

# The Daily Movie Magazine

## THE MOVIE FAN'S LETTERBOX

By HENRY M. NEELY

Valentino fans certainly seem to be all stirred up over the announcement printed a few days ago that the Famous-Lasky people had imported a French film star to take the place of the rebellious Rudy. I've had so many phone calls and letters waiting to know all about it that I feel compelled, rather against my wishes, to keep you all informed of this novel experiment. So, as the latest contribution to the history of the stunt, I'll say that the imported idol arrived in New York on Sunday and the reports of the newspaper interviewers seem to be rather mixed. Here's about the best—from a woman writer of the esteemed Tribune:

"His temporary name is Charles d'Authier de Rochefort; he hails from France, looks like Carpentier, does stunts like Doug Fairbanks, is called the French Tom Mix and is offered by the Famous Players-Lasky Corporation on the man who will take the mysterious Valentino's place in the hearts of the flappers of these United States. From casual inspection we should say that he can do it if anybody can."

"The temporary name seems to call for some explanation. It may be that the astute heads of the Famous Players Corporation the name 'de Rochefort' had a somewhat sinister sound. Sooner or later somebody was sure to pronounce it with the 'ch' hard, as in 'rouge,' and then the wisecrackers would be let loose. This may not have been the reason at all, but it is a fact that the company which engaged M. de Rochefort to take Valentino's place had announced him as 'Charles de Roche.'"

"They had, however, by some slight oversight neglected to notify their new star of this major operation in nomenclature, and M. de Rochefort was somewhat indignant at what he called 'l'erreur mysterieuse.'"

"A representative of the company who was on hand dashed bravely into the breach and explained patiently and at length that a certain suggestion had been made. M. de Rochefort did not take kindly to the suggestion."

"Non, non, non," he said several times, just like that.

"It is a great name, de Rochefort," he explained, in far better English than anybody in the room had French. "It is a historic name. I am the last of the d'Authier de Rochefort family. If I have no sons, then the name goes with me, and the family arms, which you see here—are how do you say that—wiped out." He proffered a great seal ring, with a lot of lions rampant and couchant, and what not, engraved upon it.

"And also," he continued, "there will be not nice people who will say of me 'Ha-ah!' they have secured against him an interesting feature for his American films. Ha-ah!" That I will not like. You call me M. Charles d'Authier de Rochefort, if you please. It is my name. You may, if you like, write 'Ch.' for Charles—so. But De Rochefort is my name."

"The Famous Players representative said he guessed it would be all right to let it go at that for now, and that M. Ch. d'Authier de Rochefort, then, is a likable sort of a chap. On first acquaintance he appears to be entirely regular. He isn't altogether the Valentino type. His face is as handsome, but in a more rugged, wistful style. There is a real resemblance between De Rochefort and Carpentier. Goodness knows, we are no judge of what the girls like in their picture stars, but our guess is that Famous Players may set away with it."

"De Rochefort has been in pictures for fifteen years, he told us, making his first film with Max Linder. He described himself as one who does stunts and he showed us some stunts which portray him in the role of a French cowboy, fighting with a tough-looking character in a swamp."

"If I like a picture with fights in it, and when I fight I feel real. Some of the actors, when they fight, they just make motions, so—and so; but me, I punch hard—like that." He demonstrated on a pillow.

"The new star is six feet tall, weighs around 200 pounds, and possesses the shoulders of Jack Dempsey and the waist of a corset model. His hair is curly and he is unmarried. He is thirty-six years old. He told us so himself."

"He was in the war, of course, and was held a prisoner in German camps for several months. He has never taken a drink of alcoholic liquor in his life, but he confessed to consuming vast quantities of tea. He smokes cigars."

"Famous Players announced to present M. de Rochefort to his new public in 'The Spanish Cavalier,' a picture which originally was designed for the purpose of starring Valentino."

"I shall love it," he declared stoutly.

"The pictures in America are better than we make them in Europe. The lighting is better, and every so many other things make it make a picture in France and they make me all day work looking right into the sun. When I finish I am blind. I am not an eagle. I cannot look at the sun all day. Some of the actors, when they fight, they just make motions, so—and so; but me, I punch hard—like that." He demonstrated on a pillow.

