

Looking at Hollywood

with
Ed Sullivan



Ann Sheridan, object of a million-dollar build-up, is seen as the logical successor to the late Jean Harlow.

Ann Sheridan—the Girl with "Oomph"

By ED SULLIVAN

NO OTHER actress of the screen has received so much publicity as Ann Sheridan. You have seen the pulchritudinous Texas redhead displaying her considerable charms in newspapers and on magazine covers for the last six months, and even Hitler has had to take a back seat while what may be described as the Sheridan Build-Up Process was in operation.

"Oomph" did it. This is a 1939 description of the quality which an earlier generation described as "it" or "sex appeal." It was discovered suddenly that the Texas redhead had "oomph," and from then on she was in the big brackets.

Miss Sheridan herself is getting quite a laugh out of what is happening to her, because she has two assets, a sense of humor and a good memory. "I wish," she says, "that somebody had discovered that I had anything at all back in 1933 when I was starving out here. I looked just the same then as I do now, and couldn't get a job in pictures. It seems to me that the difference between failure and success is a liberal helping of luck."

The Texas girl has a fairly firm foundation for her philosophy. She is not exaggerating what happened to her in Hollywood. She arrived here in 1933 as the winner of a Paramount beauty contest conducted in the southwest. As her prize she had a contract as a stock player. Other beauty contest winners have arrived at Vine and Sunset with the same sort of contract in their purses, but few of them have made the grade. The woods are full of Miss Americas who had no instinct for acting to back up their pretty profiles and figures.

Miss Sheridan met her Waterloo in 1936 when she and other Paramount stock players were cast in "Car 99," starring Claudette Colbert. It was one of those well-intentioned "A" pictures that didn't quite come off. The Paramount bosses took one quick gander at the budget sheet which indicated the margin of

loss on "Car 99" and started shaving expenses immediately. As it was manifestly impractical to fire Miss Colbert even if her contract permitted it, the big bosses fired all the little people who had appeared in the ill-fated flicker. Ann Sheridan was one of those notified that she was through.

The master minds also decided to fire the boy in the picture, Fred MacMurray, and would have done so but for the fact that MacMurray in the meantime had been given a fat part in "Gilded Lily," and the sneak preview proved that he was of star material. "If I could have had a decent part perhaps I could have won a reprieve, too," says Miss Sheridan, "but they judged me on 'Car 99,' and I'll admit that it was pretty awful."



So Ann gathered up her make-up kit and her still undiscovered "oomph," walked out of the Paramount gates, and started hunting for work. You might think that the town which now accepts her as a synonym for feminine charms would have had no difficulty in spotting her allure, but you would be mistaken. Nobody even gave her a second glance. "Oomph," it seems, has to be advertised to mean anything. She went from one casting office to another, with no takers.

Then she got a job at Warners' in the "B" pictures which Brynne Foy grinds out at that amazing plant, and there she might have lived with the "B's"



Hollywood used to call it "it." Now it calls it "oomph." Red-headed Miss Sheridan has "oomph." (Photo by Hurrell.)

to a ripe old age which would have qualified her for May Robson parts, had it not been for a lucky break of astonishing proportions.

Universal was making a picture co-starring W. C. Fields and Edgar Bergen. The film was called "Letter of Introduction," and they needed a good-looker to play a bit part in it. "What about that kid at Warners' who played a bit in that picture we

"oomph" followed immediately. It was discovered at a dinner of Hollywood men about town. The dinner checks were paid for by Bob Taplinger, Warner publicity boss, so you are entitled to a reasonable suspicion that the "oomph" was planned along with the olives and celery and entrée.

Miss Sheridan, as the result of tremendous exploitation, a campaign to which her own

Right: Miss Sheridan at "discovery" banquet gets award from Rudy Vallee.



Left: With Fred MacMurray in "Car 99," a picture that didn't take.

curvaceous figure lends itself readily, today is the logical successor to the late Jean Harlow. Whether or not the Texas girl can go the rest of the way depends in large measure upon the help which her studio gives her in pictures and rôles. "Winter Carnival" was a boner, but from now on the Burbank bosses will exercise more care.

Good looking, intelligent, ambitious, Miss Sheridan impresses this reporter with her chances of going places. With a backlog of publicity that has made her a national name, the girl from Dallas has everything in her favor.

Voice of the Movie Fan

Good morning to you! May I say a word about "The Hardys Ride High"? I would advise any one who has any troubles (and who hasn't?) to see this picture.

Aside from its mirth-provoking qualities, what son or daughter wouldn't love such an understanding and wise old dad as Judge Hardy? And what an example he sets! Even two million dollars cannot weigh in the balances between right and wrong. And doesn't Sara Haden look beautiful when she is all dressed up? The picture left the druggist and Miss Haden going for an ice cream soda. I wish I was the druggist.

PRINCE WARREN.

