

The April Fools Co. no joke

BY JERRY STEIN

The creators of The April Fools Film Distributing Co., which is based in Cincinnati, are looking anything but foolish these days.

Phil Borack, president of the Tri-State Film Center that rents and books films for theaters in eight states, organized April Fools on April 1 this year to distribute the rock film "Pink Floyd."

The film was a hit at the office and so is the company that distributed it.

"Pink Floyd" grossed \$1.25 million," said Bob Rehme, Borack's partner. "In just three months of release, the film has grossed three times as much as 20th Century Fox's rock film 'Fillmore.'"

"I THINK what we have proven," continued Rehme, "is that a company doesn't have to be in New York or Los Angeles to distribute films efficiently."

"Through low overhead," added Borack, "and limiting ourselves to distributing only



PHIL BORACK

four to six films a year, we will be able to achieve success."

"Our small operation also will enable us to tailor each film's promotional campaign."

"Our next film that we will distribute is 'Pictures at an Exhibition.' It is a film of one of Emerson, Lake and Palmer's concerts that took place during one of their tours."

"We will be testing ad campaigns, audience response and kinds of theaters in Lexington, Detroit and Columbus this month. We are currently negotiating for a theater in Cincinnati so we can open the film here in late September."

BORACK AND Rehme haven't ruled out distributing different kinds of films, but they have been interested in rock concert films.

"We have looked at concert films that involve David Bowie, Santana and Earl Scruggs," said Borack.

As a special feature, Borack and Rehme will offer films that come with quadraphonic sound (two tracks play up front near the screen and two tracks play in the auditorium to give the effect of "surrounding sound"). "We have developed a simple procedure that will enable theaters with stereo systems to adapt to 'quad,'" said Borack.

The success of Borack's April Fools Distributing Co. has caused changes in the management of the parent company, Tri-State Film Service.

"Bob and I want to spend more time with April Fools, so we hired Ed Handler to be in charge of Tri-State booking," said Borack.

Handler comes to Tri-State from Mid-States Theaters where he had similar duties with Inter-State, a company

that operates out of the Mid-States offices.

"We have also increased our office staff from two to eight people to run April Fools," said Borack. "We will open an office in New York in September and have a person reporting to us from Los Angeles on new films."

Even though the April Fools Co. is only five-months-old, Borack is looking to the future.

"WE WOULD like to produce our own rock films," he said.

While Borack and Rehme have been concentrating on April Fools, the Tri-State booking business has not been neglected.

"Twenty-five United Artists theaters in Indiana have just signed a booking contract with us," said Borack. "It's one of the largest chains around."

Although Borack and Rehme are keen businessmen, they can't resist interjecting humor into serious discussions.

"You know how I got to be president of April Fools?" asked Borack. "We flipped a coin. I borrowed Rehme's two-headed nickel and he called tails."



THURSDAY SHOW CLOCK

ALBIE: Johnny Tough: Noon, 2, 4, 6, 8, 10.	PLACE: The Groove Tube: Noon, 1:30, 3, 4:35, 6:10, 7:55, 9:25.
ALPHA: The Ruling Class: 7, 9:45.	SHOWCASE: Married Summer: 2:30, 4:45, 7, 9:15.
CAROUSEL: In For Pete's Sake: 7:50, 9:50.	SHOWCASE II: Lords of Flatbush: 2, 4, 6, 8, 10.
CAROUSEL: In Bark Shot: 7:50, 9:45.	SHOWCASE III: Death Wish: 2:15, 4:15, 6:15, 8:15, 10:15.
CRUISE: Blazing Saddles: 7:30, 9:15.	SHOWCASE IV: Nine Lives of Fritz the Cat: 2:30, 4:30, 6:30, 8:30, 10:30.
GRAND: Uptown Saturday Night: 11:45, 1:45, 3:45, 5:45, 7:40, 9:40.	SKYWALK: In Hornbodies: 12:30, 2:20, 4:10, 6:10, 8:10, 10:10.
HOLLYWOOD: Big Bad Mama: 7:30, 9:15.	SKYWALK: In Animal Crackers: 12:45, 2:35, 4:25, 6:15, 8:10, 10:10.
MYER PARK: Born Losers: 7:20, 9:25.	STUDIO: To Bring Me the Head of Alfredo Garcia: Noon, 2, 4, 6, 8, 10, 9:40.
INTERNATIONAL: 70: Blazing Saddles: Noon, 1:40, 3:20, 5, 6:40, 8:20, 10, 11:35.	TIME: California Split: 11:45, 1:50, 4:55, 6:55.
KENWOOD: The Great Gatsby: 7, 9:30.	20th CENTURY: Blazing Saddles: 7:15, 9.
MASSACHUSETTS: The Castaway Cowboy: 1, 4:15, 7:40, Absent-Minded Professor: 2:30, 5:30, 9:15.	VALLEY: That's Entertainment: 2, 4:45, 7:30, 9:55.
NORTHEAST: In For Pete's Sake: 2:15, 4:05, 5:45, 7:45, 9:25.	WESTWOOD: In Thunderbolt and Lightfoot: 7, 9.
NORTHEAST: In The Castaway Cowboy: 1, 4:15, 7:30, Absent-Minded Professor: 2:30, 5:30, 9:15.	
NORTHEAST: In The Sting: 2:15, 4:40, 7:30, 9:50.	

