



Lupe Velez

☞ *She made the grade
in two months.*

☞ *When Douglas
Fairbanks need-
ed a woman of
fire, Lupe's op-
portunity came.*

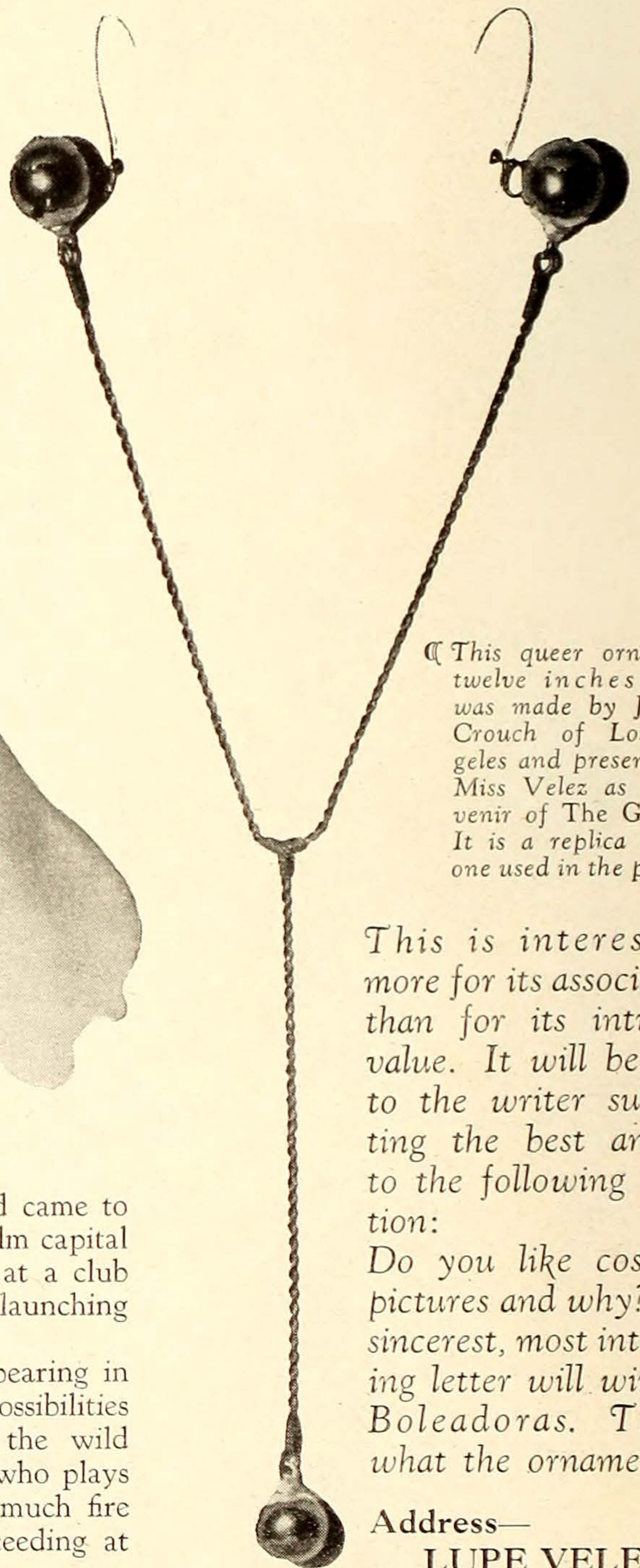
THE professional eye of Hollywood lately turned toward Lupe Velez, who arose in two months from obscurity to a leading lady for Douglas Fairbanks as the Gauchó.

Miss Velez' first discovery is laid to Hal Roach, comedy king, and her second discoverer was F. Richard Jones, Doug's director.

Barely 18 years of age, Miss Velez was born in Mexico City and came to Hollywood with her mother and two sisters. Her first work in the film capital was as a dancer in a musical revue. Following this, she appeared at a club benefit, won a silver cup, and also a contract from Hal Roach, thus launching her film career.

Her life as a comedienne was short-lived, however, for while appearing in her first picture, Doug's director discovered her latent dramatic possibilities and, through Roach, arranged her try-out for the difficult part of the wild girl' in *The Gauchó*. During her camera test with Eve Southern, who plays the contrasting part of the spirituelle girl, Miss Velez showed so much fire and pathos that bystanders applauded—an almost unheard-of proceeding at a film test.

Said Lupe, when interviewed later: "Mother, she pray, and I pray, and we pray all the time, and we stay awake all night, and the next day I hear I am the one. I love Hollywood. I want to stay here all my life!"



☞ *This queer ornament,
twelve inches long,
was made by Jeweler
Crouch of Los An-
geles and presented to
Miss Velez as a sou-
venir of *The Gauchó*.
It is a replica of the
one used in the picture.*

This is interesting more for its association than for its intrinsic value. It will be sent to the writer submitting the best answer to the following question:

Do you like costume pictures and why? The sincerest, most interesting letter will win the Boleadoras. That's what the ornament is.

Address—

LUPE VELEZ

SCREENLAND Contest Dept.
49 West 45th Street
New York City.

Contest closes January 15, 1928.



LUPE VELEZ wearing the trinket which is a
souvenir of her part in *The Gaucho*.

Photograph by Charles E. Lynch

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