

The Daily Movie Magazine

The Cameras Are Ready; Are You to Be the Star?

Movie Beauty Contest Facts in Nutshell

THE Betzwood Film Co. wants to find three girls of a fresh, attractive type for their series of "Toonerville Trolley" comedies.

We have agreed to find these girls through a contest. To enter simply send your photograph addressed to "Movie Beauty Contest," EVENING PUBLIC LEDGER, Sixth and Chestnut streets.

The winners will be employed first in minor parts at \$40 a week. The best of the three will then be given the leading part in the next film at \$100 a week. The other two, if they show sufficient talent, will be further trained with a view to filling the leading part later.

The photographs will be judged by a committee of three well-known photographers—Theodore T. Marceau, 1609 Chestnut street; Elias Goldensky, 1705 Chestnut street; William Shewell Ellis, 1612 Chestnut street—and two famous artists—Leopold Seyfert and Miss Harriet Sartain, principal of the School of Design for Women.

No time limit has yet been set for the termination of this contest.

TODAY'S HONOR ROLL IN THE MOVIE BEAUTY CONTEST



ELIZABETH L. CONAROE
508 E. BRINTON ST.
GERMANTOWN



LILLIAN PIXIOUS
678 N. 12TH ST.



EDYTH F. BENNETT
Bliss and Childs Ave.
Drexel Hill, Pa.



JEAN BECKE
2345 N. 17TH ST.



OLEAN HOOPER,
126 S. 22ND ST.



MILDRED W. COXIE
6370 SHEPPARD ST.
GERMANTOWN



FRIEDA WALES
1243 EVERETT ST., CAMDEN, N.J.



RUTH HAMILTON
4937 CHESTNUT ST.

Movie Beauty Contest Promises to Place New Star in Galaxy

Entries Already Sent in Show Splendid Types of Ingenue With Personality as Well as Mere Beauty—Offers to Photograph Contestants Who Live in Germantown

WE'RE beginning to be mighty glad that we're not on the board of judges in this Movie Beauty Contest. Already our hands are so helplessly and so really couldn't decide just which of the contestants we would choose for those ingenue jobs out at Retzwood.

The three photographers and the two artists who, with Ira M. Lowery, director general at Retzwood, constitute the jury that will make the final decision, are facing a task that would make strong men quake—and we're not particularly strong.

THE types of beauty which we have already received and published indicate that this contest is going to "discover" some girl—or maybe more—whose beauty and charm are going to give her a splendid start toward a career in the movies.

And the best part of it is that we are finding not merely facial beauty, but personality, individuality, intelligence and that mystic spiritual something which carries across to an audience when it is flashed on a screen.

That's what we want. That's what the Betzwood people want. We are all in this thing to give the movie world a new queen and it looks as though we were going to succeed.

THE importance of sending in good photographs is evidently being realized now. We are still receiving a lot of little ping pong and amateur snapshots, but the regular professional poses are beginning to predominate.

It isn't possible for a ping pong or a snapshot to do full justice to a pretty girl in competition with the work of men trained to the most effective lighting and backgrounds and with expensive apparatus designed especially for the making of beautiful portraits.

There is at least one father in Philadelphia who has the right idea. He came in to see us yesterday and, after introducing himself, said: "My daughter wants to enter this contest. At first I did not want her to do it—didn't want her to get into the movie game at all, principally because I didn't want her to leave home."

"But Betzwood is so near Philadelphia that that objection is removed and I feel that I would be unfair to her if I didn't give her a chance to enter what she honestly believes is a career for which she is fitted."

Dorothy Farnum Answers Questions About Scenarios

HOWARD H. WILLS—I have already given you the address of the Authors' League, 41 Union Square. Write to them, stating your case, giving names and dates. They will give you the address of a reputable agent who might perhaps agree to have your work typewritten, and include the expense of this service in their commission when the story is sold.

CHESTER—Submit your story in synopsis form, single spaced, on regular business-size typewriting paper. A serial is merely a drama long drawn out, and I do not advise so ambitious a step for the beginner as the writing of a serial story. A successful drama is just as profitable.

