

The Daily Movie Magazine



CLOSE-UPS of the MOVIE GAME

By HENRY M. NEELY

They Are Cutting the Gun Play Out of the Thrillers Now AN you imagine seeing five or six episodes of one of those serial thrillers and not being able to spot the slightest suggestion of gun play in them? We were brought up in the belief that the Western chapter movie simply couldn't wilst without some one getting shot or shot at every hundred feet or so. And that very abundance of desperate six-shooting was what gave a lot of theoretical reformers the chance to come out every once in a while and declaim to the effect that it was causing an increase in violent crime among the people and was leading young boys and girls to regard bullets as quite the logical way to settle

I've always had my doubts about the truth of these statements. And then, in another mood, it seemed to me that there might be something to them. But it is a significant sign of the times that one of the biggest producing mpanies decided not long ago not to give any more cause for such attacks. whether the statements were true or not, and the result was the issuance of an order that guns, in their future serials, should be worn only for ornament and

The five or six reels I speak of were shown to me last week in a projection m. They are the first shipment of Ruth Roland's Western thriller, "White Eagle," and I was surprised to find that I did not miss the gun play in the east. It simply proved that it is possible to write good melodrama without resorting to the things that so many people object to.

Afterward I was shown a circular letter sent by the president of the company to its branches. It shows how the producer is beginning to listen to the roice of public opinion and voluntarily to make his own product censorproof. Part of the letter says:

"Nothing is plainer then that, in the view of the better class of picture patrons, guns and gun play have outlived their usefulness. They have ceased to foure conspicuously in the drama of real life, even in the rough life of the Western mines and cattle ranges, and therefore should be banished from all Setion that purports to reflect actual human life either published in books and magazines or presented in the form of motion pictures.

"Formerly, up to within a few years, fictional and dramatic use of this form of physical violence semed to be justified by actuality, and it appears in motion pictures which have real literary value and continue to be standard. BUT that justification has occased to exist and the use of such material in any popular form of entertainment of current occasion

FORTUNATELY-speaking specifically for our organization-our creative and producing forces have proved themselves equal to the emergency. In two of the most powerful and entertaining serials in our list gunplay is

entirely supplanted by original dramatic devices and true American athletic "By this time next year four guntess serials, making a total of 124 reels of intense, realistic action, will be exhibiting their claim to public approval. "And the same will hold true of all pictures, in any form, distributed by us.

There's an almost revolutionary statement of policy for you! But the most significant thing about it is not the mere elimination of gun play, but the Penn Weekly Gives Scant Sympathy widence that it gives of a tendency to feel the pulse of public opinion and to to Opposition "clean up" the moving-picture industry from inside without waiting to be

The Movie Fans' Letter-Box

The film business, though he is not in america. The last report I had of him was just recently and said he had arrived in Seville, Spain, with the John of course—to shoot the location stuff for heavy roles and only wastes his time and ruins his good reputation on attempted comedies.

"What is your opinion?

"Then there is Lionel Barrymore—ignitions of course—to shoot the location stuff that next to the last play of his, from we have the picturization of Maurice Hewlet's novel, "Spanish Jade."

The Great Adventure." Seems as if they are trying to use a good star to Vinolia-Marc McDermott is still in | for heavy roles and only wastes his time

Carmine Talotta, Cementon, Pa.—

'There have been very few good movie plays here of late outside of the foreign films and Griffith's Dream Street, which in the local distribution of the understanding against co-school as it exists to the foreign films and Griffith's Dream Street, which in the local distribution of the understanding against co-school as it exists to the local distribution of the understanding against co-school as it exists to the local distribution of the understanding against co-school against

Movie Fan—There are two Barrymore brothers—John and Lionel. My
records credit John with the following
pictures: "Nearly a King," "An
American Citizen," "Man From Mexico," 'Are You a Mason?" "The Dictator," "The Red Widow," "The
tator," "The Red Widow," "The
Test of Honor," "Dr. Jekyll and Mr.
Hyde," "The Lotus Eater" (not yet
seen here), "Raffles," "The Lost
Belderson," "Here Comes the Bridge"

