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# Cinefilers Gazette

## Max Factor - movie make-up king!

Time: 1930's and 40's — the glory days. Place: Hollywood, Cali

Max Factor specialized in transforming ordinary people into dazzling stars. Many of his celebrity clients also appeared in full-color magazine ads to promote his cosmetics, so the brand name Max Factor soon became world-renown. He actually started out as a wig-maker.

In the early years of movie-making, greasepaint in stick form, the accepted make-up for use on the stage, could not be applied thinly enough nor did stage colors work satisfactorily on the screen. Factor began experimenting with various compounds in an effort to develop a suitable make -up for the new film industry. By 1914 he perfected his first cosmetic product. Max Factor soon became the authority on cosmetics in filmmaking, movie stars were eager to sample his "flexible greasepaint".

Back then, Factor personally applied his products to actors. He developed a reputation for being able to customize makeup to present actors in the best possible light on screen. Among his most notable clients were Ben Turpin, Gloria Swanson, Mary Pickford, Pola Negri, Jean Harlow, Claudette Colbert, Bette Davis, Norma Shearer, Joan Crawford, and Judy Garland. Most all of the major movie actresses were regular customers of his beauty salon, located near Hollywood Boulevard.

The original Max Factor studio contained four special celebrity make-up rooms, each designed to bring out the best in women of a particular hair color: one room is labeled "For Blondes Only" (and is decorated in flattering shades of blue); other rooms are solely for redheads (done in mint green), brunettes (dusty rose pink), or brownettes (pale peach).

The top picture on the right shows just how far the Max Factor and Hollywood ego advanced. This was a beauty calculator made to measure nose, ear and mouth length and width. Seems they developed a beauty formula for the perfect Hollywood starlet to be measured by.







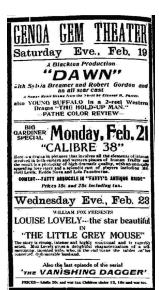
## Gem Theater in Genoa, NY

In 1905, Pittsburgh movie theater owners Harry Davis and John Harris helped e stablish

the first of what would become a popular form of movie theater that spread throughout the country, the five-cent nickelodeon. By the time the ornate Al Ringling Theater, arguably the first "Movie Palace" was built in Baraboo, WI, the die was cast. The movie business that Tom Edison spurned was here to stay. (Al Ringling, one of the founders of the Ringling Bros. Circus built his theater for the then incredible sum

of \$100,000). Then in 1915, D.W. Griffith's "The Birth of a Nation" changed the world's perception. It re-paved the way in gold for feature length films. Features became so successful

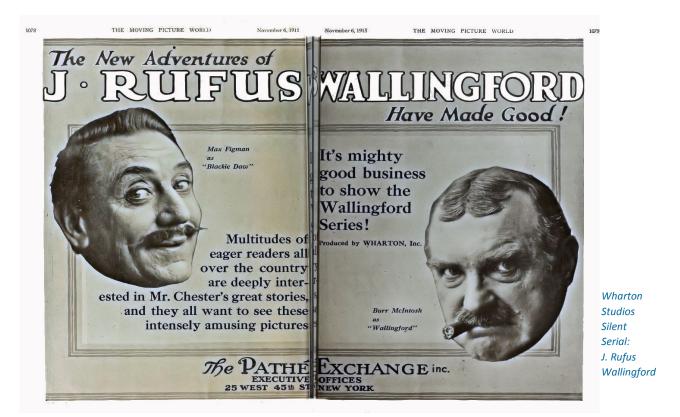
that the five cent ticket admission price would expand to ten cents, ending the era of the nickelodeon and also cementing the popularity of movie theaters, large and small all across the U.S. and Central New York. Here is a pic of the Gem Theater, an early silent theater in Genoa, N. Y.



