NO ONE CAN SEE "THE BIRDS" UNTIL IT'S OVER!!!

"It could be the most terrifying motion picture I have ever made!"

-ALFRED HITCHCOCK

Actually, the birds seem to enjoy their roles. In one scene filmed at Bodega Bay, six gulls were supposed to dive on a group of people, then fly off to freedom as the camera watched them disappear. When the scene was shot, they performed perfectly, scattering the people, then soaring off to sea, out of sight. But a few hours later, all six of these wild birds had returned to the cages.

Alfred Hitchcock's production, "The Birds," a Universal release, is based on the novella of the same title by Daphne du Maurier. Hitchcock's Technicolor screen version, scripted by Evan Hunter, depicts, in Hitchcock's suspenseful style, a bird war against people in the small community of Bodega Bay on the northern coast of California. The original story was set on the Cornwall coast of England.

Because the original characters were simple, inarticulate people, Hunter has given birth to an entirely new group of characters, more expressive in their reactions to the terrifying phenomenon which assails them.

The girl who plays the hero's love interest is Vera Miles, a school teacher with a school taught who was once in love and then married, as was the heroine in the novel, a school teacher with a school taught who was once in love and then married, as was the heroine in the novel. All of these girls are well enough known to attract attention, and the film is a box office draw because of its stars. The story of "The Birds" is told in a light comedy style, beginning with Taylor's love interest, a small-town pet shop. She follows him to Bodega Bay, where his mother and sister live, on the flimsy pretext that she is bringing a present, a pair of lovebirds, for his sister, whom she has not even met. In typical Hitchcock "counterpoint," it is an amusing situation that is disrupted by the first bird hostility. By the time the bird war reaches its climax, there is little reason to smile, but the bird-created crises have brought to the people.

ROD TAYLOR · JESSICA TANDY · SUZANNE PLESHETTE

---

A Fascinating New Personality

Based on Daphne du Maurier's Classic Suspense Story

Starts Thursday PALMS WOODWARD at ELIZABETH
Nosy's Boss Is No Feather-Brain

He Teaches Birds How to Act

BY LOUIS COOK
Free Press, Staff Writer

It was just one of those things that Nosy, Hollywood's latest film hero, should hit Detroit on an election day.

He emerged from his cage in a black and thirsty mood and flitted up on the Press Club bar.

Michigan was still voting on the new constitution, so there was nothing in sight but a glass of beer, which Nosy glared at coldly.

He zoomed across a table, knocking over several glasses of ice water with chilly contempt, stomped on somebody's hard roll for a moment, and then flapped down the corridor toward the ladies room, no doubt hoping to scare some poor girl into the middle of next week.

NOSY is an ancient raven who is a very large bird with a beak like a scimitar. He hones it constantly and carefully on any metal objects he happens to be around.

When Nosy grabs you with his pliers you don't just jerk away. You kind of work yourself loose and hope your tetanus shot is still working.

As homely and ornery as Nosy is, he is still beloved by Ray Berwick, a Hollywood trainer who is responsible for some of the most weird and horrendous screen effects ever perpetrated in a movie.

It's Alfred Hitchcock's "The Birds," opening this week at the Palms.

Nosy is one of 28,000 birds in the picture. The birds rough up the humans in the picture something terrible, but none with more dispatch or enjoyment than Nosy.

BERWICK has had Nosy most of the bird's nine years but never did much with him in the movies until recently, contending himself with training cats and dogs for film roles.

"Cak, cak," Nosy tells Berwick

In "Birdman of Alcatraz," however, Berwick got going with Little Runty, a linnet who figures largely in the picture, and the film people began thinking of other things to work birds into.

"The Birds" was one of the projects, concerning a group of the creatures who take over a small California town.

There was only one casualty among the birds during the filming, but the humans took a trimming, with 15 of them treated for contusions on one bloody day.

BIRDS are easier to train than animals, Berwick says, but they are more freedom-prone. A flock of his trained sparrows is still lurking in the beams of a Hollywood sound studio, refusing to come down.

His current chore is teaching a seagull to light on Marlon Brando's head and feed him a fish.

Brando is to be buried to his neck in a beach for the occasion. It is a situation which results in numerous wry jests, of an only half-kidding variety.

Returning to Nosy—if he is saying erk-erk-erk it means he has just had a chunk of raw meat, but if he says cak-cak-cak it means he wants one, so watch out.
WE URGE YOU TO SEE "THE BIRDS" FROM THE BEGINNING:
at 11:05 A.M., 1:19, 3:33, 5:47, 8:01, 10:15 P.M.

"It could be the most terrifying motion picture I have ever made!" — Alfred Hitchcock

"...and remember, the next scream you hear may be your own!"