Wall air perhaps I have said too. eeen here), "Raffles," "The Lost Beidegroom, "Here Comes the Bride" For Lionel, I find: "The Yellow Streak,
Copperhead, "Jim the Penman,"
"The Devil's Garden," "The Master
Mind." "The Great Adventure" and
"The Millionaire's Double." These
lists may not be complete. Can any
reader supply omissions? "Movie
"Fan" asks for complete lists.

Tan" asks for complete lists.

With me on a rew of Frankly, I do agree with you on several of your points. I have made myself rather unpopular by admitting that the foreign films we have seen—
"Caligari," Deception," "Gipsy Blood," "The Golem," "Theodora"—
are much better than the average outare much better than the average out-The Yellow

ture in which Thomas Meighan acted as butler, Lila Lee as maid and Gloria Swanson as the society girl was "Male

"Can you tell me why a man of opinion of them. I'm just massing the

Bert Lytell's caliber wastes his won-derful talents on such attempted come-

FOR YOUR SCRAPBOOK OF STARS



HITS CO-ED AGITATION

Pennsylvania Cinzette, the

exuggerate the importance of their objections to the presence of women surthey are trying to use a good star to in the agitation of the undergraduate against co-concuston as it exists a

> FOR XMAS 56 A Genuine Hartz Mountain Canary IN FULL SONG Two Weeks Print Exchanged if not satisfactors CUGLEY &



to Quiet Nervous Cat Size

The est was nervous. Will Rogers held it in his lap for some minutes,

said the director. Thereafter in a hushed voice the grips, light men, cameramen, actors and others tiproed about the place until the scene was that.

marked Cruze, "is worse than a emperamental actor. tized the feline, for it behaved wonjerfully thereafter.

for his new picture. He realizes his own good points and his own limita-Wallace Reid is beginning another of tions better than any one else, being a bis automobile stories. This one is a smart man, so he decided he was the transcontinental race, which, whisper best one to picturize his play. Stuart Paton is going to direct him. He did

this purpose. It seems a very reasonable and wonderful ides. In many o they reach such prominence. One can the hospitals they show pictures do-the no easily disappointed. But he's just nated, especially by stars, but the projection takes place in an assembly room, so that only convalencents are

ducation evil in about the same way and proposes year after year the same

The dislike of a group of I amirists

MULLEN CO. 233 MAPKETS





Such delicious breadand such a big loaf for

Dictor Bread

Sold only in Asco Stores MEDICAL

How to Be an Elevator Starter :

To IS almost impossible to be an elevator starter without having some
elevators to start and some elevator men
in them who will pay no attention to
you when you tell them to start. The
rest of your requirements consist of a
miform and a clucker and a few funds

mental idea. uniform and a clacker and a few funda-mental ideas such as:

First, the easiest way to start an elevator from the ground floor is to wait until it gets there. Second, elevators must always be started just as somebody

trying to get in. Success as an elevator starter depends upon a strict observation of this principle. Third, the less the elevator 10. Who was that girl you just spoke starter knows about the occupants of the building the better. If he knows the floors but doesn't know their names that count five points. If he never heard of them, that counts ten points. If he never heard of them, doesn't want to hear about them, and absolutely re-fuses to have anything to do with them, that counts one hundred points.

ELEVATOR starters are required to pass a very stringent examination, such as the following: On what floor is the ground floor? Ans.—The first floor. Question.—What is this floor also called sometimes? Ans.—Main floor. Question—Which way does an elevator go when you say "up"? Ans.—Down. Question—If the elevator is on

Your Hair is Coming Out!

Notice your combings morning and night.

STOP IT!

