

The Daily Movie Magazine

THAT POPULAR RODOLPH AGAIN SEEKS THE EXOTIC EAST

THE MOVIE FAN'S LETTERBOX

By HENRY M. NEELY

Down writes: "I have just glanced through a list of some of the recent productions and we seem to be getting surprisingly good ratings."

"One picture that I must mention because I believe it to be not merely one of the best of the year but one of the greatest of all times is 'The Loves of Pharaoh.' This principal thought always comes to me concerning the picture—that Lubitch must have had tremendous courage and confidence to attempt to bring such a remote period of history to the screen. I confess that I was almost afraid that he could not make these characters real, that he could not bring to us the Egypt and its people as we feel they must have existed so many centuries ago."

"But Lubitch has succeeded where many great authors have failed. He has shown me the potential greatness of the screen."

"The Bond Boy" gave us some moments of wonderful acting. How Barshams can get under the skin with his interpretations! Considering his remarkable ability and his intelligent application in the characterizations he has given us, I can word no praise that is adequate."

"Seeing actors whose work we like on the screen, time and time again, a sort of affection grows in the heart of the fan. He follows the individual, the man in the actor and pays to him his tribute. So do I, a humble fan in a multitude, sing my praise for Dick."

"And also another claims my new-born allegiance. Though not yet seen here on the screen he has his right to screen greatness and has already achieved greatness on the stage. Glenn Hunter Glenn was good enough to take us to his dressing-room and present us with autographed photographs. It was after the first night's performance. How unacted he was—and how great."

"Out of the dementia to 'The Prisoner of Zenda.' One feature here really tickled me. Do I strike a responsive chord? The love scenes between Terry and Lewis Stone together with the rendition of 'My Hero.' Exquisite purity!"

"And so again to admiration. "Did you know a woman can lose his head in castles over strange people? "Gosh!"

"Your postscript first—yes; you bet! You'll understand, of course, why I meant the answer but not the question. I don't think your enthusiasms are at all odd. You choose them well; you pick out the phases to the point that appeal to intelligence and make us realize that the movies have great possibilities. As long as we get such superior goods and there is no reason to be altogether hopeless about pictures. They are young, you know. They will grow in artistic stature just so long as they are nurtured by this sincerely enthusiastic appreciation of their better qualities."

"And a couple of 'Amens.'"

Blue Ridge flap writes: "It is particularly noticeable, sir, that you rather disapprove of foreign-made films. So remarkable in your much-repeated sentence in regard to Lubitch and a few more, as to make you seem prejudiced. I must confess I am glad to see some competition coming to America, for it may give us a fresh impetus toward better films and non-censorship. By the way, don't you think censorship is an industry created by the industry itself? For what great mass of people would care to acknowledge that they did not understand the difference between good and bad? Certainly not the editors of the Photo-Dramatist chance to read your columns or the opinion expressed here. I hope that they know how strongly a large majority agree with them in regard to their stand against censorship."

"But to return to pictures, why is it so many stories lately lack the 'salt of human nature' I mean, why is it they do not contain that element of universal appeal? You admit there are very few motion-picture classics. I know now for a few more questions. (I know I confuse my ignorance here.)"

"Do you think Valentino could show any versatility? He is so painfully one-track."

"Doesn't any director, writer or art director know how to picture the present-day West without going to extremes?"

"Don't those Cooper-Hewitt and Klieg lights ruin the eyes of the actors and actresses? Do any of them resort to any method to lessen the eye strain? (No, I am not an optician.)"



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plays and paintings and musical compositions lack the same thing. I've answered the Lubitch question a dozen times. Yes, lots of directors and authors are thoroughly familiar with the real West. But, if they pictured it as it is, nobody would believe 'em."

Very frequently movie actors and actresses have eye troubles from the lights. Some wear tinted glasses when not actually on the set, but most of them simply get out of the glare."

Last I heard of Charlie Mack, the younger brother of "Dream Street," he had gone to Bermuda to make a picture. Ralph Graves has been playing leads for Universal in California and is out there now. Griffith's new picture is "One Exciting Night."

And, in conclusion, Cecil de Mille whole is boasting of the wonderful progress it has made in the last few years. But, oh, Henry, it's his progress to be showing pictures of a few years ago which at that time were considered only possible, but which today are very modern and disgusting."

"It seems that Harold Lloyd must be the worst sufferer. After building a fine reputation for himself very gradually, the so-called movie industry is doing its very best to ruin it."

"I am sure that if Harold himself had to view his pictures of yesterday he would be very much disgusted."

"What has become of Marion Heist, one of the three Hyman's former Zenda beauties in whom Vera Gordon became interested?"

"Now, for closing, mark down 'All Is Fair in Love' as the worst picture of all time. I do hope that they don't go that picture one worse."

(I have lost track of Marion Heist. She didn't stay in pictures long, as I assume she has returned to private life. You knock at all these old "re-tunes" isn't half hard enough. Some of them look positively pathetic today.)

is the greatest director in the world and Lubitch is—oh, what's the use!