ALFRED HITCHCOCK'S "The Birds"

TECHNICOLOR®

STARRING
ROD TAYLOR · JESSICA TANDY · SUZANNE PLESHETTE · and introducing 'TIPPI' HEDREN

Based on Daphne Du Maurier's Classic Suspense Story!

WOODWARD AT ELIZABETH

STARTS TODAY!
NEW THRILLER AT PALMS

Hitchcock Has Birds Going Mad

By AL WEITSCHAT

Alfred Hitchcock can thank his lucky stars for the presence of Tippi Hedren, an attractive blond newcomer, in his latest picture, "The Birds," now at the Palms.

All that happens in the first hour of the film is the maneuvering of Miss Hedren, as the blase daughter of a wealthy San Francisco publisher, to get acquainted with handsome, virile Rod Taylor, playing a lawyer.

This would be dull indeed but for Miss Hedren, whose poise and elegant manner are reminiscent of Grace Kelly. She has more "oomph", however, and she's interesting to watch, no matter how slow the drama might be.

A LONG WAIT

Lawyer and maid finally meet at his family home in Bodega Bay, a resort up the coast, and it is only then the first inkling comes that Hitchcock's chills and thrills are not far off. A seagull dives down and gashes Miss Hedren's scalp.

-Later, in the home, a huge flock of sparrows swarms down the chimney and pecks away at everyone in sight. Then seagulls sweep in from the ocean and turn a children's birthday party on the lawn into a bloody nightmare.

That's not all. Hundreds of crows perch outside the village school and swoop on the children as they emerge, inflicting grievous wounds.

Perhaps the most suspenseful scene sees Miss Hedren, Taylor and the family barricade themselves in the home and cower in terror as angry seagulls chop away at windows and doors. The noise is maddening and the nerves grow taut as beaks start splintering the wood. Miss Hedren gets into a real pickle here.

Bird trainers and special effects men have done wonders in making these sequences realistic. They aren't recommended for the easily shocked.

A weird musical score, created with electronic devices, helps to keep the audience on edge.

MODEST ROLE

Suzanne Pleshette is on the fringe of things here and has little to do as a teacher who carries a torch for Taylor and sacrifices her life in saving his young sister, played by Veronica Cartwright, from the birds.

Jessica Tandy, as Taylor's mother, exudes a subtle displeasure over her son's interest in Miss Hedren, but she's cured when the birds arrive. Veteran character actress Ethel Griffies has some amusing moments as a nosy ornithologist.

What the clever Mr. Hitchcock has done here is stage a climax whose horrors are so strange and macabre that fans completely forget the plot is light as a feather. There is practically no character definition, and he doesn't bother to explain why the friendly birds become fiends.
At the Palms

Hitchcock's 'Birds' Stir Up Nest of Terror

BY LOUIS COOK
Free Press Staff Writer

There are a lot of fauna which could take over the world any time they wanted to.

Cockroaches would like to and could, but they're lazy. Ants don't care. Wasps are preoccupied. Deer flies are specialists.

But in "The Birds," which opened Thursday at the Palms Theater, Alfred Hitchcock shows our feathered friends in action, and a blood-chilling thing it is.

JUST WHAT is on their bird brains is never made clear, but in a north California coastal town some seagulls set upon a fisherman, injuring his arm.

Then another sinks its bill in the scalp of Tippi Hedren as she is outboarding across the bay.

Soon clouds of them are chasing kids home from school, besieging homes, hurling themselves at windows, pecking out people's eyes.

The story of the people in "Birds" is rather beside the point. Tippi is a spoiled rich kid who is rather taken with Roy Taylor, a mama's boy who spends his weekends at home.

Tippi is a new girl in acting, a doll Hitchcock picked because he liked the way she did a television commercial. She is ornamental.

Taylor is a rugged Australian of a pleasant homeliness. Suzanne Pleshette is a school teacher who pursued Taylor home one day also, but couldn't crack the mother, who is Jessica Tandy.

The only reason for bringing up these tales is that a wild case can be made for an allegory here—a plague of nature visited upon a group of people stewing in particular, and not very pleasant juices.

IT IS doubtful, however, that Hitchcock had anything like that in mind. He is just out to scare everybody spitless.

Does, too. You wait in the barricaded house until you hear the rising of wing noises. Then the sharp beaks begin to appear through the door panels.

A cloud of finches breaks like gray smoke out of a fireplace. Gulls pick up roof shingles to gain entrance to an upstairs room where they lie in ambush.

THE MAIN problem of "Birds" is that Hitch has made the humans so stupid the birds are like nuclear physicists in comparison.

The principals in "Birds" don't even wear hats when tackling their feathered enemies, and it occurs to no one to wrap up in a protective quilt or blanket.

The school kids leave the classrooms when the birds gather and hurry down the street when they would have been much better off in the basement.

