

The Daily Movie Magazine

GLENN HUNTER IN TWO ROLES



that Rex Ingram is a wizard as a director? Of course, he may not come up to the standard of the greatest director, De Mille; that is clearly understood.

"The movie fans rave over this star, they're tickle as the wind. They idolize another, and all the while never a word do they utter praising the directors, who, in my estimation, are the true causes for the making of many a cinema star.

"By this I do not intend to detract from the ability of the actors and actresses, but I do think that the directors should be recognized as the chief factors of successful pictures.

(It's good to see the fans taking an increasing interest in the directors of the pictures. In nine cases out of ten, the director makes or unmakes the success of the film play and a good director can make even a mediocre person seem like a fine actor or actress and can gloss over the faults of an ordinary story and make it seem good.

T. Hayes Hunter was the director of "Earthbound." Yes, I consider Rex Ingram one of the finest and most artistic directors we have.)

Charles Hutchinson, the daredevil of the serials, writes me a good-by note in which he says, "I am leaving for London tomorrow (November 4), on the Olympic, where I am going to make some features for an English concern. Expect to be back about the first of the year." That shows how



In the upper picture Glenn Hunter, recently seen here on the stage in "Merton of the Movies," is seen trying his hand at regular screen heroics, a la "The Four Horsemen." Below is the normal Glenn we all know, boyish and unaffected. The girl is Mary Astor

THE MOVIE FAN'S LETTERBOX

By HENRY M. NEELY

Valentino fans and anti-Valentino fans will be interested in the latest phase of his career. It is summarized in an article printed in the New York World yesterday. "Ere 'tis":

"When the steamship France arrives Saturday it will bring Charles de Roche, thirty, a Frenchman, who is to take the leading part in the important Famous Players-Lasky motion picture 'A Spanish Cavalier,' a part which originally was given to Rodolph Valentino.

"Valentino, who rose to fame through his appearance in 'The Four Horsemen' and several subsequent films made by Famous Players, is definitely 'out' as a Famous Players star. He voluntarily left the organization a month ago. The company now has asked for an injunction to prevent him appearing in other pictures. This injunction will be granted in the Appellate Division of the Supreme Court in about two weeks.

"The World, learning of the proposed importation of De Roche, who is said to be of the same type as Valentino, made inquiries both in this country and abroad. It has learned that while the Famous Players-Lasky Corporation had to keep its venture a secret, it will attempt to transfer to De Roche the popularity already attained by Valentino. In order to give this venture every possible opportunity for success, a nation-wide publicity campaign will be launched for the young actor shortly after he begins work on his first film here, 'The Law of the Lawless,' with Dorothy Dalton. This picture will be made at the Long Island studio.

"De Roche first came to the attention of the Famous Players Company several months ago when a motion picture called 'Spanish Jinks' was shown here. Officers of the company in New York telegraphed Jesse L. Lasky, vice president of the company, who was in California, to see his work. This was prior to public knowledge of difficulties between Valentino and his employers.

"Mr. Lasky agreed with the New York executives and a quiet investigation was made as to the possibilities of engaging him. When Mr. Lasky was in Europe late this summer he contracted with De Roche to come to New York and appear in 'The Spanish Cavalier,' taking the part which had been allotted to Valentino. It was on this tour that Mr. Lasky contracted with Pola Negri for her trip to America.

"De Roche is said by picture men here and abroad to be a handsome chap, suited perfectly to step into parts laid out for Valentino. He is unmarried, and has appeared in Paris in stage plays 'Marie' and 'Le Duc de Coranne' in 'Imperia' and Deputy of Majomont in 'Gigollette.' He was in a screen play with Renee Le Prince, the French star.

"Although no confirmation of the ultimate aim of the company in this respect could be obtained directly from Famous Players executives yesterday, it was learned beyond doubt that this experiment in the transfer of popularity would be carried out. Such an attempt has never been made in pictures before."

Q. E. D. writes: "Thousands of hearts have been really saddened. I am sure by the news of the 'Valentino' breakdown. Though I have never belonged to his very strong personal following, I certainly echo the regret of A. F. B., 'so few things that are lasting to his fans are his. He was a few things commensurate with his real ability.' I look upon this as one of the real film tragedies.

"I wonder also if some of the fans are to feel regret for some of the slams they have been handing him. Many causes have contributed to his present condition, of course, but one of those causes was surely the rowing on his part that he was being slumped in his work and gradually losing his popularity.

"Some unpleasant things have been said about him. I believe that 90 percent of those slams and practically all of the responsibility for his slump should go to the producing company which has been exploiting him commercially at the expense of his artistic life. I wonder if we realize how little the majority of screen actors really have to say in regard to what, or even how, they should act?

"The producing company has proved that it is in the moving picture business first, last and always to coin money, not to develop the personalities and talents of ambitious young actors who want to make for the public worthwhile and artistic pictures.

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