

PHOTOGRAPHER GIVES IDEAS FOR SUCCESS

Ben Reynolds Tells What Photographs Best in Movies.

Most girls who aspire to screen fame or wonder how they will look projected on the silver sheet usually resort to what is called a "film test" (or wish it were possible to obtain one) in order to settle the question in their own minds and in those of the directors.

But the film test is passe—at least where Ben Reynolds, Metro-Goldwyn-Mayers' photographer, is concerned. With Ben around the thing is as good as determined at a glance without all the bother of appearing before the camera. Ben is an expert; he has photographed Norma Shearer in five successive pictures, and he ought to know. Below he gives a list of what the perfect camera face should have:

1. A round face, but not a moon face.

2. Fairly dark eyes, not necessarily black, but dark gray.

3. Eyes exactly alike (so many persons have uneven eyes).

4. Perfectly straight teeth.

5. A soft skin without any large pores.

6. Soft, fluffy hair.

7. Regular features.

Reynolds would rather photograph women, who have long hair than those who have bobbed locks. He declared that the effects are more interesting. He also prefers curly hair to straight, from a photographic angle. According to him, the color of the hair does not matter.

Nora Shearer is an ideal photographic type, as are Eleanor Boardman, Carmel Myers and Claire Windsor, he declares. Although Miss Windsor has straight bobbed hair, she has so many other good points that Reynolds can forgive her.

Reynolds calls attention to the fact that many women think the quality of their skin does not matter as it will be covered with grease paint. The camera man declares that large pores are visible even behind the make-up.

ANNIVERSARY OF VARIETY FEATURED

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Royal of Cleveland, Harry T. Jordan of Philadelphia, Clarence Wallen, representing the Proctor Circuit; Walter Vincent, representing the Wilmer & Vincent Circuit; P. Alonzo, representing the Poll Circuit; Jules Delmar, representing the Southern Circuit; Carl Hoblitzelle, representing the Texas Circuit; M. Shea, Fred Schamberger, Edwin G. Launder, Jr., J. J. Malone, Maj. L. E. Thompson and Mark A. Luescher.

This season marks one hundred years of variety in America, and a gigantic cross-country celebration of this fact is to be launched simultaneously from the Atlantic to the Pacific Coast and carried out with an elaborate program of special events and features adequate to the occasion.

A century ago there began in the American theaters, the first self-conscious groupings of a form of entertainment destined for worldwide popularity. In December of 1826, in the city of New York, at the Lafayette Theater, Laurens near Canal St., there was offered for the first time in Manhattan, a real variety program, a collection of divers brief acts, such as had in previous years served as interludes between the acts of legitimate productions. It was an interesting and important experiment, soon followed by other New York houses, notably the Mount Pitt Circus on Grand St. in 1827.

In other towns around the country boasting theaters, old newspaper stories show that the idea seems to have struck in numerous places about the same time.

Commemorating the birth of the variety idea in America, in cities throughout the Keith-Albee, Orpheum, Proctor, Moss, Poll, Wilmer & Vincent, Interstate, Butterfield and other allied circuits, gala ceremonies will be planned this coming season, with local and other prominent officials participating.

In some cities, upon the sites where once stood their earliest variety house, plaques with suitable inscriptions will be placed in order to preserve the identity of the spot. Local Chambers of Commerce, libraries, and other civic institutions and bodies, are co-operating in this movement, and will assist in compiling an authentic and accurate record of all theatrical activities in each city. Such records will be of inestimable value in tracing the growth and development of the American theater and the collection will be presented to libraries.

During the entire season of 1926-27, special weeks will be observed by way of marking the various milestones in the progress of variety from its humble beginnings to its more distinguished position now as vaudeville, sharing with the moving picture, the vast allegiance of the people.

An important recommendation made at the meeting of the managers above named, was to make this festival period a time also to foster and develop young and new material and talent. A special bureau is to be established for the encouragement and help of young aspirants and new attractions. This will be under the personal supervision of Edwin G. Launder, Jr., Edward V. Darling and Max Gordon.

A series of prizes will be offered for the best ideas and for the managers and bookers who devise the most unique program and schedule events for the centennial year.

By and large, it looks like a Red Letter year in the annals of vaudeville and one which will be as important to future theatrical history as the years 1826 and 1827 were to the past.

Back Again



VICTOR HUGO SCHOLARSHIP TO BE OFFERED

Carl Laemmle Offers Plan for Scholarship Fund.

