The Daily Movie Magazine

FAME Hovers Overhead Today Saying, "Here, Little Girl; I Want You"

WANTED—THREE GIRLS TO BECOME STARS IN MOVIES; PRODUCER ASKS THIS MAGAZINE TO FIND THEM FOR HIM

Betzwood Film Co. Seeks Fresh Types of Ingenue for "Toonerville Trolley" Comedies—Here Is Chance for Any Girl Who Reads This Page—Send in Your Photographs at Once

WE HAVE been asked to find three girls who want to go into the Land of Heart's Desire—into the mystic, fascinating realm of the motion-picture studio.

We want to find those girls. We want them to find us. We want them to find themselves and, above all, we want them to launch, through this Movie Magazine, into careers that hold out the brilliant promise of fame, of fortune, of great longings, fulfilled, of genuine romance that will lift them forever above the drab monotony that surrounds the work-a-day lives of most of us.

Briefly, the proposition is this:

The Betzwood Film Co., with its studios and its immense plant out on the Pennsylvania Railroad, has contracted to produce a series of film comedies based on the Fontaine Fox cartoons, "The Toonerville Trolley."

They want to discover and develop a new, fresh type of ingenue for these comedies.

They have asked us to find three girls of a fresh type for them.

And they promise to take these girls, train them, pay them well during the training, and to make leading women of at least one of them and, if the talent is there, of all three of them.

* * *

THEIR letter, which is reproduced here, contains the details. We have agreed to carry out our part, and to give to every girl reader of the Daily Movie Magazine a chance to become a film star and a chance at a career which may make her one of the idols of the moving-picture world.

It doesn't matter who you are—what you are—where you live—how inconspicuous or conspicuous your circumstances—you have the chance to be chosen as one of these three fortunate young women.

All you need to do is send your photograph—or two or three different poses—addressed to

The Movie Beauty Contest,
Evening Public Ledger
Sixth and Chestnut streets.

On the back of each photograph must be plainly written:

Your name.
Your address.
Your age, height and weight.
Whether blonde or brunette.

* * *

YOU need not state whether or not you have had any experience in posing or acting. Whatever experience you need will be given in the actual work at the studios if you are chosen as one of the lucky three.

Do not think that this is a chance confined to this part of the country. These films will be marketed by Associated First National Pictures, Inc., one of the biggest of the film companies, which serves over 5000 houses throughout the United States.

Perhaps we should not call this a "beauty" contest. Mere beauty is not the thing that is to count.

What we want to find is personality, individuality, charm—that indescribable something that carries the genuine comedienne straight into the hearts of an audience and makes them love her and laugh with her and cry with her and never forget her.

Have you got that something?

The doors to fame and fortune are opening to you if you have.

* * *

AS JUDGES for this contest we have secured three photographers and two painters, all of whose names are known nationally. It is a jury that will at once command the greatest respect and confidence. The members are:

PHOTOGRAPHERS

Theodore B. Marceau, 1609 Chestnut street.
William Shewell Ellis, 1612 Chestnut street.
Elias Goldensky, 1705 Chestnut street.

PAINTERS

Leopold Seyffert.
Miss Harriet Sartain, Principal, School of Design for Women.

With these five will act Ira M. Lowry, director general of the Betzwood Film Co., whose long years of experience will enable him to view the contestants with the "moving-picture eye," if there is such a thing—in other words, to judge their fitness to play the particular type of role called for in comedies.

NAOMI CHILDERS

Miss Childers is a Philadelphia girl—a graduate of the Ogontz School. Her family still lives here. She won a beauty contest not long ago and it led to her present high position as one of the most popular featured players in the great Associated First National galaxy.

* * *

EVERY day we will print an **Honor Roll.**

This will consist of the photographs, names and addresses of a select few from the pictures received and if you are included in that honor roll you will be assured that your name and portrait will go before the jury when it meets for the final choice of the fifteen girls from whom the lucky three will be taken.

Getting on this honor roll means that YOU HAVE A CHANCE.

If, on the other hand, your picture does not appear within a week of its receipt in his office, it does not necessarily mean that you are hopelessly out of the contest.

It may be that the photograph you first send does not do you full justice. Try another; have another picture taken and send it in.

* * *

READ the stories on this page today of girls who are now stars but who, until they sent in their pictures to contests of this kind, were totally unknown.

They too, once thought they had no chance to get to the Land of Heart's Desire.

But they got there.

And today they are Queens.

Tomorrow you may wear the coveted crown.

