

The Daily Movie Magazine

VALENTINO WILL PLAY LEAD WITH GLORIA SWANSON

By CONSTANCE PALMER
Hollywood, Calif.

GLORIA SWANSON is about to start on a new picture written for her by Elmer Gledits. I think I have mentioned it before, but I'll tell you its name again, "Beyond the Rocks."

But here's the exciting part: Rudolph Valentino is to be her leading man. This is not in contradiction to the news that he had signed a starring contract with Famous Players. Rather, it is carrying out the Lasky policy of combining the talents of luminaries in a single film. For instance, Jack Hobbs and Agnes Ayres, newly elevated to stardom, are to appear in the same picture before so very long in fact, their next.

Miss Swanson's part is worthy of attention. Alice B. Francis—remember him as the lawyer in "Earthbound"—Robert Bolder, Helen Dunbar, George Axton, Francis F. Butler and some others are mentioned as officially correct. Gloria's preparation for the play consists of getting lots of gowns ready.

I understand that George Mefford wished for a vacation and they gave it to him—on half pay. And now he's back.

I understand also that the studio is likely to pay a visit out into the North Children, who is the wife of Luther Reed, the socialist and playwright, but also, Rene Astar, wife of Tom Moore and Alice Brady, who wants a divorce from James Crane, the actor. I know somebody else and I am not allowed to tell you yet.

FOR YOUR SCRAPBOOK OF STARS



LILLIAN GISH

THE MOVIE FAN'S LETTER-BOX

By HENRY M. NEELY

WILLIAM DE MILLE is expected back from New York within a few days. He is probably bringing a new story in one of his suitcases, for he has been in conference with Clara Beranger. She wrote "The Sign of the Cross" and also "The Husband's Trade," which Gloria Swanson just finished. Miss Beranger is to follow Mr. De Mille very shortly, according to present plans, in order to watch the filming of the story.

There seems to be an abundance of putting glass roofs over all outdoor bridges, now that winter is approaching. I suppose this is done to save money because the snow since that is a saving to build the extensive structures. The roofs are made of iron and steel, and thousands of pieces of fabricated glass to shut in a stage a hundred feet wide and a hundred and sixty feet long. Lasky's is covering the roof over the stage, as well as the other buildings, as they are neither of them expecting such a "stump" as we had last year.

As long as I'm writing numbers, I might as well tell you the news of a scene in "The Bride of the Gods," which you will soon be able to see. It's the exact replica of a Brethman temple ruin and \$40,000 is the figure on the cost sheets of the production. As most of the scenes were taken at night, it required 1,500,000 candlepower to illuminate the set. It cost enough to pay for an ordinary five-foot picture.

JUST BECAUSE HE GREW WHISKERS ACTOR HAD TO HIDE

THE citizens of San Francisco, who have been making a valiant fight to attract producers from Los Angeles to their hillside, have not yet become accustomed to seeing pictures in all forms of disguise.

In Los Angeles a man or woman going to work on the street car at 8 in the morning in full evening dress does not cause a second glance. German soldiers or Turkish harem girls strolling down the boulevards are passed without comment but in these all was different.

Freema Wood arrived in San Francisco to appear as inmate with Herbert Blosswick in "White Hands." In the story Wood plays the part of a young man of good family who has become a derelict on the North coast of Africa. He is supposed to be dirty and unshaven. To be ready for the part Wood went unshaven for about a week before going to San Francisco. In Los Angeles he being long-haired, that he was letting his whiskers grow for a part, he passed without comment but in San Francisco he found this thing were not the same.

Wood walked over to a taxi, to the station door after leaving the train, and giving the name of the hotel to the driver started to step in the car. The chauffeur took a good look at him and said: "I guess you'd better walk, Buddy."

Wood concerned him that he was able to pay the fare and was taken to one of the big hotels. At the hotel the frozen-faced clerk eyed him coldly and then said: "Haven't a thing vacant here. You can find a place about four blocks down the street."