Before Carl Laemmle sailed for Europe he had tentatively worked out a plan for establishing in a number of American universities a Carl Laemmle-Victor Hugo scholarship to be awarded in connection with "Les Misérables." The time, however, was unpropitious on account of the approaching college vacation period, and the details necessarily had to be left until fall. Now, with the facsimiles of the colleges returning to their posts, and educational authorities prepared for another year's work, these details are rapidly rounding into definite form.

Mr. Laemmle, too, has been through a desperate illness. For a time his life was despaired of. He is now recuperating at Carlsbad. When he returns the full plan will be divulged.

The plan has been outlined to the presidents of 748 universities and colleges, and while it is too early to have heard from any of them, the responses already received have been enthusiastic and promise well for a Nation-wide competition and questionnaire of Victor Hugo's life, his accomplishments, his contribution to literature and the characters in his various novels, most particularly "Les Misérables."

There is probably no book in the English language outside of the Bible more widely read than Victor Hugo's "Les Misérables." Mr. Laemmle is utilizing every agency to increase this knowledge of Victor Hugo's art and literary contribution. A. L. Burt, the well-known publisher,

Barton On 'King of Kings'

"If such a powerful medium of expression as the motion picture had existed at the time of Christ, I am certain He would have made every use of it in His teaching."

Such is the opinion of Bruce Barton, eminent author and newspaper man, expressed recently at the De Mille Studio while working in an advisory capacity with Cecil B. De Mille on the latter's biblical production, "The King of Kings."

"Jesus was essentially a man of action," states Barton, whose widely-read book, "The Man Nobody Knows" has stamped him as an authority on the life of Christ. "He sought out the crowds to teach them and did not wait for the people to come to Him. Although He knew it must have His death, Jesus even went

is rushing an entirely new edition of Victor Hugo's work in its full extent with elaborate illustrations from the moving picture itself.

There are a number of other editions of Victor Hugo on the market and these publishers are also planning advertising campaigns on their own editions. There are also several condensed versions, and one publisher is planning a story of "Les Misérables" on the order of Charles Lamb's "Tales from Shakespeare." With all of these agencies pointing toward a revival of Victor Hugo, Mr. Laemmle feels that every educator who is interested in literature in its pure sense will welcome a feasible plan such as this. Laemmle-Victor Hugo scholarship offers for encouraging the study of Victor Hugo's works.

HOT HEAD

Charlie Murray, who is playing a feature role in Milton Sills' new First National picture, "Men of the Dawn," observed during the hot spell that if they had not gone into the night sequences he planned to conceal a miniature electric fan connected with a battery under the canvas neck protector he wears as a soldier of the French Foreign Legion.

Sills, in preparation for a series of strenuous sessions, athletic and otherwise, in "Men of the Dawn," has been training both in mind and body in his leisure hours and is confident of his ability to uphold the honor of First National in a competition of the nature described.

New Invention

Milton Sills, star of "Men of the Dawn," now being completed by George Archainbaud for First National, has invented a new penathlon, or series of five sporting events, and has issued an open challenge to any other leading man in pictures to meet him on neutral ground, the prize to be a pair of tickets to the local performance of the loser's next release.

The five events comprising the Sills penathlon are as follows: (1) a five-mile cross-country horseback ride; (2) best two out of three games of chess; (3) a catch-as-catch-can wrestling bout at 185 pounds, mat-side; (4) best two out of three rubbers of bridge, each man to choose own partner, and (5) three rounds of boxing, referee's decision.

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MOTION PICTURES

ZIPPY, PEPPY—FULL HOUSE OF COMEDY

EDWARD EVERETT HORTON and LAURA LA PLANTE

Laughter and joy run wild in this screamingly funny picture—

Imagine the love tangles of a young man who—for business reasons—palmed another girl off as his wife, then is accosted by his real wife and the strong-arm husband of the other girl. You'll see the most rollicking farce of the year. With George Siegmann, Dorothy Revier, Tom O'Brien and Tom Ricketts assisting the stars.

POKER-FACES

On Our Stage

HELD OVER TO THILL AND CHARM YOU AGAIN

Marie MacQuarrie Harp Ensemble

Assisted by Mary Moore, Vocalist, and Helen Hughes, Violinist



Entire Change of Program and Costumes!

POSITIVELY THE ONLY PRESENTATION OF ITS KIND IN THE WORLD!