Bell Telephones: Port Kennedy 2 – Port Kennedy 71 — P. O. Address: Port Kennedy, Pa.

BETZWOOD FILM COMPANY
STUDIOS :: FACTORIES :: PRINTING PLANT
Shipping Address BETZWOOD, Montgomery Co., PA., U. S. A.
: : Philadelphia, Office : Empire Building : :

To the Editor
Daily Movie Magazine
Evening Public Ledger.

Sir:

The Betzwood Film Company is preparing to produce a series of two-reel comedies based on the Fontaine Fox cartoons, known as the "Toonerville Trolley."

We believe that Philadelphia has as much beauty, and as much talent among its young women as any city in the country, and as a Philadelphia concern we are anxious to discover and develop that talent.

Knowing that the motion picture fans of the city and its vicinity keep in close touch with your Daily Movie Magazine, we request that you help us find three young women to whom we can offer the chance to enter upon a successful film career.

We suggest that you hold a "beauty contest," and invite young women to send you their photographs. You could name a committee of judges, consisting of three artists and photographers, to examine the photographs and choose from them fifteen who seem most "photographic."

If you will do this we will appoint a time for these fifteen to go to Betzwood to have test strips of motion film made to determine their grace, their carriage and their adaptability to the requirements of the cinema camera.

From these fifteen, your committee, in conjunction with Ira M. Lowry, our supervising director, will select the three who seem best to pass the test.

We guarantee to employ these three young women in the next succeeding "Toonerville" production in minor parts to give them some experience, and to watch their respective merits. During this time we will pay them ten dollars a day for at least four days a week until that production is completed.

Our Mr. Lowry will select the best from these three as the ingenue for the next succeeding production, and we will guarantee her a weekly salary of $100 until that production has been completed. We hope by the time these three young ladies have had experience that not alone the one selected as the first ingenue, but also the other two may be in line for promotion.

Our interest will not necessarily cease with their employment as above agreed upon, but our Mr. Lowry assures us that he will use his every endeavor to further their interest in the Moving Picture World.

Very Truly Yours,

Betzwood Film Co.

May Collins, Girl Chaplin May Wed, Makes Screen Debut

MAY COLLINS, who, according to well-founded rumors, is the fiancee of Charles Chaplin, made her screen debut at Jensen's Theatorium, Sunset Boulevard, Los Angeles, last week.

The picture in which Miss Collins takes the leading feminine role is now called "All's Fair in Love," although it formerly answered to the name of "Look Before You Leap." It was adapted for Goldwyn from Thomnson Buchanan's well-known stage play, "The Bridal Path," by Arthur F. Statter, and was directed by E. Mason Hopper.

Although Miss Collins has appeared in several important stage productions and has also acted in one other picture, this is the first time she has been seen on the screen. Richard Dix, also a newcomer to the screen, who has appeared in only one other photoplay, was seen in the leading male role.

An interesting feature in connection with "All's Fair in Love" is that Miss Collins impersonates a vampire—not the Theda Bara type of vampire, but a type new to the screen.

She takes the part of a seventeen-year-old bride who, in trying to win back her husband, reads an article on "How to Vamp Men," and then sets about to put in practice what she has absorbed from the printed page. She adorns herself with the curtains, the lampshade, bizarre earrings and a copious amount of face paint and then sets out to beguile her husband. The result is an amusing satire on screen vamps. This is the first time the screen vamp has been ridiculed in this way.

It was while playing in "All's Fair in Love" that Miss Collins' friendship with Chaplin is said to have ripened into love and a betrothal. They were frequently seen together and it is known that he gave several entertainments in her honor.

Valentino Has Been Busy

Rudolph Valentino has completed his role in "Camille," in which he played opposite Nazimova in her production of this famous story for Metro.

Mr. Valentino will spend a brief vacation at Palm Springs—the first he has taken in more than a year.

During this time he has enacted the leading male roles in "The Four Horsemen of the Apocalypse," "Uncharted Seas" and "Camille."

Violinists on the Screen

"The Soul of a Violin" is to be made into pictures. It is understood Mischa Elman and Jan Kubelik, famed experts on the four-stringed instrument, are going to be invited to participate in several scenes. Philip Van Loan is one who is associated with its production.

Beauty Contest Made a Star of Gertrude Olmstead

By GERTRUDE OLMSTEAD
Universal Leading Woman

MY DRAMATIC aspirations extend as far back as I can remember.

I took part in many amateur theatricals and was planning to attend a Chicago dramatic school after graduating from high school.

