

## Hollywood In Focus

By W. H. Morris

As I move through the printed and visual scenes of the new Hollywood, my thoughts

turn to the days when I was a boy in Toledo, Ohio, and the other little boys pointed and said:

"If anyone goes to Hollywood, he

will never come back."

It is true that among Custer's contributions there are numerous little scenes where estimation of future development is first

and then second.

There is more discriminating than this in apparent animalism which marks so often the work of anything better in

anyone who has ever seen it.

There are typical situations in such places as Springfield, Peoria, St. Louis, Davenport, Vicksburg, Evansville and South Bend.

I cannot help wondering why the Hollywood producers do not send out a small army of competent scouts to find out just what kind of movies the people really want.

Some of them do send out special explorers to put on localized stunt campaigns for certain selected films. They bring with them the same stereotyped tales. Hollywood turns out year in and year out. And, of course, they are selling just the same old screenplay.

The film industry is contemplating a sort of Gallup Poll to discover what are predominant among American movie lovers.

It is gradually dawning upon the collective Hollywood mind that the box-office supplies biased comment on the subject. Theater returns show only how many people paid to see a particular film, not how many enjoyed it.

Throughout the war, no matter whether the films were good, bad or indifferent — and most naturally were some of all sorts — the money rolled in at the box office across the country.

Today, Hollywood can scarcely make a film that will not at least pay its way and many that are far from good either dramatically or morally.

It is not going to stay that way merely

on a sly policy of hit or miss.

Boom days are soon going to disappear around the corner.

If Gullup goes around the way he is supposed to do, he will have a disturbing bedtime story to tell Hollywood. He will have to warn the Hollywood producers to quit making so many films about — and for — themselves and ultra-philanthropists like them.

A platoon of screenplays turning on domestic guidance, adultery, divorce and crime, with the real characters who live like lapdogs and yap about sex intelligently, offers nothing of interest to the people who find their principal seat in life by bucking serious obstacles, working hard and raising healthy families.

Gullup will probably find too, that these same people are interested in keeping their families healthy in mind as well as body.

The Catholic people most anxious to avoid specifically taboo on their children's pleasure and recreation, just like their non-Catholic neighbors, will Hollywood to "change the subject."

Most of them are through for keeps with the old sentimental romance formula. They are sick of the silly sexy catchlines used to sell it.

Gullup should find out how many of them take one look at the sexified billboards and theater signs and then decide to go home.

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