FRANK S.—Submit your plot in synopsis form.

J. CLARENCE BRAND—Keep your notes; you will find them valuable. Remember they are not stories in themselves, merely ideas to be developed. I respect your attitude toward your work enormously. Please write me whenever you think I can be of assistance to you.

GRACE M. RETTEW—What a remarkable life you must have had com-

Erich Von Stroheim Almost Starved Into the Movie Game

By ERICH VON STROHEIM
HOW did I start upon my motion picture career? By literally starving myself into the profession.

For two months and a half I walked the five miles between my hotel and the studio twice daily, getting hungrier each day. Finally, in my desperation, I had the tenacity to criticize John Emerson who was producing "Ghosts."

Having been born and raised among European royalty and nobility, I was family with almost every type of foreign military decoration. Hence, I could not help, perhaps a little bitterly, criticizing the very poor imitation of a Scandinavian decoration Emerson was wearing as part of his costume.

Emerson, instead of throwing me out of the studio for being so impudent, asked me to get a true reproduction of the decoration. With the aid of a \$5 loan from my landlady, I did this.

THEN Emerson asked me if I had ever read "Old Heidelberg." I explained that I had not only read it, but had seen the premiere of the play in Europe, and had gone to school at Heidelberg.

Thereupon I was made Emerson's assistant, which meant doing everything from sweeping the sets to building scenes. All for \$18 a week.

Finally I was the position of art director for Emerson. Later I took various roles until in the "Hearts of the World" and "Heart of Humanity," I played the parts of brutal Hun officers so realistically as almost to cause my undoing.

It seemed that I had portrayed my role so well that I could not get another job because of the prevailing prejudice against the Hun.

I was determined to succeed and wrote "Blind Husbands." This I took to Carl Laemmle, president of Universal. He was advised against taking a chance on me, but I finally persuaded him to let me produce the picture.

"Blind Husbands" justified Mr. Laemmle's faith in me and then came "The Devil's Passkey." Now I believe my success is to be crowned with "Foolish Wives," the Monte Carlo picture which is nearly finished at a cost of more than \$1,000,000.

Wally Reid is Besieged

When Wallace Reid arrived at Lasky's Long Island studio this week, work was suspended for the day. The directors simply couldn't get the extra girls to do any work.

Reid was besieged by requests for autographed photographs and locks of his hair. Moreover, every girl employed at the studio wants to play in the cast of "Peter Ibbotson." This is the first picture Mr. Reid has made in the cast, hence the excitement.

If actresses who are used to screen heroes make such a fuss over Reid, what will happen when he walks down Fifth avenue?

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FOR YOUR SCRAPBOOK OF STARS

KATHERYN MINTEN—I will take up the difference between the writing of the photoplay and fiction in subsequent articles. You need not struggle with such technicalities as camera position. All that you will require is a general idea of things that register best for the camera.

By all means take a course at Columbia University, if you can. Write to the registrar for information as to the summer course.

"How to Write Photoplays," by John Emerson and Anita Loos.

J. D.—There is a course on the photoplay in "Felix's College." Why not interview one of the faculty? Show them your manuscript. They can tell you whether your talent and equipment would justify enrollment.

MARY RUSSELL—All of the most interesting studios in the East are located in and about New York. I am afraid an outsider would have difficulty in visiting one of them. I shall try, however, to take you through studio by means of the pages of the EVENING PUBLIC LEDGER.

The purpose of my articles is to give an idea of the progress of the photoplay, from the first glimmer of inspiration to the working out of a finished script; from the marketing of the script to its production; from its production to its cutting; from its cutting to its presentation in the picture theatre. That is a long road to travel with me, isn't it? We must not make the scenery too quickly or too sketchily.

