



The Daily Movie Magazine



CLOSE-UPS of the MOVIE GAME

By HENRY M. NEELY

College Girl vs. Chorus Girl in the Movies

JOHN EMERSON and Anita Loos, those two keen movie acrobats who write the comedies for Constance Talmadge, gave a combination lecture at Smith College last week and told the fair students a lot of plain truth about the picture industry. And after the talk, some thirty or more of the young women registered with the speakers with a view to getting into the business after their graduation.

Most of these girls did not at all stand on the screen, but at various intervals, directors, art directors, editors of films and the more serious aspects of the game. And, by the way, one who registered was Miss Muriel Crosby, of Chestnut Hill.

I wish I had room to quote the two very amusing addresses that these students heard that day. I've had the privilege of looking over some stenographic notes that were made and I've never seen the real facts of the business more plainly presented. Here's one of the things that Miss Loos said:

"The college girl must learn to sell herself properly. She is too sensitive. If an opening is not created for her the first time she calls, she is apt to become discouraged and give up in disgust. The chorus girl, on the contrary, who is accustomed to fighting for everything she gets, keeps pestering the directors and studio managers until she forces the recognition she desires."

During Mr. Emerson's talk and the questions that followed, the students were, naturally, inclined to take the "high-brow" attitude toward the movies, but the speaker gave them one bit of philosophy that I'm glad to hear coming from such an authority. One of the girls asked whether it is not possible to use motion pictures as a means of uplifting the ideals of the masses. And Mr. Emerson said:

"Study your audience and find out what they want. Then give them, not just what they want, but what they need, something a little better than what they want, but just enough better so that they will still want it."

"In other words, don't make your work so much better than what they want that they will walk out on you and leave you flat. Remember, if you do your next effort, in which you intend to lead them just a little farther on the road to good taste and finer discrimination, may fail utterly, because they won't be there to be led."

As long as we have to indulge in all this talk about "uplifting" the masses by means of the movies, it seems up to the situation, but personally, I'm inclined to think that the uplift process is a never-ending one. Movies succeed masses generally and these will always, in spite of anything any one can do—be that great majority who simply want to be amused and entertained, and, as long as you keep the amusement and entertainment clean and wholesome, that's all you can expect to accomplish with them."

The Movie Fans' Letter-Box
J. D. G. Address: William Farmington, care of Fox Studio, Fifty-Fifth Street and Tenth Avenue, New York.

Mrs. S. K. Palmyra, N. J. Address: Mabel Baldwin, care of Baldwin Productions, 306 Fifth Avenue, New York.

Bernard Porter, 760 South Fourth Street—Oh, yes, Edwin August is an honest-to-goodness picture actor. He has been seen in Edison, Biograph, Vitaphone, Universal and others. And then he produced the "Edwin August Feature Films," in which he was author, director and actor. He has been in "The Broadway Melodrama," "The City," "Broadway Scandal," "The Mortgagee," "The Poison Pen," "A Tale of Two Nations" and, more recently, in "The Girl of the North" in which he played the part of Martin Bates opposite Dorothy Dalton. Mr. Edith and Theodore Roberts are not related, nor are the Fairbanks.

H. J. S.—The star in "Good Old Prouty" was Edward Krolak. Clara Kimball Young's picture, "Molly King Is Married to a Comedian," Alexander Starke is not playing in pictures.

Eileen—Julia Hoyt plays the part of Catherine Truesdale in "The Wonderful Thing." Norma Talmadge plays the lead.

Ruby—House Peters was a well-known actor on the stage before his appearance in "The Man from Last River."

FOR YOUR SCRAPBOOK OF STARS



PEARL WHITE

Heroine of many thrilling serials and stirring features, is now finishing another big picture at the Fox studio in New York under the direction of Charles Brabin, better known as the husband of Theda Bara. It is rumored that this will be Miss White's last picture under the Fox management.

Madge Kennedy to Reappear
MADGE KENNEDY, who left Hollywood last season to star on the road and Broadway in her own stage production, "Cornered," will shortly return to the screen, according to reports current in the best-informed film circles. She will be starred in her own production.

