

The Daily Movie Magazine

DON'T BOB YOUR HAIR—THEY MAY CAST YOU FOR THIS



The historic ride of Lady Godiva through the streets of Coventry, immortalized by Lord Tennyson, has been filmed. Here's a picture of the lady—played by Hedda Vernon—in the "costume" necessary for the scene. Perhaps they picked that truck horse to contrast his clumsy lines with—well judge for yourself.

THE MOVIE FAN'S LETTER-BOX

By HENRY M. NEELY

Richard Fernaldo—Address Charles May simply Hollywood, Calif. He is now working on a picture which has no title yet. His last finished one was "Smudge" and before that, "The Deuce of Spades."

"Fee" writes: "I have been one of the readers of your Movie Fan's Letter Box for quite a while. I think it is one of the best pieces of work that the EVENING PUBLIC LEDGER puts in the paper. It is very interesting to read and see the views of the public on the movies."

"Do you think that the public, as a whole, is getting what it wants in the movies? By that I mean, are they satisfied? I have seen quite a number of movies lately, and as a whole, I liked them very much, but I have heard some comments from others as make me think they are not entirely satisfied."

"Is it true that Alice Terry is to marry Rex Ingram, the director?"

(Alice Terry and Rex Ingram were married some time ago. As to your questions about the public and the movies, I don't think the public has been satisfied with them during the last two years. But I'm glad to note a very decided improvement in the quality of pictures lately. We have had some really fine stuff, despite what the soreheads may say about it, and I think that the general increase of attendance is attributable to this. I'm considerably more encouraged by the outlook than I was six months ago. I think the slump in business was a good thing generally; it sort of brought the producers and directors face to face with the fact that, after all, the public is the boss, and that you can't get away with fooling the public all the time.)

"Just Mary" writes: "I read your column every day, and, gee whiz, I love to laugh sometimes and other times it makes me think you have two sets of brains. But here goes! What I want to know is whether there is any Armenian actor or actress on the screen. If there are, would you tell me their names and the titles of their coming pictures. Among all the people you have mentioned I have never seen reference to any actors of this nationality. I believe you are an old hand, but I want to say that you certainly have me guessing. Well, I like you, anyway, whether you are a man or a woman, but I would like you better if you are a young man. I don't know why, but it's just a habit girls have. I guess. Well, Mr. Neely, answer me, please. Do you know why I wrote you on blue paper? Because you will read it first."

(I do not know of any Armenian actors in films at the present time. The only one I've ever heard of was the young woman who was starred in "Battered Armies" otherwise known as "Souls for Sale." She was not an actress, however, but an immigrant, and after making that picture she declared that she had been badly treated, and has never made any more films. I'm glad you believe I'm an old hand. I have a terrible time convincing some of the fans.)

J. H. Felt, Jr., writes: "I realize that your time is no space for answers and shall take no offense if you ignore this letter. However, the burden I bear was placed on my protesting shoulders through the medium of your column and I'm unloading on you, may the chips be where they fall."

"Several days ago, one M. V. Harrison, (named all through the usual machinery in an effort to prove that the movies, as a whole, are loaded for the denunciation box-works."

"I believe that to be a matter of one's personal views, but I also believe that friend Harrison has a cat-in-the-hat on his eye. Or perhaps they withdrew his Annie Oakleys."

"I hold no brief for the several stars whose well of divinity he tears aside, revealing them, as he sees it, in all their naked devilishness. But I do object to the warped view he takes of the movies, in an effort to prove that the movies, as a whole, are loaded for the denunciation box-works."

"I believe that to be a matter of one's personal views, but I also believe that friend Harrison has a cat-in-the-hat on his eye. Or perhaps they withdrew his Annie Oakleys."

stere; try again and good luck to you!"

"It's cleaner to reach down from the heights (often fancied) and lend a hand than to kick out and force still lower some struggling human."

"Again, Mr. Neely, don't steal space from legitimate problems to place this. I've slithered my pack and feel better. Adios! Resurgam!"

