

# The Daily Movie Magazine



## Movie Tests Are a Nerve Strain on Would-Be Screen Actresses

### What the Fifteen "Runners-Up" in Beauty Contest Had to Go Through With When They Posed Before Cranking Camera at Betzwood

WE HATE received about sixteen requests for information about just what a "test strip" of film is. The requests came, of course, because of the trip we made to Betzwood Saturday with the fifteen "runners-up" in our Movie Beauty Contest. We took them out there to have test strips made, and from these strips, the judges will pick the three girls who are to get their chance to act to see which one shall be the next leading lady in a "Tonerville Trolley" comedy.

DIRECTOR LOWRY makes his tests in a different way from most directors. On Saturday we found in the studio a "set" representing a small room, with wicker table and chairs in the center.

When everything was ready Betty Bovee, the leading lady of the Tonerville comedies, sat in one chair, looking over a pile of photographs. On an order from Mr. Lowry the contestant walked on to the set and Miss Bovee rose to greet her, quite as though it were a visitor in her own home.

They waited a moment and then the contestant was invited to sit down. A few feet of this were cranked by the cameraman; then the contestant rose, said good-by and left the set.

And there is one thing that each of the fifteen nervous girls asked us to say about Miss Bovee. And that is that no one could possibly be more "adorable," more helpful or more reassuring than she was. She went among the dressing rooms when the girls arrived. She picked out a couple of the most nervous and took them into her own room. She helped them make up, fixed their hair for them, lent them little things that they had forgotten and gave them valuable suggestions as to how to conduct themselves before the all-seeing eye of the movie camera.

And then when they came on the set with the operator grinding she said something reassuring to each one of them and smiled so confidently at them that it gave them confidence in themselves.

THIS test constituted the "long shot" which will show the general appearance of the girls and their grace of movement. Then came the "close-ups," with the camera set so near that the pictures will show only the head and shoulders.

Director Lowry sat under the camera with the contestants, and from a left-side profile, through the full face to a right-side profile.

In most competitions of this kind the director has the girl laugh, look sad and then emotionally say "I love you" to some imaginary hero just alongside the lens.

Miss Lowry, however, did not make the tests so severe as that.

WE HOPE to announce the three winners on Thursday. The judges, with Mr. Lowry, must first view the tests and then vote on the three who are the most beautiful.

After that it will no longer be a question of mere beauty but of absolute movie picture ability. The three winners will be given minor parts in the next succeeding comedies and the winner of the best work will be the final winner of the contest and get the \$100-a-week leading part.

### Ferdinand Pinney Earle Wants an Oriental Type

ANY girl of the Oriental type, with sleepy, dark eyes, lithe figure and graceful carriage, may have fame and fortune in the picture position waiting for her.

Ferdinand Pinney Earle is sending to New York on a bona fide search for just such a type. He has spent six months in preparation for screening the "Rubinat of Omar Khayyam," only to find the women he had in mind were not of the type his scenario demands.

Most of the young things who came to Mr. Earle for test have been of the "baby vamp" sort, a variety of femininity the Persian poet never heard of.

Mr. Earle has asked his brother, W. P. S. Earle, the Selznick director at Fort Lee, N. J., to make tests there, and if the desired type is found to send her to the Coast posthaste.

This is not a publicity stunt, but a sincere quest for the right actress, Mr. Earle says. Space has been leased at the Hollywood studios and the cast all engaged except for the missing girl.

Frederick Ward, Howard Richter, Edwin Stevens and Ramon Sarranbos are on the list of players already on the lot. The first scenes are being filmed, but the principal part of the production is being held up until the desired type is found.

This ought to appeal to some dusky-haired girl who believes she has beauty and talent, if properly directed. But please don't apply in this office. We have troubles enough with our own beauty contest. Write to the Selznick's Mr. Earle.

### Says Clothes Are Vital

I AM a movie fan myself after studio hours. I like to see pictures just as they are. Like the people who fill the studio make-up with letters of adoration. I have certain screen favorites whom I would go to see in any kind of a picture.

There are plenty of evidences that come to us from outside to prove that a girl in pictures cannot be too careful with her dress, and that her wardrobe is a good investment for success in the film world. But even if I did not have the advantage of these proofs, I would be convinced by my own fan attitude toward pictures that the theatre-going public constitutes a critical jury as regards an actress' personal appearance on the screen.

