

In the Frame of Public Favor



THEDA
BARA

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"The woman with the most beautifully wicked face."

That's what Roland Montaigne S. Cyr said of Theda Bara, the great moving picture star about whom so many Plain Dealer readers have inquired.

Here is Theda Bara this week in *The Frame of Public Favor*.

Theda Bara is being starred by William Fox in "The Devil's Daughter," one of the greatest films turned out by the Fox. She is famous wherever there is a moving picture theater.

She is an intimate acquaintance of Gabriele D'Annunzio, the eccentric and brilliant author of *La Gioconda*, pictured as "The Devil's Daughter" for William Fox. She met D'Annunzio in Paris when she was the leading woman in the Theater Antoine. When

D'Annunzio sold the picture rights of "The Devil's Daughter" to William Fox he stipulated that Miss Bara must play the title role. For, as he expressed it, "There is no one else on earth who is half serpent and half woman like my *Gioconda*, except Mlle. Bara."

She has grace of line and a generally "vampirish" effect which is just what was wanted for "The Devil's Daughter." She wears gorgeous gowns in her productions and altogether is just what Fox wanted for this big production.

She is not new in the movie world, however, having appeared in "A Fool There Was," "The Clemenceau Case," and the "Two Orphans."

Theda Bara is a great moving picture actress. She has been a great success in "The Devil's Daughter," and it should not be surprising to see her in other great productions of the Fox corporation.