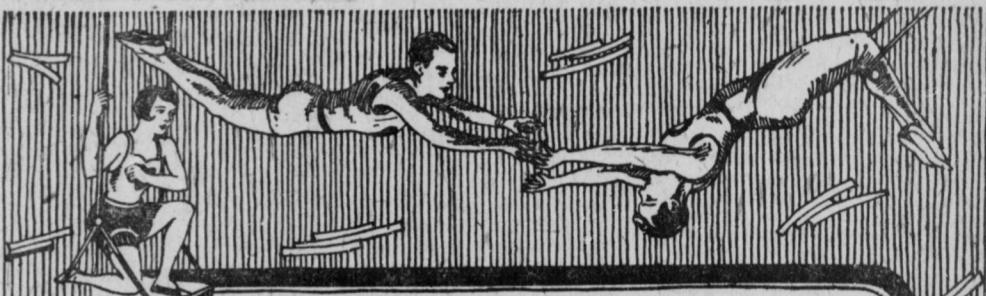
INTERNATIONAL NEWS EVENTS

AESOP FABLE THE ROADHOUSE

FLOYD THOMPSON'S AMERICAN HARMONISTS THE ALL SOLO GANG

COLONIAL

PICK O' THE PICTURES-MUSIC THAT CHARM'S



THE PICTURE OF A THOUSAND THRILLS!

A GREAT DRAMA OF THE SHOW WORLD

VARIETY

With
EMIL JANNINGS
LYA DE PUTTI

UFA's wonder special production, a gripping, colorful, romantic story of the theatre and its people, with the two foremost picture stars in all Europe, and a remarkable cast!

(A Paramount Picture)

OUR GANG COMEDY

"THE FOURTH ALARM"

FOX NEWS WEEKLY

LESTER HUFF ORGAN NOVELTY

"VARIETY"

EMIL SEIDEL and His ORCHESTRA
Featuring "A Sailor Boy's Romance"

Attend Lester Huff's Organ Recital at the Apollo
Sunday 12:30 o'clock, Noon

APOLLO

'VARIETY' GERMAN FILM, AT APOLLO

(Continued From Page 6)

Rice Sportlight subject, are additional features.

PLAN FOR NEIGHBORHOOD HOUSES

"The 'Community Kat,' a humorous Krazy Kat film on Community Fund matters, will be shown at a number of neighborhood movie houses this month, announces Mrs. D. Y. Burkitt, chairman of the Neighborhood Houses committee of the Indiana Inders of Photoplays, who has undertaken the placing of the film.

Dates for showing that have already been arranged are:

Uptown Theater, Sept. 19, 20 and 21.

Stratford Theater, Sept. 19, 20 and 21.

Zaring Theater, Sept. 26, 27 and 28.

Garrick Theater, Sept. 21 and 22.

Tacoma Theater, Sept. 28, 29 and 30.

Mrs. Burkitt announces that the Oriental, St. Clair, Strand and Mecca theaters will show the picture at a later time. Dates have not yet been set. Cooperation is also expected from all the neighborhood theaters.

MOTION PICTURES

ISIS First Half Next Week

TOM TYLER

"OUT OF THE WEST"

BOBBY VERNON COMEDY

"DON'T PINCH"

SPECIAL ENTERTAINERS

Gus Andrews

The Musical Funster

Harris & Hilliard

"A Bit of Holland"

10c ALL SEATS 10c

UP-TOWN COLLEGE AT 42ND

SUN., MON. & TUES.

LON CHANEY

IN

"Outside the Law"

with

Priscilla Dean

Al St. John Comedy

WED. & THURS.

"MORE PAY, LESS WORK"

FRI. & SAT.

"PUPPETS"

CIRCLE COMEDY

— and what a comedy! Funny Lloyd Hamilton shows what happens to an inland sailor on an outland vessel. "Jolly Tars" is the name.

ORGANOLOGUE

DESSA BYRD has another one of her inimitable solos — "Baby Face," with a melody you'll be humming all week.

CIRCLE NEWS

— It is to laugh. For your entertainment we have compiled the funniest jokes of the day—every one a laugh.

SONG CAR-TUNE

— with Ko-Ko as guest conductor leading the folks singing—"By the Light of the Silvery Moon."

HARRY LANGDON in

NEXT ATTRACTION!

— An animated review of events that are life today and history tomorrow.

— The STRONG MAN.