

Cardiac Lectures Slated in Medford

Four cardiac lectures will be given at the Spring Regional Scientific sessions sponsored by the Oregon Heart Association at the Rogue Valley Country Club Wednesday, April 9.

The sessions are a part of the professional education program sponsored by the Heart Association, Dr. R. E. Hibbs, Medford chairman, said.

Dr. Gordon A. Logan, consultant in cardiology at the Seattle Veterans hospital and the Firland sanatorium, will discuss "Management of Coronary Atherosclerosis" and "Diagnostic Tests of Cardiac Lesions."

Dr. H. T. Dodge, chief of the Cardiovascular section at the Seattle Veterans administration hospital, will review "Electrocardiographic Diagnosis and Peri-infarction Block" and "Management of Hypertension."

The afternoon session will open at 3 p.m. A 7 p.m. dinner will precede the evening lectures. Four credit hours will be acceptable to the American Academy of General Practice, Dr. Hibbs announced.

Four Teenagers Arrested in Area

Four teenagers were arrested by sheriff's deputies Saturday evening in the Cherry Heights area for illegal possession of intoxicating liquor.

Arrested were Loyd Alvin Holdeman, 18, of 34 Hawthorne ave., Medford, who was lodged in the county jail.

A 16-year-old boy and a 15 and 16-year-old girl were released to their parents pending action by juvenile authority.

Zoo Prepares for April Fool Jokers

New York—The New York Telephone company set its annual watch today on the telephone at the Bronx Zoo.

Callers asking for Mr. Bear, Mr. Fox, Mr. Lion, Miss Wolf or Miss Katz will be politely informed that someone must be trying to make them an April Fool. The phone company said it passed the word to 2,642 callers last April 1.

Motion Picture Leader Expects Stronger Industry and Nation

By SAMUEL GOLDWYN
General Partner
Samuel Goldwyn Productions
Written for United Press
Los Angeles, Calif. (AP)—The motion picture business is a curiously unreliable barometer of the national economy.

In certain periods of general business depression, motion picture attendance has flourished as never before. Yet in other times of high national prosperity motion pictures have suffered greatly in attendance and have gone through some of their most severe crises.

Today, virtually all forms of business here and abroad are confronted with a recession which coincides with a period of far-reaching readjustment in the motion picture industry. Some of our problems are the same as those of the general economy but mostly they are matters peculiar to motion pictures.

My judgment is that the motion picture industry will emerge—just as our country will—out of its present difficulties, healthier and stronger than ever before.

Several Causes
The motion picture industry's present situation stems from several causes. In the lush war and post-war days when everything was boom-

ing, too many people in leading positions in our industry thought the boom would last forever.

But after the war, foreign films, night sports like baseball, racing, etc., and an electronic monster—I prefer to call it an electronic marvel—known as television, began to challenge motion pictures for public attention. When the television came along the industry, still riding the crest of its greatest wave of prosperity, simply tried to shrug it off—with results that cut deeply into the health of the

motion picture business. Today motion picture attendance averages less than 40 million people per week compared with the 1946-47 peak of 85 million. During the latter part of 1957, attendance was lower by several million than in the same period of 1956.

Many Theaters Closed

Thousands of motion picture theaters have closed in the past several years. At the same time, costs of production of pictures have risen far out of proportion to increased costs of other businesses.

All of which looks, on the surface, like a picture of deep gloom. Yet the fact is that the public appetite for good entertainment—and particularly for the best entertainment of all, good pictures—is today greater than ever.

The most objective indicator—box office grosses—tells the story. Pictures like "The Ten Commandments," "Farewell to Arms," "Around the World in 80 Days," "Bridge on the River Kwai," "Peyton Place," "Sayonara," "Witness for the Prosecution" and many others—including if I

may say so, my own "Guys and Dolls"—are setting all sorts of new attendance records. Pictures like those will continue to attract the public in larger and larger numbers.

Produced by Independents

It is extremely significant—and a vast change from a few years ago—that every one of the outstanding pictures I have mentioned was produced by an "independent producer," although they were all—with the exception of "Guys and Dolls"—financed by the large motion picture companies. This is the

most striking and most promising factor in the revolution which Hollywood is today undergoing.

It was our industry's insistence on producing more and more pictures—on what can only be called an assembly-line basis—long after the slump in motion picture at-

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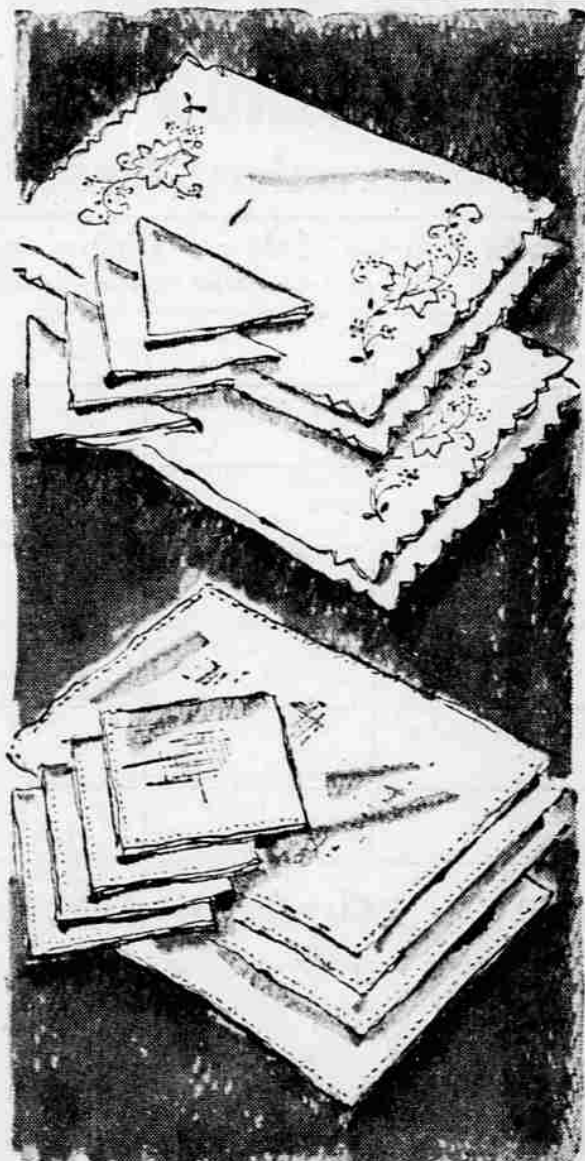
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tendance started in 1948, discriminating audience which which compounded the industry's problems. However, the picture entertainment in the theater with the same zest from the mistakes of the past, with which it stays away from run-of-the-mill pictures.

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