

Hub Exhibs Ired By 20th's Simultaneous-Release Plan

Boston, Jan. 20 — Twentieth Century-Fox move to release current films to home video market March 1 has roused ire of Boston exhibs. One exhib said the 20th move to simultaneously release feature films and cassettes would be throwing away 24% of "our potential market," and "probably much more."

C. Joseph LaBonte, 20th proxy, had said recently in Boston that his company was invest-

igating simultaneous distribution. He told a group of Boston analysts at the Parker House that 78% of the film going public is between the ages of 12 and 29 and is usually single. In contrast, he said, the person owning a videocassette recorder has a median age of 40 and is usually married.

Exhibs here report that standard practice has been to separate retail theatre and home distribution by 18 months, and indicated simultaneous distribution of both cassettes and releases to theatres would hurt them.

LaBonte said that he felt simultaneous distribution of feature films and cassettes is justified because the two markets are different. Exhibs here pointed out that the two films 20th is releasing to home video March 1, "9 To 5" and "The Stunt Man" played to big grosses in the Boston market. While "Stuntman" has exited after long run, "9 To 5" is currently playing at two theatres, Cherl 1, where it grossed \$27,721 in its third week; and Circle 2, where it grossed \$29,928 in its third week.

City Hall Honor Friday For FAB Prexy Blythe

Elayne Blythe, president of the Film Advisory Board, will be honored at city hall Friday morning, Jan. 30, by the Los Angeles Human Relations Commission for meritorious service to the city.

She will receive the Commission's "Bicentennial Salute" from Ethel Bradley, wife of Mayor Tom Bradley, and members of city council. Ceremonies will be held in city council chambers.

Bicentennial Salute is an official program in the 200th birthday celebration of Los Angeles. Blythe will be one of a number recognized as "good neighbors for making significant contributions toward humanitarian progress."

FAB is a civic group which monitors films and tv and gives awards to encourage entertainment suitable for family viewing. Blythe formed FAB after stepping down as president of the Southern California Motion Picture Council, an organization with similar objectives.

Littlefield In Comedy Veepee Slot At NBC Ent.

Warren Littlefield has been upped to v.p. of current comedy for NBC Entertainment. It was reported yesterday by Perry Lafferty, senior programs veepee, for NBC Entertainment on the west coast.

Littlefield, who will report to Saul Ison, v.p. of comedy and variety, takes the spot vacated when Michael Zisberg left NBC as comedy v.p. some time ago.

Joined NBC In 1979

Littlefield joined NBC in 1979 as manager of comedy development, was elevated to director, current comedy programs, west coast, last August. Before that he had been director of comedy development at Warner Bros. TV, and prior to that was development v.p. for Westfall Prods., for which he had produced a two-hour telefilm, "The Last Gaffe."

Spain TV Withdraws Carlos Docu Credit

Madrid, Jan. 20 — The state-owned tv service, TVE, has withdrawn from coproducer credit on a British BBC docu about King Juan Carlos.

The show won't run here as a result, but it's scheduled to air Friday in the U.K., with the crawl offering only a "technical assistance" credit to the Spanish network.

Television Espana, which according to the press, is more monarchist than the monarchy, reportedly insisted that anything remotely political should be dropped from the docu. But whatever dismayed the Spanish, they apparently got no satisfaction from BBC producer Jeremy Bennett.

It's understood the king himself reacted favorably to the film when he screened it last November on a visit to London, but evidently that's not good enough for TVE.

Production spanned three months last year, with TVE picking up the crew's hotel tabs and other below-line charges.

In London, BBC said it took two years to gain the king's consent for the project, and that BBC won out over some 30 other televecs which had been pressing Madrid for the okay to track the King.

Perry Retains Indie Status

Penny Perry, who last week was named executive in charge of tv casting for Marble Arch Prods., is permitted under her arrangement with MAP-TV to continue to cast theatrical films independently.

Atlantic Releasing Picks Up 3d Aussie Film, 'Caddie,' For U.S.

New York, Jan. 20 — Atlantic Releasing has acquired the U.S. rights to Aussie film "Caddie." The film was directed by Donald Crombie and produced by Tony Buckley. It features Helen Morse who was in the Australian hit "Picnic At Hanging Rock."

