

WHAT'S GOING ON IN HOLLYWOOD

By CLARENCE MUSE

WHEN WILL H. HAYS picked pictures like "GONE WITH THE WIND," "THE STORY OF DR. EHRlich's MAGIC BULLET," "THE GRAPES OF WRATH," "YOUNG MR. LINCOLN," "ABE LINCOLN IN ILLINOIS," "NORTH-WEST PASSAGE," "GOOD-BYE MR. CHIPS," "WUTHERING HEIGHTS," "UNION PACIFIC," "MR. SMITH GOES TO WASHINGTON," "JUAREZ," "STAGECOACH," "WIZARD OF OZ," "STANLEY AND LIVINGSTONE," "THE OLD MAID" and several others to show the progress made in the last TEN YEARS, he pointed out that the SCREEN had seriously essayed the "TREATMENT OF SOCIAL PROBLEMS for a UNIVER-SAL audience." And that is a FACT. He admits that PICTURES mold public senti-ment, in his statement that "YOUTH IN AMERICA today is clear-headed, and clear-eyed with REGARD to the FUTILITY of WAR, and PICTURES more than words have TENDED to this RESULT." DO YOU THINK any of these PICTURES have DONE anything to GLORIFY the NEGRO? Not only as a NEGRO but a CITIZEN, who is as WORRIED about his future as any other GROUP? CHECK



Clarence Muse

them closely and you will FIND that the NEGRO has never RISEN above the DOMESTIC CYCLE. "He is always the SERVANT in the HOUSE." I feel that it is PROPER to talk about these THINGS since this is his ANNUAL report and he is TRYING to show PROG-RESS. And it is his HONEST intention to MAKE pictures BETTER. 12,000,000 of his POTENTIAL CUSTOMERS, here in the UNITED STATES, the only MARKET they have now of VALUE, are asking that PUBLIC SENTIMENT be directed their WAY, by showing the NEGRO in his TRUE AMERICAN standing of TODAY.

He is a GREAT soldier, A MECHANIC, a TEACHER, SCIENTIST (not merely a short of DR. CARVER'S life, was ENUF to IMPRESS this GREAT AMERICAN'S contributions), A BUSINESS MAN, and mark you, he is a BUILDER of CITIES. MOUND BAYOU is a good EXAMPLE. I am sure a GREATER NUMBER of colored folks would be REGULAR theatre-goers if SOMETHING was done to catch THIS business. The ARTISTRY of the NEGRO actor has been RECOGNIZED in what he has played, and if he IS GIVEN an OPPORTUN-ITY to switch his CHARACTERIZATIONS, like EDWARD G. ROB-INSON, I am sure the AMERICAN public will ENJOY him, and at the SAME time change THEIR attitude toward A SINCERE and AM-BITIOUS American, that LIVES and DREAMS DEMOCRACY. I agree with MR. HAYS, pictures are BETTER for SOME AMERI-CANS. I agree that "THERE IS NO SUCCESS formula, except the formula OF EVERLASTINGLY trying to do BETTER."

Negro PICTURES are trying to POINT the WAY, and with THEIR LIMITED funds they are convincing. MR. HAYS can HELP; it helps the INDUSTRY, it helps AMERICA. MOLD sentiment that is EVERLASTING to all AMERICANS is my PLEA. AND I hope this PRAYER will be HEARD. We will see NEXT year when he MAKES his report.

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SENSATIONAL

ALL MAJOR studios have recognized the NEGRO PRESS. The NATIONAL PAPERS will receive the SAME classification as the NATIONAL magazines, as they now know that the NEGRO PAPER serves as MAGAZINE, PERIODICAL and TEXTBOOK to the colored PATRON. They have SET aside a BUDGET to cover ADVER-TISING in these ORGANS and are LOOKING for NEW BUSINESS at home. THIS would be SENSATIONAL—but this is not a FACT. Just a DREAM—They are SENDING out material on COLORED ARTISTS, but no finance. HATTIE McDANIEL is not only an OSCAR WINNER, but a great MONEY-MAKER at the BOX OF-FICE. THERE is more GOLD in the HILLS. . . . But this is SEN-SATIONAL and a fact . . . MILLION DOLLAR PRODUCTIONS are just about to start PRODUCTION on the great FOOTBALL epic starring KENNY WASHINGTON, the U.C.L.A. sensational FOOT-BALL STAR. They advertise for COLORED business and they GET it. There is PLENTY for EVERYBODY, more INTEREST, more CUSTOMERS, only a SMALL per cent of the COLORED population is REACHED regularly. If the first PARAGRAPH should come TRUE it will be SENSATIONAL. Eh, what?

