

The Daily Movie Magazine

FOR THE FILM FAN'S SCRAPBOOK



"MARY" AND "DOUG"
We will be glad to publish the pictures of such screen players as are suggested by the fans

THE MOVIE FAN'S LETTER-BOX

By HENRY M. NEELY

B. H. J. writes: "I never did mean to write you, but the letter E. D. F. wrote was so unkind I just could not help telling said person her letter would have been better omitted and only your answer printed. I have seen Valentino in the pictures and had to see him at the wheel of a machine. It comes with rather poor taste, considering he has, for the last two years, commanded a salary permitting him the owning of a car. 'Catty' is putting it mildly."

"I am a victim only in that he is a very young man of foreign birth who has a pleasing smile and alluring eyes. I do so enjoy your page. How I should like to see another good picture with 'our' favorite, Alice Terry, and Valentino co-stars, in which they might be allowed to do their best unimpeded by little jealousies."

"Please, when his turn comes again, print a picture of Valentino which shows his face animated and not in repose. I choose my motion pictures as I do my books, unfortunately, you must view them all."

Dorothy D. - Address Gladys Watton, Universal City, Cal.; Little Girl, 1234 W. Griffith, Longacre Building, Times Square, New York, and Gladys Leslie, 1252 East Twenty-sixth street, Brooklyn, N. Y.

"Evelo" writes: "I am another 'bookie' to your worthy column. I have followed it every day, but have never written to it before. I am writing to see how my opinions differ from those of others."

"First, please don't unload a ton of bricks. I believe 'The Four Horsemen' is no greater a picture than the many war films shown here several years ago. War pictures always make an appeal. It is a trifle above mediocre, mainly due to splendid acting and directing. It began like a world-beater (the South American scenes), but the rest was not so good. I am sure more than a few of your readers have not expressed this view simply because of the vast advertisement the picture received."

"Willie Hart had better quit while the quitting is good. He is one of my favorites, but his last pictures, 'White Oak' and 'Travelin' On' remind me of the old, cheap cowboy films. The plot in the latter was excellent, but it was poorly worked out. There were also a few discrepancies in the continuity. He should essay something different."

"Wallace Reid, another one of my favorites, gave us one more good picture in 'Peter Ibbetson', but his screen will be a has been. His looks are fading. Mary Pickford has been twenty-eight ever since I was nine years old (that was ten years ago)."

"You censor 'Over the Hill.' I do not think Mary Carr's acting has been surpassed for many a moon, with the possible exception of John Barrymore in 'Dr. Jekyll and Mr. Hyde.' It may be the same old stuff (all pictures are disguised nowadays, anyway), but it certainly was well done; and what is more, the moral lesson—that of mother love—was so impressive that I have not yet forgotten it."

"Since I mentioned Barrymore, I'd like to say that he was sadly misplaced in 'The Lotus Eater' (way the title)—he only ate lotus—master (that is). I can't imagine Albert Bayson Terhune writing such a story, unless he had a purpose, namely—to recommend utopian life, the 'no money' theory. If so, Beatrice Fairfax certainly hid the fact well. A disappointing picture."

"Jeanie MacPherson certainly is a pleasant young woman, good to look at, and all that, but I simply can't see her screen."

"I was under the impression that Richard Barthelme is a favorite, yet your readers hardly give him any ink. They are all cramped with Rodolph and Wally (regular sponge ink absorber). Come on, mates, give a boost where due. Have you printed Dickie's picture yet? I really expected to see it when he played here 'soluble David,' a short time ago."

"Does my guess come any closer than the others concerning you? Here goes: You are neither Cynthia nor the Limeswick Editor (that poor bird has enough to make up for a thirty-two by the Evening Public Ledger because of your knowledge of the business. You have a profession of your own, probably in some way connected with the movie game, and you give some of your time (if not most) to our dear readers. You are about forty-four and not of the jolly type—rather a serious gentleman, with a fine sense of humor."

"Oh, before I forget! I wish to introduce a new element into our topics, namely, the news reels that are shown at all theatres. William Fox is doing a grand thing. He is running a series in which, besides the topics of the day, he includes things to make us aware of the fact that Japan is rapidly progressing. I wonder if he has a purpose?"