Wood explained all over again and managed to get a room.

Being his hair and whiskers in San Francisco, Wood decided to take a walk and look the town over.

He had barely left the hotel when a man stopped him and said: "I'm a skin specialist, by profession. Here's my card. If you will call on my office I will be able to fix up that little skin trouble of yours in no time. You will be able to shave within a week."

Wood had to try his little scheme in thought he could get out of the lobby in peace and look out of the window.

He had hardly settled down in one of the big arm chairs when an important-looking individual came over and remarked: "Well, I see they left you behind."

"Who left me behind?" demanded Wood.

"Why, weren't you with our House of David band that played at one of the theatres a few weeks ago?" Wood decided his room was the safest place for him and as he stopped at the newsstand to buy some magazines with which to while away the time, he saw the boy behind the counter, remarked: "Say, did you ever fix some cream for that barber's teeth?"

Wood smuggled himself out to San Mateo and there he remained for a week until the time comes in the story where he could shave and clean up, then he can give the city the once-over without being harassed.

Newspaper Advertisements Written

For extra newspaper advertising copy, call on the following: **Hanscom's FINEST FRUIT CAKE**. 50c lb. or decorated for \$1.00. 55c lb. 1232 Market St. 929 Market St. 734 Market St. and Throughout the City.

The Roosevelt Elgin's Latest Creation. Only \$25. 1632 Columbia Ave. and 5 So. 8th St. Most Complete Stock of American Watches in Philadelphia.

Radiantfire Simplex Electric Sunbowl. Demonstrated by WM. AKERS, JR., CO. Full Line of Radiant Fire Appliances.

Miss Dalton Finishes Film
Dorothy Dalton has returned from San Francisco, having finished the long scenes for her feature picture, George Mefford's production of "Moran of the Isles." The company on exhibition in the Lasky studio will proceed to finish up the picture.

THREE GET PRISON TERMS

Judge Rogers Sentences Men for Petty Thefts and Carrying Gun

Judge Rogers in Quarter Sessions Court today sentenced John Wesley, a Negro, of Twelfth and Bainbridge streets, to two years and six months in the county prison for stealing an automobile tire from the automobile of R. G. Ward, of 114 Duncannon avenue.

Riley Johnson, a Negro, of Twelfth and Bainbridge streets, was sentenced by Judge Rogers to two years in the House of Correction, after pleading guilty to stealing an automobile jack, from William Nickels, 237 Newmarket street.

Charles Lawrence, a Negro, of 615 South Seventeenth street, was sentenced to a year in the county prison, after pleading guilty to carrying a concealed deadly weapon.

B. CHERTAK WENGER

1229 Walnut Street
Beginning Monday
Annual
Extraordinary
Clearance Sale of
250 HATS
AT
Seven Dollars
Former Prices \$25 to \$40

These extraordinary values do not in the least denote a lessening in quality or smartness of style. They are all original Chertak Winter Models.

All Sales Final. No Credits. No C. O. D.'s.

MORRIS WENGER

ANNOUNCES
Unusual Reductions on
Quality Furs

Teach him to save. Help him to learn the value of money. Make him ambitious. Let him feel independent.

Open up a SAVINGS ACCOUNT for him with us. You can't give him a more instructive or constructive gift. Four per cent interest allowed.

Give Your Boy a Bank Book This Christmas

Teach him to save. Help him to learn the value of money. Make him ambitious. Let him feel independent.

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METROPOLITAN TRUST CO.

OF PHILADELPHIA
N. W. Corner 18th and Market Sts.

The Comedian

—who earned a weak laugh by comparing the ocean to the breakfast table (both have rolls, y' know) should have added something more substantial to his thought on that occasion!

The ocean does endure and the wholesome quality of Meenehan's Electrically Baked Rolls has never diminished—an upkeep of quality secure as long as Meenehan continues to bake.