#### CNY's Theaters

The year was 1920 and Central New York in ten short years already boasted of enjoying a number of theaters in every direction. George H. Morgan lived at 27 William Street in Auburn when he died at 63 on January 26, 1919. Mr. Morgan was one reason for the boasting for he was the builder of the Morgan Theater in Auburn and founder of the Novelty Theater in Syracuse, the first motion picture house in that city. Not only was Mr. Morgan known as one interested in picture houses, but he was also a prominent contractor who built many Auburn homes on Chedell Place, Mary and Mattie Streets. He managed the Novelty Theater in Syracuse for seven years then came to Auburn, where he built the Morgan and was the active manager of the place until 1916, when he sold an interest to A. F. Hanning.





#### The Babe lived in Ithaca for a while

Oliver Hardy was born on January 18, 1892, he was an comic actor famous as one half of Laurel and Hardy, the classic double act that began in silent films and lasted nearly 30 years, from 1927 to 1955. Oliver Hardy was born Norvell Hardy in Harlem, Georgia. His father, Oliver, was a Confederate veteran wounded at the Battle of Antietam in 1862.

It is said that in 1910, a movie theater opened in Hardy's home town of Milledgeville, Georgia, and he became the projectionist, ticket taker, janitor and manager. He soon became obsessed with the new motion picture industry, and was soon convinced that he could do a better job than the actors he saw on the screen. A friend suggested that he move to Jacksonville, Florida, where some films were being made. In 1913, he did just that, working as a cabaret and vaudeville singer at night, and at the Lubin Manufacturing Company during the day. It was at this time that he met and married his first wife, pianist Madelyn Saloshin.

He made his first movie in 1914, *Outwitting Dad*, for the Lubin studio. He was billed as O. N. Hardy, taking his father's name as a memorial. In his personal life, he was known as "Babe" Hardy, a nickname that he was given by an Italian barber, who would apply talcum powder to Oliver's cheeks and say, "nice-a-bab-y." In many of his later films at Lubin, he was billed as "Babe Hardy." Hardy was a big man at six feet, one inch tall and weighed 300 pounds.

In 1915 he moved to Ithaca, New York to work with the Wharton Brothers at Wharton Studios in Ithaca to film the serial *The New Adventures of J. Rufus Wallingford*. It was a series of 14 two-reel episodes involving the exploits of J. Rufus Wallingford and Blackie Daw, con men extraordinaire.

By the time they made Walingford, the Wharton's were at the top of their game.

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Auburn Cinefile Society is a non-profit 501[c]3 charitable organization. Our mission is to promote film and to preserve, encourage and facilitate a dialog regarding film and film and theater history.

Tax deductible donations are always appreciated



#### Website Wins Web Award

Want more CNY film info? Want to know what's playing in local theaters? How about DVD/Blu-Ray news? Want movie reviews? You will find it all on www.auburncinefile.com.

By the way, we are always looking for new and exciting film buffs to

write about their film-viewing, film-making and film-critique experiences. If you are interested, give us a call.

Look for ACS's next story about our experience putting on a May 2013 film fest in Dresden, Germany.





### SIOBHAN FALLON ... SOLID SYRACUSE ACTOR!

Siobhan Fallon was born on May 13, 1961 in Syracuse, NY and is one of those multi-talented actors who can play just about any role and pull it off well. Many are likely to recognize Siobhan from her early 1990's appearances on Saturday Night Live or her role as Elaine's roommate on Seinfeld. She has ko'd many memorable roles in such Hollywood blockbusters as "Forrest Gump" (1994), "Men in Black" (1997), and "Daddy Day Care" (2003).

She is a LeMoyne College graduate and the Catholic University of America before training with the prestigious off-Broadway Atlantic Theater Company. After making her television debut in an episode of The Golden Girls, Fallon continued on with numerous small screen roles before moving into feature territory with the 1994 comedy "Greedy" starring Kirk Douglas and Michael J. Fox.

Film critic, Jason Buchanan, has said that after solid mid-'90s films such as "Jury Duty" in 1995 and "Striptease" in 1996, Fallon proved she was always dependable for a laugh, letting us all know she has the comedy chops to pull it off.