Faithful use of delightful

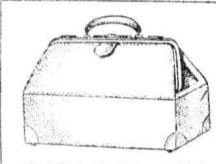
ED. PINAUD'S HAIR TONIC prevents falling

hair, dandruff, sick scalp.

You can prove it. Buy at any Drug or Department Store

American Import Offices ED. PINAUD BIdg. NEW YORK

Quality of Products quaranteed by Parfumerie Et Sinaud



The tingette abled that it agreed

with the Pentsylvanian, the student daily, that the University authorities should declare a polley toward co-

Lutherans to Hear Dr. Penniman

Josiah H. Denniman, acting provost of the University of Pennsylvania,

In the Iteratown Club.

and meeting of the Lutheran Soci

South Fourth street, Mayor Moore

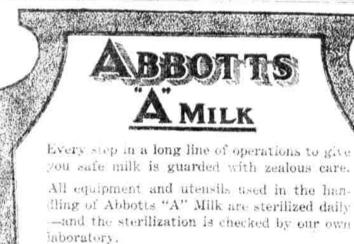
thus been invited to speak

LEATHER GOODS XMAS GIFTS

Traveling Bags Overnight Bags Suitcases Wallets Brief Cases Umbrellas, etc.

Fitted Cases; extra fine selection, containing 8 to 15 pieces, at prices far below the utual value,

ARATA & CO., 1726 Chestnut 13th & Sansom Sts No Connection With Any Other Store. Special Repair Department



Abbotts Alderney Dairies, Inc.

Phone Us to Deliver o Bottle Tomorrow -- Buring ways

"Milk Suppliers to Critical Buyers"

HST AND CHESTNUT BOTH PHONES

> Pleasantville Wildwood Ocean City



The Philadelphia Art Galleries S. E. Cor. 15th and Chestnut Sts., Phila. Expert General Appraisers

VALUABLE PEARLS AND EMERALDS CANARY AND OTHER DIAMONDS CASHMERE AND BURNESE SAPPHIRES

MESSRS. FURTH, SINGER & BORTIN AND OTHER VERY IMPORTANT JEWELRY BELONG NO TO THE ESTATE OF THE LATE THOMAS JOHNSON, ESQ.

SOLID SILVER AND SHEFFIELD PLATE ORIENTAL RUGS AND CARPETS ANTIQUE AND MODERN FURNITURE FUR GARMENTS, STOLES, SCARFS AND MUFFS

ON WEDNESDAY, THURSDAY AND FRIDAY, DEC. 14, 15, 16 NOW ON EXHIBITION



What building is this? Where is the nearest picture show? What is playing there? Do you know where I can get my

air dressed?
8. Is there anybody here who can take a cinder out of my eye?

9. Don't you get tired standing here



MANN & DILKS 1102 CHESTNUT STREET

LADIES' DEPARTMENT

WE SPECIALIZE in the new and unusual things for Ladies and Misses—some new importations just received for the Christmas



TOP COATS AND CAPES

English Tweeds and Fleeces in warm, roomy, comfortable garments that are confined to us both as to style and fabric.

WOOL HOSIERY

Scotch and English Wool in plain and fancy colors, with or without clox. Also dependable qualities in Silks,

LADIES' SWEATERS

A large assortment of new things in silk Fashion-knits, Wool Pull-overs and Tuxedo styles—at moderate

WAISTS AND SHIRTS

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.

LADIES' UNDERWEAR

An unusual line of Silk Combinations, Envelope Chemises, Camisoles, Bloomers and Petticoats, as well staple numbers of Athens and Lagrecque.

Handkerchiefs, Wool Scarfs Mannish Neckwear, Silk Hosiery

MANN & DILKS 1102 CHESTNUT STREET

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.



