

Boom In Children's Films

New York—A solution to the dearth of motion pictures for children has been found in the unlikeliest of places: foreign films.

And, using a unique theater-bookings technique, a firm called "Childhood Productions" may yet give Disney a run for his drawing boards.

Only one-year old, the new firm already has five films in distribution and eight more ready to go — all designed for children in the pre-high school age group. All foreign-made and dubbed into English, the films are based on classic fairy tales and include "The Seven Dwarfs to the Rescue" (a sequel to the familiar tale), "Snow White," "Hansel and Gretel," "The Bremen Town Musicians" and "Sleeping Beauty."

Unlike the famed Disney versions, all of the Childhood Productions films employ live actors. The quality of the films has received high praise in the Catholic Film Newsletter, official publication of the Legion of Decency, with parents being urged to "mention them to theater managers as films you would like to see shown."

Taking "Snow White" as a sample, the newsletter makes note of the "hard time" parents have in selecting films suitable for their children and goes on to comment:

"What is most impressive about its telling of the familiar story of the beautiful princess and the wicked queen is its simplicity. The production, made in Europe, is not grandiose but modest in scale. This is appropriate because children are likely to be overwhelmed by lavishness and extremes in emotional stimulation. The film makes the most of its authentic

costuming, real castle and lovely forest. The color is natural-looking and the dubbing is excellent. Youngsters will enjoy the use of children in long beards as the dwarfs and songs are quite fitting . . . It accomplishes its purpose of giving delight and enjoyment and lasting a little over an hour, it will not tax the powers of attention of the very young."

Not only have the Childhood Productions films been meeting with critical and financial success, but in employing a unique method of theater distribution — and making it work — a breakthrough seems to have been made in ending the scarcity of child-oriented films.

In his office here, Irvin Dorfman, 41-year-old spokesman for Childhood Productions, explained:

"Until this time, pictures that might appeal to children had to be booked by theaters just like any other picture — on a full-week basis, or some arrangement like that. But the kind of pictures that are really intended for children would only draw customers on Saturday and Sunday afternoons or on holiday matinees. As a result, no theater manager could afford to book them, and that is why they were not being made."

Childhood Productions, on the other hand, offered its films to theater managers ONLY for matinee showings. The orders came rushing in.

"Let's face it," Dorfman continued. "If you're a distributor and you're playing 'Seduced and Abandoned' or some other adult-type picture during the week, you're not going to do much business on a Saturday or Sunday afternoon. So it's no loss

for you to book one of our pictures, and you have something to gain."

What the distributor has to gain is ticket sales in place of empty seats and the good will of parents, PTA's and religious groups, Dorfman said.

He said the success of his firm's matinee bookings has inspired other companies to dust off some of their older films of interest to children — films they had once tried to sell through the normal week-long booking process — and re-distribute them through the matinee system. He cited a 15-year-old puppet version of "Hansel and Gretel" that had been "lying on the shelf and is now doing very well," and noted there are plans for a similar re-releasing of "The Wonderful World of the Brothers Grimm" of several years ago.

Mr. Dorfman foresees a "drying up" of available films for children within several years, but he believes that once this market can be shown to be profitable, writers can be induced to turn out "original fairy tales."

"If we can find a writer to do a sequel to 'Pinocchio,' I'd love it," he said. "To follow him up on his adventures as a living boy, taking up where the original story ended.

"I'm sure there are many gifted writers who would write for children if there was money in it. I'm sure there are many fine stories made up by parents just for their children, which have never seen the light of day. I think you're going to see a big demand for those stories."

(Catholic Entertainment Features)

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Rhumba King in Elmira Play

Maureen McInerney (left) and Mary Kay O'Brien react to Bill Morrell's method of practicing the rhumba in Notre Dame's production of "Take Her She's Mine." (Nov. 19-20)

Monday Noon Deadline For News

CLIP and SAVE

Legion of Decency Listings

- CLASS A, Section 1 — Unobjectionable for General Patronage**
- Apache Gold
 - Around the World Under the Sea
 - Billie
 - Bremen Town Musicians
 - Captain Jack
 - Conquered City
 - Don't Worry, We'll Think of a Title
 - Faces of Fu Manchu
 - Family Jewels
 - Go, Go, Mania
 - Greatest Story Ever Told
 - Great Race, the
 - Hallelujah Trail
 - Hansel and Gretel
 - Help
 - Hercules, Samson and Ulysses
 - Honeymoon Machine
 - Incident at Plover Hill
 - Invasion, Quater
 - "This film is recommended to the patronage of the entire family as superior entertainment."

