

Motor racing film revs up for test run

By NICK GALLO
Of the Emerald

A radio ad running on a local station called it, "part circus, part mythic ritual."

Motor racing: savage sport, mystical rite. Although the ad was promoting "One by One," a racing film now in Eugene, it could also have been referring to how to sell a film.

Pete Leavell, producer of "One by One," a film about the spectacle surrounding the Grand Prix, came to Eugene this week to test market his film. Hoping for a break that might at least wow some theater managers across the country, Leavell chose Eugene for his ticket to ride.

Three years ago Leavell and a friend began shooting "One by One." Bankrolled by a group of friends, he conceptualized the structure of the film and cultivated a few well-placed contacts to get himself a foot in the door for interviews with racing heroes like Jackie Stewart and Peter Revson. Leavell and company went all over Europe,

South Africa and the United States where racers met to determine who would go to the Grand Prix, a two-hour race at speeds close to 200 mph.

As ecstatic as the six-month filming of the races was for Leavell, the following three years have been interminable for the producer.

After the actual filming, Leavell went back to Los Angeles where he added optical effects in the studio. During that first year he brought the film to the Atlantic Film Festival where it won a documentary award and then to an international film festival where it was so popular a minor riot ensued when the house oversold tickets to a showing.

Leavell thought he had a winner on his hands. The word went out to distributors up and down the West Coast. The producer spent one year banging on doors of potential buyers and then a group of viewers from Billy Jack productions became interested in the film. They offered Leavell five per cent of the gross — a generous offer, says

Leavell. But they wouldn't guarantee to distribute the film. This meant that "One by One" could sit on the shelves for three years of exclusive rights. It could get lost in a company's bankruptcy. Five per cent of zero is zero. Leavell refused the offer.

A second company signed a contract with Leavell, and this time a guarantee was secured. But instead of pushing the film in the United States, the distributor took it to Europe where it did well. The problem is that foreign markets are usually reserved for distributors as a reward; a plum for good work done in the United States. Leavell claims the distributor never intended to move the film in this country.

Leavell then recounts a bizarre story of heated arguments, stolen film, threats of setting fire to the film, all of which he hesitates to discuss at length. It appears that lawyers have replaced racing drivers as the potential stars of the movie.

But Leavell did win back distributing rights to "One by One" in the court battles.

After a week in Tucson, the film hit Eugene, town of burgeoning movies aimed at a college market.

Why test market a film in Eugene? "If it goes in a small city like Eugene where there's no glamorous racing tracks nearby, it will give us some momentum," says Leavell. "The quality of this film appeals to a college market, and to be honest, TV advertising is cheaper here than in a larger area like Portland."

Leavell, who says it has taken \$400,000 to put his film together, is spending \$4,000 in advertising for the week-long stay in Eugene. With that kind of shoestring ad budget, 10,000 customers would be a godsend for Leavell.

If the film does well, Leavell says he'll borrow more money and get his advertising campaign in high gear for a sprint in the Deep South where auto racing rages. If the film sputters in Eugene, Leavell will hear about it in Los Angeles where he has flown to sit out the yellow flags at the turnstile.

MODERN STUDIO. Private bath, share kitchen with one person. Carpeted, furnished, clean. \$133 includes utilities. 1331 High. 342-1658. 11:23

ROOM WITH PRIVATE half bath. Prefer quiet person. \$75, part bills. 342-1524. 11:23

PETS

FREE KITTEN—female, black and white, adorable, 7 weeks old. Must give away. am allergic. 342-4867. 11:23

CALICO, FEMALE, 3-month old. FREE to good home. 747-5766. 11:23

AFGHAN PUPS, black, gray with black mask and tan with black masks. \$50 will hold for Christmas. 485-0411. 12:2

LOST & FOUND

COMPLETE SET OF KEYS, found November 11th on the Alder Street tennis courts. Call 485-1821 and identify. 11:29