### Talmadges Lease Country Home

Norma and Constance Talmadge have taken a three-year lease on a beautiful estate at Bayside, L. I., where they will spend their leisure time this summer in between making pictures. John Emerson and Anita Loos will return to the studio in July to begin work on "Sunshine Through" in the part in which Jane Gould appeared in the earlier role on the speaking stage last year.

### Rogers Wants to Win, Not Judge

Will Rogers caused gloom to the promoters of the Burbank Rodeo, slated for July 2, 3, 4, when he refused to appear. Rogers, however, was that he wanted to compete in the events and figures on walking away with some of the "easy money."

## HERE'S HOW THE FIFTEEN BEAUTIES HAD FILM TESTS MADE AT BETZWOOD



ON THE left the director, Ira M. Lowry, and the cameraman are shown making the "long shot" for the test. In the "set," Betty Bovee, leading woman in Tonerville Trolley comedies, is seen sitting at the table talking to Marion Heist, one of the contestants, while the cameraman ground out the required footage.

### Return of Photographs in Movie Beauty Contest

PHOTOGRAPHS submitted to our Movie Beauty Contest may be obtained by their owners on and after Wednesday, July 6, and until Wednesday, July 13.

### CLOTHES ARE VITAL IN MOVIES, SAYS ANITA STEWART

"DRESSING a picture" is a serious problem to a motion-picture actress. Her collection of gowns, suits and hats is expected to be inexhaustible. The life of men's clothes is measured by their endurance. With their evening dress is just evening dress, whether the night be in July or December, this year or next. Their business suits are either tight-fitting or draped, checked, striped or plain.

But a girl cannot wear the same gown or suit in pictures of consecutive release. If she does she acquires the reputation of being limited in clothes. And when she does let two or three pictures lapse before repeating a gown, it may be banned by fashion before she gets to it.

### THE LOVE STORY of a MOVIE STAR

CHAPTER VIII  
TO MEET him here before this I had not expected that. My heart sank. I stood, anxious, almost wishing that I had not come, but also desperate, because I had burned my bridges behind me. It was Welles, or nothing.

Suddenly the stage door opened, and my amazement stunned me. A mighty Arabian appeared before me, a splendid apparition in a hooded burnoose, an fez on his head, and his feet bare.

With a smile, he was gone. I turned blindly, and soon was out again in the confused and dirty street.

And my love was real. I forgave Roland Welles at once for not doing all that I had thought he was.

He was, after all, superb. And was it not sweet of him to help me? What where was I bound? What strange, new life was opening for me? Would I succeed as an actress on the stage? I, who had never spoken a line in public?

Nevertheless, I set out for the ferry. And now I come to a phase of my life most difficult to write about: I cannot go on tonight; this warm stirring night, full of voices! He—said to me today: "Well, you ought to get away. You are killing yourself by inches."

Two bells. He is directing a scene in the studio, though it is early midnight. Despite the rain rattling on the glass roof, I can hear the snip and sizzle of the are lights. I will write here until H— is finished.

By the time I reached —, over the North River from New York, Roland Welles' note (sealed) in my hand, the afternoon had gone gray and dark. Had not a great fire burned in my heart, a great subdued force, a determination, undimmed and unquenched, to be an actress, and make myself worthy in the eyes of my beloved, I could not have had the courage to enter the Henry Irving Theatre! It was a queer, cheap, faded, draughty little theatre, and a queer, faded, draughty career seemed to lie ahead of me!

A matinee was in progress. The box office man, when I asked for the business manager, Mr. Snyder, directed me upstairs. I climbed up into dusty twilight, and knocked on a door. "Come," said a big, gruff voice. I went in, my heart thumping. But the moment I saw — upon him I called him "Beaver-Face," my four-

### Read This First and Then You Can Follow the Story

NELLA MORELAND, most famous of movie stars, hears that an unknown girl, Annette Welles, has fallen in love with Roland Welles, an idol of the screen.

Reports say that Welles is going to put Miss Welles into the movies and stand sponsor for her career.

