



THREE MEMBERS of the cast of "Go For Broke!" and three top winners in 1951's Miss Hawaii contest flew from Hawaii to make public appearances in Washington and New York to publicize

"Go For Broke!" L. to r.: Akira "Sunshine" Fukunaga, Gloria Kanemura (second place winner), Lt. George Miki, Claire Heen (Miss Hawaii), Ken Okamoto and Joan Scott (third choice).



VAN JOHNSON, star of "Go For Broke!" and his wife, Evie, are greeted by Hawaii maidens upon their arrival in Honolulu to attend the world premiere of the MGM movie.

"Go For Broke!" pulls at the box office

GO FOR BROKE! MGM's movie about the 442nd regimental combat team, has more angles than a heptagon. Its appeal cuts a wide swath through the cross-section of America. Primarily a movie about Nisei GI's it appeals not only to Japanese Americans but to people of Hawaii (from where most volunteers for the 442nd came), to World War II veterans, racial minority groups and to the average American moviegoer who has shown a preference for action-packed war movies.

Promotion-wise, too, it is a natural in the way of publicity gimmicks. And for sheer entertainment, it contains comedy, pathos, racial conflict and realistic battle scenes, all deftly packed together by that Oscar-winning combination of Dore Schary and Robert Pirosh which produced "Crossfire" and "Battleground."

Box-office receipts since May 4 when the movie was released supports early expectations. Variety's weekly survey put "Go For Broke!" third in box office appeal at the beginning of June. It trailed "The Great Caruso" and Danny Kaye's "On the Riviera." Good crowds were reported in St. Louis, New York, Philadelphia, Denver, Cincinnati, Minneapolis and Seattle. In San Francisco, the picture was held over for a second week at Loew's Warfield.

In Fresno, Calif., the mayor added his bit to promote the picture. He proclaimed a holiday in honor of the 442nd combat vets.



PRODUCER DORE SCHARY and writer-director Robert Pirosh greet Mrs. Nawa Mune-mori, Gold Star mother who was guest of honor at the Hollywood opening of the film. She is escorted by Brig. Gen. Frank Kellogg.



GOLD STAR MOTHERS honored at the Sacramento showing were (seated, l. to r.) Mrs. Elizabeth Murakami, Mrs. Tsuru Naka, Mrs. Tsuneyo Sakai, Mrs. Tsune Tahara; (standing) Mrs. Asa Abe, Mrs. Tane Akiyama, Mrs. Yoneyo Hayashi.

Photos by Toyo Studio



EMI KAMIKAWA escorts Gold Star mother Mrs. Sakai past the color guard in front of Sacramento's Senator theater. On extreme left is Tosh Kino and on the right is Dave Noguchi, both of VFW Nisei Post 8985.

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