

Television Host Detests Being Called A 'Fixture'

By CHARLES MERCER
 NEW YORK (AP)—To Garry Moore the most frightening word in the language of television is "fixture."
 Hearing himself referred to as a program "fixture" last season after years as the genial host of the CBS-TV morning show, he decided to unfix himself and strike out into the wild black nighttime of television.
 The result: Next Tuesday the hour-long weekly Garry Moore Show will make its debut on CBS-TV.
 "If this flops, it's entirely my own fault and no one else's," says Moore. "I have a wonderful staff and CBS has given me every conceivable help."
 One of the most modest and level-headed performers on television, Moore doesn't wish to pose as a hero in giving up a sure thing with his morning show in order to gamble on the hazards of a weekly nighttime show.
 "Don't forget I'm still doing 'I've Got A Secret,'" he said. "That's an anchor to windward and I'm not courting starvation or anything. I simply mean that when you become a 'fixture' you're likely to get fat, dumb and

happy. The creative side of entertainment has always been my biggest interest, and the new show is enabling me to be "creative."
 Moore admits his new show must come under the category of "variety," although he dislikes the connotations of the word in some minds. "But that's the only format—another word I dislike—that's big enough and loose enough to describe what we hope to do."
 The emphasis will be on creative ideas and good writing rather than big-name stars.
 "It's not the name of a guest that counts on a program," he said. "It's what you do with him."
 His guests next Tuesday will be Johnny Mathis, Janis Paige, Red Skelton, Bob Keefe and Charlie Cantor. But he declines to say specifically what they will do on the sound theory that it's better viewers should see for themselves.

Commercials Monopolize Venice Video

VENICE, Italy (AP)—Here in Venice there are no programs to interrupt the TV commercials.
 One after another, 698 commercials from around the world are being shown in the week-long fifth International Festival of TV Advertising.
 When the carnival is over Thursday, prizes will be given for the ones judged best by a 12-member international jury.
 It's hard to tell which commercials are in the running for prizes, but one thing is clear: TV advertising is pretty much the same the world over.
 Take an advertisement from Malaya. Daddy comes home tired and hungry after a long day's work. But supper isn't ready. Will there be a family scene? Of course not. The family has just purchased a new gas stove to replace its old charcoal burner. It's cooking with gas—and dinner will be ready in a jiffy.
 In Argentina, a pretty girl walks down the street with a dozen or so gay blades following her. Are they attracted by her beauty? Of course not. She's the lady of a certain brand of coffee, and it's the coffee aroma that is attracting the men.
 A tiny Danish man becomes something of a superhero because he eats a certain kind of luncheon meat.
 The audience seems to love it all. The audience is largely the 800 delegates to the festival, and their families. They are experts in the business—and come from 25 nations.

"DENNIS THE MENACE"



"I CAME OVER TO PLAY WITH YA, MARGARET. I CAN'T FIND ANY BOYS."

Over Acting, Under Play Mark Video Farce 'Harvey'

By WILLIAM EWALD
 United Press International
 NEW YORK (UPI)—I reviewed "Harvey" Monday after catching a preview of it, but I suppose I should add some sort of postscript to Monday night's CBS-TV spectacular.
 P.S. It still struck me as a rather rewarding 90-minute excursion, perhaps a trifle slow in warming up. One aspect of the piece, however, that escaped me on Sunday, was brought sharply into focus by Monday's night's performance, as skillfully as the performances of Art Carney, Morlon Lorne and Loring Smith were, their styles didn't always mesh well.

I don't think it was anyone's fault. It was just that Miss Lorne and Smith—jehing hard on stage technique—played their roles much larger than life. They turned out broad, exaggerated portraits, almost caricatures of people. But very funny caricatures.
 Carney and some of the lesser players—notably Elizabeth Montgomery—underplayed a little. Their acting was very televisionish. As a result, Miss Lorne and Smith tended to swallow up those in the cast like Carney who understated.
 This contrast of styles seemed to give "Harvey" an occasional awkwardness, a berky-jerkiness of mood. Aside from that, thumbs up again.

