

Around Hollywood

By ALINE MOSBY
United Press Correspondent

Hollywood—(U.P.)—Star shortage? Movie studios are filling the demand with a raft of new lovelies, and one studio even is risking \$1,000,000 to turn out a Grade A star overnight.



Aline Mosby

Hollywood's current top stars—the Humphrey Bogarts and Lana Turners—are so few and familiar that theater operators are crying for new faces.

Nearly every film factory has launched a campaign to build new beauties and handsome profiles into new stars. But only one, Paramount, is daring to manufacture a movie star in capital letters in a hurry.

Star Treatment

The studio signed a little-known New York actress, Carol Ohmart, and is giving her the fastest star treatment since the days Hedy Lamarr cut her teeth on Hollywood celluloid.

Instead of starting as a leading lady or in supporting roles, Carol's first picture is a one-woman show. She is the star of "The Scarlet Hour," a million-dollar production—without another "name" in the cast.

The press has been showered with photographs and stories about Carol. The studio even spent thousands of dollars to buy her a personal wardrobe—a star-building expense that hasn't been tried for more than a decade. Paramount also hired a publicist whose sole job is to turn Carol Ohmart into a movie star.

Carol, daughter of a retired Tacoma, Wash., dentist, sang and danced when she was in high school in Spokane, Wash. Later she moved to Salt Lake City and was Miss Utah of 1946. That contest took her to New York where she starred as a model. Finally she broke into TV and radio. Paramount discovered her as an understudy in Broadway's "Kismet."

"It's all happened so fast I can hardly believe it," Carol sighed on her movie set today. "I've had a lot of luck."

Other studios are building stars more gradually. MGM hopes to turn two ballerinas from Europe, Finnish Taina Elg and French Liliane Montevecchi, into box office queens. The studio also boasts a new Barbara Stanwyck-type, Jarma Lewis.

More Imports

Twentieth Century-Fox imported a pair of English actresses and thrust them into starring roles—Joan Collins in "The Girl in the Red Velvet Swing" and Anna Dana Wynter in "View from Pompey's Head." Fox also figures on Richard Egan being the Clark Gable of next year.

Paramount bravely put an unknown European singer, Oreste Kirkop, into "The Vagabond King." That studio also pulled Shirley MacLane out of "Fajama Game," and starred her in "Artists and Models."

Independent producers Bob Fellows and John Wayne hope they'll hit a box office jackpot with Anita Eckberg. Columbia figures "Picnic" will make a true star of blonde Kim Novak.

Mayan Farm Practices Had Good Production

Los Angeles—(U.P.)—Two anthropologists report that primitive farming techniques of ancient Mayan agriculture could have supported a population density greater than that of modern Mexico.

The disclosure was made by Dr. Joseph Hester, Jr., and Dr. George W. Brainerd of the department of anthropology at the University of California at Los Angeles. They have studied Mayan subsistence.

The anthropologists said the Mayan civilization, centered in the hot, tropical lowlands of the Yucatan peninsula, used a shifting, "bush-fallowing" type of agriculture.

The Mayans apparently produced enough maize, the chief staple food of the Maya, to support indefinitely a population of from 30 to 50 persons per square mile, which is greater than the population density of modern Mexico.

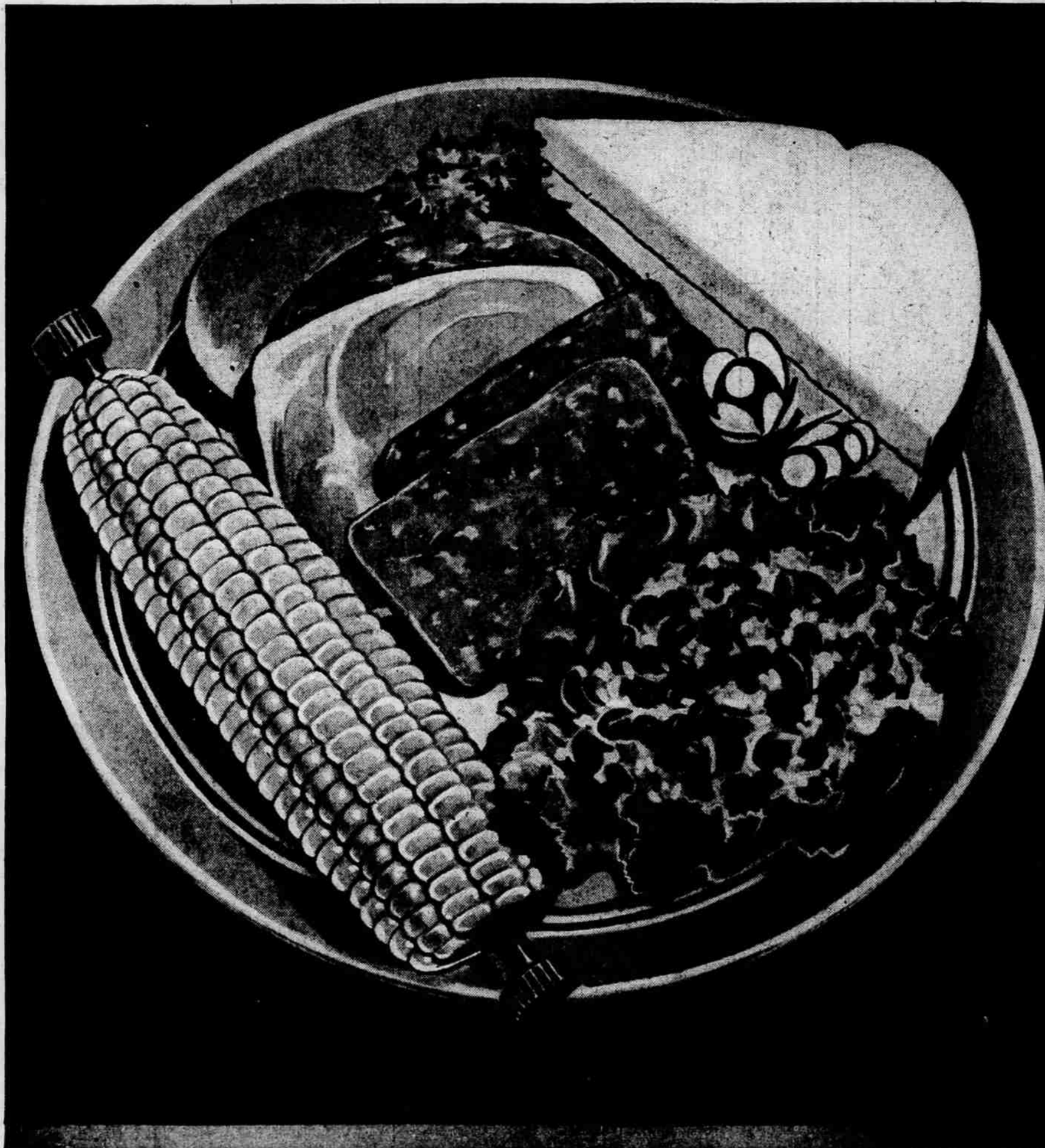
Thus freed from subsistence problems, the Maya were able to devote more thought to scientific and artistic accomplishments, the anthropologists said.

Mexico's population increased by 75 per cent between 1920-50.

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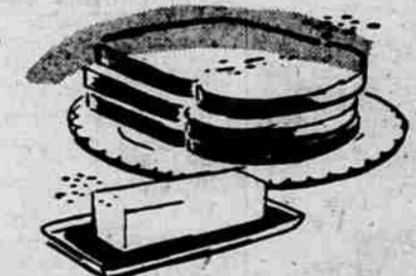
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