



Hollywood Cavalcade

Directed by Lyle W. Nash

NEWSREEL . . . Silent star Louise Lovely today lives as Mrs. N. L. Cowen, 766 Sandy Bay Road, Lower Bay, Hobart, Tasmania, Australia. So reports Lois Warren . . . Jack Mulhall recently said he remembered LL well and made a picture with her . . . Film historian Alan Bruck reports that Kitty Gordon, 90, lives at the Ross Nursing Home, 839 Suffolk Ave., Brentwood, N. Y., 11717. She's glad to hear from old friends . . . Mary Astor is reported living at 23533 Mulholland Drive., Woodland Hills, Calif., 91364 . . . Gertrude Glover, 78, now lives in Boulder, Colo., 80303. GG played in Essanay films in the early days with Gloria Swanson and Colleen Moore . . . A new Gene Autry has been found. Neely Reynolds, 24, from Nashville, won a talent contest for a singing western type star. He is handsome and a talented singer.

MAYBE all your film favorites are not appearing as often as you like, but Fenwick Falstaff Frisbee III reports see the following in recent films: Jeanne Crain, Vivian Blaine, Mable Albertson, Margaret O'Brien, Nancy Olson, Keefe Brasselle, Elizabeth Scott, and Kent Smith.

MOTION pictures and films were not names used in describing cinema entertainment in the 1915-1930 era. New York critics often used such names as: photodrama, evanescent shadows, shadow stories, a prismatic shadow, celluloid masterpiece and shadow drama. Noted critics (who mostly scorned the idea of sound) referred to early talkies as: audibility of the screen, non-dialogue picture, audible film, audible device, audible screen form, vocalized film, audible picture and dialogue pictorial version.

IN THE Golden Age of films (1920s, 1930s) fans showered mail on favorite players. Now a long lost analysis reveals what they wrote about. Out of 1000 letters some 91% wanted a free photo, some 54% also commented on their recent films and a few sent along a present. About 100 wanted money, jobs, clothing or whatever. Some 121 enclosed postage for a reply while 47 told the stars about family problems.

ANSWERS to questions: "The 1929 All American football team appeared in the Warner's picture, *Maybe It's Love* with Joe E. Brown. . . Some of it was filmed in Rose Bowl . . . Hollywood Now by William Fadiman is best book for background on film industry and why it operates as it does . . . The movie that Soviet chief Brezhnev took home with him (a gift) was John Ford's *My Darling Clementine* . . . In 1929 Fox did advertise Janet Gaynor as "The Voice With a Soul" . . .

FOR YOUR INFORMATION . . . Paramount officials in Toronto have 17 silent Paramount films (1919-1928) in 16 mm available to film groups . . . U.S. movie business was up 40% in first quarter of 1974 . . . Universal Studios is exploding. Couple months back the studio had 10,000 people working one day while another 30,000 visitors swarmed over the lot. Had plenty of parking for all . . . Fifty years after the founding of MGM (1924) not a single feature film was before the cameras . . . Lillian Red Wing St. Cyr, 90, who probably was the real first film star, died this spring. She was the American Indian (and a real one, too) in the 1913 version of the Squaw Man. Film was regarded as first American feature.

MORE and more film personalities are turning to television commercials for easy money – and lots of it. Recently we've encountered such famous faces as Van Johnson, Lorraine Day, Butterfly McQueen, Eve Arden, Wendy Barrie, Sylvia Sidney, Lois Wilson, Esther Williams, Edie Adams, Anna Maria Alberghetti and Joan Fontaine pitching something or other on the tube. Not all are seen in all parts of the nation but they are reported by the fans. The money is good. With residuals it can run from \$3,000. to \$150,000. a year (Josephine the plumber).

*OF ALL the sub-titles in the silent films one I remember over others. It was the first one in Charlie Chaplin's *The Kid*. It was simple and haunting: "Her only sin was motherhood."*

DAY of the locust is the name of the new Paramount film about the movie industry. It will have lots of look-a-likes in it. Dick Powell, Jr. plays his father. Other doubles include Vivien Leigh, Myrna Loy, Marlene Dietrich and Ruby Keeler.

*IN-FLIGHT movies are good for somebody. Movie makers have earned \$100 million in the last 12 years . . . Most historians agree that the only player ever billed over Greta Garbo was Richardo Cortez in *The Torrent* . . . In the April issue I noted names of long time personalities who lasted and lasted. I forgot my favorite and the greatest of them all – Joan Crawford . . . Mack and Mabel will be a musical comedy about the life of Mack Sennett and Mabel Normand. Opens in Los Angeles, then plays San Francisco before it goes to New York . . . Shirley Temple's parents celebrated their 60th wedding anniversary this year . . . Comments and contributions are welcomed at P.O. Box 113, Pasadena, Calif., 91102. □*