EVENING PUBLIC LEDGER-PHILADELPHIA, SATURDAY, AUGUST 6, 1921

BUILDING AN INDIAN VILLAGE IN MAKE-BELIEVE LAND

Che Daily Movie Magazine

CLOSE-UPS of the MOVIE GAME

By HENRY M. NEELY

Beauty Contest Winners Go Straight to Fairyland New York, Aug. 5.

THEY seem to specialize in beauty-contest winners at Universal City in California. There are half a dozen of them out there now, all learning the ropes or else, having learned, starting out as regular movie actresses on the road to possible stardom.

Carl Laemmle, president of the Universal company, has carried out a consistent policy of trying out new talent wherever it looked promising. He has ne it for several years past. And it has brought his company two or three really valuable finds who are repaying all the time and money spent on them by the growing popularity of their pictures.

It takes nerve to invest a five-figure check in such an unknown quantity a girl's photograph. Photographers are mighty elever people and once in a while they can get an effect of pose, lighting and soft focus that will make a boilermaker look like a cold-cream or taleum powder advertisement.

But Laemmle has gone on the theory that if a girl's photograph shows sufficient personality, beauty and intelligence to wring a prize out of the grudg-ing fists of professional judges she probably will be sufficiently intelligent and attractive and photographic to win approval from you and me when we see her on the screen.

His theory is that beauty prizes are not given to the doll-haby type of prettiness. That isn't likely to win the favor of the contest judges any more than it would win the favor of the fans in the movie houses. And he knows that a girl with good intelligence, given a capable director, plus a careful training in the rudiments, will repay his investment seven times out of ten.

. . . TE TAKES these girls from the average, somewhat monotonous **H**^E TAKES these gives from the account, American home and he gives them a toket straight through to fairyland-the same being the big group of studios out at Universal City. And there he leaves them to work out their own substian, with every thing in their favor if they have common sense enough to work hard and not get too much "up stage."

A BOUT a year ago the Elks in Chicago, in conjunction with one of the city's newspapers, held a beauty contest to choose a girl for gueen of their annual carnival. Laemmle heard of it and sent the added inducement of a period of training at Universal City with salary attached and a long term contract if the girl made good.

The prize fell to Gertrude Olmstead. She was seventeen years old, When she was told of her luck she was at work on the gown she was to wear at her school graduation.

Gertrude was sent to Unlifornin and for eight months she went through a course of training that quickly proved to her that the life of a movie netress lsn't all play by a long shot. Once in a while she was allowed to act a tiny hir, just to wear away her natural camera shyness. Then she was sent hack to her round of swimming, acting, dancing, gymnastics, riding and everything else lessons

 $B^{\rm UT}_{\rm Moreland, And not knowing what}$ But for eight whole months she had to postpone her dreams of quick fame and fortune.

She came through all right. You've been seeing her on the screen in an imperfect creature she was, he went Universal pictures for some time past.

B'One of the honorably mentioned girls stevel his oven favey by her T, in that contest, Lacamile took a chance be doesn't often risk. quaint and unusual personality. It wasn't beauty: is was just something individual, different. And she was only a kid of sixteen. .

AEMMLE offered to send her West and give her a chance. She took it. And letters were nothing short of exeruciat. LAEMMLE offered to send her West and give her a chance. She took it. And ing. the put her through a more thresome test than Miss Olmstend had, for he "If I could die for you," he wrote, he put her through a more tiresome test than Miss Oinstend had, for he gave her practically nothing to do. He just let her and her mother hang around and absorb movie atmosphere, paying the girl a salary all the time and offering her her fare home any time she tired of it. She didn't tire. And the life of the studios, with its sephistication and its tendency to harden, did not in the least spoil her quaintness ner her individuality. The based of the studies is needed to which When he heard

