High movie prices: One of the last great mysteries

There are three unsolved mysteries today—the Devil's Triangle, Stone-henge, and why consumers pay \$3.50 for a movie they could see for \$1.23.

There are a few more factors involved than the price of the movie, such as overhead (including paying off

or renting the theater, maintenance, and staff salaries).

Overhead saide, "there's no reason why theaters should be charging that much for a movie." says Barbara Dantels, manager of the Civic in Dispurate ticket prices remain a mystery because it's next to impos-

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sible to get an answer from the managers of theaters which charge \$3.50. One manager vas friendly until the subject of finances came up. Then he became uncooperative and rude. Another manager, during a busy night, understandably asked this reporter to come back the following by, I did. It was her day off. Some theaters, such as the Chemana at Livonia Mall and Prudential Towne that the subject of the companies. The Livonia Mall Chemas are owned by the General Chemas are owne

cessful at dodging phone calls, as well as questions.

THE CIVIC however, which charges \$1.25 all the time, had nothing to hide. Ms. Daniels points out two reasons why prices at other theatres are high. Some theatres incorporate what is called a first-run movie, which costs the theater more money from the distributor than a regular movie because

of its popularity.

A first-run movie is one released to a theater for the first time. As long as the movie plays at that theater it's considered first-run. But as soon as that theater gives up the movie, it is

theaters refuse passes during first-rurs.

The 'fore-wall' is another reason faigh movie prices. Ms. Daniels says. A fore-wall occurs when a film com-pany rents out a theater, plays its own movie, and charges its own prices. The film company, in most cases, will bring in its own personnel such as theirs and concession-stand own/ters. Such as the concession-stand own/ters. When the concession-stand the Green of the con-traction of the control of the con-trol of the control of the control of the con-trol of the control of the control of the con-trol of the control of the control of the con-trol of the control of the control of the con-trol of the control of the control of the con-trol of the control of the control of the control of the con-trol of the control of the control of the control of the con-trol of the control of

WHEN THE CIVIC dropped its prices to \$1.25, they did so to compete, and the strategy has paid off hand-somely.

somely.

During the summer when the Oscar-winner "Rocky" was playing, the the-acter was sold out nearly every week-

quit coming that are coming back now. Ms. Daniels says.

Edward J. Hohler and his son. E. Gregory, proprieters of the Farnington movie house, are doing everything to keep their customers, sometimes for the good of the consumer, they say.

When the price of candy bars went up to 75 cents a box, for example, the Civic discontinued them because the Hohlers wouldn't charge anyone that much for candy.

Hohlers wouldn't charge anyone that much for candy. The management knows that cussomers management knows that cussomers as well as a bad time, which is suby a refund policy is in effect.

The Civic will issue a refund if there's no seating, if you become ill and have to leave, and if there are projection problems with the film. What it surprising is the theater also will refund the ticket price to buruly patrons who must be kicked outdepending on how unruly the situation is.





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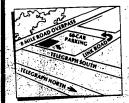
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