

I—The Boom in Culture

# Movie Producers Plunged Into Nightmare World as Culture Sweeps Across Country

By HARRY FERGUSON  
Washington—UPI—The cultural explosion and the advent of television have plunged American movie producers into a nightmare world. Their sleep is troubled by visions of concert halls and community theaters crammed to the last seat, 40 million families clustered around television sets, long lines waiting to buy tickets to foreign films and Elizabeth Taylor demanding \$1 million and a share of the net of their next production.

responsible. At the time this started the major Hollywood studios still were turning out boy meets girl stuff. The heroines invariably were all good and the villains all bad. There were too many June Allyson and Doris Day sweet young things.

"The public goes to the 'art houses, to see things that cannot be found on television or in most American movies. They can see a hero who is not above an adulterous affair, a heroine who cuckolds her husband and a story that does not end with the principal living happily ever after as they walk into the sunset. When foreign films such as 'Naked City' and the 'Bicycle Thief' came along, movie goers jumped at the chance to see something different from the formula pictures being ground out in Hollywood.

"Since then many American pictures, i.e. 'Marty,' have tried to capture the feeling and substance of foreign pictures. The results have

been disastrous in some cases and quite good in others. You must remember that most of the men who make pictures in Hollywood are interested in profits, not praise from critics or the applause of sophisticates. I would fix the number of artistically worthwhile pictures produced in Hollywood at less than 25 per cent.

### Set Working Rule

In the days of the silent films Louis B. Mayer and the other giants of the industry laid down as a working rule the thesis that it was impossible to underestimate the intelligence of the American public and that all films should be directed at the mentality of a 12-year-old. On July 6, 1928, the first all-talking picture, "The Lights of New York," was shown and Hollywood believed it had achieved a monopoly on the entertainment business in this country and that the legitimate theater was doomed.

But some of the 12-year-old mentality philosophy survived. Instead of using the vast resources of the camera and the screen, the movie makers began photographing

Alfred Hitchcock, a noted director who has survived and prospered in the

### Instruments Sent To Fallout Shelters

Salem—Radiological detection instruments were shipped this week to 20 Oregon counties to stock public fallout shelters. State Civil Defense Director Robert W. Sandstrom has announced.

A total of 105 kits were received at Salem from a federal government warehouse at Spokane, Wash., for storage in an equal number of Oregon shelters.

Each kit contains five instruments with a total value of \$72.50. Included are three types of geiger counters and two pocket dosimeters.

The first shipment went to shelters in Baker, Benton, Clackamas, Clatsop, Coos, Deschutes, Douglas, Grant, Harney, Hood River, Jackson, Josephine, Klamath, Lake, Lane, Linn, Multnomah, Umatilla, Wasco and Washington counties.

jungle of movie making for 39 years, thinks that is still the trouble with most American pictures. "They are simply pictures of people talking," he says. Hitchcock believes motion pictures should be in motion and loaded with action.

### Informal Lectures Started at Oregon

Eugene—A new program of informal lectures has been established for the University of Oregon school of law by the Oregon Law School Alumni association.

The series of Lounge Lectures was inaugurated April 5 when Malcolm Marsh of Salem spoke to third-year law students on "Motions, Demurrers, and Other Defense Stalls." Marsh is a member of the Salem law firm of Goodenough, Clark and Marsh. He is a member of the Law School Alumni association.

Four other lectures will be given during the spring, according to Dean Orlando John Holke. The lectures are planned as informal lounge sessions with speakers presenting the various practical aspects of the practice of law.

The association plans the series as a continuing program for the school.

When television began to cut into motion picture receipts, the movie makers decided they would fight back with the spectacle—thousands of persons moving across wide screens in color. The idea was to offer something that television could not produce on its own. On the surface it looked like a sound idea, but the plan had one built-in problem—money.

Most movies are financed by bankers who are inclined to be hard nosed about letting go of five or ten million dollars unless they can be sure of a fairly certain return.

Many producers never could raise the money for their spectaculars. Some who did lost their shirts. There is \$40 million tied up now in Elizabeth Taylor's portrayal of Cleopatra and nobody can say for sure that the picture will take in that much.