- CLASS A, Section 2 — Unobjectionable for Adults and Adolescents**
- Alphabet Killers, The
 - Arizona Raiders, The
 - Atlanta, the Lost
 - Bedford Incident
 - Boy-Scout Murder, The
 - Boy Scout Killer, The
 - Cat Ballou
 - Cave of the Sun
 - Chandahar, the
 - Cost of Stalions
 - Dark Intruder
 - Dr. Blood's Coffin
 - Father's Other Daughter, The
 - Fool Killer
 - Frankenstein Meets the Space Monster
 - Frankie
 - Headed Monster
 - Glory Gays, The
 - Great Splot

- CLASS A, Section 3 — Unobjectionable for Adults**
- Ada
 - Agent #4
 - Armored Command
 - Barbie
 - Battle of Villa Florita
 - Baby's Girl
 - Beastmaster
 - Breakfast at Tiffany's
 - Bunny Lake is Missing
 - Claudia
 - Coch
 - Die, Die My Darling
 - Double
 - Finnegan's Wake
 - Great War, The
 - Gracie in the Sun
 - He Who Must Die
 - How to Murder Your Wife
 - Hush, Hush, Sweet Charlotte

- CLASS A, Section 4 — While not morally offensive in themselves, these films require caution and some analysis and explanation as to production in the unadvised parental supervision and interpretation**
- Anatomy of a Marriage
 - Analogue of a Mercier
 - Best Man, The
 - Blue
 - Collector, The
 - Cool World, The
 - Darling
 - Devil's Woman
 - Divorce Helen Style
 - Dr. Strangelove
 - Easy Life
 - Eclipse
 - G.I. with the Green Eyes
 - Important Man
 - Intruder

- CLASS B — Objectionable in part for all**
- Agent for H.A.R.M.
 - Amoroso
 - Black Sabbath
 - Black Ball
 - Blood and Black Lace
 - Boeing Boeing
 - Carpetbaggers, The
 - Chickadee
 - Cleopatra
 - Comedy of Terrors
 - Crazy Desire
 - Curse of the Living Corpse
 - Curse of the Woodoo
 - Dementia 13
 - Desert Raven—Allied
 - Devil and the Ten Commandments
 - Diary of a Chambermaid
 - Four For Texas
 - From Russia with Love
 - Girls on the Beach
 - Harlow
 - He Rides Tall
 - Honeymoon Hotel

- CLASS C — Condemned**
- Affair of the Skin, An
 - Ballroom
 - Beastmaster
 - Best Man, The
 - Black Sabbath
 - Black Ball
 - Blood and Black Lace
 - Boeing Boeing
 - Carpetbaggers, The
 - Chickadee
 - Cleopatra
 - Comedy of Terrors
 - Crazy Desire
 - Curse of the Living Corpse
 - Curse of the Woodoo
 - Dementia 13
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2 Musicals At Mooney

Live theatre for young and old comes to Mooney High School Saturday, Nov. 20, in the appearance of Joe Hayes and his touring band of "Merry Makers."

In the afternoon the Children's Theatre will present **The Sleeping Beauty** with a company of professional actors. The production is geared for children from 4 to 10 years. It is the wonderful story of the Princess who sleeps for a hundred years and comes to life when she meets the Prince. With its unforgettable characters, the play combines beauty, mystery, fantasy and fun. Curtain time is 2:30 p.m. on Saturday. Cardinal Mooney girls will act as hostesses.

At 8 p.m. the Merry Makers will present **Once Upon a Time**, a montage of the musical theatre from 1900 to 1960. With the aid of professional actors and actresses, the production will make the world of music come alive.

Highlighting the performance will be scenes from the roaring twenties, the fabulous forties, the sinking of the Titanic, and the dance crazes from the old time Soft Shoe to the Frug. Tickets may be purchased at the door.



BAFFLED SHERIFF of Nottingham, played by Alan Cuseo, is confronted by his fast-talking wife, played by Elsa Keberle, in "Robin Hood and the Sheriff of Nottingham" production, scheduled for next Friday night, Nov. 26 at Brighton Town Hall. It's a Rochester Repertory Company play.

Local Company In 'Robin Hood'

The Rochester Repertory Co. will present "Robin Hood and the Sheriff of Nottingham," a Children's Theatre production at Brighton Town Hall, Friday, Nov. 26, at 7 p.m. This production is under the sponsorship of the Brighton Youth Council.

The old story of the outlaw who "robs from the rich to give to the poor," and his wily opponent, will be retold by a cast of fifteen actors. David Runzo is Robin Hood and Allan Cuseo is the Sheriff. Melissa Naumeimer and Marilyn Schubert, acting as Minstrels will sing authentic thirteenth-century ballads between scenes.

