

## 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 brunettes (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 establish

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.

**GENOA GEM THEATER**  
Saturday Eve., Feb. 19  
A Blackton Production  
**"DAWN"**  
With Sylvia Bremer and Robert Gordon and an all star cast  
A grand Best Drama from the Screen by Edward H. Porter.  
also YOUNG BUFFALO in a 2-reel Western Drama "THE HOLD-UP MAN."  
...PATHE COLOR REVIEW...

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**BIG GARDNER SPECIAL**  
**Monday, Feb. 21**  
**"CALIBRE 38"**  
Here is a drama in pictures that involves all the elements of interest involved in both eastern and western phases of human frailty and the result is a photoplay of high dramatic quality, with an unusually appealing love story and a splendid cast of players including Mildred Lewis, Rodde Stone and Lela Townsend.  
CONTENT...FATTY ANBUCCLE IN "FATTY'S ANTIQUE BRIDE"  
Prices 15c and 25c including tax.

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**Wednesday Eve., Feb. 23**  
WILLIAM FOX PRESENTS  
**LOUISE LOVELY**--the star beautiful  
IN  
**"THE LITTLE GREY MOUSE"**  
The story is strong, intense and highly emotional and is rapidly becoming a household name. Louise Lovely gives a delightful performance as the lovely wife who, in the end turns the tables on the successful, if not successful husband.  
Also the last episode of the serial  
**"THE VANISHING DAGGER"**  
PRICES--Adults 20c and war tax. Children under 12, 10c and war tax.

## 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 CAYUGA THEATER**  
Formerly The Morgan Theater  
Now Under New Management  
AUBURN'S DISTINCTIVE PHOTOPLAY THEATER  
Continues Daily 2 to 11  
Sundays 2 to 10:30  
Evenings, 8:00, 10:00, or 11:00  
Photoplay Concerts  
MONDAY, TUESDAY AND WEDNESDAY, FEB. 26; MAR. 1st, 2nd  
The First of THE ASSOCIATED PRODUCERS, INC.  
ALLAN DWAN'S  
Great Story,  
**The Forbidden Thing**  
Famous as the director of Mary Pickford, Douglas Fairbanks and later as the producer of big stories for the screen, Allan Dwan is now a figure in the famous alliance of seven great men of the cinema banded together under the name Associated Producers, which includes also Thomas Ince, Maurice Tourneur, J. Parker Read, Marshall Neilan and others, of equal fame, and First Run World's Best Pathe News  
The Pathe Review  
Topics of the Day from the Literary Digest, and a New Rollin Comedy  
**THURSDAY, FRIDAY & SATURDAY, MARCH 3, 4, 5**  
The Thrill of Speeding Motor Cars and the Terrors of Cowboy Stunts are in The Road Demon.  
Tom Mix uses in this, his new picture, the racing car now owned by Barney Oldfield.  
The automobile racing feature in this picture is sufficient entertainment for the most exacting motion picture patron.  
Again in addition to the thrilling auto race, in which are numerous stunts by Mix, fans will get a breath of fascinating western life, with a romance through it all, with Claire Anderson as The Girl.  
ADDED SHORT SUBJECTS:  
12th Episode Bride 13  
Pathe News  
Pathe Review  
Topics of the Day and Mutt & Jeff  
Coming Soon--"OUTSIDE THE LAW" with Fredia Diaz and Lew Chaney, of Miracle Man fame, and "THE DEVEL" featuring the celebrated actor GEORGE ARLIS  
William Fox presents  
**TOM MIX**  
**The Road Demon**  
Story and Direction by John G. Breen

**MORGAN NOW THE CAYUGA THEATER**  
The new owners and manager of The Cayuga Theater, formerly known as The Morgan Theater, announce to the past, present and future patrons, the formal opening of The New Cayuga Theater.  
The policy to be followed under the new management will be a complete change of its program every Sunday, Monday and Tuesday. An entirely new grade of pictures will be presented just as soon as it is possible to consistently adjust the booking of the former management, in order to carry out this contemplated change, and to please a few of the patrons interested in the serial now running, it will require about four weeks to completely carry out this proposed plan of the new management.  
New carpets have been laid through the entrance foyer, the lobby and the stairs, a new check room provided for its patrons, new and sanitary toilets, a men's smoking room, a new ladies' retiring room and the ventilating plant.  
New decorations will be partly carried out before the summer season and new draperies will greet the eye as one enters the New Cayuga Theater.  
To comply with the laws of the State of New York, children under the age of 16 will not be admitted unless with their parents or guardians.  
A small orchestra under the leadership of Mrs. Lillian Gruner Brown accompanies the pictures daily from 2:30 to 4:30, and 7:30 to 11 p. m., with Mrs. Robinson at the organ and Miss Carroll the roller piano player. This orchestra to be enlarged when business will permit.



**The New Adventures of J. RUFUS WALLINGFORD**  
*Have Made Good!*

Max Figman  
as  
"Blackie Daw"

Multitudes of eager readers all over the country are deeply interested in Mr. Chester's great stories, and they all want to see these intensely amusing pictures

**The PATHE EXCHANGE inc.**  
 EXECUTIVE OFFICES  
 25 WEST 45th ST. NEW YORK

It's mighty good business to show the Wallingford Series!  
 Produced by WHARTON, Inc.

Burr McIntosh  
as  
"Wallingford"

Wharton  
Studios  
Silent  
Serial:  
J. Rufus  
Wallingford

## 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.

[www.auburncinefile.com](http://www.auburncinefile.com)

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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](http://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 had 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.