FOUND GREEN KEYS—reply Box 119, College of Business. 11:23

CHILD CARE

EMU CHILDCARE CENTER reservation 686-4345 information students hourly. .85 pre-school, \$1 toddler. 1390:1fn

MARKET BASKET

FOOD-OP WILL CLOSE at 4 p.m. Wednesday, 11:24, and be closed for the Thanksgiving weekend. Back to normal hours on Monday, 11:29. **HAPPY THANKSGIVING** 13990:24

FOOD & DRINK

FROZEN YOGURT

A yogurt dessert that looks like soft ice cream and tastes delicious. Prince Puckler's Ice Cream: In the Atrium, 90 W. 10th.

THE BAVARIAN

Imported Lowenbrau and Blitz on Draft. Just a friendly atmosphere and good food. No juke box. No pool tables. No entertainment. 444 East 3rd St. for reservations 345-9815. 14814:fn

Pocketdeli-catessen

Salads, Meats, Cheeses, Sandwiches, Desserts. Homemade soup & breads. The famed Original & Huik pocket sandwich. We deliver and cater. Open 8-8. Breakfast 8-11. 2445 Hilyard 344-5171. 13820:2-4

THE BEANERY

Finest coffee roasted daily in Eugene. Teas, chocolates, Sherman's cigarettes. Allann Bros. Coffee. 2465 Hilyard Street, 344-0221. 14872:1

HONEY'S CAFE

NEW HOURS: LUNCH 11:30-2:30 p.m. DINNER 5-9 p.m. **WEEKLY SPECIAL DINNERS!** Wednesday-India Night Friday-Italian Night Sunday-Spaghetti Dinner \$2.25 with salad and garlic toast. **FIRESIDE DINING** 675 E. 13th. 13966:23

PRINCE PUCKLER'S ICE CREAM

"Rich ice cream, we make ourselves." New location — 1473 E. 19th (Next to the Giant Gnrrier) Open until 11 p.m. Also downtown in the Atrium, 99 W. 10th. 14601:SB

THE BAVARIAN

Imported Lowenbrau and Blitz on Draft. Just a friendly atmosphere and good food. No juke box. No pool tables. 444 East 3rd St. for reservations 345-9815. 14814:fn

GOOD TIMES AT PIZZA AURELIO \$1 Off Giant Pizza Tuesdays, free movies 1/2 Price on bar items with regular pizza Sun-Thurs. after 9:30 p.m. 29th and Willamette. 145:07-M-H

LATE GREAT SPAGETTI FEED Every Tuesday and Thursday REG. \$4.70

NOW \$2.95 PER PERSON All You Can Eat. 1/2 Liter of WINE or a Pitcher of BEER or a Pitcher of SOFT DRINK of your choice. Sausage & Meatballs excluded on re-order 8:30 to 11 p.m. **TUESDAY AND THURSDAY SPAGETTI WAREHOUSE** 725 W. 1st 484-1919. 13976:M-H

EVENTS

EMU Cultural Forum Presents **SENATOR JOE BIDEN OF DELAWARE** To Speak About "THE CURRENT SITUATION IN SOUTHERN AFRICA" Wednesday 167 EMU 2 p.m. December 8 **FREE** 13980:8

ENTERTAINMENT

C.C.P.A. PRESENTS WHEATFIELD at W.O.W. HALL (all ages welcome) Sunday 8 p.m.-Midnight November 28 \$2 11:24

BLACK FOREST TAVERN 2657 Willamette 344-0816 Happy Hours: Monday and Wednesday — 9:30 to 10:30, Friday — 4-6 p.m. **MICHELO ON TAP** Entertainment four nights a week. Ron Lloyd sings on the weekends through Nov. 13688:1fn

