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A BAD PRODUCER (KIRK DOUGLAS) TELLS OFF A BEAUTIFUL STAR (LANA TURNER) IN A SCENE WHICH WAS GENERALLY APPROVED BY PREVIEW AUDIENCES

THE CUSTOMER IS THE BOSS

'Sneak' allows man on street to edit 'The Bad and the Beautiful'

A Hollywood feature picture, like M-G-M's *The Bad and the Beautiful* (budget: \$1.5 million), passes under the eye of a hierarchy of technicians and moguls as it is being put together: the cutter, the writer, the music supervisor, the director, the producer, executive producer and frequently the executive producer's wife. But after all these a final authority is consulted: a crowd, the more nondescript the better,

drawn off the streets by a theater marquee promise of a MAJOR STUDIO PREVIEW.

Most "sneaks" are given within two hours' drive of Los Angeles, and the audience is practically a semiprofessional one. But its word is close to law. If it yawns at a blow or laughs at a kiss, offending footage almost always comes out. To see what a sneak audience thought of *The Bad and the Beautiful*, turn the page.



FILM MAKERS WAIT ANXIOUSLY FOR RESULTS

We would appreciate your aid in filling out this questionnaire.

PREVIEW

"THE BAD AND THE BEAUTIFUL"

1. HOW WOULD YOU RATE THE PICTURE?

☐ OUTSTANDING ☐ EXCELLENT ☐ VERY GOOD ☐ GOOD ☐ FAIR

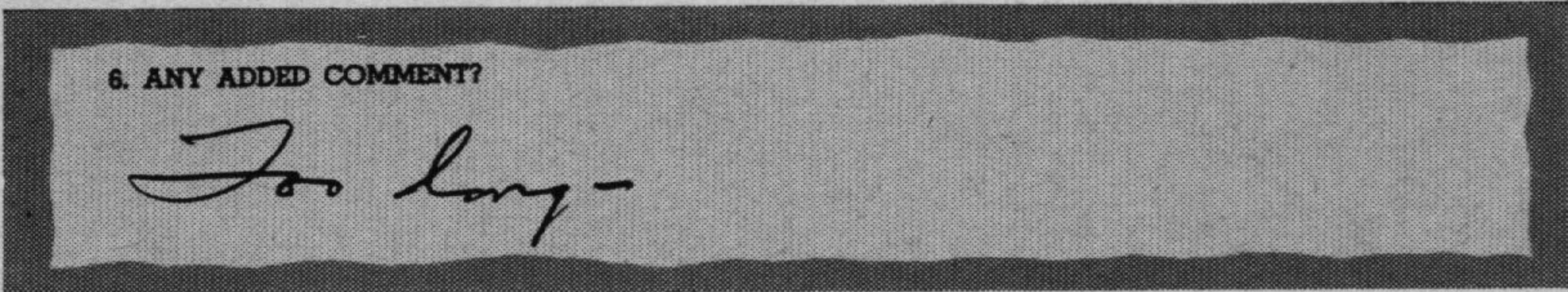
2. HOW WOULD YOU RATE THE PERFORMANCES OF THE FOLLOWING?

| | | | |
|--|------------------------------------|-------------------------------|-------------------------------|
| LANA TURNER as Georgia Lorrison | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair |
| KIRK DOUGLAS as Jonathan Shields | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair |
| OTHER PERSONS: _____ | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair |

