ASUE SLA

Opera Star

Bing's Rise

HOLLYWOOD TUPI - Many a

Metropolitan Opera star must toss

at night over the problem, "What

You can't blame them for won-

dering Croshy doesn't have the

voice of Jusci Bjoerling. He's not

as handsome as Mario Lanza, 'He's

no better an actor than Ezio Pinza.

All he does is make about as

What makes Crosby go has been

hashed over many times around

opera circles. But the first time it

appened was 20 years ago, when

The incident was recalled by

Regis Toomey, who is working with

Crosby now in Paramount's "Mr.

in the stage show at the New York

Paramount Theater," Toomey said.

"I was fairly well known from pie-

tures, and Bing was an up-and-

Watches Stars Rehearse

Between shows, Toomey went

back stage at the Metropolitan to

watch a rehearsal by Lucretia Bori

and the late tenor, Antonio-Scotti,

Toomey told Scotti, when the

"Oh, yes," Scotti shot back.

The Met's treasurer, Earle Lewis,

can't even hear him past the first

"Maybe I sing louder." Scotti ad-

"Bing and I were both appearing

nobody else had heard of him,

much money as the three of them

Forecasts

has Bing Crosby got?"

put together.

Music'

coming singer

at the Paramount.

stared in horror.

row!"

my word.

he is! What an artist!"

Makes War

On Bad Air

PITTSBURGH (UP)-The center

of the steel industry, once known

as "Smoky City," is starting its

third year of a plan for clean, pure

The latest tests show that smoke

has been reduced some 65 per cent

during the two-year period of

smoke abatement. That means a

similar reduction of harmful fumes

To compile the figures, research-

ers placed cans atop buildings

throughout the city. Once a month,

the dust that fell into them was

collected and analyzed. During the

ten-year period from 1938 to 1948.

comparisons showed reductions of

as much as 40 per cent in combust-

The reductions are direct results

of the efforts of the bureau of

smoke prevention, which fathered

smoke abatement laws of three gen-

There are specific laws for mills,

factories, office buildings and simi-

for people to breathe.

the materials

eral types.

the third group

Factories Inside Cit Push-button Oxygen Helps In Hospital

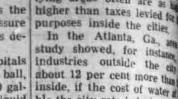
CLEVELAND (UP) - University Hospitals in Cleveland has come up with a new life-saving device operated on the push-button prin- avoid municipal taxes ciple.

If oxygen is needed quickly, hospital attendants merely push a ciation and the American plug into the wall in any room of Planning Officials sh and the life-giving gas is at hand. rates in 40 cities. The associations reports University Hospitals is one of four the total costs of services institutions in the country to have lying areas often are as

The new method eliminates the use of the familiar high-pressure

is the source of the gas. The ball, oxygen. The liquid is vaporized and

Deer often will starve rather han eat winter "browse" which scientists of the U.S. Depa of Agriculture show.



Vacuum cooling offers tremely promising method h ditioning certain vegetable shipment, recent tests by



Saturday: Continuous Showings from 11 A.M. Sunday: 3 Shows, 2, 4 and 8:30 P. M.





Found Just As Che CHICAGO (UP-Mana seldom save money by their plants outside city is

The American Municip

piped-in oxygen.

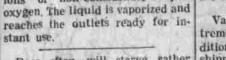
cylinders in which oxygen was delivered before.

lons of non-combustible liquid ble the city rate is included

stant use.

moose relish.

A steel ball outside the hospitals industries outside the en six feet in diameter, holds 440 gal- inside, if the cost of water









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CASE Y/F

"Since You Went Away" starring Claudett Colbert, Jennifer Jones.

Joseph Cotton and Shirley Temple coming to the Strand Theatre

Hollywood De-Glamorized

Sunday and Monday,

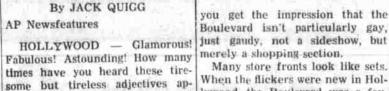
Movies Make Folks Kinder To Animals

heard around the world."

HOLLYWOOD (UP) - Every horse in the country ought to neigh a few good wishes to the movie producers in Hollywood. That's the place where people love horses even more than beautiful girls.

AP Newsfeatures This tradition of the 35 mm. west has inspired similar devotion to horses from Puyallup, Wash., to Okechobee, Fla., producer Clarence Brown says. And many a hayits wares? would never, never do that to Trig-

The examples set in movies have ern California town is the first



Many store fronts look like sets. glue factory because Roy Rogers plied to Hollywood, its people and lywood, the Boulevard was a fav-

KARYS! \$ roped off the street and used it for The myth that this sunny Southcountless scenes of robberies and

resident.

a lot to do with the fact that peo- wonder of the modern world is Delated auto wrecks. served up-and, too often, swal-



You Can See It At The Strand Sun.-Mon. Pittsburgh

Fabulous! Astounding! How many merely a shopping section.