BIJOU DREAM PRESENTS DOCKS OF NEW YORK Josef Von Sternberg, 1928 Story of a lively bar and net-draped piers where stoker, Bill Roberts (George Bancroft) rescues suicidal prostitute Sadie (Betty Compson) 8 p.m. 180 PLC or \$1.25 Season ticket 14001:23

HOMEFRIED TRUCKSTOP Tonight: RYDER AND ROMAN on 14th between Hilyard and Alder 13997:23

CINEMA 7 ATRIUM BUILDING, SECOND FLOOR 10th and Olive. 687-0733 Tonight thru November 23 **OREGON PREMIERE OF FYODOR DOSTOEVSKY'S**

CRIME AND PUNISHMENT

"I can't imagine a film version more faithful than the 1970 Soviet adaptation. It's a fine, broody, beautiful movie." — Vincent Canby, NY Times. Showtime: 8 p.m. Only. 13960:23

EMU Cultural Forum Presents An Evening with 3 Great American Guitarists! **WOODY HARRIS** Arhoolie Recording Artist **Rev. Pearly Brown** From Atlanta, Georgia playing Blues in the tradition of Fred McDowell And the Fantastic **DOC WATSON** Saturday December 4 **EMU Ballroom 8 p.m.** \$4 U of O students \$5.50 general public Available at EMU Main Desk, Sun Shop, and Everybody's Records. 13906:3b

Double-Tee Concerts present: **JIMMY BUFFETT AND THE CORAL REEFER BAND** WITH **DAVID BROMBERG BAND** and Special Guests: **THE LITTLE RIVER BAND** Wednesday, December 8 8 p.m. **LANE COUNTY FAIRGROUNDS** Tickets: \$5.50 advance — \$6.50 day of the show. Available: Sun Shop, Everybody's (Eugene or Corvallis), Chrystal Ship, or EMU Main Desk. **COMING: TOWER OF POWER AND ORLEANS** — Wednesday December 1. 13933:3b

MEL BROOK'S YOUNG FRANKENSTEIN Wednesday December 1 150 Geo. (Science) \$1 6, 8, 10 p.m. **ASUO STATE AFFAIRS** 13885:1

PERSONAL

HURRAY! HURRAY! Today is the day to get rid of those embarrassing and unwanted hairs. Phone 687-9181. **ELECTROLOGY BY MARIAN** 13975:MUH

For a good time, call 485-2181. **DOES YOUR child** need a night out while you study, complete that research, attend a lecture or see a movie — call the EMU Childcare Center for a reservation NOW. 686-4345. Open evenings 6-10 p.m. 13889:1fn

THE VIDA BARN — Available again for parties, meetings, dances, etc. 896-3913. 14572:fn

LEGALIZE MARIJUANA CULTIVATION ORGANIZATION

Your voice in government. We need help and contributions. For information send \$1. Enclose stamped envelope. LeMCO 1415 S. Bertelsen no. 128, Eugene, Oregon 97402. 11:23

TENANTS: Has it been over 30 days since you've moved out and you still have not received your deposit OR an itemized accounting of deductions? Then drop by ASUO Off-Campus Housing and I'll explain your options for getting it back. Suite 3, EMU, 686-3731, ask for Walter. 13947:30

MORE MONEY! Sell your quality, used books at the Second Hand Book Man for 20-30% of their original price. **THE SECOND HAND BOOK MAN** 101 W. 7th 342-2002 Monday-Saturday 10 a.m.-5:30 p.m. 13912:19

SELF-STOR **INDIVIDUAL STORAGE UNIT RENTALS** 5'X10' 10'X10' and larger, 24 hour access. Store it yourself and save. Call State Realty. 686-1973. 10600:1fn

AOP's HAPPY THANKSGIVING and someone's thinking about you. Alpha Love. L.C. 11:23

SIGMA CHI PLEDGES—Thanks for the restful weekend at the beach — Assistant Mommy. 11:23

PRO: You bore me! Are you weak? Go take a cold bath! Love. ROOKIE. 11:23

MOLLY: You're gonna be havin' fun — you owe it to yourself! Ypee!!! Hugs — Boyle, De, Crowds. 11:23