THIS IS THE TOP PORTION OF THE QUESTIONNAIRE DISTRIBUTED AT THE SNEAK PREVIEWS



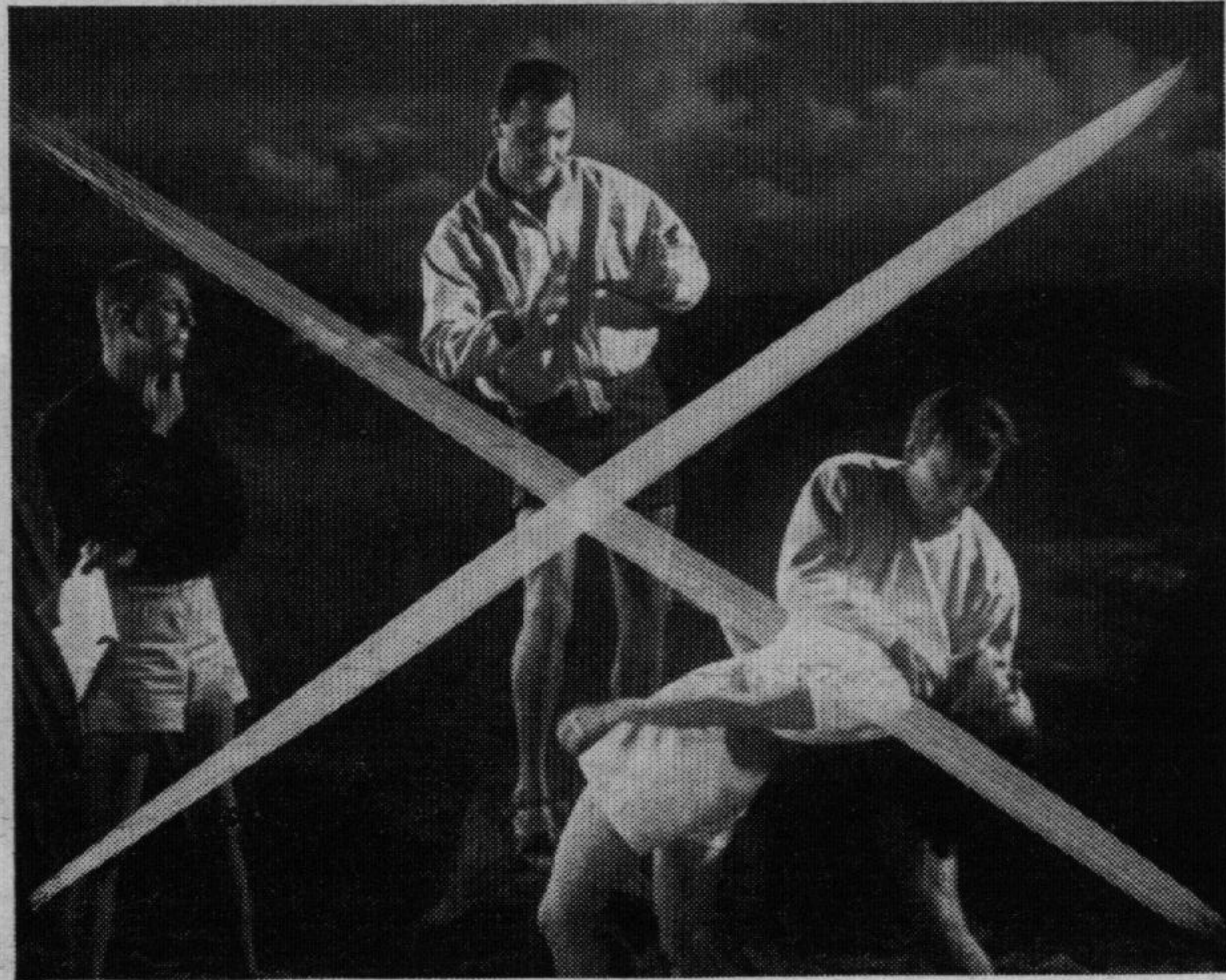
AUDIENCE AT PACIFIC PALISADES THEATER FILLS OUT CARDS. BELOW: THE MOST COMMON ADVERSE CRITICISM



HERE ARE SOME SCENES AUDIENCE KNOCKED OUT

The preview audiences generally were delighted by the lush melodramatics of *The Bad and the Beautiful* (the story of a ruthless Hollywood producer), but they tended to get restless. Though a majority of the cards rated it from “very good” to “outstand-

ing,” there were many complaints that it was over-long. To shorten and tighten it up, director and producer went back over the whole film, snipped out 12 minutes’ worth of scenes (*below*) which audiences had found improbable or repetitious or merely dull.



