

## NORMA TALMADGE TO BE SEEN HERE IN "SMILIN' THROUGH"

Harrison Ford; Little Miriam Battists of "Humoresque" Fame; Wyndham Standing; Glenn Hunter, and Alec Francis Among Those in Cast.



NORMA TALMADGE.

NORMA TALMADGE is to be seen here soon in "Smilin' Through," the play which made Jane Cowell famous. This picture is one of the most pretentious which Miss Talmadge has ever made. Sidney A. Franklin was called from Los Angeles to New York by Joseph Schenck especially to direct this Allen Langdon Martin play.

"Smilin' Through" has a charm both in its story and philosophy, that those who have seen the play cannot forget and Miss Talmadge, knowing that thousands count this as one of their favorite plays, puts forth every effort to make it a success. The scenes in the early nineteenth century are extremely picturesque and the play which made Jane Cowell famous. This picture is one of the most pretentious which Miss Talmadge has ever made. Sidney A. Franklin was called from Los Angeles to New York by Joseph Schenck especially to direct this Allen Langdon Martin play.

### Czecho-Slovakia Now Is in Race for Movie Fame.

Czech Picture Declared to Have Put Something New on Film.

JUST because Czecho-Slovakia is a small state is no reason why she should not enter the world's race for motion picture supremacy. A cablegram from the interesting little country contains an account of a motion picture being produced there. According to the New York Morning Telegraph, the Czech picture is a screen version of J. C. Machar's poetical romance, "Magdalena." The film, which is being produced in Prague, contains an account of how the work is progressing. With apologies for the translation, the article is submitted as follows:

"In the moment when the poet, J. S. Machar, and the philosopher, T. G. Masaryk, reached the pinnacle of fame in the circle of authors in Czecho-Slovakia, there rose a new star of poetry. Today the work of Machar, this most ingenious and prominent stylist of the present time, is a gift of the world's literature and sublime above every criticism. Besides, it is not an affair of our periodical to criticize the Czecho-Slovakia poetry, but we cannot help appreciating this great work.

"In 1894 there was edited the poetical romance of 'Magdalena.' The contents of 'Magdalena' is an unheard of boldness—tragedy of a woman who would return to a homely life, but is forced to go back to the human swamp, forced by the narrow-mindedness of fellow creatures."

The article goes on to say that Director Stranaky of the Lloyd Film company has made the picture and managed to bring something new and different to the screen. Vladimir Meyer, a well-known singer, has one of the principal parts.

### French Movie Classic Is Bought by American.

"L'Atlantide" Is Story With Setting on Sahara Desert.

RICHARD A. ROWLAND, president of Metro Pictures Corporation, who came from Paris several weeks ago that he had obtained the American rights to "The Screen Sensation of Europe," returned to New York recently, after a three months' stay in Europe and announced that the picture is "L'Atlantide."

"L'Atlantide" is said to be the biggest spectacle ever attempted by a French producer. It has been jamming Paris theaters for months and arousing great enthusiasm among the reviewers, who say that with this picture the French motion picture industry has reached the world leadership. The picture is an adaptation of the romantic novel by Pierre Benoit, which was crowned two years ago by the French academy as the best novel of the year and which has broken sales records for modern books in France. It has had hardly less popularity in this country, as translated, and issued under the title of "Atlantida."

In addition to purchasing "L'Atlantide," Mr. Rowland, during the three months he spent abroad, introduced the Rex Ingram production of Dumas' "The Four Horsemen of the Apocalypse" to Europe. Showings were given before selected audiences of statesmen, writers, artists and theatrical leaders in London, Paris and Rome. The enthusiasm it aroused was even greater than that when it was first shown in New York.

While in England, Mr. Rowland was the guest of Sir William Jury, head of Jury Imperial Pictures, Ltd., exclusive distributors of Metro pictures throughout Great Britain. Indorsing

ous. Sixty explorers, crossing the desert at various times, have come to her palace and have been recipients of her favors. But none of the 60 has returned to civilization.

The story," said Mr. Rowland, "indicates the wonderful possibilities for unusual scenic display. I don't recall anything that nearly approaches these settings in imaginative beauty. Each scene is a work of exquisite art. I don't think anything quite like it has ever been achieved before."

George D. Baker, who directed Gareth Hughes in "Garments of Truth," "The Hunch," "Little Eva Ascends" and "Six Home," announces "The Adventures of a Ready Letter Writer" as the next Hughes picture. The story, by Bidchne Brace, first appeared in the Saturday Evening Post. It concerns a New York clerk in the army in France, who writes to a Montana senator's daughter, and meets her on his return.