Neely writes: "I doubt—positively that I am—if your Cheer-Up-Wally day was a success. It was a splendid idea, but such things are easy to neglect. However, perhaps I am merely unjustly judging others by myself."

"As for Wally, the often-mentioned goodness knows I wish he would cheer up and keep on until he gets back where he used to be. He is losing his pep through nobody's fault but his own. Thomas Melghan is taking his place—in fact, I like him better now than I ever liked Wally. Here's to his future (Mighty!) Also Wally's, and may he wake up soon!"

"Didn't some one ask about 'The Bonded Woman'? Here goes for my opinion of it."

"It started out very well, but when it was nearing its end, in fact, when Betty (bless her heart!) begins to try to win the sinful sailor, it began to be inclined toward exaggeration—and a very steep incline it was."

"I believe the picture, near its end, was as wildly improbable as any I ever saw. However, what do we go to see pictures for? We go because we have nothing more important to do and because we wish to be interested. And even though I could see how wild the plot was I certainly was interested all the way through. That's possible, is it not? It must be, because it isn't the first time I have had this experience."

"That the title, oh, the title of that picture? Why? How can they do it? The only time a 'bonded woman' was in any way suggested I was so deep in meditation and argument, trying to figure out the application of the term that I missed what came afterward—that is, immediately afterward."

"If the guilty persons thought that title would draw crowds it's my opinion they were mistaken, so what—what did they do it for?"

(What is this, a guessing contest? I've given up trying to solve the problem of movie titles. "Merton" has some corking good satire on that very point—and, of course, the audience fall to get it.)

Fred R. London writes: "I realize that every enterprise, whether business or social, must have its knackers, as well as boosters, but I am compelled to be a knacker in this instance."

"The moving-picture industry as a whole is boasting of the wonderful progress it has made in the last few years. But, oh, Henry, it's his progress to be showing pictures of a few years ago which at that time were considered only possible, but which today are very modern and disgusting."

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WE have offered \$1,500.00 in cash prizes for the best answers to six questions about KEN, the amazing new super-washing product with the unmatched range of usefulness about the home. The answers to all of the questions will be obvious after you have read the ten KEN facts given below.

Since our announcement of this prize offer, hundreds of women have visited their dealers and secured contest blanks. Some of the dealers ran short of contest blanks, but we have restocked them. If you were one of the late ones who failed to procure a blank, your dealer now has one for you. No purchase is necessary.

One hundred and thirteen persons are going to be happy when their names are announced as winners in this contest and we want you to be among them.

Put KEN to the Test

KEN will accomplish everything a good washing product should accomplish. Its excellence is instantly apparent. If you read the ten KEN facts your replies to the questions will be easily thought out.

Details of Contest

The prizes will be awarded for the best original thoughts on KEN expressed as replies to the questions listed below. Pack your answers with fact and information. Fact will influence the judges more than fine writing. Get from your dealers copies of the questions and forms on which your answers

must be submitted. Forms are free and you may compete for the prizes without buying KEN. Send as many replies as you like, every one will be carefully considered.

The Questions

- 1 Women like KEN—Why?
- 2 KEN is superior to all ordinary bar soaps, flakes or washing powders. In what way?
- 3 KEN is more economical than ordinary bar soaps, flakes or washing powders. Why is it?
- 4 KEN saves time and labor. How does it?
- 5 KEN does not roughen or redden the hands. Why?
- 6 KEN washes everything. What are some of its washing and cleaning uses?

The Prizes
will be divided as follows:

First Prize . . . \$350.00	Second Prize . . . \$200.00
Third Prize . . . \$100.00	Fourth Prize . . . \$50.00

In addition there will be:
Four Prizes of . \$25 each
Ten Prizes of . \$15 each
Fifteen Prizes of \$10 each
Eighty Prizes of \$5 each

The Judges
of the contest will be:

Herbert D. Pease, M. D., Pres. . . Pease Lab., New York
W. S. Stafford, Pres., S. S. Stafford, Inc., Inks, New York
Ida Bailey Allen, Domestic Science Specialist, New York

All answers must be written upon official blanks obtainable at all grocers and must be received by the Contest Editor, KEN-DALL PRODUCTS CORPORATION, 708 Sixth Ave., New York, before midnight, November 16th. After the judges have completed their examination of the replies, the announcement of the prize winners will be made thru this newspaper.

Remember these points:

- 1 The contest is open to everyone. No purchase is required.
- 2 The contest opens November 8th.
- 3 The contest closes November 16th.
- 4 Correspondence in coding, grammar or punctuation is not important, but replies should be written clearly on official forms, procurable at your grocers.
- 5 Your dealer will supply you with a liberal FREE sample package of KEN, upon request.
- 6 The judges' decision is final.
- 7 More than one reply form may be received from individual.
- 8 In the event of a tie, the full prize fund will be paid to each trying contestant.
- 9 The names of the winners will be published.
- 10 The Kendall Products Corporation accepts no responsibility for replies lost, delayed or not ordinarily sent.
- 11 Replies must be mailed to Contest Editor, Kendall Products Corporation, 708 Sixth Ave., New York.