One Screen Writer Succeeded in Spite of Hunger Threat
KATHLEEN NORRIS, one of America's most successful novelists, who is now at the Goldwyn Studio writing directly for the screen, after first having written "The Happiest Night of Her Life," had to endure many hardships before she attained her present eminence. In speaking of her earlier experiences the other day she said:

"I was several other things—served as a writer. Every one discouraged me from the writing game, on the ground that I would starve. So in the few years that began my business career—from 1900 to 1905—I was a clerk, a stenographer, a bookkeeper, a school teacher, a companion, a governess, worked in a shoe-maker's shop, held a position in the old Mechanics' Library of San Francisco for two years, worked with the Red Cross after the earthquake, was head of a small settlement house, gave children's parties at \$10 a party, carried small girls in a nurse while working through a term of college, and went on a newspaper."

"Having starred in all these avocations, I decided to starve instead in doing what I really liked, and the first story was the result."

You can't give your Xmas gifts in Paper and String
The bright Dennison seals that hold the wrapping, the Dennison warning that says "Do not open until Xmas," and the Dennison tag that names the lucky one are the holiday touches that make your gifts doubly welcome.



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Let Us SHAMPOO Your Rugs!
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The Great Prize Contest

By J. P. McEVOY

(What to do with the holes in the tablecloth and the baby's outrageous rattle.)
Dear Sir—I cannot resist any longer. Enter my name in your great contest. Gently fold the hole in the tablecloth around the baby's rattle and have it photographed. You can do anything you wish with the photograph. I frame it, or else.

A CONVERT.
A more pitiful attempt than the above has yet to come to my attention. "Frame it, or else." Dear me, how he was converted! It must be "he"; no woman could possibly be so silly.

Sir—I wish to arise with my large red notebook and remark that if you had considered this important problem from the commercial standpoint and hired an industrial chemist to analyze it for you, you would now be able to eat anything that you can afford. (Editor's note: Whatever that means.) There are two processes by which the valuable by-products in the case could be handled, the profits in each case being determined by the state of the market in the industry.

Process Number 1. For Manufacture of Noiseless Oyster-Cracker Biting Device.
Method: A rattlerizer is arranged whereby a fabric having holes is fed in one side by the gutter while the rattles are dropped in three by four at the other side. By the action of a phonoholizer within the rattlerizer, (Editor's note: Outside.)

Process Number 2. Reverse of Number 1. For Manufacture of Foodless Fabrics and Safety Devices for Rattlerized Holes.

Method: The fabric containing the rattlerized holes is fed into a derattlerizer and through the action of a rattlerhead the rattles are removed. Editor's note: Remove the man; he's rattled.)

The fabrics go on through a machine which joins up all the holes, making a very large hole in the center, after which the fabrics are put through a trimmer and all the edges neatly trimmed away, leaving a large hole. From there it goes to a picturizer, where pictures of ham and eggs, pork chops, etc., are placed in the hole and the foodless fabric is complete. Excuse me, but I must go now; the guard is looking for me.

YOUR OTHER READER.
The above is a fair sample of what happens when a person of lettering intellect strives to fathom the intricacies of this column. It may look simple, but it is frightfully hard to understand. Sometimes I can hardly understand it myself.

Meanwhile the great prize contest will go on and on, or on and off, as the case may be, until some envious rival notifies the authorities.

YOUR WAITER
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Plain Tailored—ready to wear or made to your measure from exclusive imported fabrics.
GLOVES
Standard makes and styles in the best leathers and washable fabrics, as well as the mannish-made kind with a style all their own.



ENGLAND'S MARY PICKFORD IS OUT IN HOLLYWOOD

By CONSTANCE PALMER

ALMA TAYLOR called "the Mary Pickford of England," is journeying in our town for a brief while to look over American methods of making pictures. The visit is a sort of prologue to a contemplated longer business trip, at which time Miss Taylor expects to make a film. Accompanied by her mother and her director, she visited Marshall Neilan and watched with interest some scenes from "Penrod." Afterward Mr. Neilan took them all up in his blimp to get a bird's-eye view of the big studios scattered about Hollywood.

Kathleen Norris has been among us for some time and has finished her first story for the screen. It is called "The Happiest Night of Her Life." Miss Julie Josephson is doing the continuity in collaboration with Mrs. Norris. William Beaudine, who has lately been promoted from the direction of "Clara King" to the "legit," is going to put it on the screen.

When Mrs. Norris first came to the Goldwyn studio the man who gives "em the office snap" had a "good" and "bad" spot "out" from every one. Then he asked her where she'd like to write. "Oh, just give me a desk right in the midst of everybody. I work at regular hours, and the more noise about me the better." And so, a big for temperament!