BERT LYTELL

ALLEGHENY Physician & Alleghe GLORIA SWANSON APOLLO 52D & TROMONO S

CHARLES RAY ARCADIA CHESTNUT 2012 10 ME MARSHALL SEILANS "BITS OF LIFE"

WHY GIRLS LEAVE HOME BALTIMORE FIRE A BALTIMORE OVERBROOK IN A DIA

CHARLES RAY

BENN OF THE AND WOODEAND AVE. MATERIAL CASE IN THEST SHOWING. "Man-Woman-Marriage" BLUEBIRD Property of Street of Street of Street

"MALE AND FEMALE" BROADWAY HEALT AND THE ST WILLIAM DE MILLE'S "AFTER THE SHOW" CAPITOL 122 MARGINET ST.

"Don't Tell Everything" COLONIAL * 15 A Stand over A SE RUBY MARION DAVIES DARBY THEATRE

EMPRESS HAIN ST. WANASTER "THE WOMAN UNTAMED"

MILDRED HARRIS

"THE INNER VOICE" FAMILY SHEATRE THE MARKET BL. STANTON STORY ELSIE FERGUSON

56TH ST. THEATRE DELAY SURE TAILY "THE THREE MUSKETEERS" GLOBE MADERAT ST. TA TO IL

ELAINE HAMMERSTEIN GRANT 4022 Girard Ave. Mat. Ser. Visiliand Organ Recita "HOMEKEEPING HEARTS"

Alhambra Mar Dalle s. " Steel Cat See GREAT NORTHERN Broad St. at Erte MIRIAM COOPER "THE SERENADE"

> CLARA KIMBALL YOUNG "WHAT NO MAN KNOWS" WARLTON CHESTNUT ALLY BROAD TO THE PROPERTY OF "FOOL'S PARADISE"

IMPERIAL COTH & WALNUT BYE

Lehigh Palace Cormantown Ave. and Lehigh Palace Lehigh Avenu WHY GIRLS LEAVE HOME LIBERTY BUTCH & COLUMNA AS

MARION DAVIES "ENCHANISHENE" WALLACE REID

PALACE 1-14 WAREST STREET ANITA STEWART PLAYTHINGS OF DESTINY 'WHY GIRLS LEAVE HOME'

REGENT SERVER A NO. 10 TO 11 "DESERT BLOSSOMS"

ELSIE FERGUSON THE SONG OF SONGS EARLE WILLIAMS

SAVOY FOR MARKET STRICKS POLI NEGRI ONE ARAMAN SIGHT SHERWOOD THE SHERWOOD

THOMAS MEIGHAN FAIRMOUNT PRESENTED DAILY STANLEY MARKET AT ME BETTY COMPSON TABLES MUST LIVE

> WILLIAM FOX'S 333 MARKET ANNA Q. NILSSON VICTORIA MARKET ST TO WITH

"SHAME"

"UNDER THE LASH"

THEATRES THEATRES THEATRES

BELMONT 52D ABOVE MARKET DOUGLAS MacLEAN in "THE HOME STRETCH" CEDAR GOTH & CEDAR AVENUE FLORENCE REED

"INDISCRETION" COLISEUM Market bet. 50th 4 60th "A WIFE'S AWAKENING"

JUMBO FRONT ST. A GIRARD AVE ALICE LAKE In "THE GREATER CLAIM"

LEADER SIST & LANCASTER AVE **ELSIE FERGUSON** THE SONG OF SONGS' LOCUST 52D AND LOCUST STREETS START START

"Dangerous Curve Ahead" NIXON ESD AND MARKET STR. 7 ADS 9 LUCY FOX and BIG CAST "THE MONEY MANIACS"

RIVOLI 52D AND SANSOM STS.
MATINEE BARY
SPECIAL CAST IN "The Cabinet of Dr. Caligari"

69TH ST. THEATRE OUR TERM SPECIAL CAST IS "The Cabinet of Dr. Caligari" STRAND GERMANIOWN AVE REET