(You've written a mighty good letter, my friend, and one which is very thoroughly entitled to all the space it requires. I think this is a legitimate problem as applied to the movies and I won't attempt to answer you, but leave the question wide open for the thoughts of other fans.)

"Rita Joan" writes: "I have read your column and I admire your frank expressions on your likes and dislikes. You just don't care whether you start an idol or—well, anything. I see so much criticism about some stars which is quite true. Mae Murray may not be such a good actress so far as expression is concerned, but you admit that the elaborateness and beauty of settings of her pictures make her forget that."

"Speaking of facial expressions, I always prefer, and always will prefer, William Farnum. You must admit that he is one of the best actors on the screen (at least in my opinion). I don't think hardly any other actor compares with him. When he registers an expression he makes you feel it. In my estimation he is the picture of a man, a true man. If you have seen him in some of his latest pictures I think you'll say so, too. I hope you don't disagree with me, because I want to be friends with you. Could we get a picture of him soon?"

"Also I think Lillian Gish is not 'stuck on herself' at all. She is beautiful and her acting in 'Way Down East' is incomparable. Now I can't say that you say—she's a favorite of mine."

(Well, all right; so long as you don't care what I think, we needn't talk about it, need we? So elaborate and beautiful settings make you forget bad acting, do they? My dear girl, that is exactly what I'm intended for. But do you think you ought to let the producers get away with that stuff—hood-winking you and others with a mere expenditure of money to put across a picture that is not worth the price of the ticket? I'm not speaking now of Mae Murray particularly. It's just that your remark represents a general tendency that it's my job to fight. It's my job to point out the fallacy of such a viewpoint. If the public continues to accept scenery in lieu of acting, we'll never keep the movies on an upward trend toward betterment. The scenery should be a forgone conclusion, just as we expect naturally that a violinist or a pianist has full command of his or her instrument. He or she doesn't make music; only soul can do that. And technique cannot make music; only intelligence, natural ability, and real temperament and understanding can do it. And nothing should be permitted to blind us to the lack of these essentials.)

Next time you see a picture, ask yourself these questions: "Does that story picture life as I believe it to exist?"

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ANITA STEWART TRAVELING EAST, CONTRACT EXPIRED

By CONSTANCE PALMER

Hollywood, Calif.

ANITA STEWART, having completed her starring contract with Louis B. Mayer, is leaving for New York Sunday with her husband-manager, Rudolph Cameron. That is, they will eventually arrive in New York, as they are planning to stop off in New Orleans for the Mardi Gras Carnival, and then to go on to Miami, Fla., for a few weeks' vacation. Miss Stewart has been working under the Mayer contract for two years. I believe, and has no doubt laid up a tidy bunch of pennies, so she has every right in the world to spend them in having a good time. Just what she will do in pictures next is unannounced, but she does whisper that she has several attractive offers. She should have. Anita's an attractive girl.

Lindsay McKenna, who used to work on the Philadelphia Public Ledger twenty-five years ago, is now the energetic p. a. for United Studios. Very energetic. He drew me aside mysteriously yesterday to tell me some exclusive news, which I shall duly relate to you. Let me say in passing, though, that the news must have been "exclusive" to all the newspapers and magazines in the United States, for despite the shortness of time since he told it to me as such a secret I have seen it in at least two of our public prints! Anyway, here it is: Nazamova and her husband, Charles Bryant, have shipped their touring car to New York. They will soon follow, when madame recovers from a mild attack of influenza. They will stay for a while in the metropolitan area, and will make three successive pictures at United Studios. Well, that's that.

Mabel Normand is quite seriously ill at her home at Altadena. She had a nervous breakdown following the Taylor tragedy. This left her in a weakened condition, so the flu bugs had a good chance to work. Every one's sympathy is accorded Miss Normand in her time of trouble, and we are all hoping for her quick recovery.

Dale Fuller, who did such splendid work as the servant girl in Von Stroheim's "Foolish Wives," is also very ill with an attack of the flu. In her case, however, doctors are holding out little hope of her recovery.

