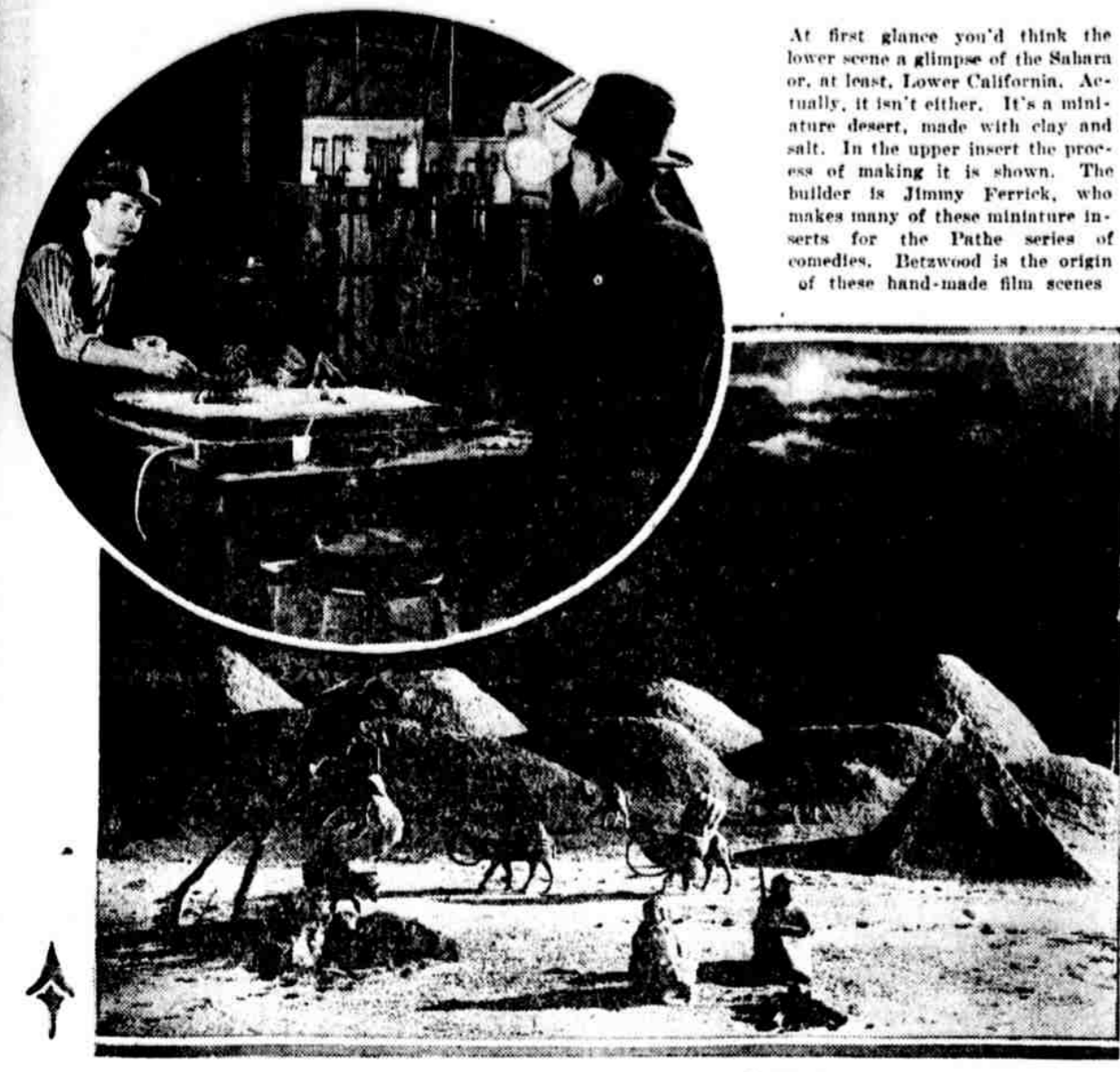


The Daily Movie Magazine

FILMS ARE NOT ALWAYS WHAT THEY APPEAR



THE MOVIE FAN'S LETTERBOX

By HENRY M. NEELY

The Vamp writes: "I saw 'Smilin' Through' a few days ago, and I certainly enjoyed the picture, but still I don't think it quite came up to the show, because the success of the show depended a great deal upon the speed." I also saw 'The Hiding Place' and for persons who care for George Arliss I suppose it was wonderful, but as for me, I thought it quite silly. What did you think of it?

You're the second person with that "Ruling Passion" discussion. You can just bet I liked it, and Arliss too. I wish the screen had about twenty more Arlisses, and about one hundred less "Sheiks." And I honestly liked Norma Talmadge better than Jane Cowl, and the picture better than the play, though the latter was enjoyable.