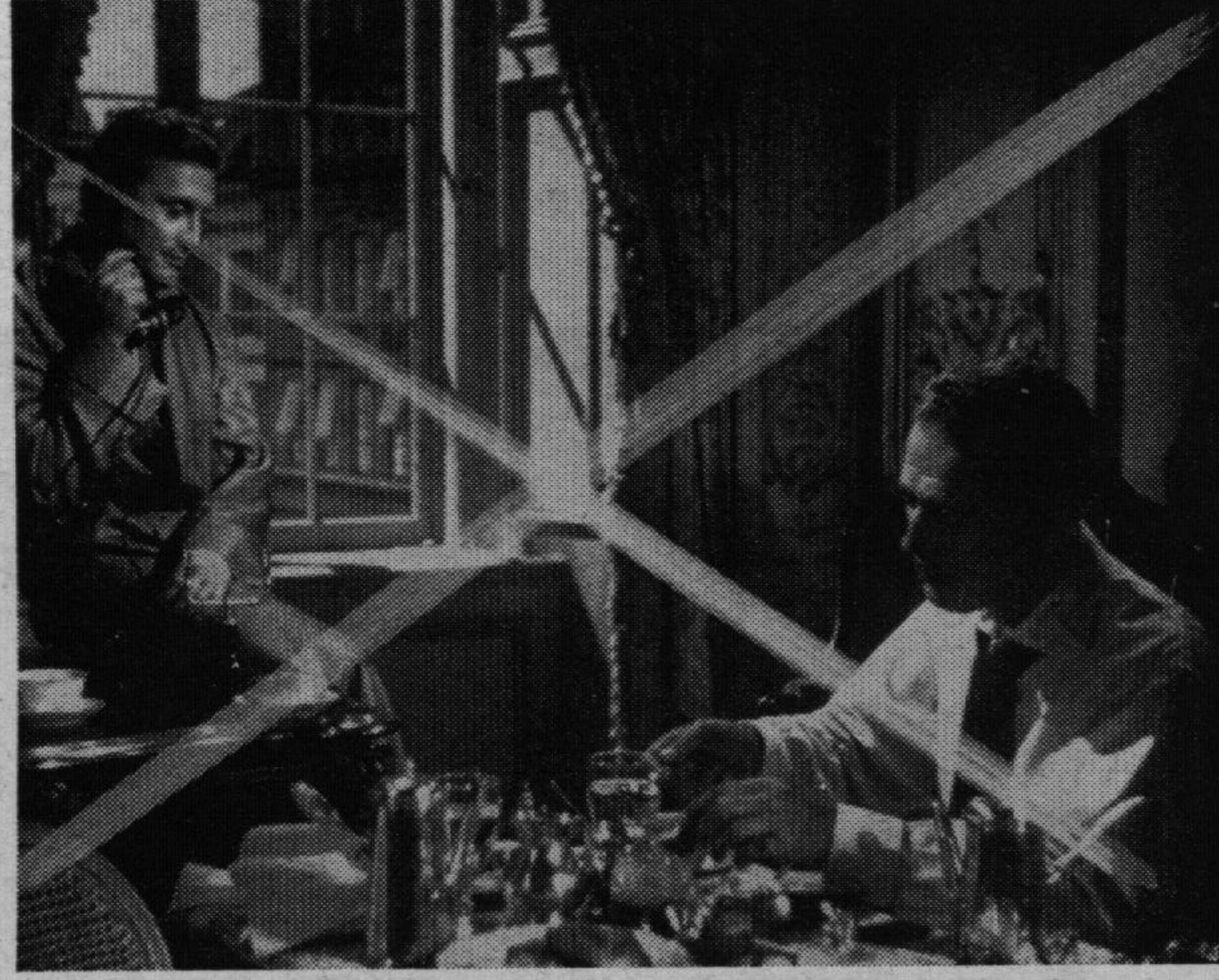
BEACH SCENE was cut out when ocean backdrop was considered “too obviously fake” by eagle-eyed previewers.



MEETING of Dick Powell and Lana Turner was judged repetitious because he meets her again soon afterward.



HELICOPTER FLIGHT to find crashed plane seemed anticlimax after revelation of crash in newspaper headline.



PARIS ROOM from which Kirk Douglas phones disappeared. Showing other end of conversation proved enough.