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THOMAS M. PRYOR, Editor

Who's Where

Martin Ritt back from Tucson location scouting for "Hombre."

Martin Rackin back from Hawaii after a bout with the flu and off Monday on nine-city "Stagecoach" promo tour.

Arthur P. Jacobs to N.Y. for 20th-Fox homeoffice confabs on "Doctor Dolittle."

Abel Green, editor of VARIETY, back to his N.Y. desk following survey of Hollywood pix-tv and Las Vegas showbiz.

Helen Rose back from three-week national promo tour for MGM's "Made In Paris."

James Henaghan here from Europe to conclude screenplay of "The Siege Of Madrid" for Bryan Foy.

Hugh O'Brian returns from a week's p.a. for "Ten Little Indians."

Bernard Schwartz, Schenck Enterprises prexy, to Mexico City to oversee windup of "The Rage," Columbia release.

Ken Berry to Detroit p.a. at Boy Scout Jamboree.

Steve Shagan, associate producer for Sy Weintraub, to Europe for production confabs.

E. Jay Krause in from San Francisco to start work on the "Road To Lebanon" NBC special.

'Siren' For Spaak

Rome, Feb. 3. — Success in Italo keys of latest Catherine Spaak starrer, "Mademoiselle de Maupin," produced by Silvio Clementelli for Jolly Films, has prompted Clementelli to a rapid follow-up. Next on Miss Spaak's slate is "The Siren," to be directed by Franco Rossi, with Clementelli producing, probably via an Italo-American pre-production deal producer is currently mulling.

In contrast to "Maupin," "Siren" will be a modern tale about the amorous adventures of a mermaid. "Maupin," which was directed by Mauro Bolognini and which co-features Tomas Milian and Robert Hossein, was shot in Rome and Yugoslavia.

JUST FOR VARIETY

By ARMY ARCHERD

GOOD MORNING: Alfred Hitchcock has few tears for filmmakers complaining about treatment given their chef d'oeuvres by that crassly commercial medium — television. Who should know better than Hitch, who has played both sides of the film fence? "It's simply a case of knowing what deal you make," he pleasantly pontificated. "Make your deal first — then, complain — if you can." Hitchcock will unwind another of his prize pix, "Rope" to home screens, following the recent two-showing "Rear Window" pact . . . Although he has no plans for future tv series, he's anxiously looking for more feature material and deplores — as only he can — the lack of available completed screenplays by top writers. They don't write on "spec," Hitch notes, as top playwrights. "They could name their own price," A.H. quickly concedes, "and deserve to — without any changes to be made" . . . He also regrets too many film writers today believe plot is out of fashion. "Plot in a short story and a movie is the most important thing. The motion picture is like a short story — it's the only medium you expect to see in continuity without a break. You have to consider the endurance of the human bladder. It is a challenge to keep the audience from going to the toilet" . . . As for newly-created gimmix in pix, Hitch laughs, "It would be like a writer saying 'I'm going to use new words.' We must use the words we have — but in better prose" . . . However, it's no secret Hitch has constantly added technical as well as artistic innovations, such as the lighting in "Torn Curtain." He also has scenes with no dialog at all . . . "Yes," he smiled, "I have my own kind of kookie pictures." Among those planned ahead is J. M. Barrie's "Mary Rose," a "charming ghost story." And next will be "R-R-R-R-R," which Bob Hawkins is now translating from the colloquial Italian into filmable English. Although coin classification is limited to four "R's," Hitch sez he's added one for crix. "They can use it as 'Rotten,' or 'Ridiculous'."

