A NEW PHASE IN ROD TAYLOR'S CAREER BEGINS WITH "CHUKA"

Australian film star Rod Taylor, one of Hollywood's top leading men, has taken the first decisive step toward changing his image and enlarging the scope of his activities.

Taylor, along with Jack Jason, is the producer of the realistically thrilling color Western adventure, "Chuka," which Paramount Pic-..... at the

He's never produced before, but with "Chuka" under his belt, Tay-lor is looking forward to continuing this phase of his career.

"I had a lot of help from people who know much more about producing than I do," Taylor admitted about "Chuka." "Now, I'd like to try it again and put to use as much of what I learned as I can. And while I'm at it, I'm about ready to try my hand at directing too. But, I'm not an all purpose genius, so when I find a picture to direct, that's going to be my job. I'm not going to act in the picture and somebody else can have the headache of producing it. Directing is a big enough job on its own.

Though he served as producer, Taylor didn't object to starring in "Chuka."

"I've always wanted to do a Western I believed in," he said. "And so I jumped at the chance to not only star in it but to protect myself by producing it as well. I think the fact that I retained control and knew what I wanted from the film helped a lot. If it didn't, it's my responsibility.

"Another good thing about 'Chuka'," he went on, "is that I get to play a part that's the complete antithesis of the leading man types I've been doing. It turns me into a character star and it ought to open up an entirely new range of parts for me to play.

"If I'm a hero, I'm a pretty dis-reputable one. And believe me, there's a certain pleasure in playing a tough slob of a character. And, I have to admit, there's a certain pleasure in playing opposite two leading ladies who are as good to look at as Luciana Paluzzi and Angela Dorian."

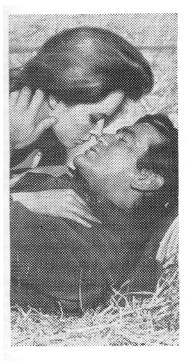
"Chuka" also stars Ernest Borgnine, John Mills, James Whitmore and Louis Hayward. Gordon Douglas directed the adventure.

THIS IS CHUKA!



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PASSING STRANGER.... Rod Taylor plays a Cain-like gun-fighter in the title role of "Chuka," a Rodlor Production for Paramount Pictures opening at the Theatre. Ernest Borgnine and John Mills also star in the color adventure.



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REUNITED AGAIN. . . . Luciana Paluzzi romances with Rod Taylor, a previous love, in "Chuka," a Rodlor Production for Paramount Pictures opening at the
Theatre. Ernest Borgnine and John Mills also star in the color adventure.

DEATH WISH-Luciana Paluzzi

"You might say I love my death scenes, but I'm deathly afraid of my love scenes. In 'Chuka,' I have a love scene with Rod Taylor in a love scene with Rod Taylor in a love scene with Rod Taylor in a stand I'm allorgie to straw." haystack and I'm allergic to straw.

For the record, you won't hear a sneeze in "Chuka," so Luciana evidently managed to suppress her

allergy. "Chuka" also stars Ernest Borgnine, John Mills, James Whitmore and Louis Hayward. The Rodlor Production was directed by Gordon Douglas in Pathecolor.