

'My Fair Lady' To Be Hollywood's Most Costly Show

By VERNON SCOTT

UPI Hollywood Correspondent
HOLLYWOOD (UPI) — An enormous crystal chandelier winked its myriad lights down on Audrey Hepburn and Rex Harrison for the grand ballroom scene of "My Fair Lady" when a hoarse voice shattered the air.

"Let's be quiet on the set!" The voice belonged to George Cukor, who is directing the movie version of Broadway's greatest musical. And he was shouting at more than 200 extras who milled around under the lights. Because "My Fair Lady" is the most costly picture ever made in Hollywood (\$17 million), each minute's delay on the Warner Bros. stage wasted thousands of dollars.

Miss Hepburn and Harrison held their places at stage center while Cukor instructed the extras and bit players on their assignments.

The set was brightly illuminated, a sunburst of elegant costumes, extravagant jewelry, beautiful women and debonaire men. Hair stylists and makeup specialists circulated among the actors.

Ready for another take, Cukor called, "Roll 'em," and the action began. Suddenly Eliza Doolittle and Henry Higgins came vibrantly alive as Audrey and Harrison spoke their lines.

Relax Between Scenes
When the cameras stopped grinding the performers relaxed.

Miss Hepburn smiled brightly when asked how the picture was going.

"Wonderfully," she said. "I find it more ecstatic than hard work. Professionally it's the grandest thing that ever happened to me."

Harrison, never considered a superstar before "My Fair Lady," has the distinction of being the only actor to star in two pictures the combined cost of which is \$57 million—"Cleopatra" and "My Fair Lady."

He was asked whether he thought the picture would match the New York production for quality and artistic accomplishment.

"I should certainly hope so," he said.

Key To Success
Cukor is the key to success or failure for "My Fair Lady." He is the most recent of many distinguished movie directors who have been put on the spot in developing a smash Broadway hit into a smash boxoffice film.

In the past Hollywood has fallen woefully short of doing justice to great musicals—"South Pacific," "Carousel," "Oklahoma," "Guys and Dolls," "Gentlemen Prefer Blondes." No matter how big



AUDREY HEPBURN STARS — Screen Star Audrey Hepburn is shown here flanked by Rex Harrison (R) and Jeremy Brett in scene from "My Fair Lady," in which she plays the role of Liza in the filming by Warner Bros. (UPI)

the studio, how talented the cast and director, the celluloid interpretations fell right on their canvases, at least by comparison with the stage versions.

In addition to bringing "My Fair Lady" to life on screen, Cukor also is dealing with George Bernard Shaw fanatics who will be measuring the movie against "Pygmalion."

With these things in mind, Cukor said, "my fondest hope is to keep the Shawian wit in

the movie along with the beauty and romance of the play. And I want to make it clear that we are making a motion picture, not a photographed stage play."

Shoots In Continuity
Cukor is shooting in continuity, a rare circumstance in movies. The reason is the difficulty Audrey would have had transferring her characterization of Liza back and forth from the wretched ragamuffin of a flower girl to the splendid lady in the latter part of the story.

The director's responsibility is awesome. Film rights alone cost \$5½ million. Miss Hepburn's salary is \$1 million. And a half million dollars was spent on costumes alone.

The breath-taking sets cost an additional million dollars and occupy all of six cavernous sound stages. Another stage houses wardrobe, makeup and hair styling centers. But great gobs of money and overwhelming sets have failed in the past to breathe life into a filmed Broadway musical.

"My Fair Lady" may be the exception. Says Cukor: "We are getting an absolutely wonderful performance from Rex Harrison, and our girl Audrey is thrilling as Eliza. We're just about halfway through now, and in all honesty I can say the picture is living up to my dreams."

1964 Release
Cukor, along with Production

Designer Cecil Beaton has worked on "My Fair Lady" for more than a year. Rehearsals with the cast began last June and the cameras began rolling last Aug. 12. Production will be completed near Christmastime and release in theaters is scheduled for late next year.

Choreographer Hermes Pan (his real name), who also worked on "Cleopatra," says, "This is the perfect blend of story, dance and music."

"There are 24 different musical sequences, more than in any other picture." The question arises, will the ponderous weight of money, lavish sets, blinding costumes, huge screen and hundreds of extras crush out the tender little love story of the haughty English patrician and the beautiful guttersnipe?

A resounding, unqualified "no" is the answer from everyone connected with the picture. There are many who believe it will surpass the stage version.

Jack L. Warner, big chief of the studio, says "My Fair Lady" is a milestone production for the whole world of entertainment. Naturally, he is not altogether objective, but he has been around longer than any other studio mogul and knows his business.

Predict Record
He says: "The picture is a culmination of the great artistic and technical resources which we have developed over the

years... We are certain "My Fair Lady" will be the finest motion picture ever made."

It will have to be a humdinger to match the original.

The musical opened in New York in March, 1956, and ran continuously for six and a half years, closing after 2,717 performances in September of last year. It broke all records for musicals.

In London it did almost as well. It endured 2,090 performances from April, 1958, until July of this year. Additionally it has been translated into many languages for long runs in Japan, Iceland, Mexico, Israel, Germany and in South America and Scandinavia.