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 12th, Morris & Passyunk Aves. 10 A. M. to 11:15 P. M. WILLIAM FARNUM in "HIS GREATEST SACRIFICE"

ALLEGHENY Frankford & Allegheny Aves. Daily 2 P. M. to 11 P. M. LOUISE BRIDGES in "I AM GUILTY"

APOLLO 52D & THOMPSON STS. MATINEE DAILY KATHERINE MACDONALD in "CURTAIN"

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

ASTOR FRANKLIN & GIRARD AVE. MATINEE DAILY ETHEL CLAYTON in "PRICE OF POSSESSION"

BATIMORE 51ST & BALTIMORE STS. 6:30 SAT. MAT. CORINNE GRIFFITH in "NOT BEING DONE THIS SEASON"

BENN 64TH AND WOODLAND AVE. MATINEE DAILY DOROTHY GISH in "THE GHOST IN THE GARRET"

BLUEBIRD Broad & Susquehanna Aves. 2nd Unit 11 P. M. LOUISE BRIDGES in "MILESTONES"

BROADWAY Broad & Snyder Aves. 2nd Unit 11 P. M. WALLACE REID in "THE LOVE SPECIAL"

Broad St. Casino MAT. DAILY "UNCLE TOM'S CABIN"

CAPITOL 122 MARKET STREET 10 A. M. to 11:15 P. M. W.M. DE MILLE PRODUCTION in "What Every Woman Knows"

COLONIAL Gin. & Marketwood Aves. 2nd Unit 11 P. M. WILLIAM S. HART in "O'MALLEY OF THE MOUNTED"

DARBY THEATRE WILLIAM FARNUM in "HIS GREATEST SACRIFICE"

EMPRESS MAIN ST. MANAYUNK MATINEE DAILY GEORGE ARLISS in "THE DEVIL"

FAIRMOUNT 26th & Girard Aves. MATINEE DAILY ETHEL CLAYTON in "THE PRICE OF POSSESSION"

FAMILY THEATRE—1811 Market St. 10 A. M. to 11:15 P. M. ALL-STAR CAST in "PARTNERS OF THE TIDE"

56TH ST THEATRE—Below Spruce MATINEE DAILY CLARA KIMBALL YOUNG in "HUSH"

FRANKFORD 41st FRANKFORD 41st & REXFORD 2nd Unit 11 P. M. "MILESTONES"

GLOBE 501 MARKET ST. 2:30 6:30 to 11 P. M. CLARA KIMBALL YOUNG in "HUSH"

GREAT NORTHERN Broad St. & Erie 1st Unit 11 P. M. "POLLY WITH A PAST"

IMPERIAL 60TH & WALNUT STS. 10 A. M. to 11:15 P. M. NORMA TALMADGE in "THE PASSION FLOWER"

IMPERIAL 2ND AND POPULAR 2:15 MATINEE DAILY EUGENE O'BRIEN in "ROADWAY AND HOME"

Lehigh Palace GERMANTOWN AVE. and Lehigh Ave. KATHERINE MACDONALD in "CURTAIN"

LIBERTY BROAD & COLUMBIA AVE. MATINEE DAILY NAZIMOVA in "BILLIONS"

MODEL 425 SOUTH ST. Orchestra. 10 A. M. to 11:15 P. M. MONTE BLUE in "THE KENTUCKIANS"

OVERBROOK 63D & HIAWASSEE AVE. STAR CAST in "The Devil's Confession"

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

PRINCESS 1018 MARKET STREET 10 A. M. to 11:15 P. M. "THE SMART SET" with EVA NOVAK

REGENT MARKET ST. Below 11TH HUGH FORD PRODUCTION in "CALL OF YOUTH"

RIALTO GERMANTOWN AVENUE AT TILGEBROCKEN ST. CHARLES RAY in "FAITHFUL VALLEY"

RUBY MARKET ST. BELOW 11TH 10 A. M. to 11:15 P. M. "BURIED TREASURE"

SAVOY 1211 MARKET STREET GEORGE ARLISS in "THE DEVIL"

SHERWOOD 54TH & BALTIMORE AVE. MAT. 2 EVE. 8:30 WALLACE REID in "THE LOVE SPECIAL"

STANLEY MARKET AT 10TH 11 A. M. to 11:15 P. M. THOMAS MEIGHAN in "THE CITY OF SILENT MEN"

STANTON MARKET ABOVE 16TH 10 A. M. to 11:15 P. M. BETTY COMPTON in "PRISONERS OF LOVE"

