Barney Glazer's 'HOLLYWOOD

Producer director writer - comedian - star emcee Morey Amsterdam became the latest "Man of the Year" last week at the 41st ball of the Ida Mayer Cummings Auxiliary of the Los Angeles Jewish Home for the Aged in the Beverly Hills Hotel.

On the dais, Morey's comedian confreres roasted him with a thoroughness that had the target for the evening reeling on the ropes and looking for Joe Frazier to walk in and protect him.

Rabbi Henri E. Front, of Wilshire Boulevard Temple, presented Morey with gold cuff links. Then, the comics cuffed him around for the rest of the night.

County Supervisor Ernest E Debs handed a plaque to Mrs. Adolph Weinberg, auxiliary president Chairman Mrs. Leon Fromkess received her just rewards from Alvin Levine. the Home's president.

Co-chairmen Sybil Brand and comedienne Patti Moore also contributed to the evening's event, which raised funds for the 57-yearold home in east L.A. and its fledgling shelter in the San Fernando Valley

Personally, I regretted only a glossed-over mention of the late Ida Mayer Cummings, who had dedicated her life to the Home for the Aged. A sister of the late Louis B. Mayer. Mrs. Cummings' memory richly deserved more than the passing nod.

Unwisely, one or two of the comics on the dais permitted themselves to be carried beyond the dignity of the occasion with contemporary profanity and sex sideroads. The others conducted themselves more judiciously

Manny Harmon's orchestra, with buttonholecarnationed Manny decorating the baton area. played with expertise for performers and dancing.

Joey Adams, an excellent stand in for Don Rickles as master of the putdown, opened the roast with, "My selection to officiate at Morey Amsterdam's award is an honor I'll remember until 11 o'clock tonight." Joey predicted that Amsterdam's new TV show. "Can You Top This?", will become our biggest TV show, adding, "But I also predicted Zsa Zsa Gabor would become a nun."

Adams regretted George Jessel's absence. "He's visiting his son in the Home for the Aged." The emcee lauded Jessel for supporting 3,000,000 Jews in Israel and 200 shiksahs in the U.S.

After introducing Buddy

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Rogers, Rudy Vallee and Cesar Romero, Adams assumed, "This bunch must have their own Home for the Aged.

He presented Wink Martindale, gracious host for "Can You Top This?" and commented, "This only shows how bad a year it is. As for Morey being the show's executive producer, it was Adams' opinion "it was tantamount to being dance director for Huntley and Brinkley.'

"Rose Marie and Morey," said Adams, "are the greatest comedy team since Funk and Wagnalls." Rose Marie took the serious route, praising the honored (and dishonored) guest. "Morey used to write my nightclub material from Yonkers. When I heard about the Dick Van Dyke Show, I phoned him to come out to the Coast quick He did and got the job. I can't make funnies about a man I love.

Milton DeLugg added his musical putdowns. Rudy Vallee recalled when he first met "Moysheleh" in 1938, when the comic was married to Mabel Todd. Vallee also recalled that when he emceed in 1929 at the Brooklyn Paramount Theatre he introduced Patti Moore and Sammy Lewis, who were tap dancers. Patti and Sammy are one of Hollywood's most exemplary marriages.

Rudy then gave away Rose Marie's age. If Rudy had been holding his megaphone to his mouth at the time, Rose Marie would have shoved it right down his

Richard Dawson (Hogan's Heroes), who is now working in "Can You Top This?" said Morey drives a hard

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Las Vegas' Fox Theatre will be among the 1,000 theatres in 300 cities which will King, Jr. participate in an unprece-

length motion picture dealing "CARE ENOUGH TO HELP" IS THE APPEAL BEING MADE BY THE CLARK COUNTY CHAPTER OF THE AMERICAN RED CROSS THIS YEAR,

dented one-time only simul-

taneous showing of a full-

0000000000000 RICHARD GOLDSWOR-THY - (left) manager of the Fox Plaza Theatre received a life time Silver Pass to all National General Theatres after serving over 25 years with Fox West Coast Theatres. Mr. Thedford (right) vice president and director of all theatre operations made the presentation to Goldsworthy at a special luncheon meeting held in in Los Angeles recently.

DR. KING FILM AT FOX THEATRE MAR. 24 with the life and work of the late Dr. Martin Luther

> The film, "KING: A Filmed Record . . . Montgomery to Memphis," will be shown on the night of March 24 as part of a simultaneous nation-wide event. It is expected that an audience of 1,000,000 persons across the country will contribute \$5,000,000 to help support organizations dedicated to carrying out the work and teachings of the late Dr. King, All theatre ownersare contributing their theatres at no cost.

The film has been a personal project of motion picture producer Ely Landau, who conceived the idea, organized the one-night event, and worked on the production for more than a year without compensation. It traces the work of Dr. King from 1955 until his death in 1968 and runs two and a half hours.

Many performing artists. who themselves were friends and active supporters of Dr.

MARTIN LUTHER KING King, contributed to the production. Among those who will perform special readings in the film are Harry Belefonte, Sidney Poitier, Jmes Earl Jones, Charlton Heston, Sammy Davis, Jr., Anthony Quinn, Diehann Carroll, Burt Lancaster, Paul

Newman, Joanne Woodward, Ruby Dee, Moses Gunn, Clarence Williams 3rd, and Ben Gazzara.

Local tickets for the special performance are available in advance at the box office of the theatre. All seats are \$5, tax deductible.



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