

Veteran Producer Predicts Movie Industry To Emerge Stronger After Present Slump

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Editor's note: Is the motion picture industry going to pull through the battle against television? Statistics show less than 40 million people are going to the movies today compared with 85 million in 1946. Here is an answer from one of the shrewdest of the movie makers.

By JACK V. FOX
United Press Correspondent
Hollywood — Samuel Goldwyn, still at the top of the heap after 46 years of making movies, said today the industry was in a fight for "survival of the fittest" but that the fit would emerge stronger than ever.

As Hollywood has been making," Goldwyn said. Sitting on a porch of his lovely home in Beverly Hills, Goldwyn talked candidly about the future of the movies, the competition of television and what pay-TV is going to mean.

Goldwyn is one of the two real pioneers still left in Hollywood. The other is Cecil B. DeMille whose "Ten Commandments" is now grossing \$75 million. Goldwyn himself is now embarking on another giant movie venture, "Porgy and Bess."

a lot of people were going to get hurt before the motion picture industry pulls through the present crisis.

"Four or five thousand small movie theaters have closed in the past few years and I think thousands more are going to close," he said. "That's the theater owners' problem, and it's a real one."

"The producers' problem is that today there is no middle ground. A picture is either a resounding success or a great failure."

Goldwyn said the industry had undergone three major developments in its first half-

century. "Silent pictures were a tremendous success at first," he recalled, but in the middle 20s attendance started dropping off badly.

"Then sound came along. I remember one man told me: 'Audiences don't want to be annoyed by sound. They want to relax or ever get a little sleep in the theater. I told him, "that's the trouble. We have been putting them to sleep."

"Well, we woke them up and pictures were pretty good until they became overloaded with dialogue. In addition,

every composer from Tin Pan Alley came out here for musicals. It got so bad that I remember some theaters even advertised "absolutely no music in this picture."

"Hollywood 'licked' that. But during the war, when there were few competing forms of entertainment, the industry got lazy due to too much success. After the war a lot of things, including TV, caught up with us."

"Then we got cinemascope, the large screen which revived new interest. But what happened? The quality of the pictures did not always mea-

sure up to the size of the screen. A poor picture on a large screen is just that much worse. The only way Hollywood can get ahead is with really good pictures."

"The audience is there, if the picture is good entertainment."

"Around the World in 80 days," "The Ten Commandments," "Guys and Dolls," "Peyton Place," "Bridge on the River Kwai," "Sayonara," "A Farewell to Arms" and pictures of that caliber proved that conclusively.

"The situation now is a matter of the survival of the

fittest and those who are fit are going to come out stronger than ever, with better pictures and good business. You remember they said motion pictures would kill the legitimate theater. They didn't. The theater today is stronger and better than ever before."

Goldwyn predicted the nation was going to have pay TV — "and nothing is going to stop it, not the FCC, nor Congress nor anyone else, because the people want it."

"But I see it, at first anyway, largely as a means of bringing the people unusual events, particularly sports

like baseball. "As for first-run pictures on pay TV, people are not going to pay for a bad picture on TV any more than they are going to pay to see a poor one at the theater."

