

Why Hollywood *Fears* CONSTANCE BENNETT

By Gordon Crowley

SHE is a great star, but not a great beauty. She has brains, personality and, above all, spirit. She is slender, with wide blue eyes, and a husky voice which ripples with laughter, but all Hollywood fears and respects her. When she is in the company of her fellow stars, no matter what gossip they have recently heard or read, they guard their tongues for few gossips have failed to feel the reproofing whip-lash of her sarcasm. Producers tremble when they sit down to talk contract with her, remembering that the only arguments she considers are her own. Remembering too, that despite her demands, she's a money-maker for them. Tradesmen kiss the thought of exaggerated "movie star" profits farewell when she enters their shops, knowing her for one of Hollywood's most level-headed bargain drivers. She is dynamite personified. Her name is Constance Bennett!

We sat in the living room of her new Holmby Hills home. She wore a plain house-dress and had just discarded a soft fur sports coat she had worn to the preliminaries of a current tennis tournament where her side had won.

"I am what I have learned to be. Hollywood taught me to fight for my rights."

There was no malice in Connie's voice or face as she expressed herself on her opinions of Hollywood. She was entirely matter of fact. It is this matter-of-factness—sans alibi—this straight-from-the-shoulder honesty which has been difficult for Hollywood to understand. And Hollywood, like everyone else, does not always like what it does not understand.

"When I first came to Hollywood, inexperienced in Hollywood's methods, I'd much to learn. In Paris I had been urged to sign a contract offered me by Pathè Studios. I was on the verge of an operation for appendicitis and so, almost without realizing what I was doing, I signed. Pathè put me in one picture. Then they began lending me out at huge profit to the studios. I thought I should share in that profit and demanded a bonus whenever they "loaned" me at more than they were paying me. They refused, and I signed my first declaration of independence in Hollywood."

SO IT was not for numerous other rumored reasons that Constance Bennett staged her early walk-out on Hollywood. She was fighting for what she considered her rights. She stayed in Europe twelve weeks, until she got her bonus and a new contract, written on equitable terms!

Ever since this fragile girl, who has the courage of her convictions, proved that she was the rarest of Hollywood experiences—a young business woman of such astuteness that she regarded her worth with an impersonal, but correct valuation—untrue tales have been rife about her.

Connie was under contract and a very nice contract, too, with RKO. It called for her to work only forty weeks out of each year and during the other twelve, so she had planned, she would rest in her beloved Europe. But with offers pouring in from all sides it seemed illogical and extravagant for her not to take advantage of them. Why shouldn't she cash in on that vacation period? So RKO capitulated to her demand to make pictures elsewhere during her twelve week lay-off. Warner Brothers had offered her a contract to make two pictures during the ten weeks she had left. They asked her to name her price and all but fainted when she calmly put fresh powder on her snub nose and said:

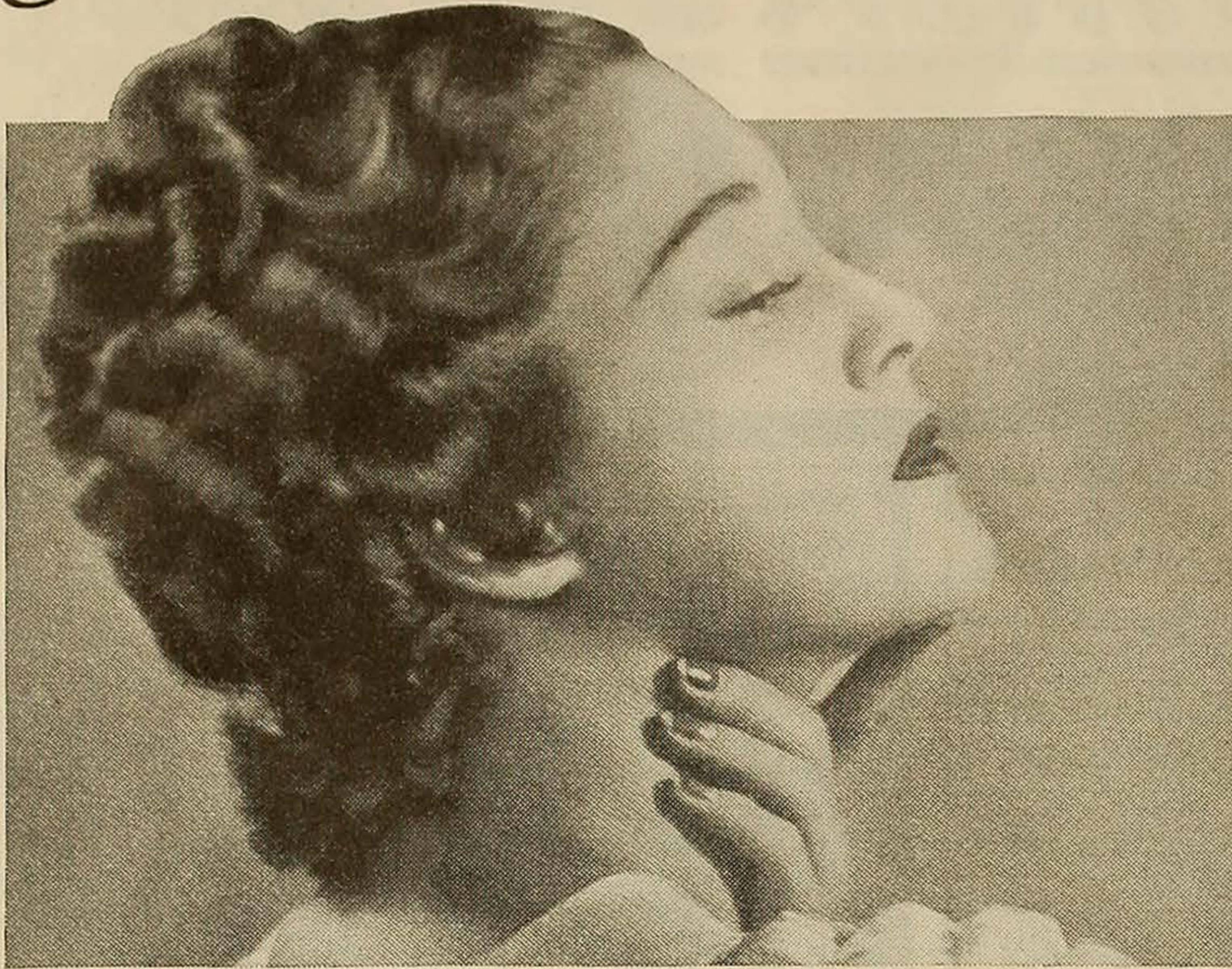
"Three hundred thousand dollars, gentlemen!"

"You are crazy," they all howled in unison, "if you think we will pay it!" But Connie knew, as many stars do not, just what her pictures would net the company—knew too, that the price under discussion would leave a margin of profit for the company which proved her demand not unreasonable. To make a long story short, had they not known that her proposition was a fair business deal they would not have paid. But as she had figured, the deal netted a profit to the company. [Continued on page 50]



Hollywood has learned not to cross Connie—whose answers are honest and ready. She thinks clearly and logically and is always ready to fight for her rights

How can I get a Wave like that?