Miss Moreland, to save Annette the suffering that she herself has gone through because of her love of Welles, decides to put her whole experience down on paper so that Annette can see what kind of man Welles really is.

From day to day, as time permits, she sits down and lays bare her very soul for the benefit of the unknown girl.

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### NORMA TALMADGE WANTED TO BE ROVING GIPSY

IF NORMA TALMADGE had not always been a girl to act on her own initiative instead of seeking the conventional or ordinary way, she would not be a star today.

When she was a little girl, and it was not so many years ago, she used her well-shaped head to analyze matters and things that seemed great problems to her.

She said the other day, and she laughed as she recalled it, that the one great ambition of her early school days was to be a gipsy, she wanted to roam about the country in fancy costume and do as she liked.

"Mother—we used to call her 'Peg'—knocked it out of me in a very practical way," she said. "I was late for dinner one evening, being romping with some other kids, and found the family had finished and the things put away. Peg said dinner was over and, as I was late, as usual, I could go without it."

"I was awfully hungry and told her so. She appeared surprised and said she thought I was gipsy and they did not eat half the time. It made me think, and when she found me later carving the leg of a chicken at the open door of the ice box, I told her I would never be a gipsy."

Constance used to go with her to the old Vitagraph studio and could not understand why they did not ask her to act. It came one day. There was a part with Billy Quirk in a comedy, and she did it and did it well.

Both girls learned a lot that season when Norma had an offer from the coast. Constance went with her. When Norma went with the National Film Co., Constance went with her. You could not separate them.

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Lowry, and the cameraman are shown making the "long shot" for the test. In the "set," Betty Bovee, leading woman in Tonerville Trolley comedies, is seen sitting at the table talking to Marion Heist, one of the contestants, while the cameraman ground out the required footage.

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All around them are the big are lights that sent forth a sweltering heat which, coupled with the outside sun of Saturday afternoon, made the grease paint insist in running in little rivulets down the faces of the girls.

The picture on the right shows one of the "close ups" being made for the tests.

The subject is Helen Carr. Mr. Lowry can be seen under the cameraman's arm instructing her to turn her head slowly around while the lens records every movement and each fleeting expression.

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### MILTON SILLS HAS CAULIFLOWER EARS—THEY'RE PUTTY!

BY CONSTANCE PALMER  
Hollywood, Calif.  
HON A picture called "Renunciation," at the Thomas Ince Studios at Culver City. Rowland Lee is the director. He used to act with Mr. Bosworth. He believes, Midge Bellamy is playing opposite the star, where she played with William Gillette in "Dear Brutus." She's extremely ingenious, with the corresponding sugary voice, I don't like that part of it, but she has got pretty eyes. She's an amiable young person, ingratiatingly mannered, and ought to do well.

Another company working at Ince is directed by Lambert Hillyer, about whom I have told you before. He is making a special called temporarily "Lucky Damage," and the cast is wonderful. It is opposite and the others are Marcia Mann, Wade Boteler, Tully Marshall and Charles Clary.

Mr. Sill has a marvelous make-up. In the first part of the story he is a crook and goes to jail. He has two cauliflower ears and a nose all distorted and pushed over to one side. Putty. As I understand it, he escapes from prison, gets into a car, and goes to some facial surgeon, who restores him to his natural beauty.

CLARA BERANGER, who wrote the continuity for "Dr. Jekyll and Mr. Hyde" for John Barrymore, has come out here from New York for three weeks to write the continuity for "Exit the Vamp" which will feature Clayton's next picture. Miss Beranger also wrote the original story.

Miss Clayton is at present at work on "The Open Money," directed by Joseph Henabry.

Both of these persons are very interesting. Miss Clayton is a woman of keen intellect and great dramatic ability, although not physically strong herself. While she is working on a picture she uses all her energy for that, to the exclusion of everything else.

