

# TV'S FLIGHT-TO-COAST WORRIES N.Y.

## DRIVE-INS STILL BALK AT C'SCOPE

New York, March 9. — Latest count of drive-in possibilities for motion pictures in the U.S. and Canada puts the number of ozoners at 4,136, as of last month.

Survey, made by 20th-Fox exchanges, takes on particular significance for that company since at the moment there are no indications that drive-ins are paying any heed to 20th's dictum they must install dual in-car speakers.

Only a handful of ozoners apparently are willing to undertake the expense of such an installation, which has been estimated to run upwards of \$20,000 for a 750-car drive-in. Feeling among operators (Continued on Page 15)

## Gov. Appoints Mediator In WB Pay Tilt Tiff

Gov. Goodwin Knight yesterday acceded to the request made last week by Warner Bros. Studio Employees Guild for state aid in mediating the wage dispute with studio by appointing Edward Peters, member of the State Conciliation Service, to sit in with the two parties on settlement of negotiations for a new contract.

Peters immediately called a (Continued on Page 6)

## Waring To Continue For GE Over CBS-TV

New York, March 9. — General Electric has apparently decided to hold out with Fred Waring and "GE Theatre" telepix until fall in CBS Sunday slot. Sponsor signed with Stuart Reynolds for re-run rights to 13 vidpix as summer replacement with a June starting date.

It is no secret that both GE and CBS are unhappy with the state of Sunday night. Both are in a quandary because of the indecision of Bing Crosby regarding tv. Telepix buy, however, indicates there'll be no changes until next season.

## Well-Couched Spiel

New York, March 9. — United Artists now has a "human relations expert" on the payroll.

Marie Barry, formerly associated with the American Red Cross, has been hired to make the rounds of newspaper offices with conversation about the psychiatric meaning of the romance that unfolds in "Act of Love." Miss Barry's first stop last week, in Washington, paid off. Jay Carmody, Evening Star film critic, did a full column on his interview with her.

## 16 Telenses, New High For Such Special Event, To Cover Oscar Derby

Unprecedented camera coverage of a special event on tv will bring every facet of the Academy Awards on March 25 to the millions at the home sets from three origins.

Eight cameras will be posted at Pantages Theatre, four at NBC's Burbank studios for the Oldsmobile commercials, and four in a NY theatre for pickup of possible winners there.

NBC's Bill Bennington, who with Bill Kayden will handle produc- (Continued on Page 15)

## JOE SCHENCK, GEO. SKOURAS SUPPLY \$2,000,000 MORE TO PRIME TODD-AO

New York, March 9. — Magna Theatre Corp. finally is set with a deal for financing production in the Todd-AO process following months of on-and-off negotiating with prospective backers, including 20th-Fox. Joseph M. Schenck and George Skouras, whose United Artists Theatre Circuit already has voting control of the outfit, are putting an additional \$2,000,000 into the operation as part of the new money setup.

In addition, \$4,000,000 is being drawn from a Wall Street syndicate in an arrangement promoted by Kuhn, Loeb & Co. The group comprises private investors who will receive notes which are to mature in five years. On the Magna end, plan is to pay these off in about three years, or sooner if (Continued on Page 15)

## \$100,000,000 In Video Biz At Stake; Gotham Trying To Make Its TV Stay Put

New York, March 9. — Suppliers to tv shows based in NY are reaching the point where they are seriously concerned with the flight of programs to the Coast. These include scenery construction houses, costumers, prop builders, fabric firms and such services as hauling companies — business in physical production alone that's estimated at \$10,000,000 annually without counting labor.

All told, what's at stake is perhaps \$100,000,000, embracing a multitude of other services such as electricity, telephone, telegraph, postage, processing, photo, film and whatnot — the whatnot including the little matter of real estate.

The major webs (CBS and NBC principally) are being forced grad- (Continued on Page 14)

## Chicago Court Refuses To Lift Ban On 'French'

Chicago, March 9. — A plea by RKO for an injunction prohibiting this city from banning "The French Line" was nixed today by Superior Judge Frank M. Padden on grounds there is no emergency, no irreparable damages, and that RKO has adequate recourse in law.

A studio spokesman said How- (Continued on Page 10)

## Financing of Indies Costs RKO \$7,646,000; Trust Suits Mounting

New York, March 9. — RKO's balance sheet as of last October 3 shows losses of \$7,646,000 stemming from the company's financing of independent producers. Monies advanced to indies generally are recoverable from the proceeds of distribution of the indie pictures. Balance sheet shows the company had made a total of such advances in the amount of \$11,459,000.

In a proxy statement sent to (Continued on Page 15)

## Bert Friedlob, Bacher Plan 8 Indie Prod'ns

Bert Friedlob and William Bacher have completed financial arrangements for the independent production of eight films. Two will carry top budgets; others will be medium-budgeters.

Friedlob, emphasizing his belief that "the story is the whole thing," declares he and Bacher (Continued on Page 2)

## Jesse Hibbs To Meg 'Nevada Gold' At UI

Jesse Hibbs yesterday was set by UI to direct "Nevada Gold," now definitely set as Lex Barker's first film under his new contract with the Valley lot. The Ross Hunter production rolls late next week.

Following completion of "Gold," Hibbs starts directorial preparations for "To Hell and Back," Audie Murphy biopic-starrer which Aaron Rosenberg will produce.

## Coppel To Screenplay 'Swordsmen' At Metro

Alec Coppel yesterday arrived from England to screenplay Metro's "The Swordsman of Siena," to be produced by Nicholas Nayfack.

In Britain last year Coppel did the original story for the Alec Guinness starrer, "Captain's Paradise."

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