CARO B. We admire you. Happy Thanksgiving J & Cioran 2nd. 11:23

LAURA, with the "Kaboo" in my eyes. I guess I am like the fool. Wishing on a falling star. Say yes to a man with a thousand voices. Saying. I'm dying to take you — away. M&M. 11:23

BOYS AND GIRLS. I have a real treat for you. Thursday, Midnight, on KWAX. F.Z. 11:23

REDHAIR—Idaho ducks have physiques? Graveyard. 11:23

LANE MEMORIAL BLOOD BANK **DONORS NEEDED** A Positive 5 Units. A Negative 2 Units. O Positive 7 Units. O Negative 3 Units. **DONOR HOURS** Monday thru Thursday 10:30-12:45 Tuesday thru Thursday 2:00-4:30 Friday 3:00-6:30 Call 484-9111 for an appointment.

KIM GREIG—Is there really a soft spot in you OR is it just my charm? 11:23

GARY FELDMAN — you're too cute for words. With longing, the women of the bottom of the EMU. 11:23

SAVE UP TO \$10 at Kaufman's Campus Shoe Scene. A special group of casual and dressy shoes now 1.3 off. 13973:23

JANET. HOPE YOU HAVE a great Thanksgiving vacation. Thanks for everything! Love, Meion. 11:23

JKA I'm interested, are You? (or were you looking at the windowpanes) if you are interested. SMILE! 11:23

BLOOMING PLANT FOR THANKSGIVING Poinsettias, peppers and much more.

THE INDOOR GARDEN 1412 Pearl 342-2735 13966:23

STUDENTS ELIGIBLE FOR GRADUATION on December 10 who have not received graduation instructions may pick up material at 170 Susan Campbell Hall or call ext. 3021. 13991:3b

ATHLETIC PASS for sale. Best offer over \$50. Call Ext. 5282. 11:24

T.B. (Panchovilla)—Thanks for the H.D. Have a great Thanksgiving — See you next week? Love. Mickey Mouse. 11:23

SANDY its your 21st birthday so lets whoop it up. Before we get too pooped to whoop. Love D.D.B.E. — L.G. 11:23

"a little of pre's pear ripples in the moon of the cup?" alar. 11:23

CAREY. The Surgeon General has determined that Wild Turkey is hazardous to your health. 11:23

TO ALL the people who have found it. Take it and Shove it. 11:30

DES LIL' MINKY Lets go to Furtraps We'll play in the hay Have fun And dance forever away. LUNGE. 11:23

MOLLY, have a GRRREEEEAAAT Thanksgiving. JUST ME XXX. 11:23

AUSTIN, BOB, BRIAN, Fred, Collin, Rob, G.B. In the Hole. Tuesday nite. Go ducks! Bert. 11:23

CHRISTMAS gifts for everyone on your list: CHRISTMAS CRAFTS FAIRE December 2 and 3. 10 a.m. to 7 p.m. 167 EMU Quality craftsmanship at reasonable prices. 13999:3b

TEDDY DOESN'T KNOW about C.R. I'll have to say you are. That's why I love you. 11:23

THE DOVE'S EYE—for Unicef, Art Museum, F.O.R. and many other unique cards. 10 to 4. 1414 Kincaid. 13969:23

Turkey Time Extravaganza

And the winners are:

Rick Vandervort Elaine Baker Gary Gussin Freshly baked pumpkin pies. Come and Get 'Em at the Emerald Office Today Room 300, EMU

MORE MONEY! Sell your quality, used books at the Second Hand Book Man for 20-30% of their original price. **THE SECOND HAND BOOKMAN** 101 W. 7th 342-2002 Monday-Saturday 10 a.m.-5:30 p.m. 13912:19



Who put the 'class' in classifieds? Call 686-4343 for information