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INSPIRATIONAL

DAISY MOTHERSHED who appeared in RKO'S "LITTLE OR-VIE" was receiving APPLAUSE from ORSEN WELLES last week when I appeared with him on "HUCKLEBERRY FINN." He thinks she is a REAL "find." IT MEANS something when this GREAT DISCRIMINATING artist RAVES. JENI LEGON and SUNSHINE SAMMY had a sequence at UNIVERSAL in a COMEDY GANGSTER FILM, with LEGON RUSHING to MILLION DOLLAR FILMS to do a CO-ED. The first a SERVANT GIRL, dancing to AMUSE the boss, the other a JULIET to KENNY WASHINGTON. Both ENTERTAINMENT. And she can DO BOTH WELL.

RALPH COOPER is ALMOST ready for PRODUCTION with A. W. HAECKEL. And reports are in the AIR, that a BIG COMBINE is being organized in NEW YORK to make greater DISTRIBUTION. A PICTURE a month is the SLOGAN, so it is WHISPERED. It sounds GOOD even as a WHISPER. Maybe we can GIVE the COM-LETE LOW-DOWN next week. COULDN'T get anyone to TALK, but I picked this much THRU the KEY-HOLE. "SON OF THUN-DER" is PROMISED a big budget as the PRODUCERS think that the COLORED patrons are anxious for a BIG HISTORIC document of the PROGRESSIVE NEGROES of the 19th century. TO WHAT extent do you THINK the ABOLITIONIST PARTY contributed to the BREAKING UP of slavery? Write your answers, I will PRINT the BEST letters. "SON OF THUNDER" glorifies this great BAND of LIBERAL AMERICANS.

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COMMERCIAL

"WALK TOGETHER CHILDREN" is the HALL JOHNSON CHOIR latest release on VICTOR RECORDS. It is GREAT, own one and play it many times. WE STILL NEED to "WALK TO-GETHER" even if we are no LONGER CHILDREN. And here is a thought from "HOT-SHOT" BURWELL, one of the ARTISTS of the HALL JOHNSON CHOIR—"WE'RE A NEW NEGRO"—"You had my FOREFATHERS in SLAVERY, WE'RE glad that DAY is GONE, we only stand to be FREE,—TIME MARCHES on every day and we WANT you ALL to know.—WE'RE A NEW NEGRO,—DE-MOCRACY is of and by the PEOPLE and for THEM you say,—But DEMOCRACY seems to fail, when it COMES our WAY,—We are going to stand together and we want you to KNOW.—WE'RE A NEW NEGRO. . . .

Listen HOLLYWOOD, to you we must say, WE'RE tired of seeing our FINE ARTISTS playing MAMMY ROLES, PCRTERS and MAIDS . . . We want our DIRECTORS and WRITERS, who will give us the TRUTH, PICTURES about real NEGRO LIFE that will INSPIRE NEGRO YOUTH, . . . THOSE DIALECT roles must go, . . . WE'RE A NEW NEGRO. . . . MISS BURWELL said she thought a POEM from her SOUL would help. I printed it, because it SEEMED SINCERE. WHAT do you THINK?

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NEWS—RUSH—FROM THE STUDIOS

JANE PATTEN, youthful SEATTLE socialite, unheralded by any TALENT contests took a part as a LARK at the BEVERLY HILLS HOTEL, was seen by JULIUS EVANS at RKO. He invited her to the STUDIO and she was signed by BEN PIAZZA for a LONG term. A publicity man, JIMMY ASCENDIO, saw SYBYL LEWIS, entering a local theatre, she the daughter of a WELL-TO-DO SAN FRANCISCO family, and took her to the STUDIO. She made her bow in one of the GOLDBERG-PORT productions and was SELECTED to play op-posite me in "BROKEN STRINGS." She does not have a CON-TRACT, but she will find a BIG spot in "SON OF THUNDER." She promises to be this YEAR'S STAR.

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CAN'T SAY IT ALL

BUT RUBY ELZY made a test for "TREE OF LIBERTY" for FRANK LLOYD, also a VOICE test of "AVE MARIE" at WALT DISNEY. They like this girl, and FLO BROWNE, her manager, is determined to find the right STORY. EDDIE CANTOR is in NEW YORK. Will make a few weeks of PERSONAL appearances with "FORTY LITTLE MOTHERS," his new MGM picture. As soon as the AUTHORS are through with a NEW RE-WRITE of the COL-ORED PLAY not yet titled, he will be BACK for casting and PRO-DUCTION. I will be in GAY NEW YORK THEN.

ON last story conference, I AM convinced that it is the NEGRO ARTIST'S greatest vehicle and will cost a HUNDRED THOUSAND DOLLARS, to raise the CURTAIN. STYMIE BEARD and PAUL WHITE are planning a NEW ACT for personal appearances. STYMIE was in "BROKEN STRINGS" and Paul is that grand juvenile actor from the NEW YORK Theatre GUILD. PAUL ROBESON, BILL ROBINSON and ETHEL WATERS are daily SUBJECTS around the STUDIOS. And REX HGRAM is still remembered for "GREEN PASTURES." I WONDER IF A GREAT NUMBER of BIG RACE artists can APPEAR successfully in a GREAT SHOW? Can we find a Marquee big enough for BILLING? They do in PICTURES, but THIS IS HOLLYWOOD.