As a crowning touch of insanity, as the humans flee the bird scourge, they decide on a soft-topped Aston-Martin convertible instead of a nice, stout steel-cabbed Chevrolet pickup.
I believe you were on the right track, Mr. Crowther, when you said—

“Terrifying and fascinating! Beautifully constructed so that the emotions are carefully worked up to the point where they can be slugged. A film that should raise the hackles on the neck of the most courageous and puts goose-pimples on the toughest hide. Will make the senses reel.”

—because ‘The Birds’ has been setting new records and doing capacity business at the RKO Palace and Sutton theatres!

ALFRED HITCHCOCK’s “The Birds”

Technicolor

Starring

ROD TAYLOR • JESSICA TANDY • SUZANNE PLESHETTE • TIPPI HEDREN

Screenplay by EVAN HUNTER • Directed by ALFRED HITCHCOCK • A Universal Release

Based on Daphne Du Maurier’s Classic Suspense Story!

WE RECOMMEND YOU SEE “THE BIRDS” FROM THE BEGINNING!

RKO PALACE

Broadway & 47th St. • PL 7-2626

SUTTON

57th St. & 3rd Ave. • PL 9-1411
HOLLYWOOD—It'll be a long time before Tippi Hedren gets around birds again after making her screen debut with Alfred Hitchcock in his fantastic film.

Tippi still can't talk about "The Birds" without a shudder.

"The Humane Society was there to protect the birds," she said, "but there was no one to protect me. I was bitten and scratched and constantly going to the hospital for repairs and tetanus shots."

"I never found out whether the mechanical birds frightened the real ones. They used only a few of the mechanical ones." When the assistant director told me the artificial birds were a failure and they were not going to use them, I said all right, fine; but I had no idea of what I was in for."

They built a large cage with room for the camera and five or six prop men with cartons filled with live crows and sea gulls. The men wore large, heavy gloves, picked the birds up, and threw them at me at close range. I literally had to fight them off."

"The birds weren't so much angry as they were unable to direct their flight correctly when tossed to close to me."

"The poor things were frightened and didn't know what they were doing. I was bitten on the lip and scratched directly under one eye."

"When it was all over I burst into tears, cried for two hours, then went to bed for four days on doctor's orders."

"Rod Taylor was bitten on the hands many times— I think he and I had the worst of it."

HITCH's new star is beautiful in what has come to be known as the Grace Kelly pattern. She's also poised and chic—and no fragile flower, because she's taken it on the chin repeatedly during her career in TV commercials."

"I was so excited. She had an agent only for commercials so the deal was set without one, and a month later Hitch made a color test."

"I had a headache every single day for a week before the test," she said. "Hitch didn't know whether or not I could read my ABCs because I'd never read lines for him; but oddly enough when I got on the set my nerves vanished. It was like making another commercial, and I was fine."

Tippi has purchased a home in Sherman Oaks, about 10 minutes from the studio, and has a nurse for her little girl of five who, strange to say, is named Melanie, the character Tippi plays in "The Birds."

Born Nathalie Hedren, she says Tippi is a pet name her father gave her when she weighed a little more than 6 pounds.

When Tippi was in high school in Minneapolis, her family moved to California because of her father's health.

June Start Set For 'Fair Lady'

HOLLYWOOD—(AP)—Filming is scheduled to start in June on Warner Brothers' "My Fair Lady." The cast will be headed by Audrey Hepburn and Rex Harrison and includes Gladys Cooper.
Hitchcock's Newest Star

By HAROLD HEFFERNAN
Of Our Hollywood Bureau

HOLLYWOOD, April 20 — Another odd name has been added to the Hollywood ranks which include Tab, Rock, etc. It's 'Tippi' — and the single quotation marks are correct.

It's the first name of Miss Hedren, one of the stars of Alfred Hitchcock's newest chiller, "The Birds."
(The movie is now playing in Detroit at the Palms.)

"My father called me Tippi from the time I was born," Miss Hedren explained. "It comes from 'Tippi,' an affectionate Swedish word meaning 'little girl.' My real name is Nathalie—with emphasis on the 'th'—but I've never been called anything but Tippi."

WOULDN'T ASK HIM

She said the single quotation idea came from showman Hitchcock's cunning mind, but she doesn't know why.

"But then, no one ever questions anything he does, do they?" she asked. "I certainly wouldn't think of asking him. I'm not afraid of him, mind you, but just a bit overwhelmed."

She told of her first encounter with the man who brought her out of comparative obscurity. Hitchcock was watching TV one morning at breakfast and "Tippi" came on to do a one-minute commercial for the "Today" show.

RECALLED GRACE KELLY

Both Hitchcock and his wife, who years ago worked as his assistant, had the same reaction to Miss Hedren's appearance.

