

MOVING PICTURE NEWS



Mae Marsh in 'Sunshine Alley' at 'Sunset'



William Farnum and Jewel Carmen in 'When a Man Sees Red' at 'Majestic' Tomorrow.

TODAY'S FILM FEATURES.
 Sunset—Mae Marsh, "Sunshine Alley."
 Liberty—William S. Hart, "Dead or Alive."
 Majestic—Mary Garden, "Thala."
 Peoples—Mary Pickford, "Stella Maria."
 Sun—Margarita Fischer, "Molly Go Get 'Em."
 Globe—House Peters and Myrtle Stedman, "Between Men."
 Columbia—Elsie Hammerstein, "The Mad Lover"; "France in Arms."

Sunset.

Mae Marsh, whom girl of the screen, appears at her whimsical best in "Sunshine Alley," the Goldwyn production, which, with the two-reel Alice Howell comedy, "Her Bareback Career," furnishes Sunset Theater patrons with excellent entertainment on the week-end programme.

However, Miss Marsh is not the lone star of "Sunshine Alley," a quaint little story of love—love for birds and animals as well as humans. Robert Harron, the Bobbie of so many Mae Marsh pictures, dating from the old Griffith days, gives a characterization which makes him the starring favorite production with many.

This Goldwyn offering is decidedly a "different" picture, with sympathy and pathos its chief elements. Excellently produced, its dramatic strength is enhanced by the acting of Marsh and Harron, two stage youngsters whose names have been linked in the matrimonial sea for several years.

Miss Marsh finds herself in a bird and animal story in this picture, caring for her aged grandfather and attempting to curb the exuberance of her brother. The old man is injured in an automobile accident and through this a new vista is opened up to the girl. She becomes acquainted with the son of a wealthy house and a love affair develops. Their romance is severely bumped when the girl's brother, seeking vengeance for the injury done his father, breaks into the house on a burglarious mission, but the veil of misunderstanding is at last rent and the little bird girl is given the happiness she so richly deserves.

Thrills and slapstick fun galore are dished out in "Her Bareback Career," a comedy starring Alice Howell, the girl of the wild hair.

Kofeldt New Seattle Manager.

W. W. Kofeldt, former manager of the Portland Pathe Exchange and for two months manager of the Minneapolis branch of the big international film concern, is back in the Northwest at Seattle as head of the Pathe distributing organization in the territory comprising all or part of half a dozen states.

Mr. Kofeldt, one of the most popular film men Portland has had, left the city when the Portland exchange was closed and accepted the management at Minneapolis. His success in the Northwest was so pronounced that before he had been in the Minnesota metropolis for two weeks he was asked to return to the Coast.

Good news to Portland and Oregon film exhibitors is contained in the announcement by Mr. Kofeldt that within a month he will open a Pathe office in Portland with a local manager in charge.

Webber Picture Breaks Records.

"The Price of a Good Time," the big Jewel production which will open at the Star Theater Saturday, has just added another record to its striking series of successes. Following is a telegram received yesterday from Butte, Mont., where it opened in the American Theater on Tuesday:

"Price of a Good Time" breaking all the records of the American Theater here. Opened yesterday matinee with crowds on sidewalk from noon to 10 o'clock. Same today. The Price of a Good Time is the talk of Butte."

This powerful photoplay by Lois Weber had a similar run at the Superior Theater, in Los Angeles, while at Newark, in the Fox Theater, the waiting crowd became so great that the doors of the theater were burst in and it was necessary to call the police to control the crowd.

Mary's Greatest Play.

Mary Pickford's latest Artercraft release, "Stella Maria," is confidently expected to prove a sensation throughout

the country. That the latest Mary Pickford photoplay should prove a big success is stated by Adolph Zukor, D. W. Griffith and other celebrated experts who are in a position to judge. In this play, adapted from William J. Locke's well-known book by Frances Marion and staged by Marshall Neilan, "Little Mary" appears for the first time in her career in a dual role, which makes a great demand upon her wonderful versatility.

After viewing this photoplay recently Adolph Zukor, president of the Famous Players-Lasky Corporation, said: "The production of 'Stella Maria' is the most remarkable thing which Mary Pickford has ever done for the screen. The fact that Miss Pickford plays a double role, one of two distinct personalities, has made this an achievement all the greater. I am sure that Miss Pickford, as Unity, has triumphed in this, her greatest achievement."