Editor's note: I reckon there are others who wouldn't mind having been in the druggist's shoes!



SARA HADEN Applauded for her work in "Hardy" series.

Dear Miss Tinée: Will you please print the cast of "Stagecoach" and tell me a little about Thomas Mitchell and George Bancroft? Thank you.

HAROLD KNOTT.

Editor's note: Here are your cast and the information you request:

Dallas.....Claire Trevor
Ringo Kid.....John Wayne
Buck.....Andy Devine
Hatfield.....John Carradine
Doc Boone.....Thomas Mitchell
Lucy Mallory.....Louise Platt
Curly Wilcox.....George Bancroft
Lieutenant Blanchard.....Tim Holt
Gatewood.....Berton Churchill
Peacock.....Donald Meek
Chris.....Chris Martin
Chris' wife.....Elvira Rios
Mrs. Whitney.....Florence Lake
Billy Pickett.....Francis Ford
Billy Jr.....Kent Odell
Mrs. Pickett.....Marga Ann Dalglough
Captain Slickel.....Walter McGrall
Indian Scout.....Chief Big Tree
Mrs. Gatewood.....Berendo Fowler
Sheriff.....Lou Mason

Thomas Mitchell was born in Elizabeth, N. J., July 11, 1895. Started career as a newspaper reporter. Appeared in, wrote, and directed many plays. Is married and has a daughter. George Bancroft was

Rumors Rife on the Eve of National Air Races

Hughes Ship May Fly Again

By WAYNE THOMAS

THE USUAL pre-race rumors have set the pot boiling for the 1939 National air races at Cleveland airport on Sept. 2, 3, and 4. One of the best stories is that a syndicate of sportsmen have bought Howard Hughes' special racer in which he set the 332-mile-an-hour coast-to-coast record in 1937 and are entering it for a famous test pilot.

Another is that Jacqueline Cochran, winner of the 1938 Bendix trophy race, has purchased a new and advanced type of Seversky racer with a 1,400-horsepower motor for her entry in the 1939 Bendix classic. This story is helped by the lifting of military taboos on a series of new liquid-cooled and air-cooled motors in the 1,200 to 2,000 horsepower classifications.

It has been impossible for your writer to determine whether either of the above reports is true. Miss Cochran and Seversky have refused to answer questions about their plans this year, and we have discovered that Hughes' plane still is resting in the specially heated and air-conditioned hangar at Floyd Bennett field, where it was placed after he landed there in 1937. The 850-horsepower twin-row Wasp engine recently has received a complete overhaul and has been modernized by changing certain parts to conform to today's engines.

Whether either of these stories is true, however, will not matter greatly to the 200,000 persons who will see the country's crack pylon polishers at work during the race meeting. It is enough that Col. Roscoe Turner, the "old master" of closed course racing—only man ever to win the Thompson trophy race twice—is back again to meet the challenge of a new and younger generation of racing airmen.

Turner has just completed a job of grooming his racer and its 1,200-horsepower twin-row Wasp engine. This was the ship in which he set the Thompson classic's speed record of 283.6 miles an hour around a quadrangular ten-mile course last year. Turner and Don Young, his faithful mechanic, have designed a new air scoop for the carburetor and have changed some of the fairing of the plane and now claim to have added another twenty miles an hour to their charger's speed.

Last year Turner flew the entire race—an hour and ten minutes of blinding speed—with his motor wide open. His carburetor manifold pressures—measurements of power output for a modern supercharged motor—were at 49 inches of mercury for the entire race.

The manufacturers rate the



(Tribune photo.)

Roscoe Turner, only two-time winner of the Thompson trophy race, waves here from the nose of his Turner-Laird racer. This is the ship in which he flew 283 miles an hour for 300 miles at the 1938 National air races.

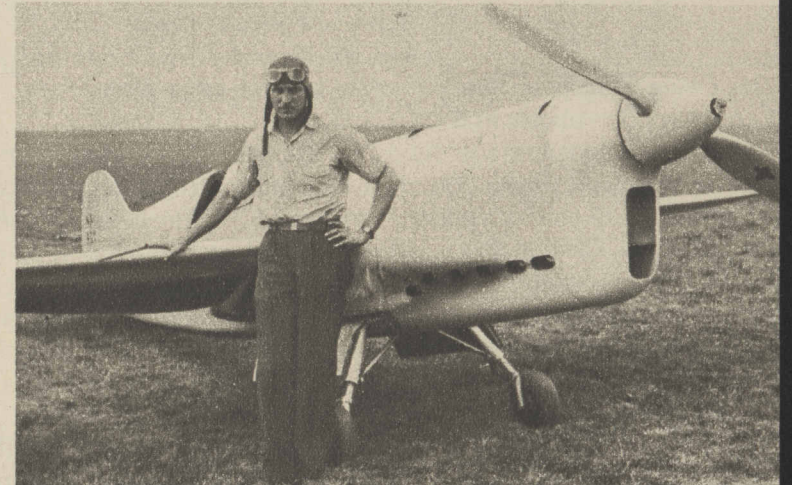
engine to stand only five minutes of running at 42 inches of mercury. They were more astonished that their motor stood up under the beating given it than was Turner. And they sent a confidential memorandum announcing the performance to aviation writers and authorities throughout the country. If the Wasp stands up again Turner will be the man to beat for the race once more.

