

PROFESSOR C. B. MITCHELL and Miss Norma Olson of the Oregon Agricultural college faculty, who are doing much to further the Little Theatre movement undertaken by the Mask and Dagger Dramatic society. Miss Olson is coach for the society and Professor Mitchell is head of the department of public speaking.



'Vamp' Cheapens a Lifelike Reflection, Louise Glaum Says

Because one may take a part, now and then, that reflects real life, of people old enough to be interesting, that does not—emphatically not—make one a "vamp."

Both "vamp" and "vampire" are much misused words that might have helped make "Camille" or "Rappho" ridiculous had they become part of our slang vocabulary soon enough.

You have for it the word of Louise Glaum, who detests the word "vamp," and who, crowned in blue serge and whose delightful simplicity was relieved only by a coiffure which might, by a slight stretch, be termed "fluffy," set forth her ideas of what should motivate motion picture actresses.

"If a picture expressed life as it really is, I do not mind taking a part which reflects part of that life, but I do object to the idea that such a part should be cheapened by the use of that detestable word 'vamp,'" she said.

"Well, in view of the vogue of the 'vamp' pictures, why not every wife her own 'vamp'?" was suggested to Miss Glaum.

"Not at all—never," she said. "In such affairs, it should be a give-and-take proposition and I love one could not remain in love with one for whom one had to fight."

H. M. Burnan, general manager of the Universal film company, is expected in Portland about March 25 to confer with David Brill, local Universal chief.

Discuss Business Building Advertising and Service Pay

MATINEE business is the sore spot in the realm of entertainment and one of the most variable quantities with which the theatre man has to deal. A capacity audience one afternoon does not indicate a good-sized handful for the next day. Yet there are things which help to build up matinee patronage. Portland picture house managers have unburdened themselves as follows for the information of fellow-exhibitors everywhere:

"Location," declares Frank Lacey, manager of the Majestic, is an all important item. "When downtown streets are busiest the show houses are busiest. A house off a street with heavy traffic must reach out and pull its patrons in, while a theatre located in the crowded section gets much of its support from passersby, from transients and from men and women with an hour or so to spare in between appointments."

"I presume the number of people who start out from home to see a motion picture in the afternoon is relatively small compared with those who actually come. But people passing a showhouse several times during an afternoon finally become subconsciously 'sold' on the idea of entering."

"No," faintly contradicts Gus A. Metzger of the Rivoli theatre. "There is just one answer to the question of good business—at any time, morning, afternoon

or evening. That answer is 'good pictures.' Many persons prefer seeing their motion pictures in the afternoon. Give them a good show and they will keep your house filled through the dinner hour."

"Personally, I know advertising pays. I go on the theory that the better the picture the less exploitation necessary, but other managers who have equally fine photoplay programs do not agree with me on this."

Lobby displays greatly influence theatre-goers, according to F. W. Teufel. He first tried special musical programs at 3 o'clock in the afternoon, but he came to the conclusion that though the public liked them, the real purpose of entering a cinema is to see the photoplay.

"You've got to know how to put on a picture," Teufel insists. "A good photoplay can be so handled that it becomes magnificent or horrible, according to the way in which it is presented. This matter of atmosphere, or presentation, is more noticeable to women, who seem to be more sensitive to an effective, artistic handling of a photoplay. Women make up the majority of afternoon patrons."

Paul E. Noble, manager of the Liberty, would place afternoon patronage on house service.

"Women of Portland award a big

matinee business to high standard pictures and to shows that offer house service. They have found the theatre a restful place in which to rest after several hours of weary shopping. Help them forget their shopping worries immediately they enter the theatre. Personal comfort and service makes a great impression on women and without the patronage of women no theatre can have either a successful afternoon or evening business."

"All my newspaper ads are addressed to the feminine sex," declared A. C. Raleigh, manager of the Columbia. "Price makes a big difference with women. They are in the majority of cases handling the purse for families where children demand many things. Therefore every penny counts. It must be continually drummed into them that a matinee is a bargain just as much as if they bought their ticket over a bargain table instead of through the customary box office."

Raleigh believes each house has a personality and just as some persons always make an unusual number of friends do some theatres. Personality can be developed through unfailing courtesy, through good nature and perfection in house detail.

Kenton Will Direct
Warner Brothers have engaged Earle Kenton, well known director, to direct their initial all-star super-comedy production. It is reported that Kenton's salary will be the highest ever paid for the direction of a two-reel comedy. Production work will start at an early date, and the picture will be released on an Educational program.

Maurice Tourneur is planning to film "Lorna Doone" in England soon.

