

# Movie Industry Unleashing Film Barrage in Bid for Lost Business

Editor's note: Following is the first of a two-part series on the motion picture industry's new fight to keep its share of the show business dollar.

**By ALINE MOSSBY**  
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 Hollywood — Now that television's top programs have slowed to summer re-runs, the movie industry is unleashing a barrage of carefully selected pictures in the hope that its lost business will return to the theaters.

Some industry leaders even predict the future road of the picture business may be found in the results of the summer

## Khrushchev Says Red China Milking Soviet Reds Dry

London — Soviet Communist Party Chief Nikita Khrushchev has complained that Red China "is milking us dry," diplomatic sources said Saturday.

Khrushchev made the remark to East European leaders during recent negotiations for increased Soviet aid to the satellites, the sources said.

The Peiping regime is understood to be insisting that Russia fulfill her commitments to supply industrial goods and raw materials on which China's economic planning depends to an important degree.

Russia, although under pressure for more assistance from her satellites in Europe, cannot afford to rebuke Red China, on whose political good will she is at present more dependent than ever.

Khrushchev said in Czechoslovakia that Russia's strength lies in the aid which she dispenses "with great joy" to other communist states.

But there have been signs for some time that the growing call of Soviet assistance is severely testing Russia's strained economy.

These demands compete with Russia's offers of economic assistance to underdeveloped countries, made in the last 12 months in a political contest with the West over the neutralist nations.

The latest shakeup in Moscow may lead to more satellite claims on Russian assistance. Khrushchev has indicated during his Czechoslovakian tour that Russia will help the satellites in raising their standards of living.

China's communist boss Mao Tse Tung is expected to visit Moscow later this month after his call in Warsaw. Iron curtain sources say that the question of future Russian supplies to Red China will be among the topics of discussion.

## Negro Convicted in Television Trial

Texarkana, Ark. — James Moore, a 19-year-old Negro was convicted of murder in the first degree Friday night in a trial that was the first in Arkansas to be photographed by television cameras.

Moore, who was tried for the second time on the charge, was expected to be sentenced to die in the electric chair. An all-white, all-male jury returned a guilty verdict that did not recommend mercy.

Moore was convicted of participating in the \$10 robbery and fatal beating of 76-year-old M. R. Hamm. A first trial verdict of guilty for Moore and three other Negroes was reversed by the Arkansas Supreme Court, which ordered separate trials.

boxoffice grosses. Summertime has become important to the movie industry—the hot months when TV relaxes its grip on the public, school is out and citizens seek air-conditioned comfort. The movies—now the underdog of the show business world—have slipped in to try to capture some customers.

Despite official smiles of optimism, "Industry executives privately admit movie business in recent months has been at an all-time low," according to Variety, a show business trade paper. "If an expected boxoffice increase does not result this summer, serious consequences for the film business may result," Variety says. "A large number of theaters have their backs against the rope."

**Studios Take Action**  
 While TV takes a rest, film studios have rushed out "Love in the Afternoon," "A Hatful of Rain," "The Pride and the Passion," "The Sweet Smell of Success," "An Affair to Remember," "Les Girls," "A Face in the Crowd" and "Bernardine."

The summer spurge is another sign of an industrial phenomena of this generation—the rapid change in the movie industry and even in the physical community of Hollywood.

Ten years ago the movie business ruled the entertainment scene, but TV and a change of America's living habits have brought a revolution.

Hollywood is replacing New York as the TV capital. Next fall 70 per cent of the nation's network evening shows will originate from here; last year it was 54 per cent from Hollywood and 46 from New York. TV producers report a flood of TV actors moving here from the East.

Twentieth Century-Fox is busy digging for oil and has a long-range plan to subdivide some of its valuable real estate for public sale.

RKO and Columbia also plan to drill for oil on their lots. Every major studio including MGM is either renting space to TV producers and — or producing films for television. The Screen Actors' Guild reports 50 per cent of the employment for its 8,500 members comes from TV.

But the movie industry is forging ahead. Hollywood is producing 365 theatrical films worth 400 million dollars this year, compared to 296 in 1956 and 286 in 1955.