Then good fortune found me. There is a photographer in La Salle, Ill., my home, who has always believed I was the prettiest girl in La Salle. One day he came to me and urged me to send his photograph to a Chicago newspaper, which, in conjunction with the Elks lodges of the United States, was conducting a beauty contest.

With my mother's consent the photograph was sent and when the judges met I was chosen from among the thousands of competitors.

Carl Laemmle, president of Universal, offered me a contract and here I am, working day and night to achieve my aim—real stardom. Perhaps my entrance into the motion-picture world has not been as picturesque or marked by the trials which have stood in the paths of so many.

I have already appeared in several pictures, the latest being "Tipped Off," "Kickeroo" and "Fighting Fury" in which "Hoot" Gibson takes the leading role.

HERE IS ANCIENT INDIA BUILT IN AMERICA

THE news that Kipling's story, "Without Benefit of Clergy," has its scenes laid in the age-old city of Lahore, in India, did not deter the modern movie wizards from producing it as a film here.

Obviously, it would entail too much time, expense and inconvenience to transport a studio to India, so—they transported India to the studio.

Here is a part of the city of Lahore, built on the Pathe lot in California. It is said to be an exact duplicate of its far-away original and the man who is directing the production—James Young—had a great deal to do with the details, for it so happened that he had, during his career, directed other pictures in the actual Lahore and other parts of India which figure in the Kipling script.

The feminine lead in this Kipling story is being played by Virginia Faire. Two years ago, Miss Faire was unknown to fame. Then in 1919, she won a beauty contest and her present high position with Pathe is the result.

NOTABLE JURY TO JUDGE MOVIE CONTEST

A NOTABLE jury of photographers and artists has been secured to judge this Movie Beauty Contest. Three photographers—the leaders in the profession—and two artists whose names are nationally known will, with Ira M. Lowry, director general of the Betzwood Film Co., pass upon the photographs submitted and choose the fifteen from whom the final three will be selected. The judges are:

PHOTOGRAPHERS
Theodore B. Marceau
Elias Goldensky
William Shewell Ellis

ARTISTS
Leopold Seyffert
Miss Harriet Sartain

THREE BECAME STARS THROUGH BEAUTY CONTESTS

HOPE HAMPTON

We told the other day the story of this little Alice in Wonderland of the movies. She was a schoolgirl in Philadelphia a few years ago. Then she moved West, won a beauty contest, was "grabbed" by the movies and today heads her own company.

JUNE CAPRICE

There is probably no more popular screen player than this little star of the thrilling Pathe serials. You all know her. A few years ago you didn't; nobody did. Then she won a beauty contest and today, but you can judge for yourself.

ALLENE RAY

Who won a contest in 1920 and today is being starred by a big producer. Have you seen her in "West of the Rio Grande"? She was unknown a few short months ago; now she has a starring contract that means fortune.

FILMS MUST STOP TORTURING BOOKS, DE MILLE INSISTS

THE craze for adaptations of books and stage plays for screen use has gone too far, according to William De Mille. In this article he makes out a strong case for stories written especially for the moving picture medium. What De Mille says must bear the weight of authority for he is one of the featured producers of Paramount pictures and has been responsible for such successes as "The Prince Chap," "Conrad in Quest of His Youth," "Midsummer Madness," "What Every Woman Knows" and many others.

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Stop Torturing Books!

By WILLIAM De MILLE

THE art of the motion picture can be consummated only when it has developed a literature of its own. No art can develop by the adaptation of other arts.

Where, for instance, would the drama of the stage be today if the theatre were dependent upon the dramatization of novels? Motion pictures now have reached a point where the creators of photoplays must stop taking books and plays and torturing them into motion pictures.

Development of the photo drama will come through stories conceived, executed and told for the screen. That is why great writers, such as Sir Gilbert Parker, Edward Knoblock, Elinor Glyn, Samuel Merwin and W. Somerset Maugham—to name only a few—are coming into the work, having seen that there is something worth studying—a new form of expression—a new art being born.

Screen literature is not only possible, but inevitable. There is much more implied in the phrase "literary value" than such excellence as is inherent in the phrasing of the words alone.

There is the art form of the story itself; there is the underlying purpose of the work; there are characterization, ethics, psychology. All these are included in the term "literary value," and all these may be included in a motion picture.

Even as to language itself, words are to a great extent used in motion pictures in the form of sub-titles. These up to now have been rather a heterogeneous collection of supposed epigrams, but they are capable of being molded into a distinct literary form, which will of necessity be a form hitherto unused in literary composition.

