisitions and mergers. Exec declined comment on possibility of a change in dividend policy, but did say it would be discussed by the directors. Company currently pays a quarterly 10c per share divvy.

Holders approved a stock option plan for officers and key employees.

After First Quarter, Par's Pitching to Do Better; Equals 67c Per Share

Paramount's first quarter of the current year was not a particularly good one but, it's hoped, things will get better. The period, which ended March 31, brought a net of \$1,129,000, or 67c per share on 1,690,231 shares outstanding.

Same quarter last year brought earnings of \$2,450,000, or \$1.46 per share. Also, in the 1961 quarter there was an investment profit of \$400,000, or 24c per share.

The improvement looked for shortly is based on current and forthcoming product. Included in this is the Perlberg-Seaton production of "Counterfeit Traitor," which went into release subsequent to the end of the first quarter this year and is doing strongly in initial dates. Company is now readying Howard Hawks' "Hatari," John Wayne starrer, and has this pegged as the biggest entry on the 1962 lineup. Also, "Man Who Shot Liberty Valance" is now going into key-city markets.

L. A. to N. Y.

Gene Autry
George Axelrod
Jack Benny
Pete Burness
Sid Saesar
Carleton Carpenter
Frank Cooper
Broderick Crawford
James Darren
Bill Derman
Jimmy Durante
Ralph Edwards
Irving Fein
John Forsythe
Jerry Franken
Jack Hellman
George Jessel
Jack Linkletter
Patti Page
Richard Quine
Wesley Ruggles Jr.
Rosalind Russell
Dinah Shore
Plato Skouras
Liam Sullivan
Miyoshi Umeki
David Victor
Joseph R. Vogel
John Wayne
Doodles Weaver
Meredith Willson

New York Sound Track

After parleys at Universal, Ross Hunter a N. Y. to L. A. item via hometown Cleveland and a Seattle Expo looksee . . . Harold Robbins to Tokyo; due back June 10 . . . Joe E. Levine in London for production-distribution paws, and to scout a sales rep for Blighly . . . Expected for the "Boccaccio 70" preem late June: Sophia Loren, Carlo Ponti, Vittorio de Sica and Romy Schneider.

Argentine sextop Isabel Sarli, whose "70 Times 7," was screened in the Cannes comp Sunday (20) night, stopped here briefly Monday, took off for a quick trip to Caracas yesterday (Tues.), but returns late this week for a longer visit . . . Leopoldo Torre Nilsson, who directed "70," comes in from Cannes at the end of the month at about the time his "Summerskin" opens at the local Normandie . . . Two other former Cannes visitors in town: producer-director Tony Richardson and star Rita Tushingham, whose "Taste of Honey" is one of the front favorites at the Riviera fete.

They love Elvis in Bangkok: UA sends out word that Elvis Presley's "Follow That Dream" set a new alltime high gross of \$12,500 for the first three days at the Grand Theatre here . . . And at UA, they love Stan Freberg, who's creating the radio-tv spots and a theatrical teaser trailer on "Road to Hong Kong." Freberg's work on "Sergeants Three" is credited with a good measure of latter film's boff h.o.

In the interests of film art, and perhaps also to have something to talk about at cocktail parties, celebs have been flocking to the Carnegie Cinema to see "Last Year in Marienbad." Among those clocked: Tallulah Bankhead, Mary Martin, Edmund Wilson, Kirk Douglas, Burt Lancaster, Shelley Winters, and others too numerous to mention . . . Leonard Pearlman, UA's general manager in Brazil, and Walter Ribeiro, manager of the company's Belo Horizonte office in Brazil, on a visit to Big Town . . . Josh Logan has joined the Seven Arts talent roster which already includes Elia Kazan and Fred Coe. Logan is to do "The Careful Man," an original, late this year.

Metro reports it has over 200 firstrun dates, late June-early July, set for "Boys' Night Out" . . . "That Touch of Mink" (U) premieres in Chicago at the United Artists, June 15 . . . Stanley Warner field execs bowed at the h.o. last week on summer operations . . . Variety Clubs' Heart and Humanitarian Awards were presented in Dublin by Eamon de Valera, prez of Ireland, marking first time a head of state has done the honors . . . Five shorts are on tonight's films-and-their-directors forum of the Screen Directors International Guild at the public library . . . New York Univ. auspicing a feature, "Miguel Mendoza," which student director Rocky Arrington will helm, rolling end-May. Manny Garcia, 18-year-old folklore dancer, has the title role, that of a Puerto Rican tenement youth . . . British director Bryan Forbes, shooting Columbia's "L-Shaped Room" from his own screenplay, getting the literary lion treatment in London with paperback reissue of his short story volume, "Truth Lies Sleeping."