"The champion typist makes fifty-seven words a minute on a typewriter (we'll call it that) of over 3000 letters per minute. Their system is also improved in that the typist, by means

tures of my friend Sesue, Theda Bara, Charles B. and Pola Negri, and tell me Theda B.'s address. Also could you tell me who is the littlest actress? I mean woman, not a child, and how tall is she? I had a bet on the subject.

"One more thing, tell me a couple of good pictures you have seen lately and I will thank for them and go see them, for I think our taste is somewhat alike."

"(That's what I call a good, square letter. It has everybody who will admit that some one else's argument has changed his opinion. I think Marguerite Clark is the smallest movie actress. She is four feet ten. May McAvoy is four feet eleven. The best pictures I have seen lately are 'One Glorious Day,' with Will Rogers; 'Moran of the Lady Letty,' 'Soluble David,' and 'The Hulloing Passion' with George Arliss. 'Moran' isn't as good as the others, but you ought to see it, for it shows both Rodolph Valentino and Douglas Fairbanks in parts entirely different from their past ones. Address Theda Bara care of Charles Brabin, 500 West End Avenue, New York. I like Pola Negri in her recent stuff. 'The Last Payment' and 'Intrigue' and several others we have seen lately are old ones, just brought over here to take commercial advantage of her popularity, and they do not by an almost a total loss to find words in which to express the mental distress which has been occasioned by the persistence of my secretary in placing before me these evidences of Jekyll and Hyde aberrations."

"Cap" writes: "I cannot refrain from commenting on the delightful foolishness which appear almost daily in the Movie Fan's Letter Box. I have a crow to pick with you, however, but an almost a total loss to find words in which to express the mental distress which has been occasioned by the persistence of my secretary in placing before me these evidences of Jekyll and Hyde aberrations."

"You well remember how we sat the Seven Seas together several decades since. Hen, Ole Top, you are the gay deceiver ever. Pique and envy possess my soul when I contemplate the heights from which you have fallen; and, unless you forthwith disillusion the fans by an honest confession, I shall be obliged to send to your boss the only likeness of yourself which I believe you ever had the nerve to pose for, and which you entrusted to me following the Samoan disaster in 1885."

"I am driven to this because I have just discovered that the hours which I spend daily in worshipping the word pictures which you point of the famous movie stars have little or no interest for my secretary; but what really does absorb her time and attention, to the exclusion of the business of my office, is the form of hero worship occasioned by the deceitful pen pictures which you create of yourself."

"A word to the wise is sufficient."

"Gosh! Have you got one of those old pictures? For goodness sake, don't show it to your secretary or you'll disillusion her entirely. And why not always use the name of your pen name? You must be one of four men who went through that fess with me."

DAVID POWELL IS TO PLAY IN SWANSON FILM

By CONSTANCE PALMER
Hollywood, Calif.
DAVID POWELL has arrived from London to play the leading part opposite Gloria Swanson in "The Guild," production of which has just begun. Walter Hiers, Charles A. Steinfeld and Anne Cornwall are in the cast.

The name of Dorothy Dalton's current feature picture has been changed from "The Cat Who Walked Alone" to "Penny Biddleton."

A Beautiful Three-Piece Suit
The delightfully effective three-piece costume which we are presenting for Spring is sincerely a charming bit of tailoring. Not only will it lend rare charm to madam but, too, it will afford her an endless variety of many occasions—and the prices are as low as \$65.

See Our Display at the Phila. Fashion Show and Pageant
Bellevue-Stratford Hotel
March 23, 24, 25

Verna Brothers
Creators of Suits for Women and Misses
1225 Walnut St., Phila., Pa.



THIS Sport pump will impress every woman as the ideal shoe for spring and summer wear.

Made in gray buck and patent leather, also in fawn buck and tan, it harmonizes with sport and semi-sport apparel—for the street, the country club or the dance.

Appropriate hostess to match at really moderate prices.

NIEDERMAN
"Quality Always"

930 Chestnut St.

"The Woman Who Walked Alone." Funny, isn't it?
Cecil B. De Mille was on the Lanky lot for a short time the other day. Mr. De Mille has been quite ill for some time. He was stricken suddenly with an attack of inflammatory rheumatism during his European trip, and had to take to his bed. Traveling was especially difficult for him, as he had to be moved from boat to train on a stretcher. It is expected that he will begin the production of "Manslaughter," in which Leatrice Joy and Thomas Meighan will be featured within a few weeks.