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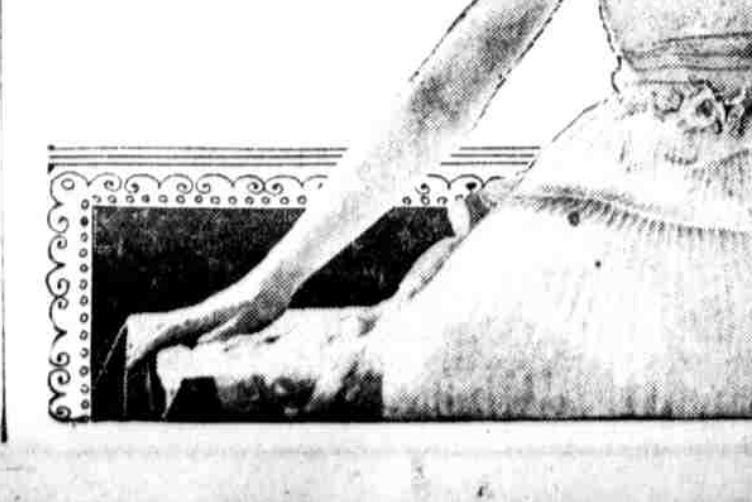
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## BEAUTY CONTEST BROUGHT HER FAME—AND A HUSBAND

Edna Wheaton won a beauty contest in New York just before we started over. We told then how, as a poor music student, she suddenly found herself famous and was cast to play an important part in the Lasky production of "Experience."



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While she was still playing in the Long Island studios, Ziegfeld, attracted by her photographs, offered her a big salary to go to his "Follies," and there Romance entered, and last week she was married to Irving Stark, manager of a big toy company in California.

