

Movie Industry in Comeback With 'Spectaculars' at Helm

By HENRY J. BECHTOLD
UPI Financial Editor

New York—The movie industry is making a comeback and showmanship is only one of a few reasons for the revival.

The industry has had to make many adjustments to meet the competition of other amusement fields for the public's time, but the motion picture continues to be the preferred form of theatrical entertainment.

Although film production has lagged in recent years—there will be 270 films produced this year against 420 in 1950—theater revenues may cross the \$1.5 billion mark for the first time, according to Francis I. DuPont & Co.

The "spectaculars" will play a big part in the achievement of this new record. About 27 major "blockbusters"—films costing from \$5 million to \$15 million to produce—will be turned out by the industry this year, and they will join such big attractions as Ben Hur and The Ten Commandments.

Attendance Down
Movie attendance still has not come close to the peak levels reached during the medium's popularity, but there are a number of other factors pointing to gradually rising revenues, DuPont said. These include the drawing power of the pictures themselves, heavy advance sales on reserved-seat productions, higher admission prices, intensive promotion efforts, and lower federal admission taxes.

The brokerage firm pointed out that where pictures are the "first asset" of the movie industry, it is the "side assets" that have attracted investor interest in the stocks of film companies recently.

These "assets" include real estate, old films, recordings, and television.

Many film companies are looking into the prospects of selling some of their unused property at tremendous profits. Twentieth Century-Fox recently sold 280 acres of prime Los Angeles property to Webb & Knapp, Inc. for \$43 million. This land had been carried on the film company's books at \$1.5 million.

Columbia Pictures also re-

cently sold 34.5 acres of its property to reap \$1.7 million on land which had initially cost \$86,000.

Another source of income—some \$300 million to be exact—came from the industry's re-

lease to television of 10,000 pre-1948 films. And even more important, DuPont declared, are the 4,000 films which make up the post-1948 film libraries.

Since these pictures have

been created with up-to-date techniques and feature stars better known to today's TV audiences, they can be parlayed into greater profit makers, DuPont stated in its industry appraisal. It estimated the

TV resale value of the post-1948 film libraries in the neighborhood of \$400 million. The movie industry also is involved in television through the production of shows for the screen at home medium.

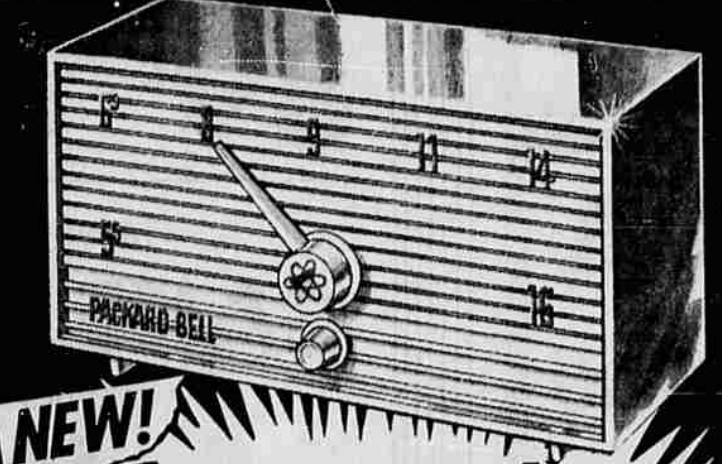
Columbia's subsidiary, Screen Gems, for instance, turns out 15 shows for television. United Artists, through ZIV Television Co., produces and distributes network shows and syndicated series.

The lucrative recording industry also has attracted some film companies, the report noted. Twentieth Century-Fox will have more than 80 record albums on the market by the end of the year, and Paramount's Dot Records grossed more than \$8.5 million in 1959.

DuPont said that one of the most tantalizing prospects for the major motion picture producers hinges on FCC approval of pay-TV on a national basis. This could put studio facilities back in operation on a full-time basis since this form of television is expected to program the full-length

feature films that are Hollywood's forte.

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Candidates Talk At Assembly at Southern Oregon

Ashland—Candidates for state representative from Jackson county and for county offices answered questions presented by students at an assembly yesterday in Britt Student Center ballroom on the Southern Oregon college campus.

Fourteen candidates attended the assembly. Students from the political science department asked each candidate one question.

The question generally concerned duties involved in each candidate's office. The candidates explained how the office is operated, what services each offers, and possible improvements which could be made. Some measures appearing on the November ballot also were explained.

The assembly was sponsored by the political science department.

Candidates Present
Candidates present and officers they are running for were:

Robert Duncan, state representative; John Gregory, state representative; Gerald Scannell, district attorney; Karl Janouch, treasurer; Ray Schumacher, assessor; Ed McGinty, surveyor, and Ed Taylor, commissioner, all Democrats.

Republican candidates were: E. Nye, state representative; John Dallenback, state representative; Alan Holmes, district attorney; Paul Rynning, commissioner; Chester Rapp, treasurer; Herbert Hunter, assessor; and Mark Boyden, surveyor.

About 150 people attended the assembly.

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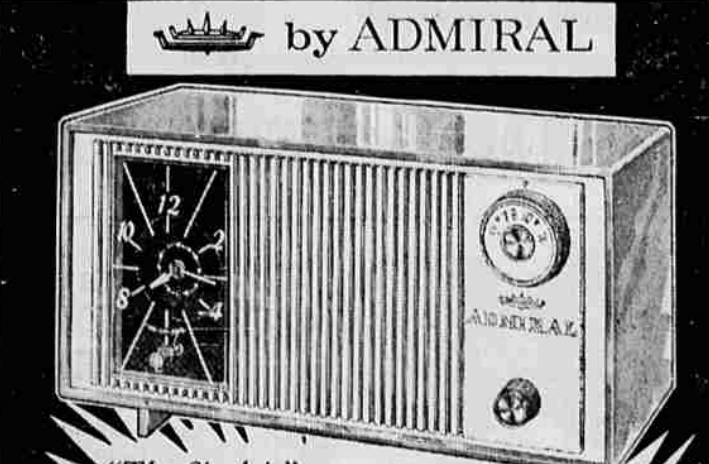


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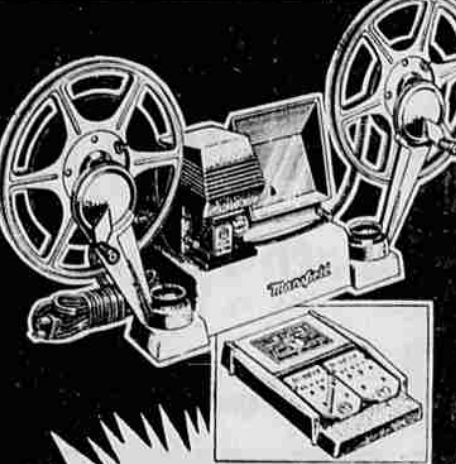


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