PAULINE FREDERICK THE LURE OF JADE AT OTHER THEATRES

MEMBERS OF M. P. T. O. A. Ambassador | Hallanas Ave at Milk

"WHAT DO MEN WANT?" Cermantown pato permantown A Russell Simpson in 'Snow Blind' HAROLD LLOYD IS "NEVER WEAKER"

JEFFERSON STILL A LONGINGE DALLY "Beyond the Cross Roads"

GLORIA SWANSON PARK BIDGE AVE 4 DATPHIN TO GLORIA SWANSON

"OUT OF THE DEPTHS"

U. S. Little writes: "Ever since you started, I have been a constant reader of your movie page from which I have derived a great amount of pleasure, and tell me you don't know what you're

LARRY SEMON HAS LOTS OF VARIETY

IN LEADING WOMEN

By CONSTANCE PALMER Hollywood, Calif. FTER all the trouble Larry Samon A has had finding and holding on to a leading woman, he has gone back to the one who played in most of his former comedies-Lucille Carlisle! Lucille, who is a nice girl, a beautiful girl, and lots of fun, thought she'd like to play about in New York for a while, so she said good-bye to Larry and took the train. Then he had a succession of leading women, the last of whom was Ann Hastings, late of the

Larry had some sort of disagreement and she went East on twenty-four hours notice.
Tony Gaudio, an admired friend of mine, and just about the best camera-man in the business, has been engaged to photograph Norma Talmadge's new

"Hurricane Hutch" serial But Ann and

it, Byron Morgan has been sweating blood over for a year and a half, interblood over for a year and a half, intermittently, to get it into picture shape. Edith Roberts is to be his leading woman. She's a sweet girl, and everybody ought to know her. She's lately graduated from Universal stardom to a C. B. De Mille picture, one at Ince. and now as Wally's leading woman. By thes way, about two weeks ago I was over at Wally's house, cussing and discussing a number of things. We sat in his famous "study" and looked at pictures and talked. It's certain that I had the time of my life. I'm always little leary of gentleman actors when all title leary of gentleman actors when all title leary of gentleman actors when all the properties a time. The did the continuous actors when all the services are the did the services and the continuous actors when all the services are the did the services and the continuous actors are the continuous actors are the did the services are the did the services are the did the services and the continuous actors are the did the services are the did th little leary of gentleman actors when ay reach such prominence. One can

TARRY CAREY'S another dear.

What do you think he's done now?

Witten, all by himself, the continuity year!

beat beau in high school.

Will Rogers Knew How

THEY were using a Persian sat of A high degree in making "One Glorious Dag," in which Will Rogerts and Lila Lee played the

stroking its for, and presently it began to purr Don't angledy disturb toat

"A temperamental cat," re-Lila Lee declared Rogers hypno-



comparison to some of his previous pro-

"Well, sir, perhaps I have said too

new correspond

derived a great amount of pleasure, and tell me you don't know what you're due, of course, to the fact that I am a devoted movie fan.

"You seem to answer quite a few questions, so I am going to ask you to answer one or two for me.

"You seem to answer quite a few open forum and you take chances when you "knock" our Western heroes. Of course, I'm not telling you my personal opinion of them. I'm just passing the

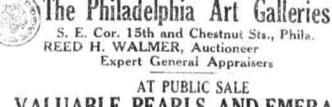
dies as 'A Message From Mars' and
"The Man Who'?

"Take, for comparison, his "Right guerite Marsh, Hotel Monterty, New of Way' or 'The Price of Redemption.'

Personally I believe that he is built Studios, Culver City, Calif.



nen Readquarters 2626 Germantown Ave. Victor, Calumbia, Bransadel, Becords Open Evenings & mountained and



RAILEY BUILDING, 1218 CHESTAUT ST., PHILADELPHIA FOR THE REDESIPTION OF COLLATERAL RARE ORIENTAL BLACK PEARL AND DIAMOND RING

TO BE SOLD AT UNRESTRICTED PUBLIC SALE

