Allied Artists Marks A "First"

Its International Sales Convention In Miami, Fla., May 18-20, Will Set A New Company Record

EVEN with the accent on the international scene, it isn't often that a distributor brings in the entire foreign sales staff for a convention, but, thanks to Steve Broidy, Allied Artists president, plans are now ready for the company’s first international sales convention on May 18, 19, and 20 at the Roney Plaza Hotel, Miami, Fla.

More than 150 sales representatives from all over the world will attend, with the entire British sales group on hand.

Executives of Associated British-Pathe, AA distributor, will be headed by MacGregor Scott, general sales manager, and Ken Murray, secretary. V. Comer and F. Giles will attend as executive delegates from the ABC Theatre Circuit. Distributors from 50 countries will assemble for the occasion at which Norton V. Ritchey, president of the company's foreign subsidiary, will preside. The Latin American group will be headed by Bernard J. Gates, supervisor, and also present will be C. G. Dickinson, United Kingdom, and Ernest Wettstein, continental representative.

M. R. "Razz" Goldstein, vice-president and general sales manager, will preside over the domestic distribution sessions, at which time winners of the recent sales drive will be announced. Thirty-one branch managers and three division managers, Harold Wirthwein, west; L. E. Goldhammer, east, and James A. Prichard, southwest, will attend, as will studio executives Broidy, Harold Mirisch, G. Ralph Branton, Walter Mirisch and John C. Flinn, director of advertising and publicity. The eastern contingent will include Ritchey, Goldstein, Ed Morey, Lloyd Lind, William Satori, Harry Goldstein, Victor Volmar, and William K. Everson.