That was what Laemmle had ordered his people to watch. When he heard t she was coming through satisfactorily he sent word out that she was to be

that she was coming through satisfactorily he sent word out that she was to be and copied out her ordinary hill of fare given a chance in parts that suited her odd personality. Small bits in comedies introduced her to the screen. Then they gave her

Small bits in comedies throughed her to the streen. Then they gave her in the big test. There was a role in Frank Mayo's picture. "The Blazing Trail," that seemed to suit her. They gave it to her and she put it across.
That little kid's name is Mary Philbin. They tell me over here in the New Say she's going to do it and they predict that a year from now you will all be taking about Mary Philbin and loving her just because she's so sweetly different from anybody else.
The shaw what a creature of Earth she was a clarate of a show what a creature of Earth she was so does a show that a creature of the she had a big bunch of lovely flowers. But it did no good either!
Mere the Story Continues
Here the Story Continues
He seized her hand. She looked a big bunch of lovely flowers. But it did no good either!
One day Nella was in her beautiful home by this time. It was a little apartment and the living-room had a lot of curtos in it. (Let me hasten to say thint. It can be had been reclining.
You wished to see me?" she asked

Deep valleys come in handy when a story calls for an Indian village high on the mountain side. The technical staff had a rather difficult time in constructing this Indian abode, because of the danger of floods from the falls above. This big scene was only used in one picture and then destroyed This Is How the Story Begins: The NELLA MORELAND, most famous LOVE STORY IN of sources stars, hears that a young airl. Annette Wilkins, has fallen in love with Roland Welles. of aan idal of the secon. Miss Moreland. MOVIE STAR

to sure lumitic, writes the story of her own trapic love affair with Welles, intending to send it to Annette so she may know the kind

of non he is. She tells have, while a pianist in movie theatry in a Western Pennsplrania town, she met Welles when he made a "personal appearance" there, how he invited her to come to to see every film that showed her. And, New York and said he would place being quite out of his head, wrote the her in the movies, how she came and most wonderful, mnd love letters to his the chilly reception which he gave her in the stadio. Then, becoming interested in her, he gets her a jab in a small town stock company for sfar. She read every one of them and laughed until the tears came? Not that Nella was hard-hearted, but those the experience, promising to see her oflen.

The manager insults her and she leaves, finally getting into pictures in New York. Here she works with Weller. He makes love to her, pro-poses and she is deliviously happy until another woman reveals Welles' Then she quits him and the company.

Here the Story Continues

GARRY HEARS THAT FORT LEE, N. J. WILL BE DESERTED

He's in a New Movie

HOBART BOSWORTH

He is one of the chief ingredients in "The Cup of Life," which will be seen in the fall

What's a Few Hundred

Miles Among Friends?

Hugh Wiley was in the midst of a

new Satevepest story the other day in San Francisco when his phone

bell rang. "Mickey" Neilan in Log Angeles, a sixteen-hour railroad trip

from Frisco, was at the other end of

"Got to see you today on that new

"I'll be in your office this after-

noon," replied Wiley. True to his word, the author

stepped into Neilan's office five

hours later. In these days of air-

planes and perfect flying weather

Mr. Wiley is working on a new

Film Stars Are Doing

tory to be presented on the screen

by Mr. Neilan following "Bits of

What Your Favorite

uch things are easily possible.

the wire.

Life.

tory." said Nellan.

By HELEN KLUMPF

SUPPOSE you've been down to L Douglaston to see them," Garry broke in, determined as ever to monopolize any conversation about movies. "They look like young folks home on

vacation from college, not veterans in the movies. Of course, she isn't a veteran, being just nineteen, but she was so popular that year she was in the Follies that she became as well known to New Yorkers as many an actress who has trouped Broadway for years.

"They have the cunningest house with a ship-lantern hung out on the tiny porch. And there's a big garden where they can stroll in the moonlight. It's just as secluded as any honeymooners could ask, and there it is just a short ride from New York. But as many a weary player has remarked in years gone by, 'The ferry trip to Fort Lee is something else again."