Another Strong Hart Picture.

William S. Hart excels in those stories of primitive man reformed through stress of circumstances, regenerated by the renewing of the mind in the crucible of love and hate, which ideas has formed the basis of several of his pictures released by Artercraft.

In "Blue Blazes Rawden," his forthcoming Artercraft picture, it is employed with telling effect. He is, in this instance, a veritable giant of a man, rough, lusty for life and the delights of the lumber camp saloon after a sea-sojourn in the fastnesses of the forests. The virility and strength of character that render these interpretations of William S. Hart so outstanding in their originality and realism are part and parcel of the man himself, otherwise they could never be so successfully simulated on the screen.

When a Man Sees Red.

Herewith are the opinions on the title of William Farnum's big production, "When a Man Sees Red," which William Fox will show soon:

"When a man sees red," says William Farnum himself, "he usually gets pretty hot under the collar and wants to fight."

"When a man sees red," Jewel Carmen asserts, "he usually follows it. Red's an attractive color, especially when worn by a pretty woman."

"When a man sees red," declared Lulu Mae Bower, of the company, "he knows there's danger, and he generally walks right into it."

"When a man sees red," avows Marc Robbins, bachelor, also in the cast, "there's an end to it. When a woman sees red she says it's green."

Screen Gossip.

Mary MacLane, authoress, who is to appear in pictures for Essanay, says she considers cigarette smoking one of the most graceful habits a woman can possess.

Robert Conness, Maude Eburne, Charles E. Ashley, Cecil Owens and Virginia Bowker are some of the people who will be with Taylor Holmes in his next picture.

Pathe plays, starring Fannie Ward, Frank Keenan, Bryant Washburn, Bessie Love and Mrs. Vernon Castle, will be presented every two weeks during 1918, instead of one a week, as is customary with distributors generally.

Versatility is Margarita Fischer's middle name. Endowed by nature with mobile features that adapt themselves to all the subtle nuances of facial expression, combined with a talent for mimicry that is incomparable in its elfish faculty, Miss Fischer expresses more by the flickering of an eyelid or a peculiar quirk of the mouth than is conveyed in the grimaces of the usual comedienne.

A faithful reproduction to scale of one of the principal streets of the ancient city of Alexandria, Egypt, is a scenic feature of Goldwyn's production of "Thala." Mary Garden's first motion picture vehicle.

Frank Keenan is considered one of the leading exponents of dramatic roles on the American stage. He gained fame in David Belasco's production of "The Warrans of Virginia," and since that time he has been at the forefront of American stars. "Loaded Dice," a powerful story dealing with food profiteers, gives him the strongest role he has ever played on the screen.

JEWEL PRODUCTIONS

present

THE PRICE of a GOOD TIME

Lois Weber's photoplay sensation that has fired the imagination of the whole country.

IT'S A PLAY YOU WILL WANT TO SEE MORE THAN ONCE

ONE WEEK COMMENCING TOMORROW Saturday, January 26

at the

Star Theater

Washington at Park Street—Regular Admission

WEIGHT IS WATCHED

High Prices and Penny Change System Promotes Accuracy.

GASOLINE PUMPS TESTED

City Sealer of Weights and Measures Makes Annual Report—Few Shortages Found in Sale of Wood to Consumers.

was sold through it will be sold at its correct measure, and while it is the opinion of the writer that the great majority of operators measure gasoline correctly it is no more than ordinary business precaution for the person buying to watch the stroke of the pump and see that the full stroke to deliver the required amount is taken.

In the matter of the measurement of wood more work was done than ever before, a large amount of the wood measured being for dealers on cars or barges.

Few Shortages in Wood Found. Considering the volume of business done very few shortages were found in the sale of wood to consumers by dealers.

If, however, in the purchase of wood the consumer would make it an invariable rule to remember that a load of wood does not mean a cord and to compare quantity as well as price a considerable saving could be effected.

The city ordinance requires that in the sale of wood a bill be sent with the load stating in cords or fractions

High prices and the adoption of the penny change system in stores has promoted accuracy in weighing, according to a statement made by City Sealer of Weights and Measures Jones in his annual report made public yesterday. He says dealers and patrons both are paying more attention to the accuracy of scales and weights.

