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Written On the Wind (SONG-COLOR)

Adultly treated, probing drama of morals in a multi-million Texas oil family. Good cast and b.o. possibilities.

Hollywood, Sept. 25.

Universal release of Albert Zugsmith production. Stars Rock Hudson, Lauren Bacall, Robert Stack, Dorothy Malone; features Robert Keith, Grant Williams, Robert J. Wilke, Edward C. Platt, Harry Shannon, John Larch. Directed by Douglas Sirk. Screenplay, George Zuckerman; based on Robert Wilder novel; camera (Technicolor), Russell Metty; editor, Russell F. Schoengarth; music, Frank Skinner; song, Victor Young, Sammy Cahn; sung by The Four Aces. Previewed Aug. 28, '56. Running time, 99 MINS.

Mitch Wayne	Rock Hudson
Lucy Moore Hadley	Lauren Bacall
Kyle Hadley	Robert Stack
Marylee Hadley	Dorothy Malone
Jasper Hadley	Robert Keith
Biff Miley	Grant Williams
Dan Willis	Robert J. Wilke
Doctor Paul Cochrane	Edward C. Platt
Hoak Wayne	Harry Shannon
Roy Carter	John Larch
R. J. Courtney	Joseph Granby
Sam	Roy Glenn
Bertha	Maide Norman
Reporter	William Schallert
Brunette	Joanne Jordan
Blonde	Dani Crayne
Secretary	Dorothy Porter

This outspoken, modern drama probes rather startlingly into the morals and passions of an upper-crust Texas oil family. On shock value alone it would attract b.o. attention, but additionally, it is well done with an excellent cast so the grossing outlook is good.

Producer Albert Zugsmith makes intelligent use of the flashback technique before and during the titles credits runoff to build immediate interest and expectancy without diminishing plot punch. Tiptop scripting by George Zuckerman from the Robert Wilder novel, dramatically deft direction by Douglas Sirk and sock performances by the cast give the story development a follow-through that maintains a strong hold on the viewer.

Rock Hudson, Lauren Bacall, Robert Stack and Dorothy Malone, aptly cast in the star roles, add a zing to the characters that pays off in audience interest. Hudson scores as the normal, lifelong friend of profligate Stack. The latter, in one of his best performances, draws a compelling portrait of a psychotic man ruined by wealth and character weaknesses. Miss Bacall registers strongly as a sensible girl swept into the madness of the oil family when she marries Stack, while Miss Malone hits a career high as the completely immoral sister. Both femmes are attractively gowned by Bill Thomas in costumes that emphasize the characters they play.

Robert Keith, head of the family; Grant Williams, one of Miss Malone's many motel mates; Robert J. Wilke, Edward C. Platt, Harry Shannon, John Larch and others in the cast supply worthwhile support. Art direction and set decorations put a beautiful physical gloss on the production and Russell Metty's Technicolor lensing shows it off to advantage. Frank Skinner's score is good, as is the title tune by Victor Young and Sammy Cahn, sung by The Four Aces behind the titles. Brog.

Sept. 26, '56