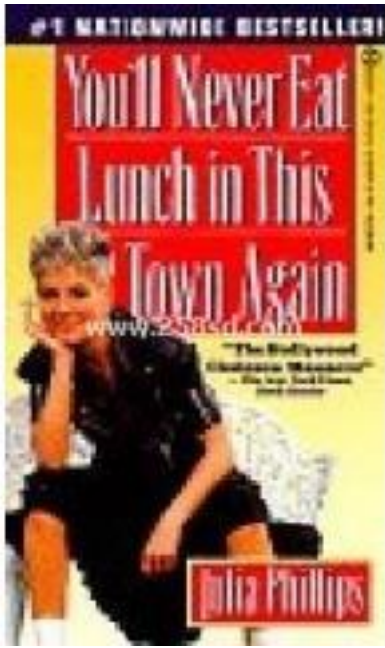


You'll Never Eat Lunch in This Town Again



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been nominated in two months before in more than categories including Cinematography, Editing, Actor, Screenplay, Director and Best Picture. The Exorcist which had garnered an equal number of nominations had been released the same day two days before Christmas. It had received an enormous amount of initial publicity; even The New York Times carried pictures of people lined up in line to see it. Warners had been far too cautious in its release of The Exorcist. It had opened in only twenty-four theaters. At 90/10 deals Leo Greenfield kept reminding us. But then he was the guy who told us based on the first week's figures that our picture would gross maybe fifteen million. We had opened in 220 theaters with 70/30 deals and kept widening the release. Warners waited a good six weeks until they went wide. But The Exorcist was only a three-week picture; the audience lost interest before it was available. The Sting on the other hand had staying power. It had hung in a week after week and it had opened in ten times the number of theaters. Not only was The Sting racking up some very impressive figures but people had started to notice that it was an excellent movie. It certainly didn't send you out in the street unsure whether to hit a church or a bar as The Exorcist did. And Warners had a crack at The Sting and turned us down.

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