During the year Sealer Jones inspected 242 scales, condemned 77 and required repairs to be made on 121. He inspected 374 weights and condemned 30.

Gasoline Pumps Tested.

A test of gasoline filling pumps and tanks was a feature of the work of the year. Of 340 tested 23 were found inaccurate and ordered repaired. "The errors found," says Sealer Jones, "ran about half and half under and over measure and were due in most cases to defective installation. Where the pumps were installed by competent mechanics very little trouble was found. It does not follow that because a pump is correct when tested that all

LIBERTY

TODAY TOMORROW

DEAD or ALIVE

or "Wolves of the Rail"

GO!

"My Best Picture"—Bill Hart.



—Sunday—Another 100% play—Norma Talmadge in "Ghosts of Yesterday."

SNOW FLAKE



SALTED SODA CRACKERS

—Are delicious and wholesome. Your table is never so complete as when SNOWFLAKES are present. Delightful with soups, salads, fish and for sandwiches.

Don't Ask for Crackers—Say Snow Flakes.

PACIFIC COAST BISCUIT COMPANY Portland, Oregon.

Sold in three sizes of packages and in bulk.



WAR SAVINGS STAMPS Issued by the United States Government Make the Safest Investment in the World. 4% Compound Interest.

FISHING TO BE CONTROLLED

Federal Food Administration Extends Its Power to Sea Food.

The Federal Food Administration has extended its powers to control of the fishing industry of the Pacific Coast through the licensing system, even salmon fishermen being included, according to interpretations leaders of the industry place upon the President's proclamation of January 10.

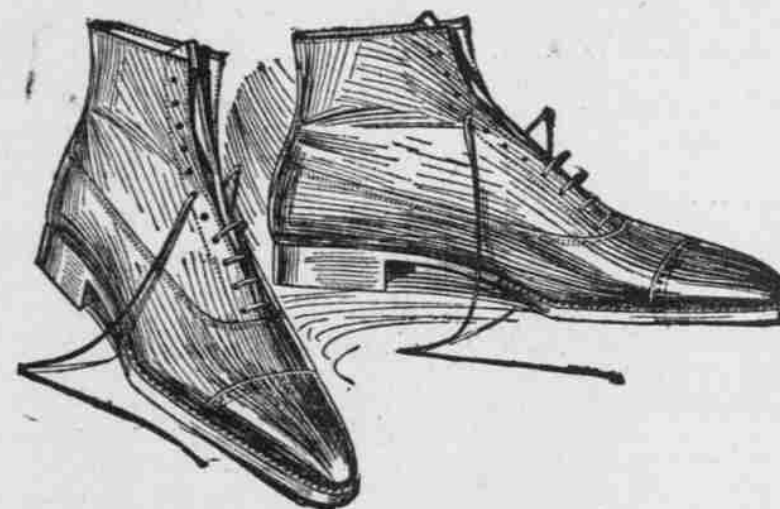
On January 25 all salt-water fishermen who operate in the Bering Sea and in California coastal and river waters will hold a conference over details and join the Engineers' Battalion.

growing out of the new regulations at San Francisco. A similar conference for those interested in the fishing industry of Washington and Oregon will be held in Portland. Government representatives will attend.

Klamath Falls Man Enlists.

KLAMATH FALLS, Or., Jan. 24.—(Special.)—One more well-known Klamath Falls young man has left to enter the service of his country. J. B. McAllister, sales manager of the Ewauna Box Company of this city, resigned his position a short time ago and left for Brownsville for a short visit, after which he will go to San Francisco and join the Engineers' Battalion.

Shoe Prices Reduced for Our Semi-Annual Sale



Every pair of shoes in our store is now on sale at prices that cannot be equaled for a long time to come.

Everyone is familiar with the reputation of "FLORSHEIM" and "WIRTHMORE" shoes, and you will be surprised that such values can be offered under present conditions.

"Florsheim" Regular \$7.00 to \$13.50 Shoes

Go at \$5.85 to \$9.85

"Worthmore" Regular \$5.00 to \$8.00 Shoes

Go at \$3.85 to \$5.85

NOTHING RESERVED—EVERY STYLE AND EVERY LEATHER IS INCLUDED

This is your opportunity to make a saving on shoes that you know to be worth regular prices at any time.

THE FLORSHEIM SHOE SHOP

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