F. P. G. writes: "Well, here I am again. I still notice an occasional letter regarding 'Foolish Wives' so I guess I'll give my opinion of it. I think that another director could have made a very instructive picture of 'Foolish Wives.' There was some good acting in it, but what a rotten atmosphere Von Stroheim makes.

"Some people said that 'The Queen of Sheba' was daring. Maybe so, but I didn't see that it was at all offensive, but as Edward III of England said, 'Honi soit qui mal y pense.' 'Foolish Wives' was rendered offensive and disgusting by little suggestive gestures and instructions rather than by risqué costumes. I don't know what else might have been out of before the picture got to Wilmington, but it was bad enough when it got there, anyhow. Its value as a lesson was a little less than zero, because the count's punishment is not shown as the inevitable result of crime, but rather as the punishment of a criminal who is careless and blundering.

"Some of Von Stroheim's defenders say that he is clever; he is very clever, but so were Von Luden, Lord of Hindenburg, Rasputin, etc. Minds like Von Stroheim's caused the Great War, and probably caused the

are interested in Von Stroheim's work), is it fair to the actor himself, is it fair to yourself to let personal prejudice withdraw from your columns of this newspaper magazine the right of admirers of Eric von Stroheim to have his picture published?

"Popular magazines of the screen do not hesitate to publish Eric's picture, even though editorially they dislike him. You claimed, we believe, that 'Foolish Wives' was based upon a scandal theme. So are many other productions, but they are just a trifle sugared with prettiness. It is the fanatics of today who will not give credence to actualities; they will not believe even though they see and to speak of the realities of life is a terrible sin.

"We are not advocating business in motion pictures; we love the good clean pictures of yesterday, but in this instance we believe you to be very unfair."

(I wonder if you really want that picture or are just desirous of continuing the argument. Heaven knows we've had enough pictures of Von since the Movie Magazine started. Anyhow—until I get the sudden urge to become changeable—I shall continue obstinate.)

IF IT IS A SCANDAL OF GREAT IMPORTANCE, or the portrait of some person of present fame, you will find it first in the beautiful photograph section of the Sunday Public Ledger. "Make It a Habit."

At first glance you'd think the lower scene a glimpse of the Sahara or, at least, Lower California. Actually, it isn't either. It's a miniature desert, made with clay and salt. In the upper insert the process of making it is shown. The builder is Jimmy Ferriek, who makes many of these miniature inserts for the Pathé series of comedies. Detwood is the origin of these hand-made film scenes

How to make Eskimo Salad

For hot weather: Peel ripe tomatoes and put on ice until cold. Follow out, preserving top. Dice cold celery very fine, add about one-fifth chopped olives. Mix a dressing made as follows: 2 tablespoons French's Mustard, 3 tablespoons of sweet cream, 1 tablespoonful of sugar. Fill the tomato and sprinkle with a little garnish of French's Parsley. Serve on lettuce leaves. This may be served cold.

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French's Cream Salad Mustard

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- Prime Rib Roast of Beef 20c lb.
- Finest Pin Bone Roast of Beef 20c lb.
- Finest Rump Roast of Beef 20c lb.
- Finest Bolar Roast 20c lb.
- Sugar-Cured Boneless Bacon, by lb. or strip 20c lb.
- Sugar-Cured Skin-Back Hams 25c lb.
- Finest Stewing Chickens 25c lb.
- Lean Picnic Shoulders or Picnic Hams 15c lb.
- Finest Half Smokes, Ham or Beef Bologna 10c lb.
- Finest Beef, for soup or stewing 3 lbs. 10c
- Fresh Ground Hamburg Steak 3 lbs. 25c
- Finest Creamery Butter in 1/4-lb. prints 40c lb.
- Best Selected Eggs in cartons 30c doz.
- Oleo or Nut Margarine 3 lbs. 50c