### Gag Man of Movies Builder of Chuckles.

He Constructs His Stunts Almost as an Engineer Would Erect a Building.

IN EVERY motion picture studio where comedies are made there is a "gag" man. He's the fellow who turns the funny situation that makes the audience chuckle. That sounds a lot easier than it really is.

The "gag" man is a builder of laughs. He constructs his stunts almost as an engineer would erect a building. Given a certain situation in a story, he sets out to find all the funny angles possible, known in theatrical and movie parlance as "gags."

There are various kinds of "gags"—men—the man who stands behind the camera during the filming of a two-reel comedy and whistles funny stuff into the director's ear; the man who works with the continuity writer and director of the longer and less slapstick comedies, working out special laugh-getting stunts; and the man who furnishes the "gags" that brighten up dramas and furnish comedy relief.

Getting a laugh in the movies is a serious business, requiring much thought and labor by a person with an imaginative mind. When the continuity of a five-reel comedy is written, the gag writer puts in all the laugh situations he can think of and then the "gag" man comes along and adds more. Sometimes as many as eight different stunts are suggested for a certain scene before the right one is found. Often a simple little "gag" that is meant only for a giggle develops into a hearty laugh.

There are three general methods of getting laughs in motion pictures, one through a funny situation, one by use of mechanical devices and "props"—trick umbrellas and the like—and the third by clever titles that fit the scene.

Walter Reed, the "gag" man at the Paramount west coast studio gives the following seven easy ways to get a laugh:

- 1—Have a chase.
- 2—Use of water; a broken water main or a flood in a reception room.
- 3—A panic caused by water, fire or steam.
- 4—A scare with wild animals; a man being brave with a lion behind him.
- 5—A mistaken identity.
- 6—Overbearing wife. This matrimonial "gag" has hundreds of variations.
- 7—Showing a practical joker getting caught in his own trap.

"Most of our present day 'gags' come from the old variety shows of 35 years ago," explained Reed, the Paramount "gagster," who has been in the theatrical profession as actor, stage manager, director and producer since 1891. "You'd be surprised if I told you that 'Muldoon's Picnic,' the old Irish standby which Barry and Faye appeared in 35 years ago, has furnished the basis for more than 60 plays and as many comedy pictures. This play had more fundamental 'gags' than a hundred recent plays. Every time a gag man gets stuck he thinks of 'Muldoon's Picnic.'"

The life of a gag man in a motion picture studio is no bed of roses. It is just one comedy situation after another. It is hard to tell a funny story in the parlor, but that isn't anything compared with putting on a funny "gag" on the screen.

## PENSIONED RAILROADER OWNS ODD HOUSE-NUMBERING SIGN

Old Wooden Ox-Yoke and Numerals From Powerful Locomotive Combine to Link Earliest With Most Modern Type of Transportation.



"The Yoke House" On East Eleventh Street, Portland.

A COMBINATION of the old wooden ox-yoke, representing one of the earliest types of transportation, and numerals from powerful locomotives of the modern railway system, has been used with unique effect in creation of a house-numbering design at 441 East Eleventh street, near Division street. The design has aroused many scores of inquiries, and in the local neighborhood the place has become designated as "the Yoke House."

Not long ago a letter was sent to the owners of this place, simply addressed to "The Yoke House, Portland, Or., and it was safely delivered.

Mr. and Mrs. P. H. Whitehead are the owners and occupants of the property. But they and the ox-yoke of local fame soon will move to their small farm at Clackamas station, where they are now building a home.

**Railroad Man Has Record.**

"Hank" Whitehead, as he is known to hundreds of citizens of East Portland, is a retired railroad man. For 30 years he had charge of the wrecking crews on the Southern Pacific lines in Oregon. He retired on pension two years ago.

For 23 years, says Mr. Whitehead, he never missed a wreck on the Southern Pacific line in Oregon. In all of his 30 years of railroad service he never drew a late card, and in all these years of strenuous work under difficulties he never hurt a man on his crew.

On April 16, 1876, Mr. Whitehead "joined up" with a company of 35 other single men to come under contract from Paris, Mo., to the Pacific coast to work on the great wheat ranches of Quinn county, California. Jack Parsons was the manager of the expedition, and they drove 133 miles across the plains from Missouri to California. In the train also were 11 head of horses, six wagons and a hack, the latter to be used for the transportation of sick or injured men.