Pic will open in New York on Feb. 8 and shortly thereafter in Los Angeles.

In a separate development, Atlantic has also acquired rights to Moshe Mizrahi's "I Sent A Letter" which features Simone Signoret. This is the first film with Mizrahi and Signoret since they worked together on "Madame Rosa."

"Caddie" will be the third Australian film to be released at Atlantic, which also distributed "Picnic At Hanging Rock" and "The Getting Of Wisdom."

The company paid about \$50,000 in guarantees for "Caddie" — approximately the same figure that was paid for the other two films.

According to Atlantic topper Tom Coleman "Picnic At Hanging Rock" has scored about \$500,000 in rentals while "The Getting Of Wisdom" has notched about \$350,000.

Coleman said that one of the major incentives for distributors in acquiring Australian films is their value in the pay-tv area. Films such as "Picnic" can bring in \$200,000 or so from cable and are particularly valuable to distributors of foreign-language product.

Historic Technicolor Property In H'wood May Be Up For Sale

Somebody's interested in buying the historic Technicolor plant in Hollywood, and this week the owners of the plant are expected to meet to decide if it's for sale.

The owners of the 8.3-acre Hollywood production facility, now called Television Center, say they've received "strange calls from realtors who want to know if it's for sale." Clarence Ross, who, with son Michael, runs Television Center, says he's only heard rumors about who could be interested in the old Technicolor property.

Television Center and an unnamed partner purchased the 17-building Techni facility for about \$2,000,000 in 1977, spent \$6,000,000 expanding it and opened it for leasing to production companies in early 1978, according to Ross.

He says things are going well enough for Television Center that they're by no means forced to look for a buyer. But with a mood of competitive bidding for studio facilities in Hollywood, he thinks the owners will consider offers for the property.

Currently the facilities house what Ross calls a "technical shopping center for postproduction facilities." Among the leasers working out of the plant are Walter Lantz Prods., Bing Crosby Prods. and Hal Ashby Prods.

The old Technicolor property is located on Caluenga Blvd. between Santa Monica and Wiloughby.

Ross said he's heard that the prospective buyers of a nearby property are eyeing the Television Center plant because it's the only property in the area with

adequate parking for a new production studio.

No Segments

But he doesn't think he and his partners will be interested in just selling the 3.25 acres of parking at Television Center. "The property is too valuable to chop into small pieces. It would reduce the tremendous value we have with the one parcel," Ross said.

The Rosses and the other property owners are to meet sometime this week, perhaps today, to consider how receptive they'll be to offers.

The owners of the nearby property that Ross thinks may be related to the rumors he's been hearing were unavailable for comment.

Ross believes the Television Center plant can get a high price because the booming home video market is causing the value of studio property to skyrocket. He cited the \$35,000,000 paid by Warner Communications for the Samuel Goldwyn studios last summer as an example of the premium prices being paid.

L.A. Legit Grosses

(Continued from Page 10, Column 3)

grosses were not reported. However, because performances that did go up were during the week, it is estimated that take on that show was about \$4500. Real figures will be included in next week's grosses report.

The first few weeks in January usually are legit boxoffice deadwood. That the six current offerings witnessed no particular bad effects during the post-holiday season supports the contention made recently by James H. Nederlander that Los Angeles has become a longrun town. Or at least a "longer-run" theatre place.

Eisner Talks To ATAS

Paramount president Michael D. Eisner will speak before the Academy of TV Arts & Sciences luncheon at the Century Plaza on Jan. 27.

Fully Equipped
EDITING ROOMS
in W. L.A.
KEMS, STEEN ECKS, MOVILAS
(Screening Rooms, Photo Interlock and 16mm
Sound Transfer, 16 and 35mm)

Call Mori at
DENNY HARRIS, INC. of California
875-6563



"THESE GUYS ARE ASKING FOR A REAL DOG FIGHT!"

TUNDRA C.O.X.

200 WORD COMMANDS

60 HAND SIGNALS

T. Baer Productions

(303) 693-BAER

"COUNTERFEIT JEWELS THAT WON'T TELL UNLESS YOU DO"

Complete Confidentiality Assured!!



WINDSOR JEWELS

We Will Duplicate Anything You Have Or Customize Something New.

Have Your Personal Representative Call
LISA TOMPKINS 278-9116

for a private showing