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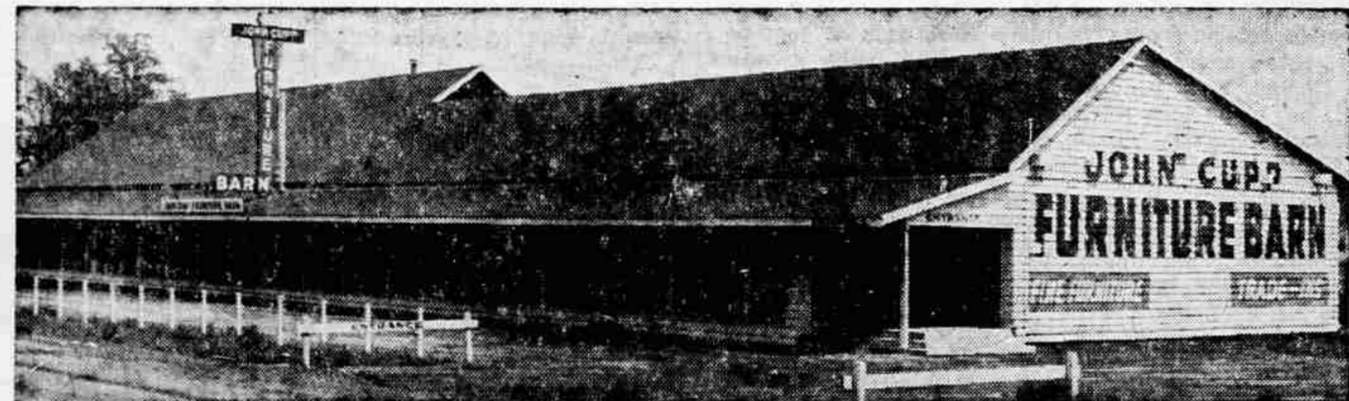
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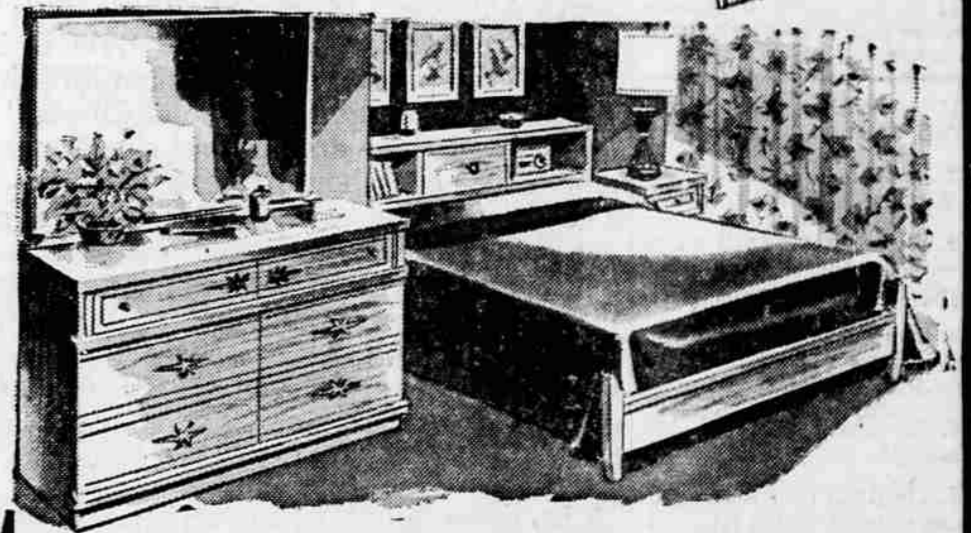
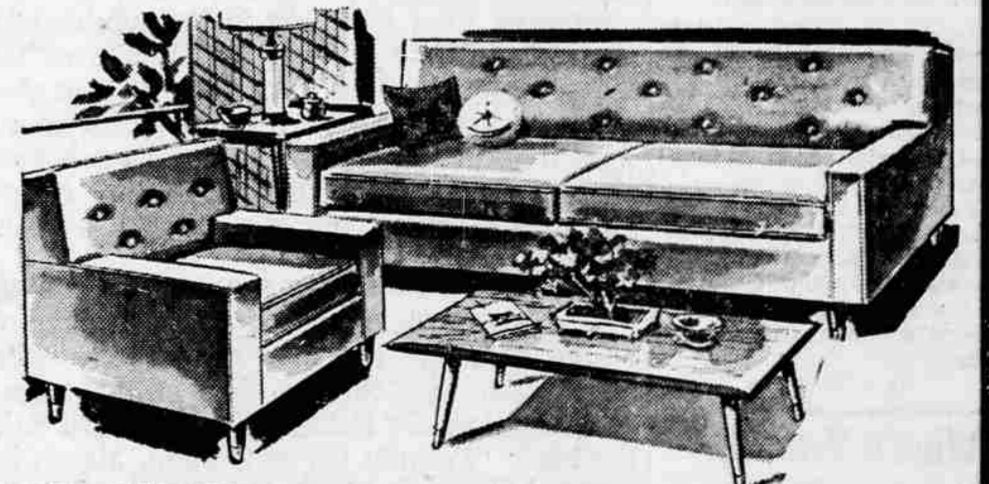
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