Let a FREE sample of KEN help you win a cash prize

While KEN is sold under a definite money-back guarantee to every purchaser, we want to make it possible for you to try this remarkable product in your own home at our expense. We have furnished your dealer with sample packages of KEN for distribution to his customers. There's one at his store for you. Ask for it today, or include it in your order. The package contains sufficient KEN to demonstrate to you convincingly its superior excellence and economy. Try it on some difficult washing or cleaning job then write your replies to the contest questions based on your experience with KEN. Your thoughts may win a substantial cash prize.

Read these Ten KEN Facts

- 1 KEN is absolutely new in principle, in ingredients and in action. It is made from clean, golden kernels of corn! The corn base, used instead of an ordinary "sabor," contains the natural oils, fats and starches necessary to a complete cleansing operation.
- 2 KEN reduces work to a minimum because its action is rapid and thorough. The dirt is soaked loose and carried off in the rinsing without the necessity of rubbing or hard manual effort.
- 3 KEN is gentle and yet vigorous. It will remove the soil from dairy garments, or the grime from a heavier garment, leaving both the new in appearance and "soft."
- 4 KEN is the thorough cleaning cleanser even the minute gritty particles that wear out the garments and which tend to wear out the garments. These KEN actually adds to the life of your clothing.
- 5 KEN works up instantly into a rich creamy lather, whether the water is hard or soft, hot or cold.
- 6 KEN is granulated and dissolves more rapidly than any soap you have ever used. It is 100 per cent useful. KEN is the natural evolution from the wasteful cake soap and the more recent flake soaps.
- 7 KEN'S economy is partly in the smaller amount necessary. It is concentrated, and goes further than ordinary soaps. Then too a package of KEN contains approximately one half more than the average soap package.
- 8 KEN does not contain a single ingredient that will injure the finest fabric, or that will redden or roughen your hands.
- 9 KEN is equally good for the wash-bowl, tub or washing machine. KEN retains its full effectiveness under all circumstances and needs no help from ammonia, borax or soda.
- 10 KEN washes everything, yet everything. It is the one product for all washing purposes. It's a super washing product that can be utilized for every cleaning purpose.

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Get a contest blank, too. Watch KEN work. Then send in your answers to the KEN prize questions without delay. You may be one to share in the generous cash prizes paid to the contest winners.

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 theatre in your locality obtaining pictures through the Stanley Company of America.

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BEBE DANIELS
in "THE GODS"
 - APOLLO 15th and Thompson St.
CHARLES RAY
in "A TAILOR-MADE MAN"
 - ARDMORE Lancaster Park
KATHERINE MacDONALD
in "STRANGER THAN FICTION"
 - ASTOR 60th and Girard Ave.
HAROLD LLOYD
in "GRANDMA'S BOY"
 - BLUEBIRD Broad & Chestnut
WALLACE REID
in "THE DIGEST"
 - COLONIAL 23rd and Arch St.
RICHARD BARTHELMESS
in "THE STORM"
 - FAIRMOUNT 50th and Girard Ave.
HARRY CAREY
in "THE STORM"
 - GREAT NORTHERN 23rd and Arch St.
REMEMBRANCE
in "REMEMBRANCE"
 - IMPERIAL 60th and Walnut St.
GUY BATES POST
in "THE STORM"
 - LIBERTY Broad & Columbia Ave.
HARRY CAREY
in "THE STORM"
 - ORIENT Woodland Ave. and 6th St.
KATHERINE MacDONALD
in "THE STORM"
 - OVERBROOK 42nd and Girard Ave.
KATHERINE MacDONALD
in "THE STORM"
 - PALM Frankford Ave. and 11th St.
HAROLD LLOYD
in "GRANDMA'S BOY"
 - REGENT Market St. and 11th St.
SHIRLEY MASON
in "THE STORM"
 - RIALTO Germantown Ave. and 11th St.
HAROLD LLOYD
in "GRANDMA'S BOY"
 - 333 MARKET 11th and Arch St.
Wanda Hawley and Milton Sills
in "BURNING SANDS"
 - THE NIXON-NIRDLINGEN THEATRES
NIXON'S AMBASSADOR 50th & Bell Ave.
VERA GORDON
in "THE BEE FEELS"
 - BALTIMORE 5th & Baltimore
LOVES OF PHARAOH
in "LOVES OF PHARAOH"
 - BELMONT 3rd Above Market
Wanda Hawley and Milton Sills
in "BURNING SANDS"
 - CEDAR 60th & Cedar Avenue
WILLIAM FARNUM
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 - JUMBO Front St. & Girard Ave.
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