The Scioto Society presents
Allan W. Eckert's
Tecumseh!
An epic outdoor historical drama,
Monday through Saturday, June 23 to
August 31, at 8:45 p.m.
In the great tiered auditorium the story of
Tecumseh's life unfolds in a wilderness
setting, with the hero on his camp, the
warrior and warriors on his battlefield, and
nature as its architect.
The Sugarloaf Mountain Amphitheatre
P.O. Box 73, Chillicothe, Ohio 45601
Toll-Free Phone: 800-282-2015

\$ BIG PERFECTA \$
NOW thru AUG. 24
POST TIME 8:00 P.M.
MON. thru SATURDAY
**Latonia
Trots**

Grand OPENING
"TONIGHT, THE SPOT FOR THE NIGHT PEOPLE"
AVANT GARDE
IN PARKLANE TOWER—4201 VICTORY PARKWAY
Previously presented for your listening and dancing pleasure
JEANIE AND THE CASUAL APPROACH
SONGS OF THE 40's and 50's
ATTENDANT PARKING AT THE DOOR

OPENING IN 5 DAYS MONDAY AUG. 19
YOU'VE HEARD ABOUT HER...
NOW...SEE AND BELIEVE
THE INCREDIBLE
"CHESTY" MORGAN
STAR OF THE MOVIE "DEADLY WEAPONS"

This gal has
eyeballs popping
all over the
U.S.A!
LIVE—ON STAGE

**kenley
players**
AIR-CONDITIONED
MEMORIAL HALL DAYTON OHIO
Tuesday through Sunday Eve.
AUG 13 through AUG 18
ON STAGE!! IN PERSON!!

(TV's "The Flying Nun")
SALLY FIELD
(Original Broadway Star)
MERRY ORBACH
IN THE SPARKLING
NEW COMEDY
"6 RMS RIV VU"
(16 Rooms With a River View)
Choice Seats Available

AUG 20 through AUG 25
VINCENT PRICE
in the Great Musical Hit
"OLIVER!"
AUG 27 through SEPT 1
DOM DeLUISE
in the Laugh Riot
"LUV"
TOP PRICE: \$2.25 3.95
Special Group Rates:
Tuesday through Sat Eve 8 30
Sunday Evening 7 30
Saturday & Sunday Matinee 2 45
Box Office Opens 10 am Daily
PHONE Reservations held til
10 minutes before Showtime
PHONE 223-2248
MAIL Orders Kenley Players
Memorial Hall Dayton 45402

**EVERYBODY
LOVES
OPAL**
A HEART-WARMING COMEDY
Nick Clooney Presents DINNER CONCERTS
Glenn Miller Orchestra—Sept. 10
Eileen Fulton ("Lisa" in "As the World Turns")—Sept. 16
FOR RESERVATIONS: 367-4124
Open Tues. Sat. 5 p.m.—Sun. 4:30
Dinner Concerts 6 p.m.
Dry Park Road Exit off I-74 north 1/2 mile

DELUXE PRODUCTIONS IN ASSOCIATION WITH WEISS PRESENTS
**URIAH HEEP
MANFRED MANN**
PLUS "RUSH"
TOMORROW NIGHT—7:30 P.M.
CINCINNATI GARDENS
PRICES: \$5.00 Advance, \$8.00 Day of Show, Box, Box Administration.
GOOD SEATS WILL BE AVAILABLE AT DOOR
TICKETS NOW ON SALE: Cincinnati Gardens Box Office, 220 Seymour, and all
Ticketmaster Outlets: all Shilliney Stores, Sears (Cov. and Hartsville), and Com-
munity Ticket Office, 29 W. Fourth St., and all Dayton Sears Stores.

WESTWOOD: In: 9:15.
BORN
ACADEMY AND
Mama, Griso Gary
ACME: Blazing
Getaway: 10:55.
AUTO AND TWIN
Saddles: 9:30. The
BENT AND TWIN
bolt and Lightfoot
ning: 11:40.
FERGUSON HILL
Born Losers: 8:55.
MEET M
My
NE
ACT I
750
ALP
750
AME
750
BEAC
CI
750
BEECH
\$1
HOL
CINE
750
HYD
\$1
MT.
201
T
2