Had luncheon today at the Writers' Club. This is always an event in my life, for I come away feeling that the picture which I have just seen is a masterpiece of the industry, and that there is good food in Hollywood.

There is a growing tendency on the part of producers of mammoth pictures to insure the authenticity of the technical detail. John Howells, who was for many years a servant in the houses of British nobility, was employed by Mrs. Mary Pickford during the making of "Little Lord Fauntleroy" to see that every costume and custom was accurate.

At this George Horne and his wife, Mrs. George Horne, who worked for a building contractor, snorted in union. They had a very fetching union snort which they had practiced throughout their ten years' of marital life. "You've got a nerve to complain about pulling a few dinky roses and lilies around. Suppose you had to drag a few tons of paving brick up and down all day?"

"Or steel girders," added Mrs. George Horne. "Or crushed rock," sneered George Horne. And then they both snorted in union again.

Gwan-to-Bed Stories

—By J. P. McEvoy

Sylvester Horne and His Friends
ONCE upon a time, dear children, there was a grocery horse named Sylvester who used to pull a comical little wagon full of comical groceries up and down comical little streets full of comical little people who had no idea how comical they were. (Johnny, get off the piano.)

It happened that Sylvester was rooming in a stable with some horse friends of his, and one evening they were discussing life.

"I'm sick and tired of it," said Sylvester. "Every day now for years I have pulled around the same clutter of silly asparagus, and dumbbell heads of lettuce and cabbage, and large goofy quantities of canned oysters, artichokes, lima beans and laundry soap. I wish I had a job like yours," and he turned envious eyes to Horace Horne, for it was indeed he.

"I GUESS you think I've got a cinch," replied Horace Horne wearily, "but if you worked for a florist two months you'd get so tired of smelling roses and lilies you'd want to kick the next rose you saw square on the calyx. That's so technical," he added rather snuffly.

At this George Horne and his wife, Mrs. George Horne, who worked for a building contractor, snorted in union. They had a very fetching union snort which they had practiced throughout their ten years' of marital life. "You've got a nerve to complain about pulling a few dinky roses and lilies around. Suppose you had to drag a few tons of paving brick up and down all day?"

"Or steel girders," added Mrs. George Horne. "Or crushed rock," sneered George Horne. And then they both snorted in union again.

"DON'T talk," cried Dapper Dan, who used to be a racehorse but was now pulling an ice wagon. "Look what I was once and the luxuries I used to have and now look at me!"

"I have small sympathy for you," said George Horne. "Lookit the opportunities you had, and what did you make out of yourself? A dope fiend."

"Well, they started me," said Dapper Dan, and he bit piece out of his manger and chewed it bitterly. "And then after they made me, what I am today they threw me out."

"Yes, that's the way with men," added Sylvester Horne. "And they are always complaining how they work like a horse. Humph! I haven't had a vacation in years. Have you?"

"No," hollered all the horses, except one named Socrates, an educated horse who used to perform in a circus. "I had a vacation once," said he, "but it was long and curious story. Would you like to hear it?"

"Sure," cried all the horses. "All right, then, tomorrow evening," said Socrates. "We'll all meet here again after supper."

To Talk of Art and the Fair
"Art and the Sesqui-Centennial" will be the theme of an address by Andrew Wright Crawford before the Society of the Little Gardeners tonight. The meeting will be held in the Little Theatre, Seventeenth and De Lancey streets.

DYE FADED WRAP
SKIRT, DRESS IN
"DIAMOND DYES"

Each package of "Diamond Dyes" contains directions so simple any woman can dye or tint her old worn, faded things new. Even if she has never dyed before, she can put a rich, fadeless color into shabby skirts, dresses, waists, coats, stockings, sweaters, coverings, draperies, hangings, everything. Buy Diamond Dyes—no other kind—then perfect home dyeing is guaranteed. Just tell you wish to dye in wool or silk, or whether it is linen, cotton or mixed goods. Diamond Dyes never streak, spot, fade or run.—Ad.



THE WOMAN WE ADMIRE
Because of her graceful pose and charming personality will never be found one to neglect the most important aspect of complete beauty—clearness of the complexion.