David Butler, like so many others, has given up the idea of producing independently. He has accepted a place as leading man for Gladys Walton in her latest cinema effort, "Kind Deeds." Haliam Cooper is also in the "best," in all probability being the mean "boy" in the case.

James Rennie, promoted to spectacular prominence by his marriage to Dorothy Gish, has arrived on the coast to play the lead in "The Past Pictures," the King's new story. Charles Kenyon, one of the cleverest scenario writers in our midst, did the continuity. This combination practically assures the success of the new picture. Mona Kingsley, who is to be an actor, a confessed black ignoramus, has also come from

Lewis Sargent Made Curious Film Debut
LEWIS SARGENT, noted for his screen interpretation of "Huckleberry Finn," and who is playing in "Just Around the Corner," got into motion pictures as a result of a schoolboy's lark. Sargent, a Los Angeles boy, was at lunch one day when his friend suggested that they try their luck at one of the numerous studios.

They played "hooky" from school and went to see a casting director. Sargent's chum was engaged right away, but Sargent was told that he looked too funny to be an actor. "I can look funnier still if you give me a chance," said the boy, and he got the job.

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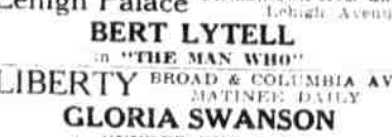
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Alhambra 12th, Market & Franklin Ave. Mat. Daily at 2; Even. 6:45 & 9:15
ANNA Q. NILSSON IN
"WHY GIRLS LEAVE HOME"
ALLEGHENY Broad & Walnut Sts. Mat. Daily at 2; Even. 7 & 9
ANNA Q. NILSSON IN
"WHY GIRLS LEAVE HOME"
APOLLO 52d & Thompson Sts. Mat. Daily at 2; Even. 7:15 & 9:15
MARGUERITE CLARK IN
"UNCRAMBLED WAIVES"
ARCADIA 19th & M. to 11:15 P. M.
PAULINE FREDERICK IN
"THE LURE OF JADE"
ASTOR Franklin & Girard Ave. Mat. Daily at 2; Even. 7:15 & 9:15
CLARA KIMBALL YOUNG IN
"AMABLE"
BALTIMORE 61st & Baltimore Sts. Mat. Daily at 2; Even. 7:15 & 9:15
ALICE BRADY, "Little Italy"
HEALROBE BOYS, "A CHILLY ROMANCE"
BENN 64th and Woodland Ave. Mat. Daily at 2
WALLACE REID IN
"THE HELL DIGGERS"
BLUEBIRD Broad & Shippen Sts. Mat. Daily at 2; Even. 7:15 & 9:15
SESSUE HAYAKAWA IN
"THE SWAMP"
BROADWAY Broad & Snyder Ave. Mat. Daily at 2; Even. 7:15 & 9:15
MARION DAVIES IN
"FRESHMAN"
CAPITOL 722 Market St. Mat. Daily at 2; Even. 7:15 & 9:15
CLAIRE ADAMS and BOB LANGRISH IN
"A CERTAIN RICH MAN"
COLONIAL Gir & Market Sts. Mat. Daily at 2; Even. 7:15 & 9:15
ANNA Q. NILSSON IN
"WHY GIRLS LEAVE HOME"
DARBY THEATRE
ALICE LAKE IN
"UNCHARTED SEAS"
EMPRESS Main St. Manayunk Mat. Daily at 2; Even. 7:15 & 9:15
NORMA TALMADGE IN
"THE SIGN ON THE DOOR"
FAIRMOUNT 4th & Arch Sts. Mat. Daily at 2; Even. 7:15 & 9:15
"FINE FEATHERS"
FAMILY Theatre 1311 Market St. Mat. Daily at 2; Even. 7:15 & 9:15
ALICE LAKE IN
"THE GREATER CLAIM"
56TH ST. Theatre Below Spruce Mat. Daily at 2; Even. 7:15 & 9:15
Ethel Clayton—Montague Love in "YANKEE PICKET"
GLOBE 5001 Market St. Mat. Daily at 2; Even. 7:15 & 9:15
CONWAY TEARLE IN
"AFTER MIDNIGHT"
GREAT NORTHERN Broad St. at Erie Mat. Daily at 2; Even. 7:15 & 9:15
ANNA Q. NILSSON IN
"WHY GIRLS LEAVE HOME"



