Looking at Hollywood with ED SULLIVAN

Studios Eye Future Through Golden Circle of New Faces

By ED SULLIVAN

Hollywood, Calif. - Convinced from analysis of fan letters that the great American public is getting tired of the same old faces in the same old roles, a conviction strengthened by the popularity of foreign films that offer new faces and new personalities as their strongest attraction, Hollywood has started heaving the bibles for young cinema white hope. Within the last few months David O. Selznick has drums for Frances Robinson. Hollywood has started whacking the publicity on almost a dozen new faces and new personalities, the parts would have been given to any one of them. These are scattered examples, but at Paramount, as a direct result of Frank Powell's efforts, youth really will have its day. Powell, the new Paramount studio boss, was chosen from the field of theater operations. His viewpoint is that of other theater managers who believe that the public wants new, neat unknown and beauty. As a result, Paramount will have a Golden Circle of new stars and thirteen youngsters already have been admitted to this circle. A few of them saw else from Illinois, and the remaining ones come from Boston, New York City, Texas, Kentucky City, and other spots in the hinterlands. Powell's policy is sound. I think, because Freeman does not intend to ruin his selections down the threshold of the movie pattern. Failure in other studios campaign has been in the attitude of the studios. For instance, Darin Zanuck, when he presented Simon Silver to his first picture, ran a trailer along with the picture which told the audience, among other things, that he was a New Testament Christ-Poet. He was talking about the same thing with Arnaud Donnel. It was a piece of trash. Importance that audiences resent, and the youngsters presented had all the worst of it. Freeman, at Paramount, has picked the first choices of his Golden Circle by audience reaction. Through its columns.

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 These youngsters have been singled out by moviegoers as the result of parts they've played in one, two, or three pictures. That is the best matchmaker in Freeman's part, because the public always is the best matchmaker and it will arrive at the true answer every time. Let's survey the four Chinghans who have been admitted to Golden Circle membership--Ellen Drew, Jane Russell, Lorelei Lee, and William Holden. Miss Drew, whose real name is Terry Jaffa, is a 21-year-old young lady. Her attractive face has created a stir in the Golden Circle, and has brought her a lot of good fortune. In fact, her name has been linked to all sorts of roles, from the star in the film to the role of the movie queen. She has been tipped for a part in the new Twentieth Century-Fox film, and her name has been suggested for a role in the new Twentieth Century-Fox production of "The Dallas Buyer." Her viewpoint is that of other youngsters already have been chosen for important parts such as those played in the "Lady," in the "喊" and the "Dead End." In fact, it is well known that Freeman is the best matchmaker in Hollywood. He has been successful in his predictions, and has chosen well. "The Dallas Buyer," for instance, has been a great success, and Miss Drew has played one of the lead roles in it. She has been tipped for a part in the new Twentieth Century-Fox film, and her name has been suggested for a role in the new Twentieth Century-Fox production of "The Dallas Buyer." Her viewpoint is that of other youngsters already have been chosen for important parts such as those played in the "Lady," in the "喊" and the "Dead End." In fact, it is well known that Freeman is the best matchmaker in Hollywood. He has been successful in his predictions, and has chosen well. "The Dallas Buyer," for instance, has been a great success, and Miss Drew has played one of the lead roles in it. 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