

Television Movies Bring Revolution in Film Making

By RICK DU BROW
 United Press International
 HOLLYWOOD (UPI)—Movies are better than ever — on television.
 Garbo and Gable, Brando and Monroe — you can have them at lunch or a midnight snack. Decades of movie creativity are being devoured almost overnight by the video monster. And the result is a revolution: in film-making, selling and the family that tunes in.
 Suppose it's a Saturday night. If you're a father, and you're footing the bill for a family night out, maybe you'll consider

the higher prices at the theater, the trouble and — perhaps — price of parking your car, the possibility of needing a babysitter. Maybe you're not too thrilled either with the film on local display. So you sit home because there's an almost first-run picture on NBC-TV's "Saturday night movie."
 To Saturday, add the six other days of the week because the situation is almost identical. If the networks aren't offering a movie, a local station probably is. What cost Hollywood billions to produce is given away free

to consumers, blanketing the nation as never before.
Theaters Unhappy
 Is everybody happy? Not by a long shot. Viewers are happy—the biggest stars and the best movies are in their living rooms at no cost, and the production values make for better shows than almost anything television can offer. NBC-TV is happy — its Saturday and Monday night movies will be back for another season. Theater owners are very unhappy — though movie attendance has edged up slightly, video films have put many

of them out of business and are threatening to keep it up.
 Are movies that much of a guaranteed success on television? Well, take the case of NBC-TV. Last season, two of its new series, "It's A Man's World" and "Saints and Sinners," got low ratings on Monday nights. NBC had success with its Saturday night movie, so it decided to give Monday a try too. Its first Monday film beat out two of CBS-TV's blockbuster situation comedies, "The Lucy Show" and "Danny Thomas, in the overnight ratings. It depends a lot on the movie.

There seems to be general agreement that adventure films draw the best. But, then, why aren't the two other networks cashing in on the gold mine? ABC-TV did, for the past season — with a Sunday night movie — but it learned quickly that, in prime time at least, the ratings varied with the quality, and top-flight films are expensive. It decided the price wasn't right, and suddenly became enthused with the notion that television should produce its own stars and product.
 CBS-TV has held this notion

all along, turning down prime-time movies.
 But to NBC-TV and the local stations that don't agree with CBS, the movies are appealing for many reasons. It is money in the bank from sponsors; they wait in line. And it cuts down on personnel: how many people do you need to run a film? Also, there are none of the production problems — and personality headaches — that arise in the creation of shows especially for video. There are therefore no production costs. And, not least, no worries about controversies.
Problems Arise

On the other hand, certain serious financial, cultural and moral problems have arisen. To start with: as the supply of movies begins to dry up in Hollywood, which it is doing, the prices stations must pay for them go up. Very recent films are being sold. Only a relatively few are unavailable thus far — few, that is, when one considers the huge number that have been sold. As the supply dwindles, stations must often agree to take trashy movies to get the ones they really want. And with Hollywood now making fewer and better films, even

less will be available in the coming years.
 A further problem is that a number of stations would rather show a sure-fire, money-making movie than, say, a network documentary or relatively high-brow program that may be much more worthwhile to the viewer, and, what's more, of greater importance. This problem may well get worse, and here's why.
 In a recent ruling, the Federal Communications Commission banned the networks from controlling what is known as "option time." Option time made it

compulsory for affiliated stations to turn over several of their best prime-time viewing hours to network shows each day. Now, however, unless an appeal by the networks succeeds, which is doubtful — stations will have the right to turn down any program they don't want. If you were a man interested only in making money, which would you rather sponsor, "David Brinkley's Journal" or a John Wayne movie?
Many Spectaculars
 The effect of television, and the availability of so many movies on the home screen, has reached deeply into the studios, themselves and altered the kind of cinematic works now generally being turned out. Long ago, it was realized that the movies had to offer what television couldn't — and one thing television couldn't offer was size and spectacle. And that's why there are so many of these films around.
 Increasingly, however, it also became clear that another of video's most vulnerable areas was that of adult ideas. There just aren't many of much value in television entertainment. The production line doesn't allow for careful formulation of the m. The sponsors mostly don't like them; they don't like anything new, too offbeat, too much in any direction except the middle. Ironically, probably the best "idea" and "adult" entertainment came from movies on television — but these are still vastly in the minority. So Hollywood acted and changed, like this:
 Probably more than ever before, the story is the most important element in new movies here. Stars are tremendously important too, but lots of lost-box-office money has been a convincing evidence that they are only an asset if the story is good and not much help if it is not.
 Sample: When a picture called "The Pride and the Passion," starring Cary Grant, Frank Sinatra and Sophia Loren, bombed out, a lot of eyebrows were raised. Money-men in the movie business here will tell you that probably only one actress, Elizabeth Taylor, can guarantee box-office success by merely appearing in a film — and therefore can assure a producer a bank loan without even mentioning the story or other stars. And Miss Taylor's reputation is riding on "Cleopatra."

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Area Colleges May Be Forced To Turn Many Away

SALEM (UPI) — Oregon's community colleges will be forced to turn away "several thousand students should Oregon voters turn down the legislators' tax program," Dr. Leon P. Minear, state superintendent of public education, said Wednesday.
 "The attorney general's decision that the governor lacked authority to cut the basic school fund can only mean that other state programs, including the community college, would bear the burden of necessary cuts," Minear said.
 He said community colleges, operating mostly late afternoon and evening classes in borrowed facilities, enrolled 3,240 full-time equivalent students last year.

Would Deny Opportunities
 "With an enrollment of 6,800 full-time equivalent students predicted in the five community colleges for 1964-65, failure to start additional building projects now would deny post-high school educational opportunities to over 3,500 students in that year alone," Minear said.

All of the \$850,000 appropriated by the 1961 legislature has been obligated for construction projects now under way, Minear said.

However these projects at Clatsop college, Astoria; Central Oregon college, Bend; South Western Oregon college, North Bend; and Salem Technical-Vocational school will provide educational space for only 650 full-time equivalent students — not even sufficient to house the anticipated increase, he pointed out.

He said a cutback would place funds for community college construction from the federal government in "definite jeopardy."

Kennedy Invited To Visit Quintuplets

ABERDEEN, S.D. (UPI) — President Kennedy has been invited to make a trip to Aberdeen next week to visit the Fischer quintuplets.
 Kennedy will be in North Dakota next week for a speech.
 Sen. George S. McGovern (D-S.D.) said he made the invitation.

PAY RAISE ASKED
WASHINGTON (UPI) — The Defense Department has asked Congress to give Gen. Lyman L. Lemnitzer, supreme Allied commander in Europe, a special \$3,900-a-year pay raise.