

HOLLYWOOD

The People Speak To Variety's Muggs

Two weeks ago a Gallup poll revealed the calamitous news that some 32,000,000 potential movie goers attended movies less than once a month. Forthwith *Variety's* Muggs Galluped off in 35 key American cities to find out why. Their findings, published in this week's *Variety*, indicate, for one thing, that the picture business needs sprucing up, and for another, that some Americans would rather go fishing or play bingo.

The main, professed reason that the 32,000,000 stay away from theaters, *Variety* found, was that there are not enough good movies. The other reasons, in order, are (2) double features; (3) preference for sports, and (4) more ardent hankering for the radio.

Since most movie people are convinced already that radio is the box office's one, big public enemy, *Variety's* random sampling will probably not cause any great changes in Hollywood policy. Anyway, here are some of the answers *Variety* got from box office stay-aways:

A Terre Haute drug store keeper objected to "too much sex stuff."

A radio announcer in Louisville confessed to a liking for movies, but:

"I prefer games of chance, like bingo."

The canniest answer came from a man named Manuel Sylvia, in New Bedford, Mass. As Mr. Sylvia explained:

"For the same price, 44c, I can get nine glasses of beer at the club, have a good evening, go home when I want. And I usually meet some guy who's been to the show and tells me all about it anyway."

PM

THURSDAY, AUGUST 22, 1940

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