"IT PAYS TO BE HANDSOME"

WHO'S WHO AMONG THE MODERN MATINEE IDOLS

by Courtenay Savage

"Handsome is as Handsome Does," is the old saying. In the old days the handsome chap used to thrill the girls so that they waited in gangs at the stage door—but the modern matinee idol is to be found in the movies.

ALICE CALHOUN TO BE NEW STAR IN PRODUCTIONS BY VITAGRAPH

Mrs. James Kirkwood, Eugene O'Brien and Paul Bern, recently placed under directorial contract by Goldwyn, are expected to help Miss Alice Calhoun to be a success in the new series of serials being brought out by Vitagraph. Miss Calhoun was brought up in a western town, and being brought up on the range where she learned to ride the range, she was the only person to whose farm the diary of the range was brought. From this experience Miss Calhoun was suddenly决定了 to become a star, and she wrote to her father, who was a newspaper man in St. John's college with a naval career, asking for his confidence that Alice Calhoun would make a success of her career as a star. He assured her that she was destined to become a star, and he suggested that she try her fortune in Hollywood. Miss Calhoun was thus led to try her fate in the world of motion pictures, and she was quickly discovered by the modern matinee idol producer of Hollywood. Miss Calhoun has already made a number of films, and she is expected to make a great success of her career.

Ince Scores Anew in "Homeplace Folk's.
Biggest Rural Film Drama Ever Made

The creation of a new motion picture studio, which is due to open in Hollywood this spring, has been announced by the studio's president, Thomas H. Ince. The studio will be known as the "Ince Pictures" and will be devoted to the production of motion pictures in the rural setting. The studio will be located in the countryside, and the films to be produced will be set in the American countryside. The studio will be equipped with the latest in motion picture technology, and it will be able to produce high-quality films in a variety of settings. The studio will be open to all producers, and it will be available for the production of films in the rural setting. The studio will be able to produce films of all types, from the swashbuckling drama to the romantic comedy. The studio will be able to produce films of all lengths, from the short film to the feature-length film. The studio's president, Thomas H. Ince, has been in the motion picture industry for many years, and he has produced many successful films. He is confident that the "Ince Pictures" will be a success, and he is looking forward to the opening of the studio.