TV'S STILL GOT IT "WE'VE EVEN"

Cinerama and Need to Bolster B.O.
May Set Pix On Engineering Binge

Hollywood, Nov. 4. Impact of Cinerama, as well as desire to come up with more "magnificents" to stem the line, may set the industry off on a technological binge at 9 or 10 selling departments due to receive greater attention, industry sources indicated. There is some thinking that "magnificents" as off-the-shelf items are expanded considerably by Cinerama, and the industry is looking into the "inertial" technique used by television.

Question of "magnificents" is not a new one for the filmers. There have been records in the past for which some reason, usually the inclusion of the name of a big-name director, Warner Bros. and 20th-Fox have in the past tested large-gauge film. With 20th-Fox planning to print while 20th produced a 70mm one, the 20th-Fox film may be as "Grandeur." Both experiments were defected before they started. Whether these methods will be probed further has not been indicated.

Another aspect of technological progress under consideration is the development of new techniques to facilitate production and cut costs. Metro production chief Dore Schary has been in New York this week, declared that the greatest need of the movie business is "a new system of film production.

"Hollywood," he said, "is saddled with the same problems it had 20 years ago and much saving in time and money in the making of pictures. The quality of pictures could be had if engineers put their heads to the mixing of pictures." Kaye's Dallas Deal

A Nice Xmas Cheer

At 70%, M &L's 171C

Dallas, Nov. 4. Danzy Kaye deal for the State Fair Auditorium, Dallas, calls for his getting 70% of the gross up to the first $50,000, and 55% of the take beyond that. Kaye, who will pay costs of the surrounding show, goes in Dec. 25 for 11 performances, during Coton Bowl Week. Comic will also share costs of the management and advertising. The New Year's Five show will be his last in Dallas for the year. Kaye is expected to make other bookings in the major cities during his N.Y. visit for next season's State Fair shows.

RKO's Lewis has been the Auditorium last month during the fair, took out $171,200 on a deal which called for M & L to get 60% of the take over the next $100,000, a bonus of $7,500 on the first $50,000, 55% over $100,000. The final tally was $255,339.

'Don't Bother' Knocked Out

Hollywood, Nov. 4. CBS, ABC and numerous Los Angeles stations have banned bawling of the new Cinerama clip re-cutting, "Don't Bother to Knock" with Helen Connellwarran-collaborating, mixing it because it is allegedly "too loud." Action was taken at the instigation of the League of N.Y. Thaters, which has received numerous

TV Set Output

At Alltime High

Washington, Nov. 4. Due in large part to the lifting of the television freeze, production of video recorders is now at an all-time high and factory inventory at the lowest point in several years, according to the Radio-TV Manufacturers Assn. Opening of new markets, particularly Denver and St. Louis, as well as dealer networks and distributors in cities where stations will soon be on the air are having their impact. Buyers were reported to have been at the national elections.

Production out during the week ending Oct. 24, according to pre-

DANGERS SIGNS TO APPROPRIATE

LOW PIX QUALITY

By GEORGE ROSEN

The next few months may have an impact as serious as the status of film" state in television. The whole "in film" sweep that's been

The All-Girl Voice

Plan Asking Congress to Appropriate

Dem-COP Campaign Coin in Future

Burley Sneaking Up on Broadway

Burlesque is gradually making a night on some of Broadway's.' The edict of the lady Mayor Fiorello La Guardia notwithstanding, the strippers and busy-pants comics are returning to the Main Stem from which they've been absent for more than a decade, except for the few who have put on their own brand of lights shows.

Met's 59G Preem

68-Year Record

The Metropolitan Opera Assn's opening 68th season in N. Y. next Monday (10) with Verdi's "La Forza del Destino," will garner a gross of about $99,100, for the highest opening-night take in its history.

The Bigger Half

Songsmith-public Frank Loesser trod to Nashville last week to eye the country music operation. One of the alftas publishers greeted him with, "You, you've come to see how the other half lives." "Yes," Loesser answered, "the other seven-eighths.

The annual radio-TV paid campaign oratory on behalf of Gov.

CINERAMA AND BOLSTER B.O.

MAY SET PIX ON ENGINEERING BINGE

1928 Stevenson and Gen. Dwight D. Eisenhower, on April 12, has provided a link which has been the final burst of radio and television coin, directed by the "We Like Ike" bankroll. As the initial stage to "make gings different in the
eye of the beholder," as the bumper sticker says.

When Congress reconvenes in January, it now looks as if a fair certainty that the nation's lawmakers may vote to equip for new wide radio-television surmising anyway

As the final radio-TV paid campaign oratory on behalf of Gov.


FILMS

RADIO

VIDEO

STAGE

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No formalities have been necessary, with the producers willing to go along with the wish that old, strong and well-built will survive is evident from the Official Films

FILMS

RADIO

VIDEO

STAGE

New York, WEDNESDAY, NOVEMBER 5, 1952

PRICE 25 CENTS

At the final radio-TV paid campaign oratory on behalf of Gov.

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NOVEMBER

1952

Winchell Pitch for Ike

Stirs 11th Hour ABC-Dem

Hassle; Protest to FCC

ABC network, Walter Winchell and the Democratic National Committee found itself involved in a 110-hour hassle on Sunday (2) over WWA's telecast, with the theory chieftains referring a beef with the Federal Communications Commission.

Radio and tele shows by Winchell on Sunday brought a protest by DNC chairman Stephen A. Mitchell and request for equal time to answer the calumni. Mitchell charged that Winchell's script, "the boldest and most anti- political endorsement of Gen. Eisenhower," was filled with limits of commentary. Mitchell sent two letters in ABC interest, asking equal time under section 315 of the Communications Act calling for time under the WWA's recently limited facility for fair treatment in "the public interest."

"ABC's astounding chicanery is a large number of commentary of varying political views, some of whom have opinions along the lines of Gov. Strombom's, and thus it has a balance of editorial opinion. On that basis, it added, 'we should provide equal time to answer Winchell." However, it offered to carry a "reasonably length comment" Mitchell would care to make on its news pro-