Paramount will party host again at the Theatre Owners of America convention Nov. 7-10 in Miami Beach. Distrib will screen "Girls, Girls, Girls," Elvis Presley starrer . . . Jack Tenney, an actor and assistant director on Broadway ("Ross"), set to roll a shock feature this summer titled "Black Autumn." Shepperd Strudwick stars.

Two Hollywood studio crew chiefs, Stanley Detlie (props) and Carl Gibson (grips) are in Madrid to work with Nick Ray on Sam Bronston's production, "55 Days at Peking" . . . starts shooting June 18.

"Disturbances of the Peace" series of articles appearing in Mademoiselle Magazine includes dramatist Gore Vidal, novelists Ayn Rand and Norman Mailer, cartoonist Jules Feiffer, way-out-right publisher William F. Buckley Jr. and theatrical publicist-turned-Episcopal padre, Father Malcolm Boyd, an occasional byliner in this sheet . . . Pearl Buck re-elected president of Authors Guild last Wed. (16) at annual meeting in Hotel Roosevelt. Cleveland Amory is new vice president of Guild and the new secretary is Robert J. Landry, otherwise Managing Editor of VARIETY.

Film players and showmen who know Rome as another name for its Excelsior Hotel should be amused by the following from Show Magazine's June issue piece, "The Roman Spring of Al Capp": "I had chosen to stay at the Excelsior because of its service. Not its room service, which is adventurous, or its phone service, which is suspenseful, or its twenty-four-hour valet service, which teaches you why Roman is called the Eternal City, but for its unsurpassed cigarette-lighting service."

A Toronto-made feature, shot last year by Italian immigrant Luigi Petrucci and critically drubbed, not only did good business in city's Italian community but is now playing Hamilton, Ont., and Montreal and is set for release in Italy, Germany, France and Turkey this fall. Film is "It Happened in Canada," with Italian soundtrack, which Petrucci is following up with one in English he describes as "a sort of 'Dolce Vita' of immigrant life."

Jerry Wald will present \$1,400 to winners of the Wald Graphic Design Awards at annual event Thursday on the U. of California-L.A. Campus. Entries will be on display at the 20th-Fox Studios after the bests are chosen. Wald founded the WGDA in 1960 to encourage a fresh approach to ad art as applied to pix industry.

King Bros. have set "King of the Wind" as one of two films they'll make this year in Munich, following current "Captain Sindbad" . . . Aline McMahon into Judy Garland's "The Lonely Stage" in London . . . Robert Aldrich and Seven Arts Productions firmed joint production of Henry Farrell's novel, "What Ever Happened to Baby Jane?" with Bette Davis and Joan Crawford set . . . Richard Arlen returns to screen with Dale Robertson in "1,000 Guns of Justin Malloy," which William Hawks will produce and Ray Kellogg direct under Robertson's Juggernaut Corp. indie banner . . . "Hud Bannon" is new tab for Paul Newman's Paramount pic previously titled "Hud."

Novelist Mitchell Wilson, whose "Journey to a Far Meridian" will be the first U.S.-Russ coproduction, back here after completing the film treatment of the novel in Moscow. The pic will be directed by two young Russ filmmakers, Vladimir Naumov and Alexander Alov . . . Nick Lapole, the Journal-American's assistant drama editor, planning a July trip to Europe to visit various locationing film units.

Concurrent with the appearance of the newly buffed up (slick paper cover, inside photos, etc.) Film Quarterly, edited by Jonas Mekas, comes the announcement that FC's fourth independent film award goes to Stanley Brakhage for his short pix, "The Dead" and "Prelude." Previous FC winners were "Shadows," "Pull My Daisy" and "Primary." Capitol Projector Corp., of New York, has merged Capitol 16 Inc., while Midget Movies Inc., also of New York, has merged Movie Mat Inc. Harry Alexander, was recording attorney at Albany.

Hacking around town is Leon R. Zimmerman, who also serves on and off as production manager on industrial and documentary films. Piloting a cab, he says, is "therapeutic" after show business work.

Mildred and Gordon Gordon, who screenplayed "Experiment in Terror" from their own novel, "Operation Terror," off for a European swing of 12 cities on exploitation of both the film and novel . . . Jonas Rosenfield Jr. off to Cannes the past weekend . . . Lee Bergman, former Columbia publicist, joined Ideal Toy Corp. as publicity director . . . James Stewart being briefed by State Dept. people prior to taking on the role of official U.S. rep at the Berlin Film Festival June 22-July 3 . . . Henry Fonda went west Monday (21) for confabs at various studios concerning current and future assignments, also to complete work in his segment "How the West Was Won." He was one of emcees Sat. (19) at the Kennedy Birthday Rally in N.Y.

American International Pictures prexy N.Y. Nicholson here en route back to his Hollywood h.q. after a European trip . . . Stanley Kramer's

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