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APOLLO 52D & THOMPSON STS. MATINEE DAILY LILA LEE and T. ROY BARNES in "Is Matrimony a Failure?"	The NIXON-NIRDLINGER THEATRES
ASTOR 8 EIGHTH & GIRDARD AVE. MATINEE DAILY RODOLPH VALENTINO in "THE GREAT MIND READER" The Great Mind Readers Princess Cadhao and Princess Isis WILL ANSWER ALL YOUR PRIVATE QUESTIONS	BELMONT 52D ABOVE MARKET 1:30 & 8:30 to 11 P. M. JACK HOLT and BEBE DANIELS in "North of the Rio Grande"
BALTIMORE 41ST & BALTIMORE Eves. 7:30 Sat. Mat. GEORGE ARLISS in "THE RULING PASSION"	CEDAR 60TH & CEDAR AVENUE 1:30 & 8:30 to 11 P. M. ELAINE HAMMERSTEIN in "THE WAY OF A MAID"
BLUEBIRD Broad & Southwark continuous 2 and 11 P. M. AGNES AYRES and "LADY FOR" in "BOUGHT AND SOLD FOR"	COLISEUM Market bet. 5th & 6th 1:30 and 7 and 9 P. M. NORMA TALMADGE in "LOVE'S REDEMPTION"
COLONIAL 4th & Marketnoon 2:30 7 and 9 P. M. CLARA KIMBALL YOUNG in "THE WORLDLY MADONNA"	JUMBO FRONT ST. & GIRDARD AVE. Jumbo June on Frankford "L" MATINEE DAILY HERBERT RAWLSON in "HEATED HEARTS"
FAIRMOUNT 26th & Girard AVE. MATINEE DAILY ALL-STAR CAST in "ASHAMED OF PARENTS"	LEADER 41ST & LANCASTER AVE. 2:30 to 4:30 7 to 11 P. M. SPECIAL CAST in "THE FATE TRAIL"
GREAT NORTHERN Broad St. at Erie 11:15 & 8:15 P. M. ELLIOTT DEXTER in "GRAND LARKEN"	LOCUST 52D AND LOCUST STREETS Mat. 1:30 & 8:30 7 to 11 P. M. MAE MURRAY in "FASCINATION"
IMPERIAL 60TH & WALNUT STS. MATINEE DAILY THOMAS MEIGHAN in "THE BACHELOR PARTY"	NIXON'S AMBASSADOR Bait. Ave. Matinee 1:30 & 3:30; Evenings 7 & 9 P. M. Mabel Normand in "Mickey"
LIBERTY BROAD & COLUMBIA AV. MATINEE DAILY WALLACE REID in "ACROSS THE CONTINENT"	NIXON 52D AND MARKET STS. 2:15, 7 and 9 P. M. HOOT GIBSON in "TRIMMED"
ORIENT Woodland Ave. at 62d St. ALL-STAR CAST DAILY "THE SILENT CALL"	69TH ST. Theatre, Opp. "L" Terminal 2:30, 7 and 9 P. M. BERT LYTELL in "THE RIGHT THAT FAILED"
OVERBROOK 60D & HAYWARD PL. 11:15 & 8:15 P. M. DAVID POWER in "THE SPANISH JADE"	STRAND Germantown Ave. at Venango 2:30 7 and 9 P. M. BERT LYTELL in "THE FACE BETWEEN"
PALM FLANKFORD AVE. & THIRTIETH RODOLPH VALENTINO & GLORIA SWANSON in "BEYOND THE ROCKS"	ARDMORE LANCASTER PIKE. ALL-STAR CAST in "RED HEART'S" "THE IRON TRAIL"
REGENT Market St. below 17th 11:15 & 8:15 P. M. POLA NEGRI in "THE DEVIL'S PAWNS"	GRANT 4022 GIRDARD AVE. Matinee Sat. Eves. 7 & 9 P. M. CORINNE GRIFFITH in "ISLAND WIVES"
RIALTO GERMANTOWN AVENUE AT 7TH & BROWN ST. MATINEE DAILY ANITA STEWART in "SHOWING THE WIND"	AT OTHER THEATRES MEMBERS OF M. P. T. O. A.
SHERWOOD 54th & Baltimore AVE. 11:15 & 8:15 P. M. EARLE WILLIAMS in "RESTLESS SOULS"	GERMANTOWN 5310 Germantown Ave. MATINEE DAILY SEENA OWEN in "SISTERS"
333 MARKET 9 A. M. to 11:15 P. M. ALL-STAR CAST DAILY "DOWN EAST"	PARK RIDGE 4th & DAUPHIN ST. Mat. 2:15, Eves. 7 to 11 P. M. WALLACE REID in "ACROSS THE CONTINENT"

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Gold Seal Flour 12-lb bag 55c	Gold Seal Macaroni..... pkg 9c
Snowdrift Shortening can 17c	Princess Salad Dressing... bot 21c
Calif. Soused Sardines, big oval can, 10c	Cooked Sweet Potatoes... big can 15c
N. B. C. Marshmallow Creams, lb 29c	Ice Cream Salt..... big bag 15c
N. B. C. Snaparoons lb 21c	Asco Cracker Meal..... pkg 10c
Asco Ginger Ale bot 10c	Asco Bread Crumbs..... pkg 10c
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