When the flickers were new in Hol- ers is checked regularly and viola-





At The Park Thursday and Friday

igorously inspected. trol far outweigh its expense, Rail- clamped a fog-like lid over the lar commercial users. Railroads roads, for instance, have found town for five days. It is believed and steamboats are covered by a that the extended use of diesel that the lid prohibited fumes from

second class of laws. Small con- engines is much cheaper and more the stacks of industrial plants from sumers, such as residents, make up efficient than the exclusive use of steam locomotives. Industry found that in addition

soon enjoy blue skies.

room at Grand Coulee regulates

firing of smokeless fuel and thus wasted much of it.

Since policing of the city's 100,-000 small consumers would be impossible, the smoke bureau controls fuel directly from the coal

Boulevard isn't particularly gay, dealers from selling fuels which produce big amounts of smoke. The density of smoke coming

from the stacks of large consumtions of abatement regulations subject the offender to stiff fines. Railroads and steamboats also are

pretentious of the score of movie Driving west you pass the last palaces on the Boulevard, dislandmark of bygone times, the tinguishes the western end of the Hollywood Hotel, The faded stuc- golden mile. There, day and night, co hostelry, once THE hotel of the curious gape at stars' footfilmland, is slated to go. Soon it prints in the cemented courtyard. will be replaced by a modern struc-Beyond are ivy covered manstons, once the homes of screen Down the way a bit you pass a famous, now converted into roomrococo white apartment building ing houses. Perhaps, a generawhere lives Mack Sennett, the tion ago when the celebrities lived aging sultan of slapstick, now and played there, the Boulevard the Boulevard's most famous was the glamorous, fabulous, astounding place it is proclaimed.

consumers, in an effort to increase the efficiency of their fuels, joined the fight. But it was not until 1941 that a comprehensive smoke That had to be postponed for the Household regulations were tried out in 1947. Many consumers com-

less fuel and the scarcity of stok-

ers. Dr. Sumner B. Ely, superin-tendent of the bureau of smoke prevention, blames many of the

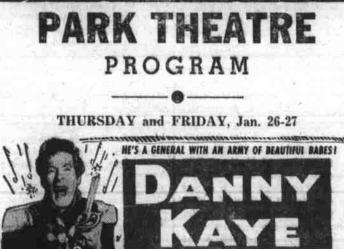
In 1948, however, there were few complaints.

you get the impression that the yards. An ordinance prohibits

Efforts to eliminate the umbrella of smoke from Pittsburgh date to the large savings resulting from suffered previously from respiraback to 1892. In 1917, industrial more efficient use of fuels, smoke eliminating devices trap many saleable chemicals which formerly were discharged into the air. To the small consumer, smoke abatement ordinance was passed, control has brought savings in cleaning and lighting bills and regetation. Probably the greatest

saving is to the individual's health. The health factor in smoke polplained of the high cost of smoke- lution was dramatically illustrated the accuracy of all electric clocks

at nearby Donora, Pa., a year ago. in the Pacific Northwest,



Color by TECHNICOLO

WALTER SLEZAK

BARBARA BATES

ELSA LANCHESTER

SATURDAY, Jan. 28

tory or heart ailments.

complaints on the fact that Pittsburghers were unfamiliar with the

ple are treating animals with more kindness than they used to, says lowed - in every cranny of the Brown, who has been singled out globe, Man's appetite for tales of by the American Humane Association for the excellent care given the many animal actors in his vels of our time. MGM picture, "The Secret Garden"

"In the past 30 or 40 years we ular fantasies as these: have come a long way in man's treatment of animals," he said, "and a not inconsiderable part of that is due to the kindness-to-animals theme that dominates so many films."

Deer Hunters Booed

After the Disney movie "Bambi" came out, he said, children booed deer hunters.

"The Lassie pictures probably have converted thousands of movie-goers to the love and care of collies," Brown said. "I think we can trace part of the fad for pet skunks to the skunk which appeared in one of Disney's pictures." In western pictures, he said, the love of a hero for his horse is far more noble than any pale sentiments for the leading lady.

"A generation of children," Brown said, "is growing up with that point of view. How wonderful for horses!"

Even outside of westerns, you never see a movie hero being mean by the movie industry. to an animal. That is always a facet of the villain's black heart.