We wouldn't have believed it unless we saw it: Adam West and Burt Ward ("Batman" and "Robin" to the uninitiated), in one of their first public appearances since the show's takeoff, were "attacked" by a horde of deliriously-happy autograph-seeking fans — adult, female — at the 20th-Fox, Bristol-Myers bash. The occasion kicked off the local test of 10 spec to be KTLA-aired, Four-Star-produced. Fox-TV, sponsored in several shows by B-M, hosted on a stage "Cleopatra"-designed by Jerry Wonderlik . . . Luckily, West and Ward changed from costumes to civvies. We believe the gals would have taken souvenirs directly off their backs (!); the excitement equalled the squeals, yells exhibited by teen and sub-teenagers to the Beatles . . . Bill Self, Fox-TV production boss, seated at our table, observed, "And to think I came close to turning down Bill Dozier's idea for this series!" . . . Milton Berle inked Adam West to join him on the Feb. 20 "Palace" taping session. Show will include Martha Raye and Henny Youngman. This group should classify as the ultimate in "High Camp" . . . It's Berle's third "Palace." He's talking a fall, weekly, variety show with ABC. Although Miltie is under pact to NBC until 1981, he took a 40% cut in the \$100,000 annual spread-out salary to accept other net offers. They include: "Holiday On Ice" in London-Paris, Sammy Davis Jr., Skelton and Linkletter guestings . . . Howard Morris moves over, after thesping with Jerry Lewis in "Way (2) Out," to direct a couple "Batman" segs.

Judd Bernard is the latest press agent to depart the ranks and join the corps of producers. He'll launch his career at Metro with an Elvis Presley starrer in June . . . Bill Hopper is back at work in "Perry Mason," and concurs with his late mother's private funeral wishes. "She would have hated a 'Hollywood circus'" . . . Dennis Day's pneumonia-bound at St. Vincent's — he was to have guested as a leprechaun in "Bewitched," followed by a "Gidget" . . . Stan Meyer's home from Cedars surgery — no complications . . . Irene Bakley's in General Hospital for tests . . . Show must go on: Tony Martin attends his father's funeral, wings to Florida and the Fontainebleau bow Tuesday . . . Didja notice Bing Crosby's letter to Time mag this week, wherein he "corrects" their comments re Frisco's reception to wife Kathryn and dotter Mary Frances in "Peter Pan." Bully, Bing . . . "McHale's Navy" producer, Si Rose, is penning a seg in which the PT-73 crashes on a reef, but the crew builds a new boat outta the wreck. Any similarity between this and "Flight Of The Phoenix" in which Ernie Borgnine costars, sounds intentional . . . Marty Ingels guesting on an "Addams Family" — first time back with "Dickens-Fenster" partner John Astin. Carolyn Jones didn't move a muscle while the duo lens-fenced again . . . Miss J. takes in the fresh air circuit during hiatus time chirping in "Oliver" at Warren, Ohio, "High Spirits" at the Valley Music Theatre . . . Ann-Margret winged to the Flamingo, caught Bobby Darin's act Wednesday p.m., reported to RCA yesterday a.m. to wax "Black Magic" for "The Swinger." A-M and B.D. are alumni of the George Burns college of nitery knowledge.

Lazarus Urges Exhibs Return To The 'Basics'

Dallas, Feb. 3.—National Screen Service exec veepee Paul N. Lazarus yesterday urged exhibs "return" to showbiz "basics," meaning selling the public from the screen, the lobby, the marquee plus broadcast and print blitzes. Lazarus spoke at the 14th annual meet of Texas Drive-In Theatre Owners Assn. Session featured product pitches by major distributors. Breakfast session was hosted by NSS.

MGM Releasing 'Vampire Killers'

New York, Feb. 3. — "The Vampire Killers," the first of four productions scheduled under the terms of director Roman Polanski's agreement with producer Gene Gutowski's pact with Filmways, will be released by Metro. Announcement was made by Robert H. O'Brien, prexy, MGM, and Martin Ransohoff, Filmways production chief.

"The Vampire Killers" will release Feb. 21 in the Italian Tyrol. Interiors will be filmed in London.

Rodman Plots 'Dream'

Howard Rodman has been assigned by Warner Bros. to script "An American Dream," which will star David Janssen and Angela Dickinson. One of several pictures on William Conrad's schedule, it is to be directed by Robert Gist, produced by Stan Margulies.

Doodles Back In Town

Doodles Weaver has returned after 11 months of doing a local television show in Frisco and has signed with Bob Brandies agency.



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