Maudie Ballington Booth, head of the Volunteers of America, visited the Hal Rosch Studios this week, during her stay in Los Angeles. They gave a luncheon for her at the studio cafe, and every one made complimentary speeches. I wonder just what her unexpressed reaction was, if you will pardon me for being so impertinent.

Harold Lloyd was not there, as he is ill at his home with an attack of the flu. This letter reads like a health department memorandum. But really almost every one seems to have it, or have had it, or be just on the verge of having it.

What was the occasion? How did you get it? How did you get it? How did you get it?

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Gwan-to-Bed Stories

—By J. P. McEVROY

The Modern Young Cow Named Mabel ONCE upon a time, dear children, there was an old-fashioned cow named Sarah Jane who had been fetched up away off yonder away in the hill country. (Johnny, get off the piano.) She had never been anywhere to speak of and she didn't know much except to chew her cud and come home in the evening at milking time. But she was quite contented with her lot, for she had no social or business ambitions to disturb her blissful bovinity. It so happened (for such things do happen even in the best of cow families) that Sarah Jane Cow had a daughter named Mabel, a smart, snappy sort of a cow with a lot of new fangled ideas about efficiency and modernism. She had no patience for her mother's old-fashioned ways.

"M.A." SHE used to say, "you're a dear old lovable fuddy-duddy back number; that's what you are. You do things the same way your mother and her mother's mother did them. No thought for progress or achievement or doing things differently for the mere joy of expressing your own individuality."

"As which?" inquired Sarah Jane Cow, chewing her cud for the fourth or fifth time.

"As a lot of things," replied Mabel Cow. "Don't you ever get tired of giving sweet milk, for instance? Why don't you give them some Bulgarian butter milk for a change? Wouldn't they be surprised?" Sarah Jane Cow thought earnestly for

a moment. "Yes, I believe they would," Dorothy, if that was the baby (that fell out of the window you might close it, please.)

"WELL, I've thought it all over," said Mabel Cow, enthusiastically, "and I've decided that I will do things differently. For instance, instead of giving fresh milk every morning and evening, I'm going to give condensed milk in cans some days. On other days I will deliver my milk pasteurized in pints and quarts. You may help me put those little paper tops on the bottles. I have also considered the proposition very seriously of doing all my own churning once or twice a week and going into the 'amercase' cheese industry on the side."

Just then Alfred Cow, a handsome young fellow, looked across the fence and smiled at Mabel. That was the beginning of their romance. And that was the end of Mabel's ambitious plans to express her individuality by delivering her milk in pasteurized pints and quarts.

That's all. Gwan to bed.

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BLIND VETERAN NOW GLAD ELOPEMENT PLANS FAILED

His Mother Halted Elton Trip and Exposed Girl's Duplicitly
George Morrison, a blind veteran of Camden, whose elopement was wrecked yesterday before it had well begun, is glad now that he was not allowed to marry Miss Matyars. Marshall, eighteen, who lives at 138 Dudley street, Camden.

Morrison, who is twenty-one, lives with his mother, Mrs. Bertha Morrison, at 2715 High street, Camden, and it was she who sent a detective to the West Philadelphia station Tuesday and halted the pair as they were about to board a train for Elton.

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changed his whole view of marital plans. "I did not know it until today," he said, "but I have found out that Matyars was going with another fellow at the same time she was going with me. He took her home from work every day. I was told, so if she could fool me that way, I'm glad now that I did not marry her."

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PHOTOPLAYS
The following theatres obtain their pictures through the STANLEY Company of America, which is a guarantee of early showing of the finest productions. Ask for the theatres in your locality obtaining pictures through the Stanley Company of America.