MEENEHAN'S Electric Bakeries

18 South 52d Street
2604 Germantown Ave.
14 South 60th St.
4009 Market Street
1433 South St.

A Woman's Choice of Gifts

No Xmas gift will give a woman greater pleasure than furs, and if the fur coat or neckpiece bears the label of a reliable furrier, her pleasure is that much greater. Monsieur Ferber offers his services and expert knowledge in the selection of furs for Xmas and guarantees satisfaction in quality and prices. Lower Prices This Year and a full assortment of stylish coats and neckpieces.

Kater

1316 Walnut St.

Russian Sable Scarfs... \$225
Hudson Bay Sable Scarfs 90
Pearl Gray Fox Scarfs... 100
Silver Fox Scarfs... \$300 to 500

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GOLD

WRIST WATCHES	\$30.00 to \$200.00
BROOCHES	5.00 to 65.00
BAR PINS	5.00 to 80.00
RINGS	10.00 to 50.00
FLEXIBLE BRACELETS	11.00 to 100.00
PENCILS	7.50 to 30.00
LINGERIE CLASPS	4.50 to 13.50
HANDY PINS	1.50 to 20.00
DORINE BOXES	35.00 to 60.00
PENDANTS	12.00 to 50.00
MESH BAGS	155.00 to 400.00

SILVER

CARD CASES	10.00 to 25.00
TOILET SETS	35.00 to 50.00
LOCKETS	5.00 to 15.00
JEWEL BOXES	50.00 to 75.00
CHAIN NECKLACES	1.50 to 10.00
FOUNTAIN PENS	9.00 to 15.00
DORINE BOXES	5.50 to 16.50
PENCILS	2.00 to 10.00
COLOGNE BOTTLES	12.00 to 20.00
MESH BAGS	25.00 to 80.00
LOGNETTES	8.00 to 12.00