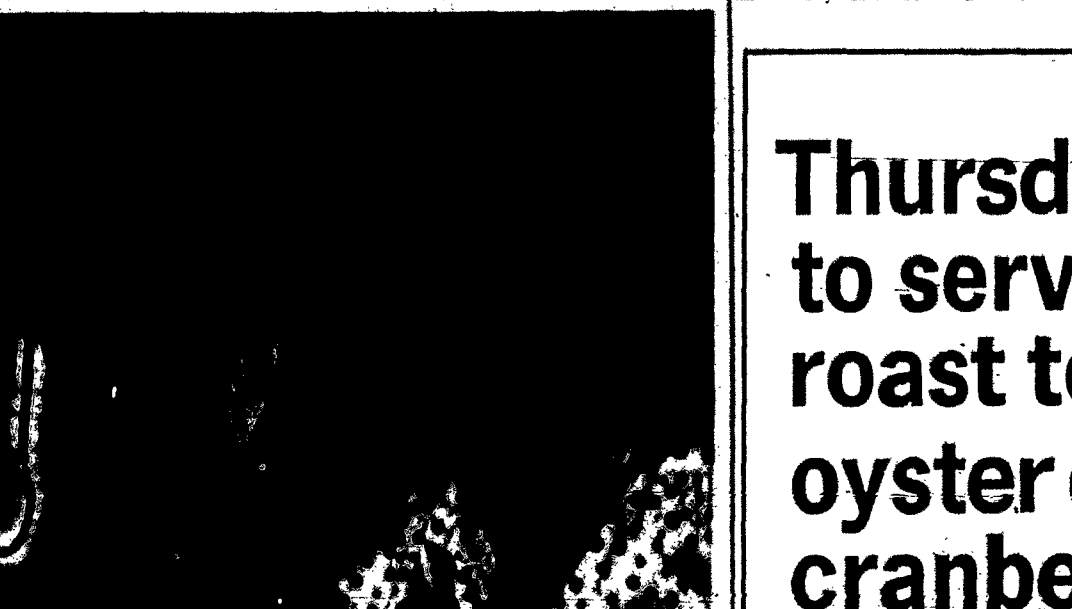
Other major roles are played by Dudley Giehl, Marjorie Naumeimer, Joe Marcella, Elsa Keberle and Sharon Wright. The entire production is under the direction of Mrs. Arthur Fanale. Tickets may be purchased at the door.

More State Aid

Berlin — (NC) — Parochial schools in West Berlin will get their government subsidy allowance raised from 45 percent to 55 percent beginning Jan. 1. The extra money for operating expenses and teachers' salaries was approved by the city's Social Democratic government.

Christmas Plays Available Now For Parishes

The Rochester Repertory Company, area traveling dramatic troupe, announces a few book-ings available for "The Night of the Little Angel Song," and "The Little Juggler," their 1965 Christmas productions. Both run approximately thirty minutes and are religious in nature, suitable for December meetings of church and club groups. Any one interested may contact Mrs. Arthur Fanale at 1701 Winton Rd., N. or phone HU 2-1003 for details.



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CROSSWORD PUZZLE

- ACROSS**
- Shade tree
 - A state (abbr.)
 - Go away!
 - River in Italy
 - Jumper
 - Conjunction
 - Prayer
 - Preposition
 - Quiet
 - Average
 - Roaster
 - Have a care
 - Beverage
 - Rooster's nest
 - Man's nick-name
 - Units
 - Wander
 - Note of scale
 - Allowance for waste
 - Dens
 - New Deal agency (abbr.)
 - Distance measure
 - Killed
 - Part of church
 - Printer's measure
 - Prety down
 - Platitude
 - Farce stands whirlwind
 - Tavern
 - Allows into law
 - Grants use of a continent (abbr.)
 - Footlike part

DOWN

- Guido's high note
- Who holds Jesse
- Parent
- Microbe
- Fairy in "Tempest"
- Patron
- Container
- Assassin
- Indefinite article
- Courage
- River in Italy
- Jump
- Conjunction
- Prayer
- Preposition
- Quiet
- Average
- Roaster
- Have a care
- Beverage
- Rooster's nest
- Man's nick-name
- Units
- Wander
- Note of scale
- Allowance for waste
- Dens
- New Deal agency (abbr.)
- Distance measure
- Killed
- Part of church
- Printer's measure
- Prety down
- Platitude
- Farce stands whirlwind
- Tavern
- Allows into law
- Grants use of a continent (abbr.)
- Footlike part
- Guido's high note
- Who holds Jesse
- Parent
- Microbe
- Fairy in "Tempest"

SOLUTION

- Babylonian deity
- Worm
- French article
- Communist Party (abbr.)