No tedious hours before the mirror are required to keep the skin soft and smooth, free from tan, freckles and similar discolorations. Just this tiny bit of Beauty Bleach applied before retiring.

Beauty Bleach will not injure the most delicate skin texture nor will it grow hair.

Clip and mail this to Plough, Memphis, Tenn., for free copy of Black and White Birthday and Dream Book.

Beauty Bleach

PHOTOPLAYS

APOLLO 422 & THOMPSON STS. MATINEE DAILY
ANITA STEWART
in "THE INVISIBLE FEAR"

ARCADIA CHESTNUT bet. 16TH & 17TH STS. MATINEE DAILY
WILL ROGERS & LILA LEE
in "ONE GLORIOUS DAY"

ASTOR EIGHTH & GIRARD AVENUE MATINEE DAILY
Wm. S. Hart in "Travelin' On"

DINNER FOR JUDGE LEWIS

Jurist Tells Young Lawyers to Uphold Profession's Dignity
At a testimonial dinner last night in the Ritz-Carlton to Judge William M. Lewis, the Judge told junior Jewish members of the bar to ever keep before

them the dignity of their profession, ever to realize the necessity of conducting themselves in a manner worthy of their calling and race.
Speeches also were made by Leonard Furth, Leopold C. Glass, Carl Rosen, Isadore Stern and Joseph L. Stern, Assistant United States District Attorney. Bernard H. Cohn was toastmaster.

L. Stone Co.

1306 Walnut Street

We have arranged a Sale of higher priced DRESSES \$38.75

A "picked" assortment of Crepes, Satins and Taffeta in advance styles, and actually priced at one-third their true value. Better come in early.

We cannot make exceptions to our "No Charge" policy

Elmman's

1710 Walnut Street
Showing Now
The Fashions for Spring and Summer Smart Hats Suitable For All Occasions

Chodoff

Hats—Gowns
1517 WALNUT ST.
\$15
FOR TOMORROW
A COLLECTION OF 75 HATS OF UNTOLD BEAUTY AND OF EXCELLENT QUALITY
A Complete Ensemble of Springtime Street and Afternoon Gowns
59.50 to 195.00

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Appropriate hostess to match at really moderate prices.

Important Bargains

IN THE REMAINING STOCK OF
Charles J. Maxwell & Co.
JEWELERS
At 50% Off

If you have not yet availed yourself of this splendid opportunity, do so now before it is too late. Each day sees our selections diminishing, but it is a feature of this remarkable sale that even the last item sold will be just as great a bargain as the first one. For, jewelry is jewelry, and 50% off is 50% off, whether secured a week ago or now. We can only repeat, that perhaps never in your lifetime again will you see such a sweeping reduction, in such high-grade jewelry, offered by such a well-known house.

All Trade Jewelry and Pearls Except

Charles J. Maxwell & Co.
Walnut Street at 16th Street
PHILADELPHIA

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.

