PHOTOPLAY MAGAZINE—ADVERTISING SECTION





"YOU WERE NEVER SO EXQUISITE!"

(Letters from Lovers: IV)

"WHAT was the mood in the room last night? Like starlight seen through wistaria blossoms. Like Orient love songs plucked on the sweet strings of strange instruments. The room was tremulous with the magic of it-and you were never so exquisite!"

FROM HER DIARY

"I am so happy-he was more wonderful to me last night than he has ever been. I wonder-did the temple incense help?"

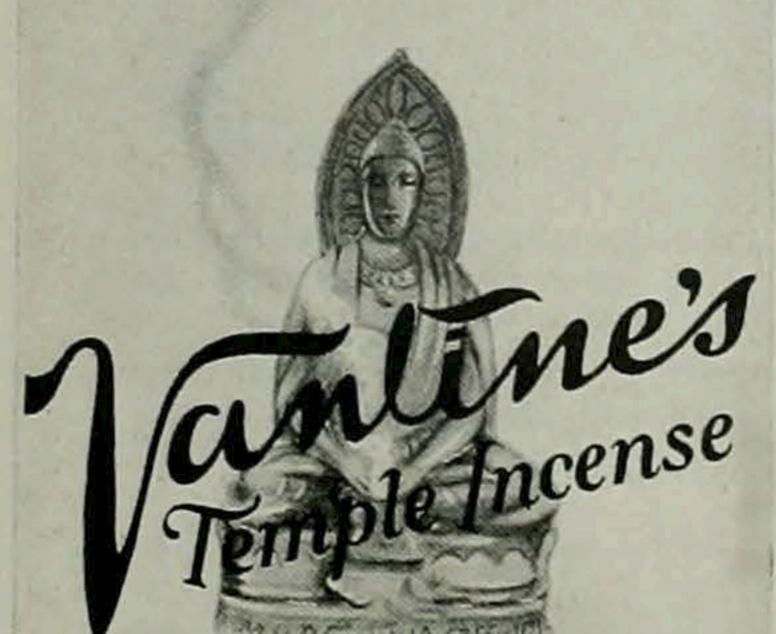
Mo matter how beautiful they were, no matter in what marvelous luxury they lived, the queenly women of the ancient East knew that if they burned temple incense in the chambers of their palaces they filled the air about them with a mood of mystery and romance. And they knew that a woman, in such a background, is always more fascinating. The subtle power to create the same alluring background has come down to the women of today, to set off their own appeal, in Vantine's Temple Incense. It can be obtained in six delicate Oriental fragrances at all drug and department stores.

Beautiful Olive Borden, a new star rising in the West

The Girl on the Cover

What mood will incense spread around you? Send ten cents for six sample odors.

A. A. VANTINE & CO., INC. 71 FIFTH AVENUE, NEW YORK



Bv Cal York

OST girls sit around the casting offices of Hollywood for five or ten years waiting to be discovered. Olive Borden has been the most discovered girl in pictures. Somebody is always sighting Olive and making a great big discovery. The newest Olive discoverer is the public, and so big a public is it, that Olive is about to be starred.

If Olive's story followed the pattern, the yarn would stress, first, her unusual beauty, then her youth, then her personality, and finally her talent. The big sob would be how, with all that equipment, she had to starve to death for years waiting for the lucky break. But such a story doesn't fit the Borden baby.

Olive, born in Richmond, Virginia, entered, at a very early age, the Mount St. Agnes Academy in Baltimore, Maryland. When she graduated, she urged her mother to let her go to Hollywood. She wanted to be an actress, and nothing else. She talked the idea and dreamed the idea until even her mother caught the fever and they left for the West together.

There was a revue being put on at the Screen

Sam Rork saw her in the Revue and gave her a small part in "Ponjola." Jack White, the comedian, saw her in "Ponjola" and made her leading woman for his company. Hal Roach saw those comedies and signed her for his organization. Paramount saw the Roach comedies and gave Olive one of the important rôles in "The Dressmaker from Paris." That's the way that girl had to struggle and starve for a year!

Two small companies sent for her to do leads in dramatic productions. Even camera men and electricians began discovering her, with the result that Olive screened better and better. Thus Fox heard of her and put her under a long time contract.

It took her two pictures at Fox's to come into her own-"Fig Leaves" and "The Three Bad Men." After that Fox gave her her own starring vehicle in "Yellow Fingers."

Meanwhile, in both "The Three Bad Men" and "Fig Leaves" Olive had George O'Brien for her leading man. George is very handsome and very charming. Olive isn't married. Neither

