



PROUD OWNERS—Cary Grant and Myrna Loy look over their model country home in "Mr. Blandings Builds His Dream House," due at Loew's, Uptown, Chinese, Loyola.

Hollywood Gives Millions Annually to Charities

Huge salaries of a select 100 stars and executives in the motion-picture business are always good for news headlines over the civilized world. So much so that studio and freelance press departments are frequently turned into "suppress" departments in an effort to soft-pedal the king-size checks which their employers receive. Another big-money item in the motion-picture business is not so well publicized, however. That's filmdom's aid-to-charity movements.

Each year the picture industry, which includes thousands of average-salaried people, casual workers, mechanics, bookkeepers, etc., pledges more than \$1,000,000 for Hollywood's United Appeal. In 1948 the amount will be \$1,312,190, to be divided among 193 charitable agencies.

During the war there were scores of premieres, in addition to the regular bond events, which turned over large amounts of money for charity. There were premieres to support Bundles for Britain, China Relief and other world neighbor funds.

Premieres Aid Causes

Since that time it has become the custom to give receipts from gala openings to worthy charities. The John Tracy Clinic for Deaf Children received proceeds from the "Cass Timberlane" premiere. "Miracle of the Bells" opening benefited the University Religious Conference Fund. Premiere of "Letter From an Unknown Woman" was held for purchasers of U.S. Savings Bonds.

The newest and most ambitious money-raising venture for charity is now under way on a national scale. It is the Blandings Dream House campaign, which, its sponsors hope, will raise an estimated \$70,000,000 for various U.S. charities. This fund will build hospitals and medical research establishments, homes for the aged, crippled children's centers and youth centers.

The idea stems from an RKO-David O. Selznick picture called "Mr. Blandings Builds His Dream House," starring Cary Grant and Myrna Loy.

Houses Constructed

In the picture Mr. Blandings constructs his model home in order to escape the teeming city and its housing problems. It is quite a place, and replicas of it now have been built in Los Angeles and 72 other cities in the nation.

These Dream Houses have been taken over in most cases by such groups as the American Legion, the New York Heart Association, Home Builders Association, Junior League, Childrens Hospital, Kiwanis, etc., and from the disposal of them the organizations will obtain funds for their charities.

RKO and Selznick's company will not receive any of this money, according to studio spokesmen. In Los Angeles the Dream House is being

sponsored by the Memorial Medical Center. One million dollars is expected here from a "Blandings" contest and will be used to build a large hospital. The house is located at 913 Chantilly Road, Bel-Air.