English Author Has Cheerful Words for University Student

University of Oregon, Eugene, March 11.—In connection with her work of writing an honor thesis on "Literary Criticism and Evaluation of the Books of May Sinclair," Mildred Hawes, an honor student in English literature, wrote a letter to the English author. The answer, as printed in the student daily, gives some interesting sidelights on the views of the author. In part, it says:

"Nothing matters but the inner life of an author and you'll find bits of it in all my books—only bits, phrases here and there. But you'll find most of it all that matters—in 'Mary Oliver' and in my 'A Defense of Idealism' and 'Journal of Impressions in Belgium.' (This last has a lot that's external, too.)"

"Let me thank you again for your appreciation; this sort of recognition is among the most encouraging things that can happen to a writer."

Kiddies to Present Play at Kelso Soon

Kelso, Wash., March 11.—The students of the Catlin school will present a play, "Alice in Wonderland," at the city auditorium Friday evening, April 1. The performance is under the direction of Professor O. B. Williamson, Miss Ruth Lineberry and other members of the Catlin school faculty.

Hubbard Has Story Of Man's Vanities

Lucien Hubbard, scenario editor at Universal City, tells of two screen authors at the studio who were arguing about the respective merits of continuities they had just submitted. "It's funny," one of them finally remarked, "a person can't see his own faults." "Can you?" asked his brother scribe. "I could in a minute," was the reply. "If I had any."

Doraldina Appearing Personally in Dance

Madame Doraldina, whose name heads the list of "Who's Hula" dancers, has left the Hollywood studios of Metro to make a number of personal appearances in New York and Eastern cities in connection with the showing of her latest picture, "Passion Fruit," from the original story by Carey Wilson. The queen of dancers will reproduce some of her new dances at the different theatres where the picture is being shown.

"Conflict" to Be Filmed
"Conflict," a story by Clarence Buddington Kelland, which has been attracting wide attention in magazine form, has been secured as a forthcoming feature for the use of Priscilla Dean. Miss Dean is filming the final scenes of "False Colors" and intends to rest for a few weeks before beginning her next picture.

All Hands Are Ready to Take Credit Burden

ORGANIZATION and cooperation are the keynotes of successful picture building in these days. Here is a description of the way they did it in the old days:

A picture was finished and had just been shown for the last time in the studio projection room. As the bunch filed out each one took the press agent into his confidence:

"The author—'It was sure some story, otherwise we never would have gotten a picture with such pin-headed direction and production.'"

"The scenarist—'Good thing I was on the job to write this continuity. The story was the worst I ever saw, but I made the script fool proof and the director couldn't help but give us a picture.'"

"The sub-titles—'If they'd cut out the action and just run the titles they'd have a winner. Hardest job I ever had.'"

"The production manager—'It's hard to get a sure fire film out of the materials I had to deal with. Nobody to help. Had to do it alone. Lucky for the boss I was here.'"

"The star—'Impossible story; awful continuity; ludicrous direction; terrible photography; cheap production; edited like a crazy quilt. It was all I could do to save it from rank mediocrity, but I think I looked rather well, don't you?'"

"The director—'With a rotten story, and a rotten continuity it's a wonder I got any picture at all. But she's a bird if I do say it.'"

"The cameraman—'The photography is all there is to it. Saved the picture. Really I had to direct it myself practically. The direction was awful.'"

"The editor—'It was the worst mess I ever saw. Shows what expert editing will do for a picture. The way I see it I've saved the company about \$75,000. If it hadn't been for me the darn thing would be on the shelf.'"

"The big boss—'I certainly put over a winner this time. Tell the world it's the best ever.'"

And that's how press agents came to be regarded as occupying the place on earth that rightfully belongs to the poison ivy.

French Ladies Bet Upon Cockfights; Thrilled by Sport

(By Universal Service)
Paris, March 12. — From the Hindu dancing beauty and faking of tattooed stockings and other fads, faded Paris high society has turned to the ancient sport of cock fighting.

It is being conducted with modern "frillfulness" never even imagined or dreamed of by the Filipinos or the connoisseurs of Louisiana.

In a secluded garden at Neuilly, within a stone's throw of the Bois de Boulogne, cock fighting has been revived under the auspices of a committee of noblemen. They are now importing prize birds from Spain and Portugal and they battle for large wagers.

The latest scene was held Sunday when numbers of befeared women, wives and daughters of nobles and millionaires surrounded the cockpit and backed the game cocks in the most exciting fashion. Many of the women bet huge sums on their particular favorites.