### Trouble Everywhere

The harried American movie maker sees trouble everywhere he looks. De Kalb is a town in Illinois with a population of a little more than 20,000. This is about 16,000 when Northern Illinois university is not in session. It has the normal number of television sets, but that isn't all the movie makers have competing against them. The cultural explosion is under way in De Kalb with this result:

In one week there were capacity audiences for the Texas State chorus from

Houston, the Augustana choir and the Don Cossack dancers. The De Kalb Stagecoach Players is in the middle of its 17th successful season with hundreds of persons participating as actors, directors, stage hands and ticket sellers.

There is a Children's Community Theater which brings professional talent to De Kalb. The Drama club meets once a month to read plays and present skits. Northern Illinois university and the De Kalb High school put on sev-

eral plays each year. The American Association of University Women conducts a music, art and literature study group. The Sycamore Concert association presents four nationally known artists each winter. There are two art galleries in town, a band concert once a week in the summer and Mrs. Romeo Zulaus, chairman of the Audubon Society's Wildlife Series, says the sale of season tickets is at an all-time high.

Next: Television and the cultural explosion.

### Former Resident on Queen for Day Show

A former Rogue Valley school teacher, Mrs. Dorothy Marler, will be on the Queen for a Day program Thursday afternoon.

Mrs. Marler telephoned her parents, Mr. and Mrs. C. C. Herlow of Talent, Tuesday to tell them she had been selected and she would like to have her former pupils watching Channel 10 when the television show comes on at 3 p.m.

Mrs. Marler now makes her home in southern California. Her husband, John Marler, who taught in the Phoenix schools when they were in the Rogue valley, is now teaching in the Gonzales school system. Mrs. Marler's sister, Mrs. Elbert B. Hefley, is a resident of Eagle Point.

### Grange News

Lake Creek Grange will observe its 35th anniversary on Friday, April 12, with a potluck supper starting at 6:30 p.m. Persons attending are to take complete table service. Obligations will be conferred on Jerilyn Hansen, John and Lorraine Benson. It is hoped that all of the charter members will attend.

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**Thirst for Realism**  
"It began shortly after World War II," says Vernon Scott, UPI columnist in Hollywood. "The realism and adult themes of the French, Italian, British and Swedish films are

### Middle East Federation Eyed

Cairo, U.A.R.—UPI—Arab diplomats Tuesday filled in details of an agreement aimed at linking the United Arab Republic, Syria and Iraq in a federation that could alter the Middle East power alliance.

Officials said Monday night agreement on the principles of the plan had been reached. No details were disclosed and there was no mention of Algeria or Yemen which have been named as possible members of the union.

Working parties of Syria, Iraq and the U.A.R. resumed discussions this morning. A spokesman said they would work out a "national charter for federation which is binding to all revolutionary and unity forces."

It was believed the federation would adopt a single front on foreign affairs and defense, with individual states retaining a large measure of local autonomy.

A merger of the three countries would bring about a considerable change in the Middle East's balance of power and pose a threat to remaining monarchies.

### Dennis the Menace



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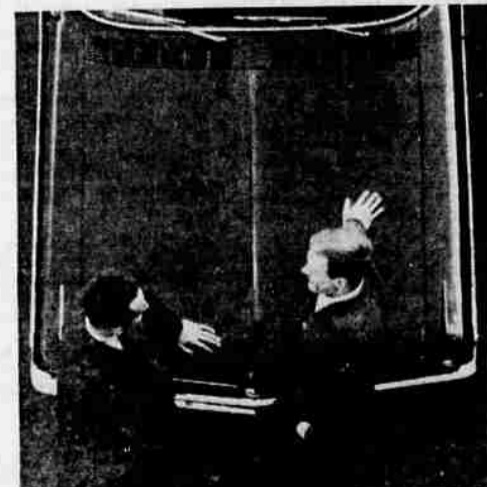
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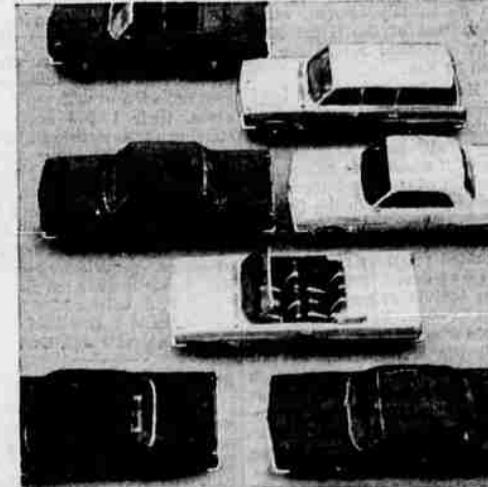
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