"And that reminds me, I've heard that the Selznick Company is to desert Fort Lee soon, and that will make it a deserted village. It will be just like some of the old boom towns in the gold fields out West, where the last settler to go wrote, 'Here were for-tunes made and hearts broken.' Fans

ought to make pilgrimage there." "Yes," I admitted, "and erect tab-

"Yes," I admitted, "and erect fab." lets such as 'Here the 'Blue Bird" was found,' and—" "No," Garry protested, 'Maurice Tourneur himself would be the last one to want anything so sentimental. He'd probably say 'Here the 'Blue Bird'' survived, in spite of the nastlest cold meather known in Fort Lee, and old weather known in Fort Lee, and here for weeks at a stretch I lost my temper because the kids in the cast would play hide-and-go-seek in the big And when I wanted them they had always just come to the hide part.

"But that's really not important." "But that's really not important." I protested. "It's enough glory for Fort Lee just now, as it is about to be descried, to say "Here Owen Moore Guard Kathere, Deary." ound Kathryn Perry.

CULLEN LANDIS GETS COVETED STELLAR ROLE IN NEW FILM

OLDWYN has selected Cullen Final scenes of "Lucky Damage," J Landis to play the leading role temporarily titled Ince special, were n the first original scenario prepared for that corporation by the popular novelist and playwright. Alice Duer completed last week under the direction of Lambert Hillyer.

The Cyrus J. Williams Co. has completed the production of "The Honor of Ramirez," their fifth picture of the ing the last two years. His first big hit was in the Rex Beach photoplay. "The Girl From Outside." second series for Pathe. photoplay, "The Girl From Outside," followed by the leading role in "It's a

Great Life," from Mary Roberts Rine-bart's story. "The Empire Builders" "California is good enough for me." said Reginald Barker last week, deny-ing a rumor that he had arranged to Speed in Rex Beach's "Going Some." Rab in "Bunty Pulls the Strings." the produce his own pictures in the East younger brother in "Snowblind." and one of the sons in Rupert Hughes' big success, "The Old Nest."

"Camille," Nazimova's last Metro production, will soon be ready for re-In Mrs. Miller's story he will have lease. another chance at comedy with a spice

"Bits of Life," just finished, preof drama in it. Paul Bern, a co-director of Rex Reach's Alaskan story, "The North with the largest cast of players ever Wind's Malice." has been chosen to seen in a Neilan picture. mine with a horizontal tunnel instead of a shaft was wanted so that the opening plays the mother in "The Old Nest." who



etc., etc.-- a brilliant and sprightly He feit, doubtless, like a small boy that inversation, wasn't it? But what was had been caught in the act. the swallowed hard, and tried to choke back

to life. He grew almost held. Ab, he knew, he knew, that faint heart never won fair lady. He punged with "If that-if that is what you want me to do." he said brokenly. Suddenly he straightened up, threw back his big shoulders, and with his handsome head held high he looked her all the andness and speed of youth? "Miss Moreland," he said, still in that entious cracked voice. "you to member what I wrote you? It's true full in the face for the first time. 2011 118 To be Continued Monday

every word of it. I gave up my lob to come to year. I just couldn't bear it any longer." He seized her hand. She looked For "The Rainbow," the new Alice under th

alhoun production now being filmed nder the direction of Edward Jose, a

Man Finds Mules Near Home

Miller. This comes as a reward of merit for the long line of parts that Mr. Landis has played so effectively as a member of the repertory company dur-

WELL, we've just had a context of our own, haven't we? And soon. W probably, pretty Madeinine Starkill will be on her way to fame and fortune. Half a dozen of the Rig Boux of the business have been pestering me with questions about her since I've been aver bere, and it wouldn't surprise me if she would farget her breakfast as she oncus her mail some day soon. These fellows are all beginning to take leaves out of Laemmle's book.