333 MARKET STREET THEATRE TOM MIX in "HANDS OFF"

VICTORIA MARKET ST. AT 9TH 10 A. M. to 11:15 P. M. DOUGLAS FAIRBANKS in "THE NUT"

WM. PENN. 41st and Lancaster Aves. REX BEACH and Pictures "IT'S A GREAT LIFE"

AT WEST CHESTER RIALTO CLARA KIMBALL YOUNG in "HUSH"

IDLE HOUR "HARRY CARRY in 'THE FREEZE-OUT'"

NEWS, VIEWS, RUMORS AND GOSSIP FROM THE HOLLYWOOD STUDIOS

By ANNE CAMERON
Hollywood, Calif., May 14.
SOME think the influx of German-made films is to cause a serious slump in the business. German productions are made for possibly a tenth the cost of ours, but are not technically correct—as yet.

One big firm bought thirty-five or forty German films. Out of these five are to be released, but because of the low price paid for the forty the deal is a happy one.

"Passion" and "Gipsy Blood" are two of them. If I am correct, "Deception" and "Mistress of the World" are two more. However, of this I am not certain.

When the "Cabinet of Dr. Caligari" was shown at Miller's Theatre, Los Angeles, the American Legion picketed the theatre, urging theatregoers not to patronize an enemy-made picture. The film still drew large houses, so last Sunday night the boys bombarded the audience with ancient eggs.

The manager sent out quick word that he contemplated and another film was substituted.

HERE'S something that'll have to dodge the L. A. Chamber of Commerce: A half-minute cyclone last Thursday night did extensive and capricious damage to a square block or two in the Wilshire district.

At Jennings, bandit ex officio and emotion picture pro tem, and his family were sitting in quiet domesticity when off came their roof. "Arizona was never like this," groaned Al.

It is said that a certain well-known series of pictures which should have been called "Close-Up of Nazimova," have caused her producers to request a long shot and fade out.

They are taking night shots on Eric von Stroheim's eternally-in-the-course-of-production "Foolish Wives" all this week in one of our w. c. city parks. After all the money Von Stroheim has drawn from the Universal coffers, a mere exterior with natural trees and rocks is a little boring.

Just to show you Hollywood's not so far behind: The Community Theatre is offering a \$400 prize for the best full-length play and \$100 for the best one-act.

October 15, 1921, is the limit of time for turning the plays in, and a decision is promised not later than January 1, 1922, and production, if the theatre so chooses, by January 1, 1923.

The judges are Reulak, Marie Dix, Henrietta Croaman, Clayton Hamilton, George Foster Platt and Louis Sherman.

No you see we are not all short skirts, cigarettes and high heels, a well-known fan magazine to the contrary.

Here's some odd news, but it strikes me as being particularly pat. A long time ago, when Houdini was working on the Famous Players' lot, he lost his trunk keys and had to call for a locksmith.

Gertrude Atherton wrote a play called "Noblesse Oblige." Goldwyn neglected it and renamed it "Don't Neglect Your Wife," or some such atrocious title. Miss Atherton, it is said, is contemplating a return to the States, in which she has been rebubbling the last few weeks, in Chinese in tone, plot and action. It is called "Driftwood." The picture, true to the present vogue, is not yet titled.

Blanche Sweet, who has had a most unpleasant time these last few months, has been permitted to leave the hospital and is convalescing at the home of her grandmother. Miss Sweet has finished her contract with the Jesse D. Humphreys Co. and her friends say she has had a tempting offer from one of the important producing companies.

Marguerite Clark fans will be glad to hear she is returning to the screen after an absence of two years. Miss Clark comes back as a motion picture producer, bringing with her "Scrambled Wives," her first independent production, starring herself. She has in the past Ralph Hunter, Leon P. Gendron, Sam Wood, Virginia Lee, Alan Mann, Frank Badger, America Goddard, John Mayer, John Washington, T. A. Braiden, Harry Fisher, Walter Jenkins and Emma Willcox. E. E. Griffith is her director.

Pauline Starke has returned to the West Coast after remaining in New York long enough to see "The Connecticut Yankee at King Arthur's Court" and to star with flattering interest and to play the role in "Salvation Nell." Her reason for going at this time is a call for her services in a new picture.