"I'm quite sure I have a long, long way to go before I'm an actress of her stature," she says. "It was quite a thrill, of course, to learn I am to play 'Marni,' the part Miss Kelly originally planned to come out of retirement to do."

Miss Hedren, who is 5 feet 3 and green-eyed, began modeling at 13 in Minneapolis, and it gave her the chance to travel to Europe and the Orient on assignments. Her distinctive face has graced magazine covers for 10 years, and many people think they must know her.

MOVED TO CALIFORNIA

She moved to California with her family at 18, completed high school at Huntington Park, a Los Angeles suburb, then enrolled at Pasadena City College, majoring in art. Oddly, she never once gave acting a thought.

A divorcee, "Tippi" says she's "in the market for remarriage should an attractive, 'mature' man come along."

"You see," she continues candidly, "I'm no child. I'm getting my acting start pretty late. You know. I'm 28 and proud of it."

"I wouldn't ask him, but if he did, I'd be glad," she said. "I agree, called his agent and told him to "find a blonde model who did a commercial on the 'Today' show this morning."

"When his agent did call me, I wasn't told who wanted to see me," Miss Hedren said. "When I walked in and saw him sitting there smiling, I nearly fainted."

"He said, 'are you frightened of me?' and somehow I managed a weak smile, 'no.' 'Good,' he replied. 'You are to be afraid only when I tell you to.'"

A LOT TO LEARN

From then on, she said, she had a lot to learn. She had never acted before and had no training.

She at first found it was almost impossible to separate her own feelings from those of the character she was playing.

Many persons seeing her in "The Birds," are, like Hitchcock, comparing her to Grace Kelly.
President Toasts War Heroes As ‘Most Distinguished Citizens’

WASHINGTON, D.C. — President Truman today added to his list of high honors by rewarding war heroes and their families with a day in the nation’s capital. The awards included the prestigious Medal of Honor, the Distinguished Service Cross, and the Purple Heart. The ceremony was held at the White House, attended by the nation’s top military leaders and representatives from all branches of the armed forces. "It is a great honor to recognize the bravery and sacrifice of these men and women," said President Truman. "Their service to our country is an inspiration to all Americans." The recipients were chosen from a pool of nominees who had been nominated by their respective military branches. The ceremony included a parade through the streets of Washington, D.C., and a reception at the White House for the honorees and their families. The event was broadcast live on national television, and was attended by members of Congress and other government officials. The President also announced a new program to provide housing and other support services to veterans and their families. "We must do everything in our power to support our veterans," he said. "They have given so much for our country, and we must ensure that they have the resources they need to lead fulfilling lives." The ceremony concluded with a fireworks display over the nation’s capital, a tradition that has been ongoing since the 1800s. "This is a day to remember," said President Truman. "It is a day to honor the courage and sacrifice of our war heroes." The President then signed a proclamation declaring the day a national holiday, "Veterans Day," to be observed on the fourth Sunday of November each year. "Let us remember," he said, "that it is our duty to honor those who have served our country with distinction."
Ann Arbor News, 5/4/63

MICHIGAN

STARTING SUNDAY.

We recommend that you see "The Birds" from the beginning. No one will be seated during the last twenty minutes.

For sheer, stunning HITCH-SHOCK be a birds watcher!

"It could be the most terrifying motion picture I have ever made!"

ALFRED HITCHCOCK'S "The Birds"

TECHNICOLOR

ROD TAYLOR - JESSICA TANDY - SUZANNE PLESHETTE

and introducing TIPPI HEDREN A Fascinating, New Personality

Screenplay by EVAN HUNTER - Directed by ALFRED HITCHCOCK - A Universal Release Based on Daphne Du Maurier's Classic Suspense Story

Shows at 1:00—3:00—5:00—7:05—9:15 P.M.
The birds is everywhere!

“It could be the most terrifying motion picture I have ever made!”
—ALFRED HITCHCOCK

ALFRED HITCHCOCK’S

“The Birds”

TECHNICOLOR®

STARRING ROD TAYLOR • JESSICA TANDY
SUZANNE PLESHETTE and ‘TIPPI’ HEDREN

Directed by ALFRED HITCHCOCK • A Universal Release
Based on Daphne Du Maurier’s classic suspense story

BEVERLY CINDERELLA DEARBORN HARPER RADIO CITY
REDFORD ROYAL ROYAL OAK ROXY
RYAN SIX MILE STATE WAYNE TERRACE
WYANDOTTE FORD WYOMING Drive-In

AT A DRIVE-IN NEAR YOU!

ALGIERs BEL-AIR DEARBORn EAST SIDE
ECORS Gratiot GRAND RIVER MT. CLEMEN
TROY OAK WAYNE WEST SIDE

CHECK YOUR MOVIE GUIDE FOR 2ND FEATURE