Whether Miss Cochran has a new airplane or not, she will be battling with Frank Fuller of San Francisco, a sportsman speed flyer, in the Bendix transcontinental race. Fuller has made a number of speed flights in his own Seversky racer during the last year and has prepared himself and his ship to win in

the Goon, and Le Vier's Firecracker are in condition.

Chester has corrected tendency of his French Ratié controllable-pitch propeller to throw oil—a condition that cost him the Greve trophy race last year when he had chased and caught Le Vier after an exciting nineteen laps of a twenty-lap course. There have been some minor refinements that also should increase the Goon's speed. Both Chester and Le Vier will be behind Menasco B6S motor that deliver about 350 horsepower for race flying.

A new name to air racing is that of Wilbur Shaw, the Indianapolis automobile speedway champion. Shaw is said to be about to enter the Bendix race. Then there will be a number of



(Acme photo.)

Art Chester and his Goon. He designed and built the ship himself and expects to win the Greve trophy and place high in the Thompson trophy race this year. Chester is an aircraft motor expert.

the Bendix. Fuller won in 1937 and set the present record for the Los Angeles to Cleveland hop, but was nosed out by Miss Cochran last year at a speed well below the record.

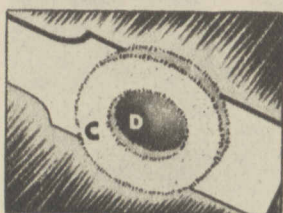
Probably the most popular races with the Cleveland crowds are those for the planes with motors of 549 cubic inches displacement. The Louis W. Greve trophy race this year will bring together for the third time Art Chester and Tony Le Vier, both of California. Chester's new

old faithfuls who never miss the races, among them Sylvester J. Wittman, better known as Steve Earl Ortman in his Keith-Ryde racer, and possibly Joe Jacobson of Kansas City.

From the 1938 high of \$106,000 prize money the races have slipped back to \$85,000 in cash. The army and navy will participate with the country's finest stunt artists. Maj. Jack Berry says he has the entire 1,049 acre of Cleveland's airport in readiness for the races.

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born in Philadelphia, Pa., Sept. 30, 1882. He's 6 feet 2 inches tall, weighs 195 pounds, and has brown hair and eyes. Educated at Tomes institute, Port Deposit, Md., and United States naval academy. Appeared on the stage before entering motion pictures. You're welcome!

Dear Mae Tinée: I've just seen "Broadway Serenade," and I think Lew Ayres deserves a great amount of credit for his fine piece of work. This picture has brought out his finest acting ability. I would be much obliged if you would print a picture of him, publish his history and his address. Thank you.

FRED JANSEN JR.

Editor's note: Lew Ayres was born in Minneapolis, Minn., Dec. 28, 1908. He's 5 feet 9 inches tall, weighs

150 pounds, and has dark brown hair and brown eyes. Educated at Lake Harriett High school, Minneapolis, and University of Arizona. Appeared on the stage and played with Ray West's orchestra at the Coconut Grove at Los Angeles before entering motion pictures. You can write to him care of Metro-Goldwyn-Mayer studio, Culver City, Cal. You're welcome.

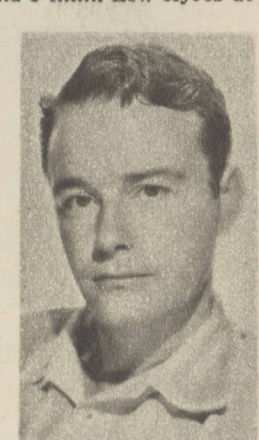
Dear Miss Tinée: Congratulations on your column—it's tops! I wonder if you could tell me whether Jim Ameche is a movie actor. I have heard him on a recent radio program but have never heard of him being in the movies.

I think Warner Brothers deserve a whole bouquet of orchids for "Dark Victory." It's one of the best pictures I've seen in ages. I thought the outstanding scene in that picture was the one in which Judy makes her first call on the doctor; it was perfect in all respects. Bette Davis' performance was brilliant, but I think that George Brent should come in for a greater share of the honors than he has.

Very truly yours,

A FAN AND READER.

Editor's note: Such a nice, appreciative letter! Re Jim Ameche: He is Don Ameche's brother and is starred on several radio programs. He is not in the movies.



LEW AYRES Fan says he deserves great credit.