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## A VERY REAL LOSS TO THE STAGE



Many Philadelphians remember Madge Bellamy's exquisite acting with William Gillette in "Dear Brutus," when that Barrie play came to the Broad. She has now deserted the stage for the screen, and her next feature will be "Are You a Failure," a Larry Evans story. She is now with Katherine MacDonald.

Ralph Block, production advisory editor, has already recovered completely from the eye ailment with which he was afflicted and is getting into condition for a hard season's work. "I'm just as glad as you are."

Douglas MacLean fans, who have recently written me so many letters asking what had become of him, have probably thought me rude for not giving them definite answers, but, frankly, I didn't have anything definite to tell them. Doug's affairs have lately been in a state of transition. Now, however, he has put his name on the dotted line and become a producer of comedies. I've just received his announcement and hand it on for the benefit of those who have inquired about him.

MacLean's productions will be mainly specialties of the type of "The Hottentot," "picturizations" either of successful plays or well-known stories of noted authors. The star who is now to become producer also already holds options on two popular plays, and the nature of the first feature to be produced will be announced at an early date.

In all his pictures, Doug will have all-star support. It is understood that he has completed the organization of Douglas MacLean Productions, which will make the several features. Lloyd Ingraham will be the director.

Doug began his stage career as a juvenile in stock companies, playing also with Madge Bellamy, "Star" Jan and other James M. Barrie offerings, and making several Broadway appearances. Since entering the picture field he has had important parts in such productions as "The Hun Within," "Johanna Enlists," and "Captain Kidd, Jr.," "Fuss and Feathers," "Twenty-three and one-half Hours' Love," "What's Your Husband Doing?" "Mary's Ankles," "Let's Be Fashionable," "When Johnnie Comes Marching Home," "Chickens," "The Home Stretch," "The Jailbird," "The Girl Scouts," and "The Girl Scouts."

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Hookies' Return," and "The Hottentot." The association of MacLean and Lloyd Ingraham in the new arrangement is a happy one, for the two have been together in several successful ventures. MacLean directed "Mary's Ankles," "What's Your Husband Doing?" "Let's Be Fashionable," and "The Jailbird."

Cuddles—If you're such an admirer of little Madge Bellamy, I should think you'd know she hasn't left the screen. She has certainly been prom- agented enough since she started work with Tourneur in "Lorna Doone." Now that that is finished, she is playing a leading role in Katherine MacDonald's new picture, "The Scarlet Lily," which Victor Scherling is directing. Others in the film are Lloyd Hughes, Hardee Kirkland, Tom Bantuch, Jane Kockley and Myrtle Vane. The company has gone to Arrowhead, Calif., to take sev-

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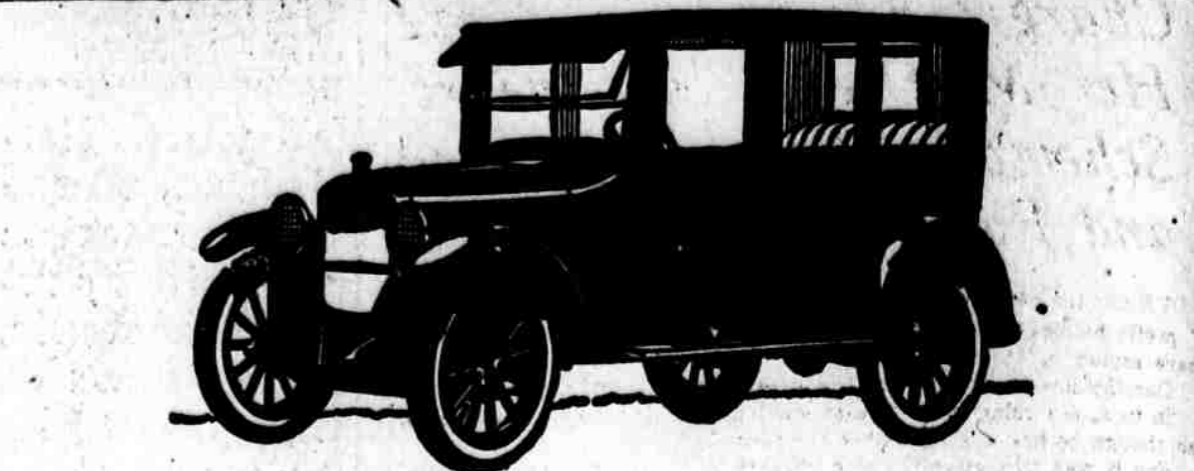
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