APOLLO 522 & THOMPSON STS. MATINEE DAILY CHARLES RAY "A MIDNIGHT RAY" "MISSE LULU BETT"	ARCADIA CHESTNUT bet 10TH & 11TH STS. MATINEE DAILY WILLIAM DE MILLE PRODUCTION "MISS LULU BETT"	ASTOR FRANKLIN & GIRARD AVE. MATINEE DAILY SPECIAL CAST IN "Ten Nights in a Barroom"	BALTIMORE 81ST & BALTIMORE STS. MATINEE DAILY PAULINE STARKE "SALVATION NELL"	BLUEBIRD BRIDGE & BURGESS STS. MATINEE DAILY AGNES AYRES "THE LANE THAT HAD NO TURNING"	BROADWAY 122 & 124th STS. MATINEE DAILY NORMA TALMADGE "THE WONDERFUL THING"	CAPITOL 10 A. M. to 11:15 P. M. Wallace Reid & Elsie Ferguson "PETER IBBETSON"	COLONIAL 9th & Marketway Aves. MATINEE DAILY WILLIAM S. HART "TRAVELING ON"	FAIRMOUNT 20th & Girard Aves. MATINEE DAILY POLA NEGRI "THE LAST PAYMENT"	56TH ST. THEATRE—Broad Spruce MATINEE DAILY RUDOLPH VALENTINO "STOLEN MOMENTS"	GREAT NORTHERN Broad St bet 7th & 8th STS. MATINEE DAILY MAY McAVOY "A VIRGINIA COURTSHIP"	IMPERIAL 90TH & WALNUT STS. MATINEE DAILY SPECIAL CAST IN "Ten Nights in a Barroom"	KARLTON CHESTNUT above HIGGARD MATINEE DAILY HERB HUBBARD "THE INVINCIBLE FEAR"	LIBERTY BRIDGE & WALNUT AVE. MATINEE DAILY POLA NEGRI "THE LAST PAYMENT"	ORIENT Woodland Ave. bet 630 & 640 STS. MATINEE DAILY POLA NEGRI "THE LAST PAYMENT"	OVERBROOK 63D & HAVERTH AVENUE SPECIAL CAST IN LADY WEBBER'S "THE BLOT"	PALACE 1214 MARKET STREET MATINEE DAILY CECIL B. DE MILLE PRODUCTION "SATURDAY NIGHT"	REGENT MARKET ST. Below 11TH ST. MATINEE DAILY ALICE LAKE "THE GOLDEN GIFT"	RIALTO GERMANTOWN AVENUE AT 7TH ST. MATINEE DAILY LIONEL BARRYMORE "JIM THE PENMAN"	SHERWOOD 64th & Baltimore Aves. MATINEE DAILY NORMA TALMADGE "THE WONDERFUL THING"	STANLEY MARKET AT 16TH ST. MATINEE DAILY RUDOLPH VALENTINO "MORAN OF THE LADY LETTY"	STANTON MARKET ABOVE 16TH ST. MATINEE DAILY "TURN TO THE RIGHT"	333 MARKET STREET THEATRE MATINEE DAILY WILLIAM S. HART "TRAVELING ON"	VICTORIA MARKET ST. bet 6TH & 7TH STS. MATINEE DAILY WILLIAM FARNUM "A STAGE ROMANCE"	GRANT 4022 Girard Ave. Mat. Sat. G. Walter Wallace at Grand WILLIAM RUSSELL "THE LADY FROM LONGACRE"	AT OTHER THEATRES, MEMBERS OF M. P. T. O. A.	AMBASSADOR Baltimore Ave. at 58th St. MATINEE DAILY All This Week—First West Philadelphia, Showing MARY PICKFORD "LITTLE LORD FAUNTLEROY"	GERMANTOWN 64th & Marketway Aves. MATINEE DAILY MAE MURRAY "FRANCE ALLEY"	JEFFERSON 10th & Dauphin STS. MATINEE DAILY ANITA STEWART "THE INVINCIBLE FEAR"	PARK RIDGE AVE. & DAUPHIN STS. MATINEE DAILY ANITA STEWART "PLAYTHINGS OF DESTINY"
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Business Men to Elect Officers
A regular meeting of the Northwest Business Men's Association will be held tonight at Seventeenth and Fountain streets. The principal business will be the nomination of officers.