**Ninety-six Days Crossing Plains.**

It took the caravan 96 days to make the trip from Paris, Mo., to Sacramento. All the men were under contract for one year to work on the Glenn wheat ranch for \$25 a month. The three months' pay for their trip overland was held-out until the end of the year; if they kept their contract they got pay for this three months, but if not, they lost it.

Mr. Whitehead never got pay for this three months, but he "jumped" his contract soon after landing in California and went to Elko, Nev., where he set and burned the first kiln of brick ever produced in that region. He worked at masonry and keeping a toll road in that territory until 1878, when he came to Portland and married Miss Sarah Hayden, whose family had come from Paris, Mo., the year before Mr. Whitehead started on his long trip. He admits that it was his sweetheart's presence in Portland that induced him to undertake the 96 days' trip on muleback, as he hadn't money to get here otherwise.

**Ox-Yoke Ancient Equipment.**

The ox yoke used by Mr. Whitehead in driving oxen at Springwater, then known as "Horseheaven," about three miles from Estacada. The yoke finally passed into Mr. Whitehead's possession and he decided to put it to its present use.

Of course, numerals were required for the house number, and these were taken from the wrecked engines 15 wrecks that Mr. Whitehead had to straighten out with his crew. Back of the odd design, on the front walls of the house, are two large shields that also are prized by their owner. These are the shields that were made in the local railroad shops and carried on the engine that drew President McKinley's train when he visited Oregon.

**Finally Turns to Farming.**

When Mr. Whitehead retired from the railroad service on pension he expected to "have nothing to do and take life easy," but, although past 70, he soon discovered that this was no life for him, and he acquired it across land at Clackamas station, which he is putting in shape and where he expects to have his new home ready for occupancy about the middle of February.

## HELIGOLAND BEING RAZED

Great Fortress Will Be Demolished by Next April.

LONDON.—The great German fortress of Heligoland probably will be completely demolished by next April. Its demolition has been in progress for two years under the supervision of an interallied commission headed by Admiral Sir Edward Charlton, who is said to be satisfied that the island fortress can never again be a menace to the allies.

When the work of destruction is complete, it will be inspected by the commission and then the island is to be handed back to Germany, under the provisions of the peace treaty.

The commission has taken nothing for granted, but naval officers have watched the great guns cut into pieces and have demanded that the scrap metal be produced when the Germans reported that they had destroyed cartridges, cases, fuses, etc. Besides, they have personally watched the burning of vast stores of explosives. It is understood that Admiral Charlton is satisfied that very little in the way of warlike stores can have been concealed by the Germans.

The gun emplacements and harbor works have been destroyed, and the harbor so that dredging will not be possible. Eventually it is believed the harbor will be destroyed by the sea.

To make certain that Heligoland cannot again be utilized as a base upon which to build a harbor for warships, the commission has placed blocks of stone and concrete about the bed of the harbor so that dredging will not be possible. Eventually it is believed the harbor will be destroyed by the sea.

## COME EAST, YOUNG MAN!

New Hampshire Publicity Board Starts Campaign in Ohio.

CONCORD, N. H.—Horace Greeley said "Go west, young man." Horace Greeley was a native of New Hampshire. Now New Hampshire is calling out to the middle west, "Come east."

In Ohio last month the New Hampshire board of publicity started a campaign designed to persuade Ohioans to immigrate to this state and do their farming on the hills from which many of their ancestors departed in response to the great editor's advice.

Ohio was chosen as the first objective because, the board says, "it is the nearest of the four middle western states whose soil is fully occupied, which annually send forth settlers in unoccupied lands to their north and west and because its farm population is of the highest order."

The campaign machinery was provided by the New Hampshire State granary, which was stimulated by prices donated by ex-Governor Roland H. Spaulding. The board of publicity, which aims to restore abandoned farms to their former productivity, is headed by Major Frank Knox, editor of the Manchester Union.

## RARE EDUCATIONAL FILMS TO BE SHOWN IN THIS COUNTRY

Pictures Made in Sweden Covering Wide Variety of Subjects Among Latest Acquisitions of American Distributing Agency.

FOLLOWING the announcement that National Non-Theatrical Motion Pictures, Inc., has acquired the entire Burton Holmes film library for non-theatrical distribution comes the announcement that this company has acquired the Swedish biography library of sciences, educationals and comedies.