A glance at the financial state-

## Youth Killed When He Falls off Truck

Port Orford — Dennis Neely, 14, son of Mr. and Mrs. Ed Neely, Port Orford, was fatally injured Friday when he fell off the back of a truck on Sixes river road six miles from here.

The coroner's office said young Neely and 14-year-old Robert Gilbreath were riding on the bed of the truck operated by Gilbreath's grandfather, B. E. Rice. The Neely boy apparently lost his footing and fell from the truck against a bank as the vehicle rounded a curve. He then rolled back under the truck and his head and chest were crushed by the rear dual wheels.

He was pronounced dead on arrival at a doctor's office here.

## Shah of Iran Takes Control of Relief

Tehran, Iran — The Shah of Iran Saturday took personal control of relief operations for victims of last week's earthquake that killed 2,000 persons, injured 5,000 and left tens of thousands homeless.

The Shah himself planned a trip to the devastated Caspian sea coast to see what can be done to aid some 5,000 children left motherless and homeless and threatened with starvation.

## Indian Government Reverses Decision

Bombay, India — The Indian government reversed an earlier decision Saturday and issued a passport permitting an Indian beauty linked romantically with Roberto Rossellini, to leave the country.

In doing so, the Indian government acted against the wishes of the woman's husband, Indian film director Hari Das Gupta, who had petitioned against issuing a passport.

Das Gupta, in asking the government last May to prevent his wife, Sonali, from leaving India, claimed she was prepared to skip the country with Rossellini, Ingrid Bergman's mate.

## Attorney May Seek to Dismiss Clinton Case

Knoxville, Tenn. — A defense attorney said Saturday that unless the government offers better proof that 15 Tennesseans "conspired" with John Kasper to hinder the integration of Clinton, Tenn., High school, he will ask the court to dismiss the case this week.

The government has connected 11 of 15 Tennessee defendants with Kasper during three days of testimony, but chief defense counsel Robert L. Dobbs said there has been no proof that they conspired with the segregation leader to violate a federal court order banning interference of integration at Clinton.

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## Navy Checks Report On Sub Near Alaska

Anchorage, Alaska — The Navy Saturday was checking out reports of an unidentified submarine within the three-mile limit of Alaskan waters.

The Civil Aeronautics administration confirmed the report made Friday by a barge skipper for Morrison-Knudsen company, Inc. The skipper said the sub surfaced about 200 yards from his vessel at 3 p.m. pst just south of Dutch Harbor in the Aleutian Islands.

The Navy said no American submarines were known to be in the area.

The barge skipper said the sub hurriedly submerged, apparently after sighting the barge,

but periscope wake was visible "for quite a while afterward."

First reports indicated the Navy was employing aircraft stationed on Adak Island in the investigation. Adak is situated several hundred miles further out in the Aleutian chain from Dutch Harbor.

One of the most famous missions in New Mexico is the church of Saint Francis of Assisi, in Rancho de Taos, north of Santa Fe. Built in 1772, the mission is noted for its exceptionally thick walls of adobe, supported by mud buttresses, and its gleaming white stucco exterior.

The average retail price of beef last year was 66 cents per pound, the lowest level since 1947. Beef output in 1956 amounted to 14,400,000,000 pounds.

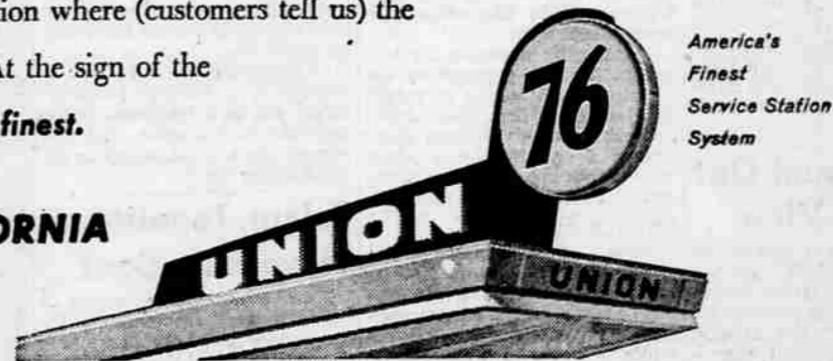
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