



WALTER BURRELL

Hollywood Happenings

MOTOWN. THE mighty mogul of Motor City, startled the country and, indeed, the world with its recent announcement via the press that the company plans to expand its activities to include motion pictures, films for television and even legitimate plays for theatre.

Brilliant new areas of profitable business exploration? The makings of the first Negro-owned film-making organization? Perhaps. Visions of vast corporate profits, fame and international power dancing in the heads of Motown magnates would certainly be normal at this point.

However, even the thought of such a possibility--a black company capable of commanding attention on a grand scale in the theatre and film industries--raises far deeper questions.

THE MOST obvious of these is the probability that such a company, by virtue of its very singularity and uniqueness, will automatically become a focal point for all the histrionic and celluloid frustrations harbored by black artists since movie-making began at the turn of the 20th century.

Just as Negroes look to a Sidney Poitier and often, whether it is fair or not, expect him to be their representative in things political, social and economic, as well as theatrical, simply because he represents the only one who has really "made it," so will black actors, writers, producers and directors, technicians, etc., look to Motown not only for employment, but for avenues of expression long denied them in the white-controlled industries.

Likewise, black movie and theatre goers will expect an honesty heretofore unreached on screens and stages. They will perhaps expect to see such popular characters as Tarzan (why should a white man have to show black people how to act in their own country?) and The Phantom (what logical reason would black people have to bow down to a masked white man?) replaced with black heroes.

They will certainly expect to see the exciting stories of such black greats as Nat Turner, Frederick Douglass, Sojourner Truth and others brought to life. And there is a veritable untapped wealth of comedy, farce and drama in contemporary Negro life to be woven into exciting theatre and films.

MOTOWN WON'T have to go looking for scripts; they've been written for years and simply lie waiting. Hari Rhodes of the "Daktari" series has a brilliant novel about the first Negro Marine battalion which he's been begging Hollywood to make as a movie.

Jimmy Sherman of the famed Watts Writers' Workshop has written the outline for what has to be one of the most uproarious farces ever conceived. It centers around a black version of Superman named Coloredman.

However, this writer's studied opinion is that we of the black masses, though we are certainly justified in expecting such heights of a Negro-controlled company, must also approach the matter with other, more sober reflections.

We must realize, for instance, that Motown's main interest will be, quite naturally, to make the most money possible. To do so, they must appeal to the white majority, since their support at the box office will be necessary for the company's success. So exactly how far Motown will go to achieve the radical difference we expect of them will be interesting to see.

ALSO, SINCE Negroes have long been denied entrance into many of the technical positions in the behind-the-scenes areas of film-making (many unions, including still photographers, cameramen, film editors, etc., still are without a single black man), Motown will have to hire

MOVING ON UP Dunes Musical Director



Orchestra Leader Earl Green has been named musical director of the Dunes Hotel and Country Club. He will succeed Bill Reddie, whose resignation becomes effective in December when he will depart for the Hollywoods and motion picture scoring for three major studios.

Maestro Green, who has been conducting the orchestra for "Vive Les Girls" in the hotel's Persian Room for the past six years, will now move into the main showroom to conduct his new 20-piece orchestra for the twice-nightly presentations of Frederic Apcar's direct-from-Paris 100-person stage spectacular, "Casino de Paris." The new edition, starring Rouvaun, will have its world premiere in the Casino de Paris showroom on Friday, December 22.

The new Dunes musical director was born and raised in St. Louis. He is 37 and married to the beautiful Jacqueline Frank, featured dancer in several major Las Vegas shows. A graduate of the St. Louis Institute of Music, he served in the U.S. Air Force during the Korean War and eventually became chief arranger and assistant conductor of an air force band until he was discharged in 1952.

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white technicians to make their films, at least until they are able to train enough black people to replace them.

So Motown will not emerge as the Black Messiah of the entertainment world, despite the fact that it probably would want to. Economics and sound business practices preclude so overt a departure from what has already been established as the norm. At least in the beginning.

DOINGS AT THE ELKS HARVEST MOON BALL

Paran Lodge #1508 extends a cordial invitation to the public to join them on November 24 and help select the HARVEST MOON QUEEN who will begin her year's reign immediately... The BEST DRESSED LADY in attendance at the Ball will be a guest of the Brother Elks at Caesar's Palace where Tony Curtis and Tammy Grimes are currently starring, and at the Dunes Hotel Lounge. She and her escort may choose another show of their preference if they desire. All expenses will be paid by the Lodge including transportation by chauffeured limousine for the evening.

ALL DONATIONS from the HARVEST MOON BALL will go into the coffers of the ELKS XMAS FUND which provides toys and Christmas baskets for needy families in our community every Yuletide.

REMEMBER--The money you spend will be used to help others--and YOU WILL BE HAVING A BALL at the ELKS' HARVEST MOON BALL.

Elk's Lodge-1004 W. Owens

McDonald's Celebrate First Year In Las Vegas

McDonald's restaurant at 2830 East Charleston Blvd., is celebrating its first year November 11.

Since the opening of the East Charleston McDonald's, the growing chain has opened three other Las Vegas locations: 4840 West Charleston, 1001 East Lake Mead Blvd., and 3910 Maryland Parkway, with a fifth unit set to open in December at Bonanza and Rancho.

When the five units are open, McDonald's will hold a special week-long anniversary celebration.

The Las Vegas McDonald's are part of the big nationwide chain of self-service hamburger restaurants which now numbers over 940 units across the country. Nationally, the chain has sold three billion hamburgers since it started and is now selling hamburgers at the rate of two million a day.

In 1966, gross sales of all McDonald's reached an all-time high of \$218 million--a 28 per cent increase over the previous year.

THEY'D BETTER CHECK

EVANSTON, Ill. - (NPI)--A study of the causes of racial outbreaks has found New York to be the nation's most riot-prone city, and San Bernardino, Calif., the least likely to blow up.

Prof. John Maloney of Northwestern University, who is conducting a survey of 85 large cities, found these characteristics of "explosion" areas: High spending on police, a small percentage of laborers, high gasoline sales, high per-capita income, and a large percentage of the population over 65.

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