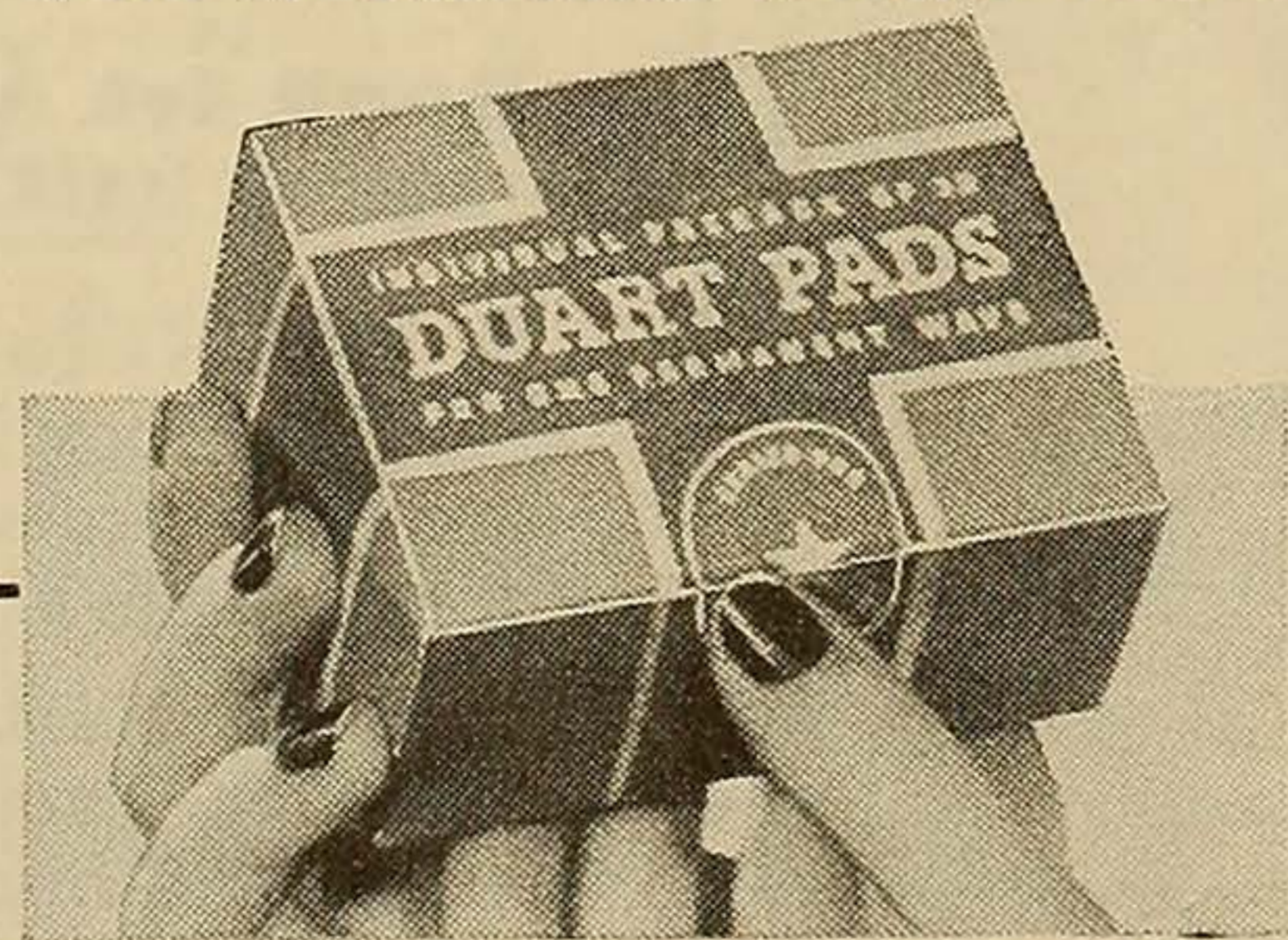
THE LOVELY STAR, KATHLEEN BURKE

..... Thousands of women write to the Hollywood stars for *this* beauty advice. Always they receive the same answer, "After completely testing every known method of permanent waving, the Duart method has received the exclusive and official endorsement of the Motion Picture Hairstylists Guild . . . nearly every star on the screen has her hair Duart Waved."

This same Duart wave is available in your own community for there is only one Duart wave . . . it is the same in every one of the 20,000 shops that feature it from coast to coast. To be sure you are getting the one and only genuine Duart wave, look for the sealed package of permanent waving Pads . . . your hairdresser will let you open them yourself . . . then you'll know your hair is to be waved with the same method that adds such glamour and soft, glowing charm to the lovely heads you see on the screen. **FREE BOOKLET** enables you to copy a screen star's hairstyle exactly. Choose from page after page of Hollywood's newest coiffures styled by Hollywood's leading artists. Booklet sent free with one 10-cent package of Duart's Hollywood Hair Rinse. No dye—no bleach just a colorful and cleansing touch of sunlight. Select your shade—see coupon.

DUART
permanent
waves

DEMAND THIS SEALED PACKAGE
FOR A GENUINE DUART WAVE



SEND 10c FOR HAIR RINSE
AND FREE BOOKLET

DUART, 984 Folsom Street,
San Francisco, Calif.

Enclosed find 10c; send me shade of rinse marked and copy of your booklet, "Hollywood Coiffures for 1936."