Douglas Novel To Be Filmed In America

By BOB THOMAS
 AP Motion Picture Writer

HOLLYWOOD (AP)—Producer Rowland V. Lee is reversing the trend of shooting big costume pictures abroad. He's filming Lloyd Douglas' book, "The Big Fisherman" right here.
 "The Big Fisherman" will cost about four million dollars. Not bad for a guy who has been absent from the producing scene for 12 years.
 "I quit after I made Captain Kidd," the veteran producer-director said in his studio office. "I just felt I had had enough. There were too many 'big men' in the movie business. I decided to join the army as generals."
 Lee didn't remain idle. He wrote musical comedies and plays, had one produced in the East.
 But it seemed nothing could lure him back to the industry he had been in since the early 1930s. Among his credits: "Cardinal Richelieu," "The Three Musketeers," "The Count of Monte Cristo." Then he started thinking about "The Big Fisherman."
 "His next-door neighbors wanted my wife and me to meet Douglas and we did one evening," Lee recalled. "We hit it off well, and he told me that he had just finished that day the last page of 'The Robe.' I asked him what it was about, and he told me the story in an hour and a half."
 "He told me the last line of 'The Robe'—'Take this to the big fisherman' and said that would be the title of his next book."
 Lee acquired rights to the story and entered a partnership with Disney's Buena Vista releasing company and started preparing the film.
 "We made a thorough survey of the chances of filming the story abroad," Lee said. "I wanted it to look authentic, and I wanted the Mediterranean faces."
 "But I decided on Hollywood. After all, we have the finest technicians in the world here. These are men I have worked with most of my life, and I felt I had a certain loyalty to them. And there are plenty of Mediterranean faces to draw from."

NBC-TV unpackaged "Peter Gunn" Monday night, a Mike Hammer type of superman shoot-em-up. Its hero—who seems to be made up of equal parts of gristle and weltschmerz—operates outside the law to cool off people he considers a threat to the community. A kind of storihtrooper, only on our side.
 I find the series' premise rather ugly, but in its favor it should also be said that it's reaching for something a little different from most TV fare. The relationship of its boy-girl—Craig Stevens and Lola Albright—is occasionally crackly, if a trifle stilted in the writing. Its villain Monday night was an Ivy League type who played squash rackets for recreation. And the series' background music had some sizzle.
 Aside from that, it's sadistic, predictable and a probable hit.
 "Father Knows Best" returned Monday night on CBS-TV. I know many viewers look upon the series as healthy and warm, but I find it a little like a Norman Rockwell painting. It shows us life not as it really is, but as we—mesmerized by Hollywood and Madison Avenue—sometimes kid ourselves into believing it is. I suppose many people find the myth more comfort that reality, so I'll leave them with it.

The Channel Swim: CBS-TV hopes to land Polly Bergen for a one-shot musical version of "The Enchanted Cottage"—you may remember the movie with Dorothy McGuire. Sydney Chaplin, son of Charlie Chaplin, is the lead contender for the role of the magazine publisher in "Wonderful Town," a CBS-TV special set for Nov. 30.
 Mel Allen and Curt Gowdy laddered the NBC-TV World Series assignment. Frank Leahy, former Notre Dame coach, has agreed to do the color and analyzing for Mutual Radio's football games this season starting with this Saturday's Army-South Carolina game.
 Bill Stern is in for the play-by-play.
 Ed Sullivan is the subject of the test film of Nat Hiken's proposed new CBS-TV series, "Man of the Hour,"—the series would center around testimonial dinners of the Friars Club.
 CBS-TV's "Armstrong Circle Theater" will dramatize the story of James Hermann, the Long Island, N.Y., resident whose house was upset by some ghostly whoop-de-do a couple of seasons back.

GENE ATRUY SUED
 HOLLYWOOD (UPI)—Cowboy actor Gene Atruy was named today in a \$10,947 suit filed by public-relations man Henry M. Fine, who claimed he was hired at \$300-a-week to promote a rodeo at the Brussels World Fair. Fine said he was owed salary and entertainment expenses.

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 Specialized Service, on all Makes! No Matter How Old Parts, Bags, Filters in Stock Free Pick Up and Delivery
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GOES TO RIGHT PLACE
 MEMPHIS, Tenn. (UPI)—Bob Matthews and Otis Caldwell have formed an ideal working arrangement.
 Matthews operates a flea circus and Caldwell is an official at the city Humane Society shelter where dogs owned by Matthews with all the dogs in the use.

