



Photo by Kim-Smith

Eugene's fame spreads

Jogging in Eugene may be a privately cherished exercise, but it has now gone nationwide, thanks to two Eugenians and *Us* Magazine.

Blaine Newnham, Eugene Register-Guard sports editor, and Register-Guard photographer Warren Morgan put Eugene on the jogging map through a two-page spread in the July 12 issue of *Us* magazine.

Us, an unabashed knock-off of Time, Inc.'s *People* magazine, is published by the New York Times Co. through a sister organization, Family Circle, Inc.

The magazine was developed last year by the Times in a revamping effort which was designed to recover the newspaper's circulation that had swindled over the past few years. The staunch Times added three new sections, Weekend, on entertainment events; Living, a basic food and shopping supplement; and Home, with features on gardening and decorating.

Hoping to woo away some of the two million *People* readers, the Times put *Us* into circulation last May. So far, Newsweek magazine has reported, the Times circulation has increased by almost 860,000.

The article, a puff piece on jogging chic in the city which hosted the 1976 Olympic track trials, featured 1974 Boston Marathon winner Jon Anderson (son of former mayor Les Anderson) and pointed to the University of Oregon's all-comers track events as the mode of life in the Willamette Valley.

People in Eugene don't go in for the long marathons, Anderson was quoted as saying, they pride themselves on being able to jog a mile to the grocery store for a pint of yogurt instead.

Eugene theater opens Friday with comedy

"It's about people," explains Tom Gill, director of Carnival Theatre's production of "And Miss Reardon Drinks a Little." "Real people," he continued, are interesting, but not really astonishing."

"And Miss Reardon Drinks a Little" is a serio-comedy by Paul Zindel (The Effect of Gamma rays on Man-in-the-Moon Marigolds). The play is about the resolution of the lives of three sisters, all school teachers. The family meets to discuss the fate of the sister Anna, played by Kate Denning, who is on the brink of insanity.

Gill, a graduate student at the University from 1971 to 1973, counts "Reardon" as his third direction job at Carnival Theatre. He directed "Ten Nights in a Barroom" in 1971 and "The Survival of saint Joan" in 1972.

"I've never worked with actresses who are so dedicated," Gill says of his cast. "They may be inspired, but they are also craftsmen, that's apparent by their performances."

The other two sisters are portrayed by Nancy Julian and Barbara Dilaconi. Other members of the cast include Gwen Jackson, as a teacher that works with the sisters, Steve Marshal, as her husband, Karen Springer and Jim Conant.

Tickets are \$4 and \$3. All seats are reserved and may be obtained by calling the Carnival Theatre box office at 686-4191. University students, with current fee card, and senior citizens are admitted half price. The play runs July 8, 9, 14, 15 and 16. Curtain is at 8:30 p.m.

"By the end of the play you develop a sympathy for the characters and understand why they are who they are," says Gill. "If you like good theatre, I think you'll want to see it, because it is good."

Oregon Daily Emerald

Fierce competition making movie industry bids risky

While you or your family tries to agree on a movie to see this weekend, Eugene theater owners are already planning what they'll show at Christmas.

In the words of Jim Hollis, the booking department executive of Western Amusement Company in Los Angeles, "Eugene is a dog-eat-dog nightmare because of the competition involved when it comes to bidding on films." With 22 movie houses controlled by five parties, Eugene has become a sellers market.

Hollis likens the local industry practice of obtaining films to an oriental bazaar with a constant haggling between producer and consumer. Pictures have different values and rental costs on individual films also vary depending on conditions.

At the moment, according to Wendy Irving, assistant manager of the Valley River Twin Cinema, the film companies usually send out letters saying when they plan to release a certain picture and invite companies to bid on it. The practice of blind bidding, a common fixture in the motion picture industry, is a source of dilemma for area theaters. The House of the state Legislature has voted to abolish the practice, but the bill awaits Senate approval.

If abolished, according to Hollis, the local market would dry up for a brief period and the theaters would have to "scratch for their product." But in the long run he feels that customers would see finer quality films.

For example, the companies representing theaters in Eugene bid in March for films to be shown at Christmas, which may or may not be in production. Last year, for example, Hollis received word that three films would be available for bidding — "A Star is Born," "King Kong," and "Nickelodeon."

Put in the position of a gambler, Hollis surveyed all three and discovered that Barbara Striesand was having her troubles on the "A

Star is Born" set, the people making the "King Kong" movie were also experiencing difficulties, and he decided to go with the "Nickelodeon" father and daughter act. As the results came in, the Star and Kong brought in full houses, and his bet flopped.

The movie companies have the advantage in that they control what is available for review by booking agents like Hollis.

By TIM LEONARD
Of the Emerald

Hollis was only allowed a brief look at "Star Wars." "No film buyers had seen the complete film with the exception of top-management personnel," Hollis explained. "All we saw was a production reel and whoever gets the film will receive what I think will turn out to be the biggest seller of all time."

The money angle is interesting also. Hollis predicted that the holiday movie of the year would be one entitled, "Close Encounters of a Third Kind," with special effects like in the movie "2001." Columbia has not finished production and has poured in upwards of \$20 million so far. Hollis placed his bid last Friday and explained how the fees are paid.

"Say I bid \$50,000 which is all up front before anything else happens, and Columbia accepts that figure. They will want 20 per cent of the guarantee, which means they have \$10,000 to play with while the production is being completed. Then they expect to receive the rest of the bid two weeks before the show opens in Eugene. The guarantee is based upon the earning power of the film."

To illustrate his story Hollis spoke of the original "Godfather." "The film played for 10 weeks in Eugene and grossed \$121,000

with Paramount taking their percentage, which came to \$68,000."

The Eugene area offers movie buffs two choices: walk-ins or the drive-ins. For those with cars, the owners present family-oriented films with lots of action.

For the sedate indoor watcher the films tend to be face-to-face encounters. And, since everyone wants to see the top picture in town, there is a fierce competition between companies for the big money-makers. Hollis noted that last year there were only 147 films produced that drew audiences whereas five years ago there were more than 300 movies made.

Childbirth class set

Lane Community College is offering a natural childbirth class (a study of man as environment) tonight and subsequent Thursdays from 5 to 8 p.m., beginning tonight. Registration for the eight-week course is tonight at the class. For more information, contact instructor Benjamin Downs at 344-9766.

FRESH FROZEN YOGURT

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