One woman who tied her silk garter about the neck of a bird, bet all the cash she had and then overwhelmed with the thrill of the battle cast her pearl necklace into the pit and declared that she would wager all the jewels she possessed.

In order not to come in conflict with the police the fights are held in strict secrecy. Entrance is obtained by tickets in the shape of playing cards which are torn in two. One half the card is held by the collector at the gate and the person desiring to be admitted must produce the other part of the card.

The sport is declared to be popular in aristocratic quarters. One countess is said to be fitting up a cock pit in her drawing room where women gather daily. There they will watch the game cocks equipped with steel spurs engaged in sanguinary conflict with blood and feathers flying.

The women who own the competing birds after the battles pluck the prized plumes from their slain battlers.

Nearly 700 Children Earn Ways on Screen

Los Angeles, March 11.—Statistics made public by the board of education show that nearly 700 boys and girls here obtained permits in the month of January for "varying periods in order that they might work in the great motion picture studios. 'More children work in motion pictures than in any other industry in Southern California,'" said Dr. E. J. Lickley of the board of education.

Sir James M. Barrie will come to America in July, according to an announcement by Jesse L. Lasky. He will go to Hollywood to supervise the filming as a Paramount picture of his world famous play, "Peter Pan."

Star Studies

Penrhyn Stanlaus has signed a five year contract with Famous Players as a director. His first picture will probably have Betty Compson for the star.

Pauline Frederick has accepted "The Western Gate," a story by Henry Fletcher. But she can't make it for about two months. It's a story of the Northwest wheat fields and she has to wait for the wheat to grow.

Many film luminaries journeyed from Hollywood to San Francisco to attend the big motion picture ball. Clara Kimball Young led the grand march with the mayor, and Bebe Daniels, Mary Miles Minter and Phyllis Haver were much in evidence.

Mrs. Reginald Barker, who before her marriage was Clara Williams, star in the cinema world, has been very ill recently. She being an excellent critic of sub-titles and film composition, Barker has had a projection machine installed in her boudoir, where they can edit his Goldwyn pictures together.

The Screen Writers' guild, of which Thompson Buchanan is president, has nearly 200 members. It is about to purchase a clubhouse in Hollywood with capacity for its general meetings, a big lunch room and a ballroom where social gatherings may be held.

Anne Weirich, Sacramento society girl, was called in as an expert for a Mary Pickford picture the other day. The scene called for a "bridge party," and no one at the Pickford studio knew whether a player should deal from the right to the left or trump a partner's ace or any of the other little details of such affairs.

Peter B. Kyne is a conspicuous figure around the Southern California studios these days. He motors up from his home in Del Mar, sells a story and motors back again—ad infinitum. He's always sure of making the cost of his gasoline when he starts out on a jaunt with a manuscript tucked in his pocket. That's quite an item these days.

Notwithstanding the fact that Universal City has been hitting on all cylinders for the past two months, the arrival at the studio of Carl Laemmle, president, and R. H. Cochrane, vice president, has already borne fruit in the way of increased production. Twenty-four producing units are now making features and the scenario department has made elaborate plans for the immediate future.

"The photographic representation of a character's thoughts or feelings on the screen will be the next achievement on motion pictures, in the opinion of Paul Bern, one of the younger directors. 'Something along this line has already been done, but that much more remains for accomplishment. The idea that the screen is limited to presenting physical action and must shun stories and situations involving psychological processes will be abandoned when thought pictures become common.'"

LOEW'S HIPPODROME

SUPERS NEW BILL TODAY

THE WONDERFUL MALETA

Bonconi

FAMOUS EUROPEAN VIOLINIST

"THE OFFSHORE PIRATE"

STARRING THE BEAUTIFUL

VIOLA DANA

LEE ARADOS

"The Queen and the Crown"

JACK MARTIN TRIO

"Moments From Musical Shows"

RAINBOW AND MONARK

"20th Century Indians"

BARTLETT, SMITH AND SHERRY

"Three Harmonies"

MATINEE DAILY 2 SHOWS NIGHTLY

SATURDAY, SUNDAY AND HOLIDAY CONTINUOUS

Starring with **KAZAN** the wonder dog, is beautiful **JANE NOVAK** recently seen as the star of **"ISOBEL"**

JAMES OLIVER CURWOOD'S KAZAN
- the wolf-dog killer

PEOPLES
West Park near Washington — Direction JENSEN & VAN HARBURG

EXCLUSIVE SHOWING!
This picture will be shown for one week only and positively will never again appear in any theatre in Portland.

SEE—
Kazan fight a wolf pack alone in the snow.
SEE—
Kazan slay the mountain lion that killed his mate.