APOLLO 422 & THOMPSON STS. MATINEE DAILY ANITA STEWART in "THE INVISIBLE FEAR"	LIBERTY BROAD & COLUMBIA AVS. MATINEE DAILY EUGENE O'BRIEN in "CHIVALROUS CHARLEY"	THE NIXON-NIRDLINGER THEATRES
ARCADIA CHESTNUT bet. 16TH & 17TH STS. MATINEE DAILY WILL ROGERS & LILA LEE in "ONE GLORIOUS DAY"	ORIENT Woodland Ave. at 62nd St. CONSTANCE TALMADGE in "DANGEROUS BUSINESS"	BELMONT 422 ADOBE MARKET 1:30 and 8:30 to 11 P.M. RUDOLPH VALENTINO in "MORAN OF THE LADY LETTY"
ASTOR EIGHTH & GIRARD AVENUE MATINEE DAILY Wm. S. Hart in "Travelin' On"	OVERBROOK 62d & Haverford WILLIAM S. HART in "TRAVELIN' ON"	CEDAR 60TH & CEDAR AVENUE 1:30 and 8:30 to 11 P.M. MRS. WILLIAM S. HART in "ANNE OF LITTLE STONY"
BALTIMORE 51ST & BALTIMORE Eve. 8:30 Sat. Mat. 2:15 ALL-STAR CAST in FANNY HURST "Just Around the Corner"	PALACE 1214 MARKET STREET 10 A. M. to 11:15 P. M. RUDOLPH VALENTINO in "MORAN OF THE LADY LETTY"	COLISEUM Market bet. 60th & 61st 1:30 and 8:30 to 11 P.M. JAMES OLIVER CRAWFORD in "The Girl From Porcupine"
BLUEBIRD Broad & Susquehanna Continuous 2 until 11 LIONEL BARRYMORE in "BOOMERANG BILL"	RIALTO GERMANTOWN AVENUE AT TULPHOCKEN ST. SHIRLEY MASON in "QUEENIE"	JUMBO FRONT ST. & GIRARD AVE. 1:30 and 8:30 to 11 P.M. ALL-STAR CAST in "The Arrest of Norman MacGregor"
BROADWAY Broad & Snyder Ave. 2:30, 7:30, 9 P. M. LIONEL BARRYMORE in "BOOMERANG BILL"	SHERWOOD 64th & Baltimore Ave. MATINEE DAILY MAY MacAVOY in "A VIRGINIA COURTESY"	LEADER 41ST & LANCASTER AVE. 1:30 and 8:30 to 11 P.M. CONWAY TEARLE in "THE MAN OF STONE"
CAPITOL 722 MARKET ST. MATINEE DAILY GEORGE FITZMAURICE PRODUCTION "THREE LIVE GHOSTS"	STANLEY MARKET AT 10TH 10 A. M. to 11 P. M. WESLEY BARRY in "SCHOOL DAYS"	LOCUST 82d AND LOCUST STREETS 1:30 and 8:30 to 11 P.M. MAE MURRAY in "PEACOCK ALLEY"
COLONIAL 6th & Maplewood Ave. MATINEE DAILY Wallace Reid & Elsie Ferguson in "PETER IBBETSON"	STANTON MARKET ABOVE 16TH 10 A. M. to 11 P. M. TYRONE POWER in "FOOTFALLS"	NIXON 62d AND MARKET STS. 1:30, 7:30, 9 P. M. HOOT GIBSON in "THE FIRE-EATER"
FAIRMOUNT 15th & Clary Ave. MATINEE DAILY JOHN GILBERT in "SHAME"	333 MARKET STREET THEATRE 10 A. M. to 11 P. M. HAROLD LOYD in "A SAILOR-MADE MAN"	REVOLI 52d AND RANSOM STS. 1:30 and 8:30 to 11 P.M. Harold Lloyd, "A Sailor-Made Man" VIOLA DANA in "The Fourteenth Letter"
56TH ST. THEATRE—Below Spruce MATINEE DAILY MAY MacAVOY in "MORALS"	VICTORIA MARKET ST. bet. 9TH & 10TH 10 A. M. to 11 P. M. TOM MIX in "SOKY HIGH"	69TH ST. Theatre—Opp. "The Terminal" 1:30 and 8:30 to 11 P.M. RUDOLPH VALENTINO in "MORAN OF THE LADY LETTY"
GREAT NORTHERN Broad St. at 17th MATINEE DAILY HAROLD LOYD in "A SAILOR-MADE MAN"	GRANT 40th & Girard Ave. MATINEE DAILY D. W. GRIFFITH in "WAY DOWN EAST"	STRAND 6th Ave. at Venango St. 1:30 and 8:30 to 11 P.M. Wallace Reid & Elsie Ferguson in "PETER IBBETSON"
IMPERIAL 60th & WALNUT STS. MATINEE DAILY HAROLD LOYD in "A SAILOR-MADE MAN"	AT OTHER THEATRES, MEMBERS OF M. P. T. O. A.	JEFFERSON 20th & Dauphin Sts. MATINEE DAILY CECIL B. DE MILLE in "SATURDAY NIGHT"
KARLTON CHESTNUT ABOVE BROAD Div. 100 A. M. to 11:30 P. M. AGNES AYRES and JACK HOLT in "BOUGHT AND PAID FOR"	AMBASSADOR Baltimore Ave. at 54th 1:30 and 8:30 to 11 P.M. WILLIAM DUNCAN in "NO REVENGE"	PARK RIDGE AVE. & DAUPHIN STS. 1:30 and 8:30 to 11 P.M. ALL-STAR CAST in "THE FOUR HORSEMEN OF THE APOCALYPSE"