GRANT 4022 Girard Ave. Mat. Today 1:30 and 7:00 & 9:15
"The Girl From God's Country"
CHARLES CHAPLIN, "THE IDLE CLASS"
IMPERIAL 60th & Walnut Sts. Mat. Daily at 2; Even. 7 & 9
ANNA Q. NILSSON IN
"WHY GIRLS LEAVE HOME"
KARLTON Chestnut above Broad Mat. Daily at 2; Even. 7:15 & 9:15
CECIL B. DANIELS IN
"A FOOL'S PARADISE"
Lehigh Palace Germantown Ave. and Lehigh Avenue
BERT LYTELL IN
"THE MAN WHO"
LIBERTY Broad & Columbia Ave. Mat. Daily at 2; Even. 7:15 & 9:15
GLORIA SWANSON IN
"UNDER THE LAMP"
OVERBROOK 62d & Havertford Avenue
ETHEL CLAYTON IN
"SHAM!"
PALACE 12th Market Street Mat. Daily at 2; Even. 7:15 & 9:15
MME. NAZIMOVA IN
"CAMILLE"
PRINCESS 10th Market Street Mat. Daily at 2; Even. 7:15 & 9:15
SHIRLEY MASON IN
"QUEENIE"
REGENT Market St. Below 17th Mat. Daily at 2; Even. 7:15 & 9:15
ANNA Q. NILSSON IN
"WHY GIRLS LEAVE HOME"
RIALTO Germantown Avenue at 7th & 8th Sts. Mat. Daily at 2; Even. 7:15 & 9:15
WALLACE REID IN
"THE HELL DIGGERS"
RUBY Market St. Below 21st Mat. Daily at 2; Even. 7:15 & 9:15
ALL-STAR CAST IN
"IF WOMEN ONLY KNEW"
SAVOY 1211 Market Street Mat. Daily at 2; Even. 7:15 & 9:15
TOM MIX IN
"THE BOUGH BRAWN"
SHERWOOD 54th & Fairmount Ave. Mat. Daily at 2; Even. 7:15 & 9:15
Wallace Reid, "The Hill Diggers"
HALLROBE BOYS, "A CHILLY ROMANCE"
STANLEY Market at 10th Mat. Daily at 2; Even. 7:15 & 9:15
GEORGE MELFORD IN
"THE SHEIK"



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CEDAR 60th & Cedar Avenue Mat. Daily at 2; Even. 7:15 & 9:15
JOHNNY "TORCHY" HINES IN
"BURN 'EM UP BARNES"



COLISEUM Market bet. 20th & 21st Mat. Daily at 2; Even. 7:15 & 9:15
THOMAS HERRISON IN
"RIP VAN WINKLE"
JUMBO Front St. & Girard Ave. Mat. Daily at 2; Even. 7:15 & 9:15
GLADYS WALTON IN
"SHORT SKIRTS"

LEADER 41st & Lancaster Ave. Mat. Daily at 2; Even. 7:15 & 9:15
ANNA Q. NILSSON IN
"WHY GIRLS LEAVE HOME"
LOCUST 22d and Locust Streets Mat. 1:30, 3:30, Even. 6:30 to 9:15
Elsie Ferguson, "The Song of Songs"
HAROLD LLOYD IN "NEVER WEAKEN"

NIXON 82d and Market Sts. Mat. Daily at 2; Even. 7:15 & 9:15
HOOT GIBSON IN "ACTION"
RIVOLI 52d and Sanson Sts. Mat. Daily at 2; Even. 7:15 & 9:15
JACK LONDON'S
"THE STAR ROVER"

69TH STREET Theatre, Opp. Temple Mat. Daily at 2; Even. 7:15 & 9:15
GRACE DAVIDSON IN
"Love, Hate and a Woman"
STRAND Germantown Ave. at Venango Street Mat. Daily at 2; Even. 7:15 & 9:15
GRACE DAVIDSON & RALPH KELLER
"Love, Hate and a Woman"

AT OTHER THEATRES MEMBERS OF M. P. T. O. A.
Germantown 5510 Germantown Ave. Mat. Daily at 2; Even. 7:15 & 9:15
MAY ALLISON IN "BIG GAME"
JEFFERSON 20th & Poplar Sts. Mat. Daily at 2; Even. 7:15 & 9:15
JAMES KIRKWOOD
"The Great Impersonation"
PARK Ridge Ave. & Dauphin St. Mat. Daily at 2; Even. 6:45 to 9:15
ELSIE FERGUSON IN "FOOTLIGHTS"