Let's wish her all the success in the world, Geraldine. You see, when we get her and same of the other pretty wirls and of the way, we may have a chance at a branty context gurselves.

A Necessary Divorcee



DETTY COMPSON, the young screen actr as who leaped into finne with er acting of Rose in "The Mirnele fan" and then went into production on ier own account, appearing in "Prisoners of Love!" is not satisfied to play the same part in picture after picture Ambitions to develop every place of her acting ability, size, has deliberately chosen a part in her new production. "Always the Woman," at the opposite ale in character from her previous

who makes of herself a target for the suspicion and goestp of the neighbor-

bood by befriending a gambler who has saved her from drowning. "Always the Woman" was directed by Arthur Rosson, who directed "Pris-oners of Loye." Chief in her supportcast is Lon Chaney as the gaubler His leap into fame was made in the same picture as Mist Compton's—"The Miracle Man' Others in the cast are Frank Campera, Dick Rosson, Walter

Rumor that Pearl White, who re-Rumor that Pearl White, who re-cently obtained a divorce from Wallace McCutcheon in Providence, R. 1., is to marry again is without foundation, according to the star, who is now at From Lost River," the Katharine Newaccording to the star, who is how at From Lost River. the Katharine According to the star, who is how at From Lost River. the Katharine According to the star, who is how at the star, and who is the star of a divorce of convenience, but one "The Sin Flood" next Monday, J. G. Hawks has returned from Big Bear, bringing with him the completed cona necessity again-very soon.

Mara Gordon to Begin Work

vern Gordon production, spon-

PEARL WHITE

MARSHALL NEILAN TURNS SHIP INTO FLOATING STUDIO

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ington is directing.





In the new photoplay, adapted from a story by Perley Poore Sheehan, she acts the part of an unsorhisticated young girl in a small country village

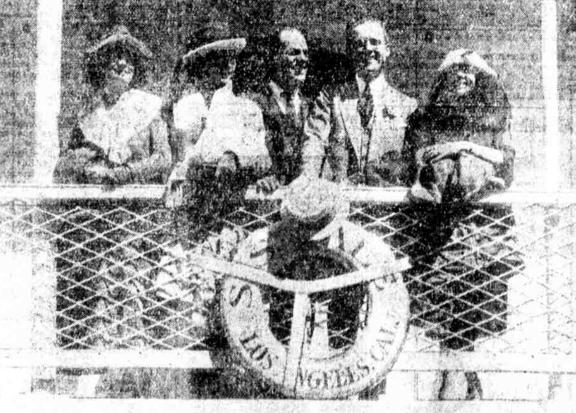
Morosco, Bert Woodruff and Camille Astor.

"The Sin Flood" Ready

Frank Lleyd has been assigned to di-rect "The Sin Flood," the screen adaptinuity of the photoplay,

To Direct "Grand Larceny" Wallace Worsley has been assigned

Gordou production, spon-to direct Albert Payson Terhune's story, Harry Rapf. The Biograph "Grand Larceny." a dramatic story spon - to direct Albert Payson Terhune's story, of marital complications.



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MARSHALL NEILAN turned the bait the boat left the Los Angeles as did Lucht Squier, who is doing the barbor when Mr. Neilan started "shoot-Low Angeles and San Francisco-ing" a number of scenes on the top deck, in which Captain Paulsen, who is doing the script. On arriving in the San Fran-cisco harbor Mr. Neilan and Mr. Wiley were welcomed by Earl Cooper, noted all during the states troops abroat, took scenes for the scenes on the top deck. In which Captain Paulsen, who is concerded with a Neilan concernment, who obtained all during the war, when it carried with a Neilan concernment, who obtained to be states troops abroat, took scenes for the neutron of scenes and the scenes of the scenes of

and the product of the control of the players with an end of the players.
The twenty-one hour sail to Frisco gave the producer the desired time for daylight and night "shots." Hardly
and night "shots." Hardly
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