

THE ENTERTAINMENT WORLD

BY E.C.

CARLTON

UNDER 12's ACC.

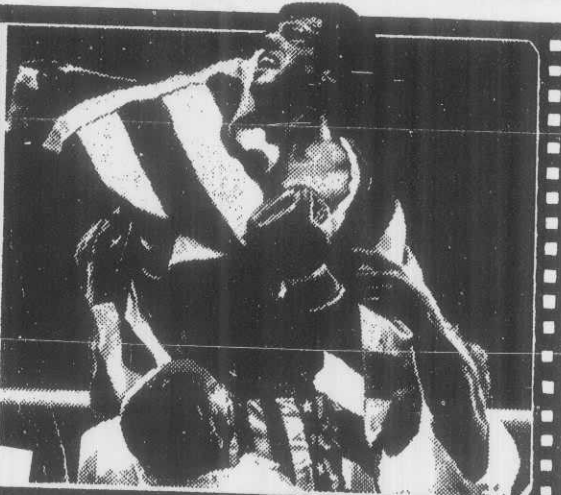
DAILY at 3pm & 8pm

## STALLONE

He's facing the ultimate challenge. And fighting for his life.

## ROCKY IV

PG



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*Let's Go To The Movies*

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# The Cinema In Crisis

● It is no secret that the cinema is going through the worst crisis in its history. The number of cinemagoers decreases year by year and 1985 is the worst year to date. The increasingly popular video, and lack of films which attract massive audiences, are probably the main reasons for the cinema's downfall. Many cinemas have been forced to close, others barely make ends meet. Powerful companies are losing enormous sums of money.

● Last year, 20th-Century Fox had a deficit of 74 million dollars. Metro lost 80 million. The great companies now form parts of trusts which have nothing to do with the world of film-making.

● Columbia is controlled by the Coca Cola people, Fox by the oil magnate Marvin Davis and the press king Rupert Murdoch, P. amount by Gulf and Western and Warner Bros. by Warner Communications.

● One of the most famous Hollywood script writers, Edward Anhalt complains: "There are no film studios anymore, only banks. We should talk about the Warner Bank or the Fox Bank. The directors are good businessmen, but they don't know anything about the cinema or how films are made".

● Money invested in super productions does not always pay dividends. Only about a half a dozen

films a year make a profit: Gremlins, The Goonies, Rambo 2 and Superdetective in Hollywood are the most recent box office successes.

● On the other hand, David Lynch's Dune and Francis Ford Coppola's The Cotton Club have been financial disasters reminiscent of Mankiewicz's Cleopatra, co-starring Elizabeth Taylor and Richard Burton.

● 47 million dollars were invested in The Cotton Club and another 7 in launching the film. Dune cost 52 million dollars to make, including 10 million spent on promoting it. In both cases, the astronomical sums laid out were at least four times the amount usually spent on making a film. It is estimated that for a film to make a profit it must produce three times the original budget.

● The producers of Dune expected it to repeat the success of Star Wars.

● Instead it was a complete financial failure.

● Another film which was a blow to the producers was Rhinestone (with Dolly Parton and Sylvester Stallone). Apparently the public prefer Stallone in the part of a character like Rambo or Rocky and not in a musical with a frankly boring script.

● In order to compete not only with video but

also with television (with its series like Dallas and Dynasty), the cinema must offer superfilms full of interest and excitement, with great directors and famous stars. But it is not easy.

● There is a lack of imagination to start with. There are few good scriptwriters, and as nobody is willing to take risks, they fall back on remakes and second, third, fourth and even fifth parts of successful films.

● Evidently there is a lack of imagination and new ideas. But the financial wizards know what they are doing. They have the money and they make the rules.

● So as long as the public continues to respond, we are doomed to see the continuation of any and every successful film.

● Limerick is now down to its last two screens. In the past ten years we have lost the cinema screens of Movieland One and Two, the Savoy, the Lyric, the City Theatre, and last year, the Royal, which was set to celebrate its 40th birthday in two years time.

● But fewer screens will mean better films. The Ward and Anderson Group told me last month that Limerick will continue to see the top releases - many of them simultaneous with their London premieres.

## Buddy Holly Convention '86

● The Buddy Holly Convention '86 will take place at Cruises Hotel, Limerick, this Friday under the auspices of the Limerick Rock 'n' Roll Revival Club.

● This club has Dickie Rock as its hon. president and I am indebted to secretary and P.R.O., Paddy Brennan for this piece of information.

● The convention have secured Dave Maher and The Rockets to play an entire programme of music from the 50's and 60's.

● One of the many highlights will include a jiving exhibition by the current Irish champions, Ann Waters and Paddy Reilly, both from Kingscourt, Co. Cavan.

● Patrons will be dressed in the gear of the period and there will be a Limerick championship of jiving at which approximately 20 couples will be taking part. The present holders are Peggy and Sean Fahy from Kennedy Park. The jiving participants will be encouraged to wear drainpipes, Brylcreem, flared skirts, crepe shoes, ankle socks and pony tails.

● It should be a night of nostalgia.

● Stop Press-the convention is fully booked out and admission will be confined to ticket holders only.

## The Savoy



● In the Top Floor of the Savoy Tuesday Blue will be In Concert this Saturday, February First.

● They will also be on RTE's TV GAGA this Thursday night.

PIKE INN MULGRAVE STREET

## CRAZY NIGHT

with DIVINE DICKIE

Spots Galore • Lots of Fun.

Admission Free.

Monday, Jan 27, & Every Monday.

## Limerick



● HIGH REEL-Kerry's leading group-will be on stage every Friday night at Costello's Tavern in Dominick Street, Limerick.