VAN DUSEN & STOKES CO.
JEWELERS
1123 CHESTNUT STREET

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. Mat. Daily at 2. Evns. 8:45 & 9 P.M. SID FRANKLIN	GREAT NORTHERN Broad St. at Erie ALICE LAKE in "OVER THE WIRE"
ALLEGHENY Frankford & Allegheny Sts. Daily at 2. Evns. 8:45 & 9 P.M. "The Cabinet of Dr. Caligari"	IMPERIAL 60th & WALNUT STS. MME. NAZIMOVA in "CAMILLE"
APOLLO 62d & THOMPSON STS. EARLE WILLIAMS in "BRING HIM IN"	KARLTON CHESTNUT Above BROAD FRANKLIN & GIRDARD AVE. CELIL B. DE MILLE'S "FOOL'S PARADISE"
ARCADIA CHESTNUT bet 10th & 11th Sts. Daily at 2. Evns. 8:45 & 9 P.M. "Beside the Bonnie Brier Bush"	Lehigh Palace Germantown Ave. and Lehigh Avenue ELSIE FERGUSON in "SONG OF SONGS"
ASTOR FRANKLIN & GIRDARD AVE. RUSSELL SIMPSON and CAST in "SNOW BLIND"	LIBERTY BROAD & COLUMBIA AV. ANNA G. NILSSON in "WHY GIRLS LEAVE HOME"
BALTIMORE 51st & BALTIMORE STS. RUPERT HUGHES in "DANGEROUS CURVE AHEAD"	OVERBROOK 8th & HEAVENLY STS. RICHARD BARTELMUSS in "EXPERIENCE"
BENN 64th and WOODLAND AVE. DAVID POWELL , "DANGEROUS LIES" CHARLIE CHAPLIN in "POLICE"	PALACE 12th & MARKET STS. GEORGE MEYERS in "THE SHEIK"
BLUEBIRD Broad & Buntingham Sts. LUCY DORANE in "GOOD AND EVIL"	PRINCESS 10th & MARKET STS. DOUGLAS FAIRBANKS in "MARRIAGE"
BROADWAY Broad & Snyder Aves. POLA NEGRİ in "ONE ARABIAN NIGHT"	REGENT MARKET ST. Below 17th ALICE LAKE in "THE INFAMOUS MISS REVEL"
CAPITOL 122 MARKET ST. CLAIRE ADAMS and ROBERT MERIT in "The Mysterious Rider"	RIALTO GERMANTOWN AVENUE ROUAL WALSH in "THE TRIP"
COLONIAL 5th & Market Sts. POLA NEGRİ in "ONE ARABIAN NIGHT"	RUBY MARKET ST. Below 7th WILL ROGERS in "THE GUILD OF WOMEN"
DARBY THEATRE ANNA G. NILSSON in "WHY GIRLS LEAVE HOME"	SAVOY 14th & MARKET STS. MIRIAM COOPER in "SERENADE"
EMPRESS MAIN ST. MANAYUNK MARION DAVIES in "RE-ENCHANTMENT"	SHERWOOD 5th & Baltimore Av. RUPERT HUGHES in "DANGEROUS CURVE AHEAD"
FAIRMOUNT 2nd & Girard Aves. ALL-STAR CAST in "THE FALL OF BABYLON"	STANLEY MARKET AT 10TH "A MAN'S HOME"
FAMILY THEATRE—1811 Market St. FLORENCE REED in "INDISCRETIONS"	STANTON MARKET ABOVE 10TH WILLIAM FONZ in "QUEEN OF SHEBA"
56TH ST. MATINEE DAILY RUPERT HUGHES in "DANGEROUS CURVE AHEAD"	333 MARKET STREET THEATRE MARSHALL NEILAN'S "BITS OF LIFE"
GLOBE 60th MARKET ST. CONSTANCE BINNEY in "THE MAGIC CUP"	VICTORIA MARKET ST. at 9th POLA NEGRİ in "TRIGLE"
GRANT 4022 Girard Ave. Mat. Today CARMEL MEYERS in "THE KISS"	RIALTO WEST CHESTER CLARA KIM ALL YOUNG in "MAN KNOWS"

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FOOT AND LIMB TROUBLES Instantly relieved by our special arch supports, fitted and adjusted by experts. Cuticura Soap is the most comfortable support for aching, swollen limbs, weak knees and ankles. Treats abdominal and chest ailments. Porters of all kinds. Largest manufacturer of foot and limb appliances in the world. Cuticura Soap and Fragrant Talcum. Philadelphia Orthopedic Co., 49 N. 12th St.

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Next Excursion DECEMBER 25
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War Tax \$40 Additional
Special train leaves Reading Terminal 6:00 A.M.
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GOOD cheer and personal comfort go with your gift of a Simplex Sunbowl Radiator. The glowing copper bowl, attached to any electric light socket, pours sunny warmth into any corner of any room.

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COLISEUM Market bet. 5th & 6th SESSUE HAYAKAWA in "THE SWAMP"	JUMBO FRONT ST. & GIRDARD AVE WALLACE REID in "THE CHARM SCHOOL"
LEADER 41ST & LANCASTER AVE ALICE BRADY in "LITTLE ITALY"	LOCUST 52D AND LOCUST STS. GRACE DAVISON and JULIA GORDON in "Love, Hate and a Woman"
NIXON 52D AND MARKET STS. FRANK MAYO in "GO STRAIGHT"	RIVOLI 52D AND BANSOM STS. MAY ALLISON in "THE LAST CARD"
69TH STREET THEATRE ROBERT MERIT and CLAIRE ADAMS in "A CERTAIN RICH MAN"	STRAND GERMANTOWN AVE. ORRIN JOHNSON and LOUIE GLAY in "THE THREE MUSKETEERS"
AT OTHER THEATRES MEMBERS OF M.P.T.O.A.	Ambassador Baltimore Ave. at 5th MARY PICKFORD in "POLLYANNA"
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