* * *

THE sub-title of the motion picture, I have discovered, really is a Greek chorus. It has exactly the same importance the chorus has in Greek drama; it functions the same way; it is an integral part of the picture itself; it should have the same style and literary color as the rest of the picture.

It should develop the story, illuminate the psychology, and give whatever information is necessary to a proper understanding of the situation.

Titles are written for the eye and not the ear, and this fact alone makes necessary an entirely new literary form.

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

Alhambra 15th, Morris & Passyunk Ave. Mat. Daily 2:15, Eves. 6:45 & 9
HOBART BOSWORTH in "HIS OWN LAW"

ALLEGHENY Frankford & Allegheny Mat. Daily 2:15, Eves. 6:45 & 9
NORMA TALMADGE in "THE PASSION FLOWER"

APOLLO 52D & THOMPSON STS. MATINEE DAILY
HOUSE PETERS & FLORENCE VIDOR in **"LYING LIPS"**

ARCADIA CHESTNUT BELOW 16TH 10 A. M. to 11:15 P. M.
CLARA KIMBALL YOUNG in "STRAIGHT FROM PARIS"

ASTOR FRANKLIN & GIRARD AVE. MATINEE DAILY
BASIL KING'S **"EARTHBOUND"**

BALTIMORE 51ST & BALTIMORE AVE. 6:30, SAT. MAT.
ANNETTE KELLERMANN in "WHAT WOMEN LOVE"

BENN 6TH AND WOODLAND AVE. MATINEE DAILY
THOMAS MEIGHAN in "FRONTIER OF THE STARS"

BLUEBIRD Broad & Susq. Ave. Continuous 2 until 11
MARY PICKFORD in "DADDY LONGLEGS"

BROADWAY Broad & Snyder Ave. 2, 6:15 & 9 P. M.
THOMAS H. INCE'S **"BEAU REVEL"**

Broad St. Casino Broad bel. Erie Av. MAT. DAILY
MATT MOORE in **"The Passionate Pilgrim"**

CAPITOL 722 MARKET ST. 10 A. M. to 11:15 P. M.
WM. DE MILLE PRODUCTION **"What Every Woman Knows"**

COLONIAL 6th & Maplewood Ave. 2:30, 7 and 9 P. M.
ALL-STAR CAST in **"BEAU REVEL"**

DARBY THEATRE
CECIL B. DE MILLE'S **"FORBIDDEN FRUIT"**

EMPRESS MAIN ST. MANAYUNK MATINEE DAILY
OLIVE THOMAS in "YOUTHFUL FOLLY"

FAIRMOUNT 29th & Girard Ave. MATINEE DAILY
CONWAY TEARLE in **"THE ROAD TO AMBITION"**

FAMILY THEATRE 1311 Market St. 9 A. M. to Midnight
ALLAN DWAN'S **"A PERFECT CRIME"**

56TH ST. THEATRE—Below Spruce MATINEE DAILY
ALL-STAR CAST in **"THE BRANDING IRON"**

FRANKFORD 4715 FRANKFORD AVENUE
LON CHANEY in **"THE PENALTY"**

GLOBE 5901 MARKET ST. 2, 6:30 to 11
JAMES OLIVER CURWOOD PRODUCTION **"NOMADS OF THE NORTH"**

GREAT NORTHERN Broad St. at Erie. 2, 7 & 9 P. M.
ALL-STAR CAST in **"MILESTONES"**

IMPERIAL 60TH & WALNUT STS. Mats. 2:30, Eves. 7 & 9
NORMA TALMADGE in "THE PASSION FLOWER"

IMPERIAL 2D AND POPLAR 2:15 MATINEE DAILY
MRS. CHARLES CHAPLIN in "POLLY OF THE STORM COUNTRY"

Lehigh Palace Germantown Ave. and Lehigh Avenue
FLORENCE VIDOR & HOUSE PETERS in **"LYING LIPS"**

LIBERTY BROAD & COLUMBIA AV. MATINEE DAILY
DORIS BAKER & JOSEPH BENNETT in **"YOUTH'S DESIRE"**

MODEL 625 SOUTH ST. Orchestra Continuous from 1 to 11
SHIRLEY MASON in "THE LAMP LIGHTER"

OVERBROOK 63D & HAVERFORD AVENUE
VILMA TELL in **"PAYING THE PIPER"**

PALACE 1214 MARKET STREET 10 A. M. to 11:15 P. M.
CLARA KIMBALL YOUNG in "STRAIGHT FROM PARIS"

