

East Bronx Merchants Welcome "Stormy Weather" Film: Franklin Will ...

Richardson, Pete

New York Amsterdam News (1943-1961); Aug 21, 1943;

ProQuest Historical Newspapers: New York Amsterdam News

pg. 6

East Bronx Merchants Welcome "Stormy Weather" Film

Franklin Will Screen Flicker

Community Sales Will Accompany Its Showing

By PETE RICHARDSON

For the first time in the history of East Bronx, merchants have rallied to welcome one of the greatest pictures ever seen on the screen featuring an all-star colored cast with such outstanding stars as Lena Horne, Bill Robinson, Cab Calloway and the Nicholas Brothers.

This superb film which has packed theatres to capacity throughout the country is coming to the RKO-Franklin Theatre on Prospect Avenue, starting Thursday, August 26, and arrangements have been made by the management to facilitate the handling of the thousands expected to view it.

The merchants who have endorsed this film are some of the oldest businessmen in the East Bronx. One jewelry establishment, M. Hoffman and Sons, on Westchester Ave., has served this area for over three generations. Other firms like Jacwins, Gorlin Spiro, Sol Brooks, Hollywood Trousers, Arthur's Luggage, Blue Bird Photo Studio, Prospect Florists, Egna & Lippman, Prospect Wine and Liquor Store, Mullen's Food Store, and Apex Photo Studio, have also given years of fair dealing to this community, which accounts for their number of years in business.

"Stormy Weather," these merchants declare, evidences the great advancement and rapid achievement that Negro actors and actresses have made in pictures, and they are happy to give it their whole-hearted support, a spokesman for the group said.

Because of her amazing demonstration of talent in this picture, Lena Horne will soon be seen again in another film in a completely new role, it was intimated by Metro-Goldwyn-Mayer.

Tracing the changing trends in the public's musical tastes from World War I up to the present, "Stormy Weather" is the story of two entertainers (Lena Horne and Bill Robinson) who begin their rise to recognition after the last war, their marriage and their separation when they reach the top and their eventual reunion when they meet again at a USO show during the present time.

"Stormy Weather" Here



ALL BRONX is agog over the coming of "Stormy Weather" which will dominate the screen at RKO Franklin beginning Thursday, August 26. Bronx merchants are joining in the celebration. In the above photo, Bill Robinson, Lena Horne and Cab Calloway are shown in one of the picture's scenes.