"It is clearly pointed out," Brown said, "that anyone who mistreats a dumb animal invariably comes to a bad end."



movieland, and his eagerness to believe them, is one of the marture. Four decades of high-powered

publicity have created such pop-

Hollywood isn't a cluster of movie mills, it's the glamor capital of the universe. Actors aren't people, they're fabulous personalities. Movies aren't plays on celluloid, they're epics, stark dramas or smash comedies.

A favorite legend of this type is attached to Hollywood Boule-

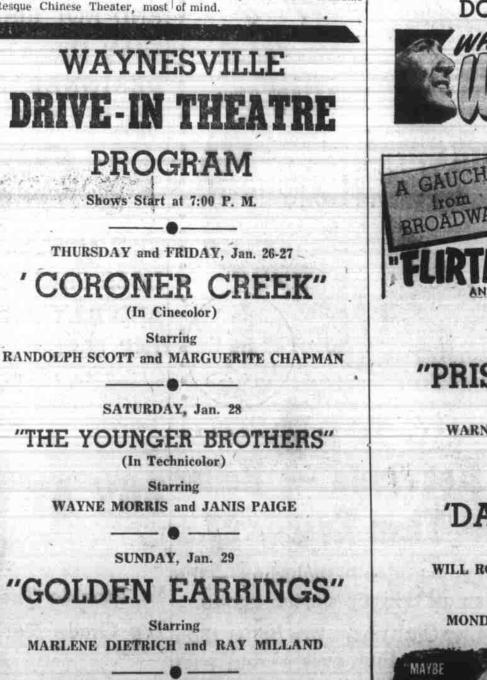
vard, subject of this essay. It's not always a letdown to visit Hollywood, meet a star, or see a movie. Sometimes they surprise you. But the Boulevard fails completely to live up to its billing. The movie town's main drag is extraordinary, but not for what it is. It's much more notable for the things it lacks. Not one of the film colony's much ballyhooed nightspots or cafes graces this lane. Not

a single studio borders it. The stars? They shun it in favor of plushier Beverly Hills byways, Although it runs through the heart of filmland, it is largely ignored

Hollywood Boulevard is six and a half miles long. But when natives speak of "The Boulevard," they mean the mile-long tenderloin between Vine St. and La Brea Ave. The tag ends don't count.

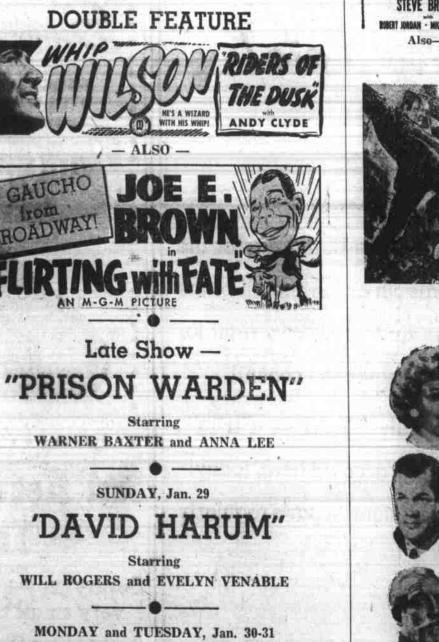
Let's take a ride down the Boulevard, beginning at the fabled crossroads of Hollywood and Vine. Right off you note that instead of MGM and Ciros the intersection is bounded by a drugstore, a luggage shop, a bar and a department store. Except for the casual dress of the street herds, the corner differs little from any other metropolitan intersection. Not that the natives aren't colorful. Grandmas in sunsuits and wedgies scuttle across the thoroughfare. Mink-clad matrons, even on 90-degree days, bustle in ing gents, sporting silk scarves and maroon sport jackets, lounge against store fronts appraising feminine strollers. Look sharp and you might spot Peter the Hermit or one of his brethren striding along with swinging-staff, like rag-clad figures out of the Old Testament. But characters are as much a part of the scenery, and go just as unnoticed, as the purple hills to the north. It's a blase Boulevard. The last time anyone created a sensation was the day one ambitious starlet paraded in a leopard skin with a lion on a Driving along in the sunlight

Sid Grauman's colorful and But today it's more a frame grotesque Chinese Theater, most of mind.



MONDAY and TUESDAY, Jan. 30-31 UNCONOU Starring

JOHN WAYNE



Tomera

GUESS WHU

HE INSPEC

A WARNER BROS. FIC



DAY AFFAIR" - "DEPUTY MARSHALL" BE WISE - GET STRAND WISE!