<b>ALHAMBRA</b> 12th, Morris & Passyunk Aves. MATINEE DAILY 2:15 P. M. 7:15 P. M. 9:15 P. M. "MAY ALLISON" in "ARE ALL MEN ALIKE?"	<b>GRANT</b> 4022 GIRARD AVE. MATINEE DAILY HOUSE PETERS and JANE NOVAK in "Isabel; or, The Trail's End"	<b>THE NIXON-NIRDLINGER THEATRES</b>
<b>APOLLO</b> 621 & THOMPSON STS. MATINEE DAILY CATHERINE CALVERT and BIG CAST in "The Heart of Maryland"	<b>GREAT NORTHERN</b> Broad St. & Erie Aves. MATINEE DAILY MR. AND MRS. CARTER DE HAVEN in "TWIN BEDS"	<b>BELMONT</b> 5242 ABOVE MARKET 1:30 & 3:30 to 11 P. M. "DOUGLAS FAIRBANKS" in "THE NIT"
<b>ARCADIA</b> CHESTNUT bet. 16TH 19th St. & M. 11:15 P. M. "WANDA HAWLEY" in "THE HOUSE THAT JAZZ BUILT"	<b>IMPERIAL</b> 60TH & WALNUT STS. MATINEE DAILY MARY PICKFORD in "THROUGH THE BACK DOOR"	<b>CEDAR</b> 60TH & CEDAR AVENUE 1:30 & 3:30 to 11 P. M. "WANDA HAWLEY" in "HER FIRST ELOPEMENT"
<b>ASTOR</b> FRANKLIN & GIRARD AVE. MATINEE DAILY CHARLES RAY in "PEACEFUL VALLEY"	<b>Lehigh Palace</b> Germantown Ave. and Lehigh Aves. MATINEE DAILY ALLAN DWAN'S PRODUCTION "THE BROKEN DOLL"	<b>COLISEUM</b> Market bet. 50th & 60th 1:30 & 3:30 to 11 P. M. "CARMEL MEYERS" and Special Cast in "GILDED DREAMS"
<b>BALTIMORE</b> 21ST & BALTIMORE STS. MATINEE DAILY MONTE BLUE and SPECIAL CAST in "THE BROKEN DOLL"	<b>LIBERTY</b> BROAD & COLUMBIA AVES. Gladys Colburn and Wilfred Letell in "THE FATAL HOUR"	<b>JUMBO</b> FRONT ST. & GIRARD AVE. Jumbo Palace. 1:30 & 3:30 to 11 P. M. OTIS SKINNER in "KINSHIP"
<b>BENN</b> 64TH AND WOODLAND AVES. LOUIS WEBER'S "WHAT'S WORTH WHILE"	<b>OVERBROOK</b> 61st and Haverford Aves. MATINEE DAILY WILLIAM S. HART in "O'MALLEY OF THE MOUNTED"	<b>LEADER</b> 41ST & LANCASTER AVES. 1:30 & 3:30 to 11 P. M. D. W. GRIFFITH'S "DREAM STREET"
<b>BLUEBIRD</b> Broad & Susquehanna Aves. MATINEE DAILY WILLIAM S. HART in "O'MALLEY OF THE MOUNTED"	<b>PALACE</b> 1214 MARKET STREET 10 A. M. to 11:15 P. M. WALLACE REID in "TOD MUCH SPEED"	<b>LOCUST</b> 52d & LOCUST—DOUBLE BILL 1:30 & 3:30 to 11 P. M. Harold Lloyd in "Now or Never" Pauline Frederick, "Mistress of Suspense"
<b>BROADWAY</b> Broad & Snyder Aves. MATINEE DAILY MARY PICKFORD in "THROUGH THE BACK DOOR"	<b>PRINCESS</b> 1018 MARKET STREET 8:30 A. M. to 11:15 P. M. ALICE LAKE in "BODY AND SOUL"	<b>NIXON</b> 52d AND MARKET STS. 1:30 & 3:30 to 11 P. M. GEORGES CARPENTIER in "THE WONDER MAN"
<b>Broad St. Casino</b> Broad bet. Erie Ave. & M. DAILY MAE MURRAY in "THE GILDED LILY"	<b>REGENT</b> MARKET ST. Below 17TH 9:45 A. M. to 11 P. M. D. W. GRIFFITH'S "DREAM STREET"	<b>RIVOLI</b> 52d AND SANBORN STS. MATINEE DAILY EDITH STOREY and Special Cast in "The Beach of Dreams"
<b>CAPITOL</b> 722 MARKET ST. 10 A. M. to 11:15 P. M. MARY PICKFORD in "THROUGH THE BACK DOOR"	<b>RIALTO</b> GERMANTOWN AVENUE bet. 17th & 18th STS. THOMAS MEIGHAN in "THE EASY ROAD"	<b>STRAND</b> GERMANTOWN AVE. bet. VENANGO STREET 1:30 & 3:30 to 11 P. M. MARY PICKFORD in "THROUGH THE BACK DOOR"
<b>COLONIAL</b> Gtn. & Maplewood Aves. 2:30, 7 and 9 P. M. All-Star Cast in "MARRIED LIFE"	<b>RUBY</b> MARKET ST. Below 7TH 10 A. M. to 11:15 P. M. MAY ALLISON in "EXTRAORDINARY"	<b>AT OTHER THEATRES MEMBERS OF M. P. T. O. A.</b>
<b>DARBY THEATRE</b> 1311 Market St. MATINEE DAILY CONSTANCE BINNEY in "SOMETHING DIFFERENT"	<b>SAVOY</b> 1311 MARKET STREET 8 A. M. TO MIDNIGHT Helen Handshel and Gladys Colburn in "GODLESS MEN"	<b>Germantown</b> 6510 Germantown Ave. MATINEE DAILY Special Cast in Bennett's Newest Comedy "HOME TALENT"
<b>EMPRESS</b> MAIN ST. MANATUNK MATINEE DAILY All-Star Cast in "THE FAITH HEALER"	<b>SHERWOOD</b> 54th & Baltimore Aves. 2:30 & 7:30 P. M. ELLIOTT DEXTER in "THE WITCHING HOUR"	<b>JEFFERSON</b> 5th & Dauphin Sts. MATINEE DAILY MAE MURRAY in "THE GILDED LILY"
<b>FAIRMOUNT</b> 28th & Girard Aves. MATINEE DAILY WILHELM DESMOND and Special Cast in "THE PARISH PRIEST"	<b>STANLEY</b> MARKET at 19TH 10 A. M. to 11:15 P. M. WILLIAM DE MILLE'S PRODUCTION "THE LOST ROMANCE"	<b>PARK</b> RIDGE AVE. & DAUPHIN ST. 2:15, 7:15, 9:15 to 11 P. M. WILLIAM S. HART in "O'MALLEY OF THE MOUNTED"
<b>FAMILY</b> THEATRE—1311 Market St. 10 A. M. to 11:15 P. M. GLADYS WALTON in "THE MAN-TAMER"	<b>STANTON</b> MARKET Above 16TH 10:15 A. M. to 11:15 P. M. MAY MacAVOY	