

## Black Businessmen Reach For Share Of Movie Profits

"Super Fly" fulfills the standard Hollywood legend about the movie that is pulled through against impossible odds and becomes a big success. The film was made in circumstances that would have, and have in fact, defeated many other productions, and upon completion was grabbed up by Warner Bros. for immediate release.

The money for "Super Fly" came from 18 black people who had never invested in a film, but did so this time because they liked what the script has to say. Among the 18 were dentists, financiers, businessmen in the black community but also pimps, madams and drug-dealers. Even so, there were not enough money and "Super Fly" had to suspend shooting a couple of times because there was no raw film stock to work with.

The producer, Sig Shore, had made hundreds of television programs but not a feature-length movie; "Super Fly" was his first. The director, Gordon Parks, Jr., had never directed a film. The author, Phillip Fenty, never written a screenplay. The female lead, Sheila Frazier, had never given a paid performance either in a play or a film. Most of the technical crew were trainees from a Harlem project which is devel-

oping skills among young blacks.

The film was shot at the height of winter in locations which were 50 per cent outdoor. The company had to contend not only with shortage of money, good weather and inexperience on the part of numerous members, but the crowds that always collect at a movie in the making. The worst of these were mobs of kids who got in the way of the camera, tripped over the cables, interfered with acting and directing. When objection was made, they would reply that it was their block, and before long adults would step into the confusion to defend the kids. Power for lights and camera was simply taken from the nearest light pole. Often the company had no permit from the city authorities to shoot, but shot anyway. Indoor locations were usually provided by friends of friends, which meant long treks to various parts of the city. Filming outdoors was done in lip-synch, which meant that random sounds got onto the track and had to be contended with later. Movie companies who might be able to furnish money for completion insisted on seeing what had already been filmed, but the producer refused to show his footage. The actors had to wait for

their money.

Somehow, "Super Fly" was finished and edited. A noted black tunesmith composed a score. The film was shown to Warner Bros. That company

took "Super Fly" on the spot, now is interested in backing more movies by the rugged group which pulled together "Super Fly."

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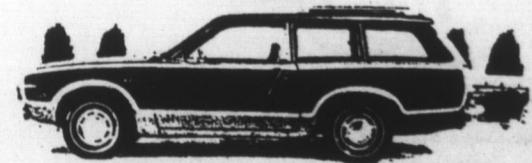
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