

IN MILLIONS APPEARS POPULAR IDEA OF MOTION-PICTURE VALUES

In Portland Alone, 45 to 60 Houses in All Contribute About \$1,000,000 Annually to Commercial Activity of Section, but Outlay in Various Immediate Expenses Overlooks Any Fund Set Aside as Interest on Huge Investment.



Scene From "A Soldier's Oath" Featuring William Farnum at top left. Florence Reed in "The Cowardly Way" at top right.



Mary Miles Minter in "Barbara Frietchie" at National.

MODERN journalistic literature—if such there be—is replete with inspiring yarns about the poverty-to-wealth and obscurity-to-fame triumphal march of motion-picture magnates. They are now worth millions; their productions cost millions; stars earn millions in a few years—governed largely by the imagination of the press agent, perhaps. "Million" is the conjuring word; it's "millions" here and "millions" there in this infant prodigy.

Don't overlook Portland in the "million" classification, for Portland's filmmen, chiefly represented by from 45 to 60 motion picture theaters—varying with conditions—distribute more than \$1,000,000 annually as its contribution to the commercial activity of the section.

Estimates on the money invested in moving-picture enterprises in Portland and its immediate environs vary from two to three million dollars, but experts agree that \$20,000 is a conservative figure as the weekly outlay of the theatrical men. Multiply \$20,000 by 52 and you have more than \$1,000,000, and this is a distinct outlay for immediate expenses and overlooks any fund set aside as interest on the huge investment.

Of the \$20,000 weekly expense, rents, light and power, films, advertising, music and salaries for from 20 to 350 employees, account for practically all of that sum. As for films, six of the leading houses pay \$5000 weekly for that item alone.

The appearance of Willard Mack on the screen as a Triangle star will present to Portland theatergoers an old friend and favorite in a new guise. As stock actor and vaudeville headliner he is well and favorably known. The public will have an opportunity to pass upon Mack on the silent stage at the Columbia Theater today when he appears in "Alma Oe."

A few years ago Mr. Mack was leading man at the Baker Theater for nearly a season. In that guise he was always a prime favorite. His subsequent work in two playlet-appearances on the Oppenheim circuit earned for him more praise. While in Portland his wife, Maude Leone, played in the Baker Company. Miss Leone is now in vaudeville and Marguerite, Hambeau, a New York stock favorite, is his present wife.

The new screen star has earned distinction as an actor as well as actor, producing 12 successful vaudeville sketches and "Kick In" and "So Much for So Much."

Mack is a native of Morrisburg, Canada, of Irish parents who moved to the United States when he was a child. In college he was a member of the famous Georgetown University baseball team. He tried newspaper work, drifted to the theater, adventured in China and, after several years of struggling as a playwright, "arrived."

STARTING TODAY

"Who touches a hair of yon gray head, dies like a dog—march on" From "Barbara Frietchie," by John Greenleaf Whittier

MARY MILES MINTER AS "BARBARA"

Supported by the Stage's Oldest Actress, Who Here Makes Her Debut in Motion Pictures

MRS. THOS. W. WHIFFEN As Grandma Frietchie in

CLYDE FITCH'S SUPERB DRAMATIZATION of

John Greenleaf Whittier's Immortal Poem

"BARBARA FRIETCHIE"

FIVE GRIPPING ACTS OF INTENSE DRAMA

"Blackmail in a Hospital"—Comedy DOROTHY LEWIS Soprano ANIMATED Nuf Sed

NATIONAL PARK STARK W. PARK

splendor of many of the scenes is almost beyond description.

Frank Daniels, who is now starring in "What Happened to Father," tells of a remark made to him by a fellow member of the Lamba Club in New York.

"I saw you the other night in a motion picture, Frank, something where you stole your daughter's wedding automobile and ran into a tree and played the hero in a bum melodrama," said the friend.

"Yes, indeed," said Daniels. "That's a great picture. I even enjoyed working it. How do you think I did—were you impressed with that acting?"

"Well, I tell you," responded the friend, "there were parts of the film where I thought you were a trifle nervous. I have tickets for tomorrow night, however, and I dare say you will do better now."

A waiter came in response to Daniels' call, and he signed the check.

Mary Anderson, "Sunshine Mary" of the Western Vitagraph Company, has a special pet in a tame wolf of a very pleasing shade of gray.

THRILLING FILM IS PROMISED "The Battle Cry of Peace" Opens at Heilig Christmas Day.

"The Battle Cry of Peace," a thrilling film production showing what might happen to the United States if a foreign foe landed on her shores, and urging preparedness against such a contingency, will be flashed on the screen at the Heilig Theater Christmas Day, opening a one-week engagement.

The idea that "power spells peace" is the wonderful Vitagraph production.

The first part of the film is without doubt one of the most dramatic productions ever presented. It shows the destruction of New York City by a hostile fleet, whose 15-inch guns topple buildings after building without being in range of the United States shore.

Thousands of persons are pictured running madly about as the bombardment continues, both from the sea and air.

A portion of the United States fleet, much smaller than the invaders, is seen in combat off the coast. One of the finest pictures shown is the sinking of two battleships, which are driven in close to shore by the foreign fleet.

Then comes the landing of the troops of Emanon (no name, backward), and what they do to the inhabitants. Men are torn from their homes and shot by a machine in front of a wall a short distance away. The invaders are shown attacking women and girls, choking them when they resist.

"Officers of the general staff of the United States Army at Washington told me that an army of 800,000 men and horses with supplies for three months could be landed in this country by an invader in 40 days and that we could not stop it," says Director Black, also author of the play. "The Rebs" which are being shown in this film are occurring now in Europe. Why shouldn't they occur here some day if we are not able to resist?"

YOUNGEST STAR AT NATIONAL Oldest Actress Also to Be Seen in "Barbara Frietchie."

The youngest star in filmdom and the oldest actress on the English-speaking stage will be seen together in Portland this week at the National Theater, Mary Miles Minter, the 15-year-old girl who starred in "The Littlest Rebel" with Dustin Farnum, appearing with Mrs. Thomas W. Whiffen, an actress for 50 years, in "Barbara Frietchie." This pictured version of the famous American poem by John Greenleaf Whittier and the play by Clyde Fitch, is labeled "screen masterpiece," and one creating a distinct sensation.

The supporting cast includes Guy Coombs, Anne Q. Nilsson, Franine Fraunholz, Wallace Scott, William A. Morse, Louis Sealy, Charles Hartley,

and Barbara cries an alarm. Her shouts bring among others Captain Trumbull, of the Union command. Against her wishes he assists her down and orders the Union soldiers punished for stealing food from the Frietchie home. Trumbull is invited to the party and becomes the lion of the occasion.

Arthur Frietchie, Barbara's brother, has stolen through the Union lines, and attempts to enter his home that night as Captain Trumbull comes out. Union soldiers are in pursuit of Arthur, and

Trumbull aids him to elude them. Barbara is softened toward Trumbull when she learns of this. Judge Frietchie finds his daughter, Barbara, talking to Trumbull and attempts to kill him, but the girl protects the Union officer.

Barbara again saves the life of Trumbull by her quick wit and true aim with a pistol. Trumbull is separated from his command, and hides in a thicket. Arthur observes an officer in hiding there and fires. He is horrified to find he has shot Trumbull, the

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Majestic THEATRE

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WILLIAM FOX TRIUMPH

"The Oath" A Story of Love, Faith and Retribution—A Struggle of Human Hearts in a Powerful Picture

"Majestic Novelty Trio"

ROBERTS OGDEN RANSOM