In the United States it has almost become a folk classic of turn-of-the-century England. It has grossed more than \$60 million and sold more than 6 million record albums.

But more importantly, "My Fair Lady" evokes a special, proprietary warmth in the people who have seen it.

More than anything else it is this feeling that the movie must engender. Almost everybody in Hollywood hopes the picture will do just that.

SIT DOWN!
OLYMPIA, Wash. (UPI) — Patrons of establishments where alcoholic beverages are dispensed by the drink may not be served while standing up under the terms of a regulation enforced by the state liquor control board.

Brazil, 'Giant of South,' Has Long To Go in Building Up Industrial System

By JOSEPH SIMS

United Press International
RIO DE JANEIRO (UPI) — Some of the most beautiful women of the world bathe on Rio's handsome beaches, many of them "the national type" — golden, tawny mulattos who have the blood of several races and the innocent sensuality of carnival gaiety.

Brazil is a racial adventure. Within one family the father may have the features of a Japanese, the mother an Indian, a daughter a light skinned Negro and a son blond fair and blue eyes.

Immigrant waves from Germany, Poland, Japan, Italy and other countries have been lured here by the promise of a land of plenty.

This huge non-Spanish (most Brazilians have no idea what a "tamale" or a "taco" is) Latin American country boasts such thorough assimilation that racial incidents are practically unknown.

From the arid, desert ranges in the northeast to the pampa wheat plains of the south, Brazil offers variety in other ways. Its geographic conditions vary from the inaccessible, dense jungle of the Amazon basin, the high center plateau where the capital city of Brasilia was constructed, to the hilly south central region where nearly half of Brazil's population lives.

Builds Industrial System

Lately, Brazil has been building up an impressive industrial system to satisfy domestic needs for television sets and refrigerators, automobiles and oil tankers. But the "giant of the south" — Brazil makes up the eastern coastal bulge of South America — has a long way to go.

Brazil's mineral and hydroelectric potential for the most part goes untapped because of poor communications, sparse population and totally inadequate transportation.

There are few paved roads in the interior. The railway systems are ancient and unreliable. Telegrams sent to some interior cities take weeks to arrive. Foreign exchange earnings still depend mainly on raw materials — mostly coffee — where world prices are unstable. Her currency, the cruzeiro, is one of the world's weakest and she faces a worsening foreign trade position.

Successive governments have built up a foreign debt of 1.8 billion dollars to United States and other international lenders.

Her leaders say they are trying to curb government spending and halt inflation. But so far they have not been successful — inflation last year was more than 50 per cent above the previous year; this year it is expected to reach over 65 per cent.

Tremendous potential, however, is in the country. Brazil has enormous deposits of manganese and iron ore, nickel, chrome, diamonds, quartz, tungsten, coal, mica, tantalite and oil. She has 40,000 miles of navigable rivers containing three of the world's five largest waterfalls) with hydroelectric potential estimated at 15.5 million kilowatts.

With U. S. and European financial help, the country is planning and building scores of dams to start harnessing this potential.

Produces Most Coffee
Brazil exports sugar, rice,

bananas, cotton, cocoa, pineapples, castor beans, tea, oranges, pineapples, corn, iron and manganese ore, sisal, wax and wine. The United States buys 70 per cent of its coffee from Brazil, the world's greatest coffee producer.

Brazil copies many of the Democratic institutions introduced in the United States after the war of independence. A bi-cameral system of senate and chamber of deputies was set up but was interrupted in 1930 when a military coup put Getulio Vargas in power.

In 1937, Vargas closed Congress and ruled as a dictator until 1945 when the armed forces pressured him out. He came back to win the presidency in 1950 but committed suicide in 1954 after a series of attacks by his political enemies.

Today, millions of Brazilian workers still love and honor the

ex-dictator. They remember him for the labor legislation he introduced in their behalf.

Varied Purposes for Cars Noted in Survey

NEW YORK (UPI)—The varied purposes for which cars are used in this country are shown in a survey by the U.S. distributors for Volvo, the Swedish automobile.

Forty-eight per cent of passenger car trips are for the purpose of earning a living. Twenty-seven per cent of car use is for family business errands such as shopping, trips to the doctor, the dentist, etc. Six per cent of U.S. cars' usage is for educational, civic and religious purposes. The remaining 19 per cent covers social and recreational purposes.

In 1955, Juscelino Kubitschek was named president and construction was soon begun on Brasilia — the inland capital that would draw millions of Brazilians to the sparsely settled interior.

Janio Quadros, who introduced Brazil's "independent" foreign policy, succeeded Kubitschek in 1961. But Quadros resigned suddenly in mid-year and Vice President Joao Goulart, a member of the Labor party, took over. The largest party, the Social Democratic party, is headed by Kubitschek. There are ten smaller parties.



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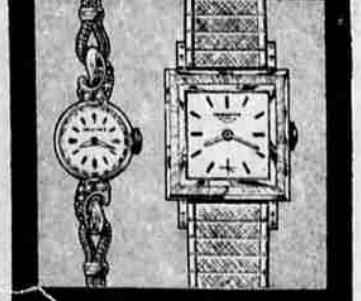
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