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> Dark Brown | <input type="checkbox"/> Henna | <input type="checkbox"/> Black | <input type="checkbox"/> Medium Brown |
| <input type="checkbox"/> Chestnut Brown | <input type="checkbox"/> Golden Brown | <input type="checkbox"/> White or Gray Platinum | <input type="checkbox"/> Golden Blonde |
| <input type="checkbox"/> Titian Reddish Brown | <input type="checkbox"/> Titian Reddish Blonde | <input type="checkbox"/> Ash Blonde | <input type="checkbox"/> Light Golden Blonde |

Name.....

Address.....

City..... State.....

7

DUART WAVES ARE THE CHOICE OF THE HOLLYWOOD STARS

Why Hollywood Fears Constance Bennett

[Continued from page 43]

CONNIE was not in the least reluctant to explain her attitude toward the majority of the press. Nine out of ten newspaper people, columnists and magazine scribes hate her and she hates them back with the same intensity, double! Why? Because she tells them fearlessly that she will not talk about certain subjects. But she says:

"I am always ready to talk to an interviewer when the subject is one that I feel to be pertinent and intelligent. However, I will not let them dip into my private life or my personal affairs, nor will I talk on the thousands of insipid subjects I have been asked to talk on. Imagine being asked, as I was in New York a while back, to talk on 'Why Baby Talk Makes Small Girls Attractive' and 'Why All Girls Should Marry Millionaires.' I leave it to you. Would you talk on these subjects? No! Nor would anyone else! Members of the press who have been intelligent and decent I like, and I think they like me. I have never refused one of them an interview, as soon as I could find time, in a full schedule, to see them. It is not that I am afraid of bad publicity, I've probably had the world's worst."

"Connie," I asked her, "are there not a thousand and one big expenses incidental to being a star?"

"There are, if you do all the things a movie star is supposed to do," she replied with a smile, "but I don't! If I am traveling, for instance, I always buy a few new things, naturally, but I don't buy them in car lots, just because I'm Constance Bennett. I buy what anyone might, and that's all. I don't go in for lavish entertainment more than once a year. I don't let my common sense run away from me. My income and my capital are divided into three parts. One part is put into ultra-safe investments and I refuse to touch it, even if I don't get a new Easter hat. I set aside one comparatively small part for luxuries and if there aren't any funds in it, there are no luxuries, or at least, no new ones."

THAT there are two distinct Constance Bennetts, all Hollywood is aware. There is the *Mrs. Hyde* who frightens off impudent offenders, and the most charming *Mrs. Jekyll* who presents herself to her friends. And if Constance is your friend, she is a friend for keeps and will move heaven and earth to help a pal in trouble.

Most people will laugh if you associate the word charity with the name of Constance Bennett, and Connie is willing to let them. But if the world knew and if she would permit it to know, of the many great charities she performs each year, it would be astonished.

Even great directors take no liberties with Connie. Once a director, noted for his lack of consideration of his stars, called her two mornings at nine o'clock and did not use her until four in the afternoon. On the third nine o'clock call, Connie's chauffeur came instead of Connie. He bore a note which, in no uncertain language, told the director that she would come when he knew his own mind well enough to know when he would make her scenes.

It isn't Constance Bennett Hollywood fears, really. It is a brain. Clear and sharp and logical, which dares to strip the tinsel of tradition from Hollywood and from life. And dares to be logical and courageously right. It is her lack of fear . . . for she says, "I'm not afraid of ANYTHING. Oh, there are lots of things I hate! But I'm not AFRAID of anything!"

So there you have her. A personality as variously faceted as the most brilliant diamond. Slave to no one—not even herself. She's not always tactful, but she's always, and infinitely, courageous. Knowing she is not always right, but willing and eager to face the consequences of anything she does! Unafraid: Ready to blaze her own trail in Hollywood—or any place else! As, for instance, London, where she is now engaged in making a picture for Gaumont-British. It's entitled *Everything Is Thunder*, and Douglas Montgomery plays opposite her.

Were you an entrant in the Pickford-Lasky Contest?

If you were, you were one of the many thousands who entered this contest and therefore responsible for the near breakdown of the judges—they were just swamped with entries. In order to give each trade-mark entered careful consideration they have asked for more time. We have conceded them their wish and the winners will be announced in our August issue.