



NOT so long ago, Jetta Goudal couldn't get a contract because she had the reputation of being hard to get along with. Cecil B. De Mille took a chance with the dynamite and, for three years, they've never had the shadow of a quarrel.

Jetta Lives Down Her Past

And now she dares anyone to accuse her of being too temperamental

By Francis Clark

"I DO not drink. I do not smoke. I do not use bad language. I never gossip. I never talk about people behind their backs. I do not have love affairs. I am not greedy about money. I never quarrel about salary. And yet I have a bad reputation!"

There, in her own words, you have the problem of Jetta Goudal. And there, too, you have an interesting sidelight on this tricky business of making a hit in pictures.

This, then, is the strange story of Miss Goudal. I do not mean where she was born, how she came to this country or how she went into the movies. But it is the odd tale of a funny girl who met up with Old Man Success and then deliberately slapped the suave gentleman's face.

Several years ago, Miss Goudal made a great, big hit in "The Bright Shawl." She had looks, she had ability and she was an exotic and lovely type. She was snatched up immediately and given large parts in important pictures.

Then the stories began to fly. The Goudal person had temperament. She had a terrible disposition. She ate directors for breakfast; she devoured stars for dinner. The girl, with everything else in her favor, simply wouldn't listen to reason. She deserved to be spanked and sent home.

It isn't so easy to get along in the movies. Not only must you register with the public, but you must make a hit with the people in the studios. Jetta could register with the public, but she simply couldn't get along with her co-workers. It was generally conceded that a girl who could act so uppity in the face of a great chance for success must be off her nut.

The Jetta Goudal of today can tell funny stories of those unpleasant days when the tales of her temperament were used to frighten Baby Stars.

"I was," she says, "out of work. I could not get a part anywhere. The dreadful stories of my temperament had

killed all my chance. It was unfortunate, too, because I had no other way of earning my living. I really, seriously speaking, had to have some sort of work.

"At that time, Cecil De Mille was starting his own company and he sent for me. He asked me if I would work for him and named the salary. I accepted it immediately, no haggling about money. Then he asked me about these rumors of temperament. I couldn't answer him at first; I just began to cry. Finally, I promised him that I never would say or do anything that a lady wouldn't do.

"AH, but it is very hard to live down a bad reputation. At first, as soon as I stepped on to a set, everyone began looking for trouble. And the stories of temperament kept following me. Once I read in the newspapers that I had been ordered out of the studio.

