

100 Per Cent Negro Casts

By SILVIO DEL SARTO

It will be news, even to many members of Local 659, that our good brother, Harry A. Gant, has been producing, for the past fourteen years, motion pictures using one hundred per cent negro casts.

sound feature bears the emblem of the I. A. T. S. E. with "100 per cent" under it.

The title of the picture is "Georgia Rose" and stills shot during the produc-

United States, Canada and the West Indies.

His policy is to photograph the American negro as he really is and as he really lives and not as the white man thinks he lives. He uses no studio, but goes right into the homes of his actor folk and puts them in the film true to life.

At a three-day preview staged at the Los Angeles Lincoln Theatre, an 1800 seat house equipped with the Western Electric sound system, "Georgia Rose" played to capacity houses and won the endorsement not only of the negro fans but of white people who attended.

Mr. Gant will begin production on another all negro picture as soon as "Georgia Rose" is well on its road show tour of the centers where large negro populations wait to pay tribute to it.

Mr. Gant directs and supervises production of all his pictures and in his field occupies an unique position.



"Old Man River"

He has his own releasing organization and has just recently completed his first talking picture, in seven reels. He is now enroute east with his film for its world premiere in New York.

The main title of Gant's new all-negro

tion are shown herewith.

During his long career as a producer of one hundred per cent negro pictures Mr. Gant has won the friendship and the enthusiastic support and approbation of the negro press, pulpit and public of the

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