The National Non-Theatrical Library of films selected with special reference to the non-theatrical field has reached and passed the 1000 mark," said Harry Levey, its president, "and we are adding to it every day. These Swedish films are particularly adapted for schools, churches and clubs, showing as they do many of the less visited parts of Europe such as Iceland, Greenland, Denmark, Finland, Norway and Sweden. They give intimate glimpses of the everyday life of the people and show some of their peculiar customs and primitive as well as modern industries. The films show how the Swedes have made the cultivation and manufacture of flax from stalk to linen tablecloth, seal-fishing, polar-bear hunting, the Laplanders and their reindeer and other unusual and interesting sights. It is from such pictures as these that one learns how the other half of the world lives."

The biology series includes remarkable series of bird films showing the birds in their native haunts and their life through the season, secured at the expenditure of much time, patience and ingenuity.

### Familiar Birds Pictured.

"Among the bird pictures are the familiar partridge, hawk, stork and less familiar falcon, goshawk, merlin and eagle—from whom we get the well-known elderdown. A group of sea fowls and the snipe family are shown. 'Bird-Housing Problems' portray the life of birds and some problems of the stonchaff, warbler, yellowhammer, chaffinch and woodpecker, while in 'Birds of the Swedish Mountains' we see the laughing goose, the gullchaser, the redwing and bluethroat."

"The busy bee is the hero and heroine of a film story showing life in a bee community. 'Insect-Eating Plants' are the featured actors in another film in the biology series.

"Proof that there is practically nothing of which the mind can conceive that cannot be shown today in motion pictures is to be found in the chemistry films, which show by means of microscopy and slow motion the crystallization of chemicals and other action in solution."

The Swedish Biograph company has been producing films for a world market for the past ten years, and for the past seven has had a special department devoted to the production of educational and industrial films. Its library of industrial is

### Educational Value Shown.

Educational films have been introduced into the schools of Sweden, where visual education has made great progress as in the United States. For years programmes for school children have been given at special performances at the Swedish motion pictures, the classes attending the performance in company with their teachers, who later quiz them on the films shown.

"There is a very strong feeling here in Europe that all educational possibilities of the motion picture should be utilized in all kinds of schools, writes Dagmar M. Walden of Stockholm, Sweden, who is a recognized European authority on educational cinematography and its resources.

"The United States and Sweden have many interests in common and I am persuaded that you will find much sympathy if you will contribute to the intensive work towards perfection of these educational methods," she writes in a personal letter to Mr. Levey.

Charles A. Logue's story, "The Infidel," hit the bull's eye so exactly when purchased for Katherine MacDonald, that B. P. Sealberg immediately commissioned him to write another original for the same star. Mr. Logue is now at work on this untitled plot, which is to be his first script in the new year, and he has outlined to us two other original stories which should have producers scrambling when he has them ready to submit.

"The Light in the Dark" is the new name which has been given to Miss Hampton's latest starring vehicle now under production with Clarence Brown as the director.

It is a screen adaptation of William Dudley Pelley's novel, "White Path," soon to appear in serial form in a prominent magazine.

In support of Miss Hampton as such personable celebrities as Lou Chase, E. K. Lincoln, Dorothy Watters, Doble Davidson and Edgar Norton.

William Duncan has finished his latest production, "The Defense." While waiting for another picture, he is working on a little invention. It is an entirely new type of rowing machine for his private gymnasium. Duncan found that none of the market made him exert himself sufficiently. As it is absolutely imperative that he keep in perfect trim in order to be ready for any hazardous feat that his picture may call for, he has started to construct a rowing machine along lines of his own. The unusual feature of his new exercise is the arrangement of the weights

### New Year's Greetings

THE DAY of "Peace on Earth, Good Will Toward Men," has come to gladden this old world again. May happy hearts and spirits high never fail as days go by; and may the year awaiting you still find the old friends with the new.

THE MANAGEMENT.



## JACK HOLT in "The Call of the North"

THIS WEEK



ALL WEEK

### KEATES' CONCERT

Exhibition March.....P. Fahrbach  
Mlle. Modiste.....Victor Herbert  
I Wonder if You Still Care for Me.....Ted Snyder  
Overture, Bridal Rose.....T. Tavelle  
On Our Mammoth \$50,000 Organ

Also  
TWO-PART  
COMEDY  
INTERNATIONAL  
NEWS  
SCENIC

## To Our Friends and Patrons:

WE WISH to thank you for your splendid patronage and kindly consideration during the year just past.

We promise, for the coming year, the presentation of the very best motion pictures and music obtainable; we promise you that the already exceptional "J. & V. H." courtesy and service will continue.

To you . . . a hearty greeting, and may you—each and every one—realize your most dazzling hopes and wishes in this Year of Our Lord, Nineteen Hundred and Twenty-Two.

Jensen & Von Herberg