PRINCESS 1018 MARKET STREET 9:30 A. M. to 11 P. M.
ALMA HANLON in **"THE PROFITEER"**

REGENT MARKET ST. Below 47TH 9:45 A. M. to 11:15 P. M.
HUGH FORD PRODUCTION **"CALL OF YOUTH"**

RIALTO GERMANTOWN AVENUE AT TULPEHOCKEN ST.
ALL-STAR CAST in **"UNCLE TOM'S CABIN"**

RUBY MARKET ST. BELOW 7TH 10 A. M. to 11:15 P. M.
VIOLA DANA in **"CINDERELLA'S TWIN"**

SAVOY 52D MARKET ST. 9 A. M. to MIDNIGHT
ALL-STAR CAST in **"THE FATAL HOUR"**

SHERWOOD 54th & Baltimore Av. MAT. 2, EVE. 6:30
DOROTHY GISH in "THE GHOST IN THE GARRET"

STANLEY MARKET AT 19TH 11 A. M. to 11:15 P. M.
THOMAS MEIGHAN in "THE CITY OF SILENT MEN"

STANTON MARKET Above 19TH 11:15 A.M. to 11:15 P.M.
BETTY COMPSON in "PRISONERS OF LOVE"

333 MARKET STREET THEATRE 9 A. M. to 11:15 P. M.
ALL-STAR CAST in **"BEAU REVEL"**

VICTORIA MARKET ST. nr. 9TH 9 A. M. to 11 P. M.
DOUGLAS FAIRBANKS in "THE NUT"

WM. PENN 4th & Lancaster Ave. Vaude. Orch. Prologue
JACK PICKFORD in "THE MAN WHO HAD EVERYTHING"

AT WEST CHESTER
RIALTO INA CLAIRE in **"POLLY WITH A PAST"**
IDLE HOUR ALL-STAR CAST in **"Someone in the House"**

The NIXON-NIRDLINGER THEATRES

AVENUE 25th St. and Allegheny Ave. MATINEE DAILY
TOM MOORE in **"GREAT ACCIDENT"**

BELMONT 52D ABOVE MARKET
ALL-STAR CAST in **"MILESTONES"**

CEDAR 60TH & CEDAR AVENUE 1:30, 3, 6:45 to 11
GEORGE ARLISS in "THE DEVIL"

COLISEUM MARKET BETWEEN 59TH AND 60TH
DOUGLAS MacLEAN in "CHICKENS"

JUMBO FRONT ST. & GIRARD AVE. Jumbo Junc. on Frankford "L"
BEBE DANIELS in "SHE COULDN'T HELP IT"

LEADER 41ST & LANCASTER AVE. MATINEE DAILY
ALL-STAR CAST in **"STRAIGHT IS THE WAY"**

LOCUST 52D AND LOCUST STREETS Mats. 1:30, 3, 25c. Eves. 6:30 to 11
JEAN PAIGE in **"BLACK BEAUTY"**

NIXON 52D AND MARKET STS. 2:15, 7 and 9
BUCK JONES in **"ONE-MAN TRAIL"**

RIVOLI 52D AND SANSOM STS. MATINEE DAILY
ALL-STAR CAST in **"OUT OF THE SNOW"**

STRAND GERMANTOWN AVE. AT VENANGO STREET
ALL-STAR CAST in **"STRAIGHT IS THE WAY"**

AT OTHER THEATRES

AURORA 2132 GERMANTOWN AVE. MATINEE DAILY
NAZIMOVA in "BILLIONS"

CENTURY Erie Ave. and 6th St. MATINEE 2:15
ALL-STAR CAST in **"HELIOTROPE"**

Fay's Knickerbocker Market & 48th Noon to 10:30
EARLE WILLIAMS in "IT CAN BE DONE"

Germantown 5510 Germantown Ave. MATINEE DAILY
HOUSE PETERS & MARJORIE DAW in **"THE GREAT REDEEMER"**

JEFFERSON 29th & Dauphin Sts. MATINEE DAILY
BEBE DANIELS in **"SHE COULDN'T HELP IT"**

PARK RIDGE AVE. & DAUPHIN ST. Mat. 2:15, Eves. 6:45 to 11
BASIL KING'S **"EARTHBOUND"**

SPRUCE 60TH AND SPRUCE MATINEE SATURDAY
THOMAS H. INCE'S **"LYING LIPS"**