

Side Whiskers as art—

VERSA

Francis Ford, original hero of the side-whisker stunt, was one of the first actors to recognize bread and butter in moving pictures. He is a P. P. P., pioneer picture player, with as many skins as a piece of birch bark. He not only acts, but he directs, produces and writes scenarios, preferring the home-baked kind to the incoherent plots sent in by correspondence-school athleter. Do you recall him as the polished villain in "Lucille Love?" He likes to play the bad man, but he's as sunny as California.

Ford is at Universal City, the only movingpicture city in existence-the queerest, maddest, wildest, most romantic and picturesque city in the world. It has nearly 3,000 people in it, all actors, actresses or stage folk of some description. There's where most of the Universal program is made-the program that has made and is making money for the exhibitor and fast friends of all the fans. If you are going to California this Spring, go to your favorite theatre first, see some Universal moving-pictures, then drop in at Universal city and

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