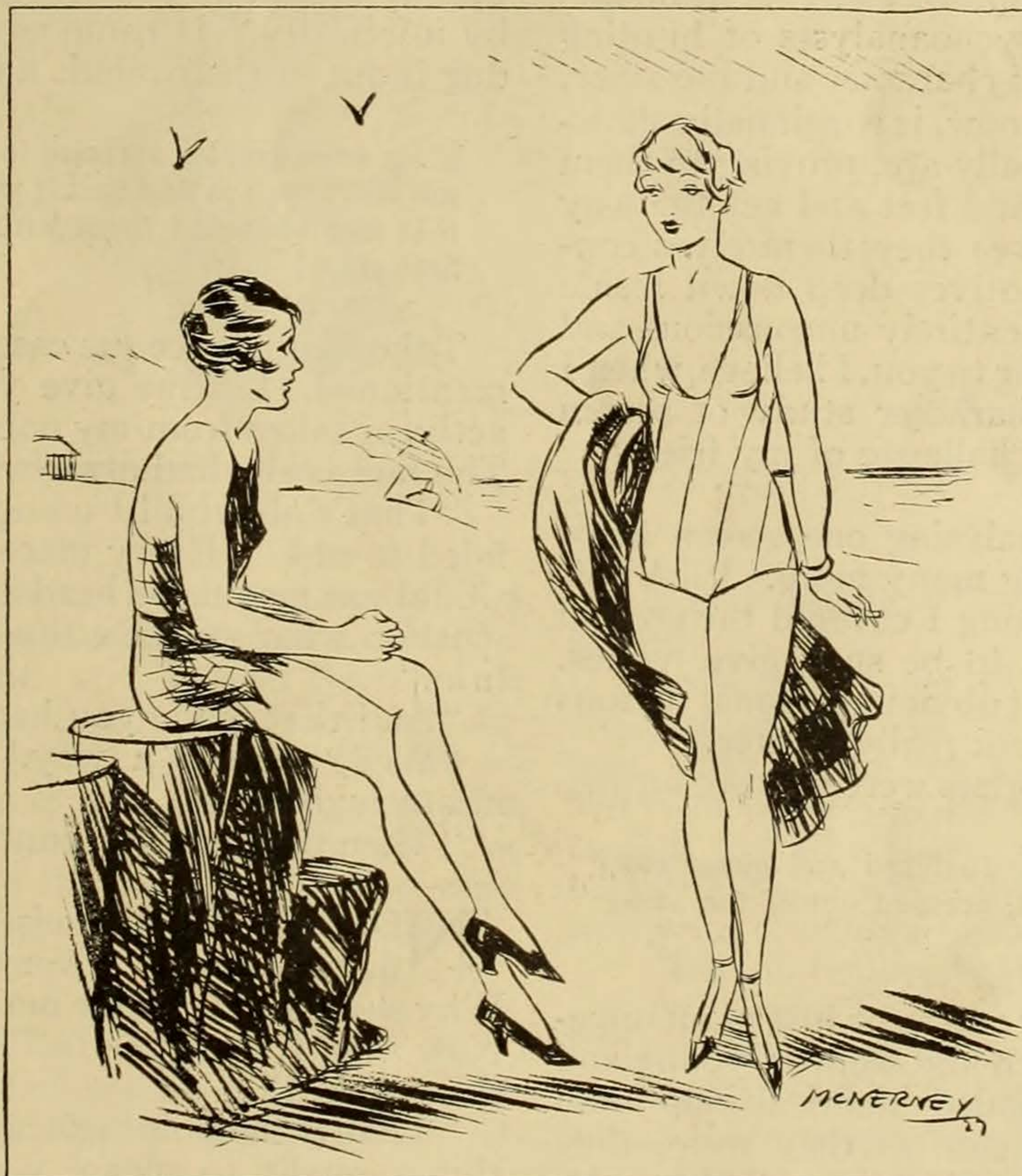
"I went to Mr. De Mille and showed him the clipping. 'You are still here, aren't you?' he asked. 'But,' I insisted, 'what a terrible thing to say!' 'You are still getting your pay check? Then don't worry about anything you read.' That would end the argument.

"Another time I complained to Mr. De Mille that people were writing unkind things about me. 'Well,' he answered, 'you ought to read some of the things that have been written about me!'"

Miss Goudal's hard experience taught her a lesson. She will not, under any provocation, say a mean thing about anybody. Before she speaks, she remembers the stories told about her and she holds her tongue. In Hollywood, if you don't gossip, you are a social loss.

So Jetta doesn't live in Hollywood; she lives in Los Angeles and keeps much to herself. She is abnormally sensitive and all those stories of her temperament have made her shy. The air of mystery about her is becoming to her. And I think she appreciates it.

"I will not give every detail of my life; I will not tell everything about myself," she says. "Once [CONTINUED ON PAGE 131]



"Wouldn't your mother be astonished to see you in that suit?"

"Wouldn't she, though? It's hers!"

Jetta Lives Down Her Past

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people know all about you, they aren't interested any more. This business of letting everyone share in your private life is silly and cheap. It is like being photographed in one's bath-tub.

"Nevertheless, I read everything that is written about me. If I were a big star, I should ignore criticisms and go my own way. But I am not a big star and so I read my criticisms and try to profit by them.

"I READ all my 'fan' letters—yes, and check up, through them, the success of my pictures.

"I am not temperamental, I am merely particular about my work. I want to do my best and I want everyone around me to do his best. Perhaps I am living down my bad reputation. I hope so. But when I read of others—of Greta Garbo, for instance—I am very sorry.

"No one realizes what damage such stories can do. No one, that is, but the players who suffer from them. Unfortunately, in the movies, one's reputation can overshadow the merit of one's work.

"Perhaps I take myself too seriously. But I feel very strongly that I cannot work and play at the same time. So I choose to work. I live a quiet life—almost a recluse. I like to enjoy myself, but I give up many pleasures because I feel that I cannot eat my cake and have it, too.

"We players in the movies are well rewarded, in money and in fame.

"No other class of artists is so generously treated.

"The least we can do, in return, is to be honorable and conscientious about our work.

"If that is temperament—make the most of it!"

Hoot Mon! He's the Best Guy in Hollywood

[CONTINUED FROM PAGE 97]

swims perfectly. He is a tennis ace. At the parlor sport of wise cracks he is triumphant.