Mansfield Sleeps On Floor, Displays Spartan Existence

HOLLYWOOD (AP)—How's that? Glamorous Jayne Mansfield forced to sleep on the floor of her \$76,000 mansion?
 "It's true," sighed the actress, who expects a baby in December. Then she dropped another bomb: she spends only \$71 a month on her young daughter in a town where movie mothers think nothing of asking hundreds of dollars monthly for child support.
 Why this low cost-of-living? Jayne said she and her musician husband Mickey Hargitay are spending most of their money redecorating their two-story Spanish home.
 "We could afford to buy furniture," says Mickey, "but we don't have time to shop and buy exactly what we want—and we can't afford to make any mistakes."
 The Hargitays' plight came to light yesterday when Mickey appeared in court to answer a child support plea from his ex-wife Mary. She wants his monthly support for their daughter Tina, increased from \$250 to \$415. The matter was postponed until tomorrow.

Jayne and Mickey later showed newsmen how they managed to live a spartan life in plush Beverly Hills. Their home has no rugs, no furniture, no luxuries.
 Cooking is done on an old-fashioned gas stove in the basement furnace room.
 "This is Hollywood glamour!" pouted Jayne.
 A reporter estimated it cost him \$97.50 a month for bare essentials for his 6-year-old. And he didn't even live in Hollywood. So how does Jayne do it?
 Jayne had an answer: she said Jayne Marie, her 7-year-old daughter by a previous marriage, goes to public school.
 "We spend about \$45 to \$50 a month on food and \$15 a month for her clothing."
 This also includes two dental

and two physical checkups a year. "I am happy—we have each other."
 Does Jayne Marie sleep on the floor too?
 "Oh, my goodness, no," cried the actress. "She sleeps in a nice big bed."
 Mickey and I sleep on a couple of mattresses on a floor upstairs. She squeezed Hargitay's hand. "Don't worry about us. Mickey

OSBORN HOTEL
 EUGENE, ORE.
 Mrs. J. B. Early—Joe Early Jr.
 Proprietors
 Thoroughly Modern

NARCOTICS SENTENCES

TAIPEI, Formosa (AP)—Three persons have been sentenced to life imprisonment and six others to lesser terms on charges of smuggling narcotics into Formosa. The three given life included Sze Yuen, 29, a weightlifting coach with the Chinese Nationalist team to recent Asian Games in Tokyo.

GATES OPEN 6:15 P.M.
SHASTA DRIVE-IN TU-2 3535
 ENDS TONIGHT!
 THE SOLID GOLD CADILLAC
 Feature At 6:40 & 10:10

Audrey HEPBURN
 Fred ASTAIRE
Funny Face
 SHOWN AT 8:45 ONLY

Tomorrow!

The Fly
 NO ONE ADMITTED ALONE

SPACE MASTER X-7
 BILL WILLIAMS • LYN THOMAS

ESQUIRE TU-4-4567
 LAST 2 DAYS
 Rex HARRISON • Kendall Kay
'The Reluctant Debutante'

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'The Reluctant Debutante'

FRIDAY!
 Meet MAGGIE THE CAT
 ... the unlabeled wife who clawed and scratched to regain the love of an indifferent husband!

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Starring ELIZABETH TAYLOR
 BURL IVES
 PAUL NEWMAN
 JACK CARSON
 JUDITH ANDERSON

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 DOORS OPEN 6:30 P.M.

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 THE SCREEN'S MIGHTIEST MEN OF ACTION IN A MIGHTY DOUBLE PROGRAM!

JAMES STEWART
 ARTHUR KENNEDY
 ROCK HUDSON
BEND OF THE RIVER

GREGORY PECK
 ANN BLYTH
Beach's
WORLD IN ARMS

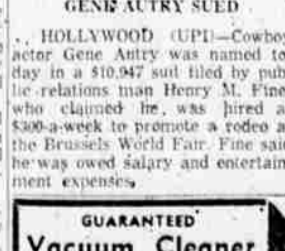
WILLIAM BRAMM
 LLOYD NELSON
 GREGORY ANDERSON
TECHNICOLOR
ANTHONY QUINN

HST Starts Pacific Tour

SEATTLE (AP)—Former President Harry S. Truman starts a Pacific Northwest campaign tour in Seattle Friday.
 Truman will address a state Democratic fund-raising dinner here Friday night. Saturday, he will meet with Democratic party officials and congressional and legislative candidates.
 The former chief executive will visit St. Louis and Olympia on his way to Portland where he will speak before an Oregon Democratic banquet Saturday night.
 Truman will be honored at Ft. Lewis with a reception given by his cousin, Maj. Gen. Louis W. Truman, commanding general of the fort and of the Fourth Infantry Division.

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