Gloria Swanson does not look with favor upon those who believe that motion-picture folk live a life of ease. There's a reason. She finished her last starring picture, "Elmer Glyn's" "The Great Moment" and "Lucky Barrymore," which was really well-earned. She had just arrived at a mountain camp when a long-distance call came from Director Sam Wood. "Retake it," was the gist of her director's conversation. So Gloria hid herself back to the studio. Two hours' work sufficed for the "retake," but the incident delayed the star's vacation four days.

Effort Dexter and Montague Lee have been cast in important parts in "Peter Ibbotson," co-starring Ethel Clayton and Wallace Reid. Mr. Lee will be in the part of "Lambert," originated in the stage production of Du Maurier's book a few years ago.

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ALLEGHENY Frankford & Allegheny Aves. Daily 2 P. M. to 11 P. M. LOUISE BRIDGES in "I AM GUILTY"	IMPERIAL 2ND AND POPULAR 2:15 MATINEE DAILY EUGENE O'BRIEN in "ROADWAY AND HOME"	AVENUE 25th St. and Allegheny Ave. MATINEE DAILY NORMA TALMADGE in "PANTHA"
APOLLO 52D & THOMPSON STS. MATINEE DAILY KATHERINE MACDONALD in "CURTAIN"	Lehigh Palace GERMANTOWN AVE. and Lehigh Ave. KATHERINE MACDONALD in "CURTAIN"	BELMONT 82D ABOVE MARKET TOM MOORE in "OFFICER OES"
ARCADIA CHESTNUT BEL. 10TH 10 A. M. to 11:15 P. M. CLARA KIMBALL YOUNG in "STRAIGHT FROM PARIS"	LIBERTY BROAD & COLUMBIA AVE. MATINEE DAILY NAZIMOVA in "BILLIONS"	CEDAR 90TH & CEDAR AVENUE EDITH HALLOR in "DUE TO THE FACTS"
ASTOR FRANKLIN & GIRARD AVE. MATINEE DAILY ETHEL CLAYTON in "PRICE OF POSSESSION"	MODEL 425 SOUTH ST. Orchestra. 10 A. M. to 11:15 P. M. MONTE BLUE in "THE KENTUCKIANS"	CEDAR 90TH & CEDAR AVENUE EDITH HALLOR in "DUE TO THE FACTS"
BATIMORE 51ST & BALTIMORE STS. 6:30 SAT. MAT. CORINNE GRIFFITH in "NOT BEING DONE THIS SEASON"	OVERBROOK 63D & HIAWASSEE AVE. STAR CAST in "The Devil's Confession"	COLISEUM MARKET BETWEEN 30TH AND 31ST ETHEL CLAYTON in "THE PRICE OF POSSESSION"
BENN 64TH AND WOODLAND AVE. MATINEE DAILY DOROTHY GISH in "THE GHOST IN THE GARRET"	PALACE 1214 MARKET STREET 10 A. M. to 11:15 P. M. CLARA KIMBALL YOUNG in "STRAIGHT FROM PARIS"	JUMBO FRONT ST. & GIRARD AVE. Lums Juna. on Frankford "UP" "SO LONG LETTY"
BLUEBIRD Broad & Susquehanna Aves. 2nd Unit 11 P. M. LOUISE BRIDGES in "MILESTONES"	PRINCESS 1018 MARKET STREET 10 A. M. to 11:15 P. M. "THE SMART SET" with EVA NOVAK	LEADER 41ST & LANCASTER AVE. MATINEE DAILY MARIAN DAVIES in "BURIED TREASURE"