The stories about him are multitude. One concerns his biting the dog. He had evidently read the newspaper rule that if a dog bites a man it is not news, but if a man bites a dog it is.

It is told that Norman attended a party where a yapping poodle kept nipping at his ankles. Finally the actor could stand it no longer. He picked up the beast and bit it on the leg.

"Now that you have learned how disagreeable biting is," Norman told the dog, "go and repent."

Probably he did it in the spirit of a father who spansks a child, for love of

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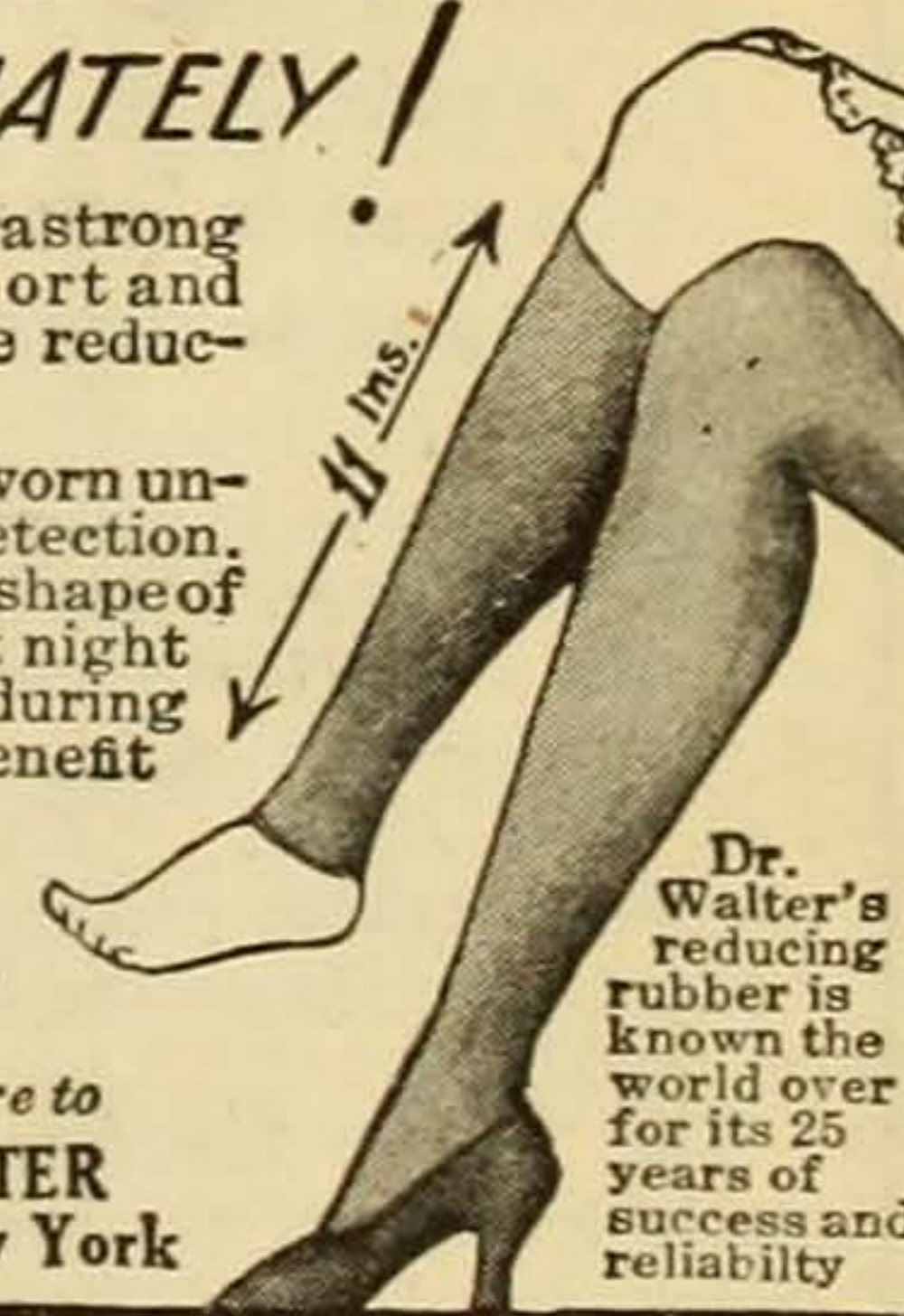
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