BROADWAY Broad & Snyder Aves. 2nd Unit 11 P. M. WALLACE REID in "THE LOVE SPECIAL"	REGENT MARKET ST. Below 11TH HUGH FORD PRODUCTION in "CALL OF YOUTH"	LOCUST 52D AND LOCUST STREETS MAT. 2 EVE. 8:30 JIMMY AUBREY in "BLACK BEAUTY"
Broad St. Casino MAT. DAILY "UNCLE TOM'S CABIN"	RIALTO GERMANTOWN AVENUE AT TILGEBROCKEN ST. CHARLES RAY in "FAITHFUL VALLEY"	NIXON 82D AND MARKET ST. MATINEE DAILY JIMMY AUBREY in "THE TOURISTS"
CAPITOL 122 MARKET STREET 10 A. M. to 11:15 P. M. W.M. DE MILLE PRODUCTION in "What Every Woman Knows"	RUBY MARKET ST. BELOW 11TH 10 A. M. to 11:15 P. M. "BURIED TREASURE"	RIVOLI 52D AND BANGOR STS. MATINEE DAILY WILLIAM RUSSELL in "CHEATER REFORMED"
COLONIAL Gin. & Marketwood Aves. 2nd Unit 11 P. M. WILLIAM S. HART in "O'MALLEY OF THE MOUNTED"	SAVOY 1211 MARKET STREET GEORGE ARLISS in "THE DEVIL"	STRAND GERMANTOWN AVE. MATINEE DAILY WILLIAM S. HART in "O'MALLEY OF THE MOUNTED"
DARBY THEATRE WILLIAM FARNUM in "HIS GREATEST SACRIFICE"	SHERWOOD 54TH & BALTIMORE AVE. MAT. 2 EVE. 8:30 WALLACE REID in "THE LOVE SPECIAL"	AT OTHER THEATRES
EMPRESS MAIN ST. MANAYUNK MATINEE DAILY GEORGE ARLISS in "THE DEVIL"	STANLEY MARKET AT 10TH 11 A. M. to 11:15 P. M. THOMAS MEIGHAN in "THE CITY OF SILENT MEN"	AURORA 2132 GERMANTOWN AVE. MATINEE DAILY MARY MILES MINTER in "SWEET LAVENDER"
FAIRMOUNT 26th & Girard Aves. MATINEE DAILY ETHEL CLAYTON in "THE PRICE OF POSSESSION"	STANTON MARKET ABOVE 16TH 10 A. M. to 11:15 P. M. BETTY COMPTON in "PRISONERS OF LOVE"	CENTURY Erie Ave. and 9th St. WALLACE REID in "THE CHARM SCHOOL"
FAMILY THEATRE—1811 Market St. 10 A. M. to 11:15 P. M. ALL-STAR CAST in "PARTNERS OF THE TIDE"	333 MARKET STREET THEATRE TOM MIX in "HANDS OFF"	Fay's Knickerbocker Market 6th & 7th EARLE WILLIAMS in "IT CAN BE DONE"
56TH ST THEATRE—Below Spruce MATINEE DAILY CLARA KIMBALL YOUNG in "HUSH"	VICTORIA MARKET ST. AT 9TH 10 A. M. to 11:15 P. M. DOUGLAS FAIRBANKS in "THE NUT"	Germantown 6810 GERMANTOWN AVE. MATINEE DAILY LOUISE GLUM in "I AM GUILTY"
FRANKFORD 41st FRANKFORD 41st & REXFORD 2nd Unit 11 P. M. "MILESTONES"	WM. PENN. 41st and Lancaster Aves. REX BEACH and Pictures "IT'S A GREAT LIFE"	JEFFERSON 29th & DUNPACON MATINEE DAILY GEORGE ARLISS in "THE DEVIL"
GLOBE 501 MARKET ST. 2:30 6:30 to 11 P. M. CLARA KIMBALL YOUNG in "HUSH"	AT WEST CHESTER RIALTO CLARA KIMBALL YOUNG in "HUSH"	PARK "DOE AVE. & DAUPHIN STS. MATINEE DAILY BEBE DANIELS in "DUCKS AND DRAKES"
GREAT NORTHERN Broad St. & Erie 1st Unit 11 P. M. "POLLY WITH A PAST"	IDLE HOUR "HARRY CARRY in 'THE FREEZE-OUT'"	SPRUCE 60TH AND SPRUCE MATINEE DAILY ALL-STAR CAST in "PARTNERS OF THE TIDE"



HAROLD LLOYD



ERICH VON STROHEIM