

# AT THE THEATERS



Dorothy Jordan At The Orpheum

Mary Servess With The Passion Play of Washington Square At The Orpheum



Scene From The Melting Pot At The Baker

**PROBABLY** the best little self-advertiser the world ever knew was George Washington. His cherry tree episode and that little classic about the lie he never told have advertised G. W. to posterity as none of his other works or shenanigans before all men could have done.

Therefore it is most fit and proper that the Heilig should present "It Pays to Advertise" on George's birthday, even giving an especial matinee for the occasion.

Not that the farce has anything relating to fathers of the respective countries. It hasn't. It has to do with fathers of trade, the city dads and dictators of the business world.

"It Pays to Advertise" is from the business pens of Rot Cooper Megrue and Walter Hackett, who have built their story around the experiences of a young man who starts a soap advertising campaign by plastering the billboards with posters reading: "It Soap—Unlikely for Dirt." Much to the hero's surprise, publicity stands prove most efficacious and a big demand is created for the soap.

Being without capital to manufacture he is unable to supply the soap. It is his effort to get enough money to capitalize his scheme that affords the fun.

"It Pays to Advertise" advertises that it furnishes a "laughing treatment," optimistic suggestions and fun that appeals. Heaven knows we are all ready in need of just all those things. Per-sonas who should all go in for a steady diet of "drama" and help maintain high standards of art on the stage. But the fact remains always, that a little senselessness now and then is relished by our wisest men.

"It Pays to Advertise" is to be given an especial interest to Portlanders on the opening (Monday) night, February 21, when the Ad Club will sponsor the performance and the proceeds be turned over to the Florence Crittenton Home for the blind.

The price of admission for Monday night will remain the same as for the other evenings, and in this manner all who make up the audience will have a part in contributing to a worthy cause.

The engagement of "It Pays to Advertise" is for three nights, with matinees, one on Washington's birthday and one on Wednesday.

Concerning ourselves with happenings in the meantime, there are two of importance.

One is "The Melting Pot," Israel Zangwill's big play, which goes on the Baker boards this week, and the other one is "The New Do Well," a pictured version of Rex Beach's famous story, which is to be exhibited at the Heilig all week. This story is being shown for the first time in pictured form and the fact that it faithfully follows the author's story and that the pictures were taken at spots alluded to gives an added and compelling interest. Kathryn Williams and Wheeler Oakman are featured in the pictures. The first exhibition is to be given this afternoon at 2:30, a second will follow at 8:30 tonight and thus it will continue all week.

It is a coincidence that Walker Whiteside, who is the role of the young Jewish lad, David, in "The Melting Pot," was in Portland a week ago when Manager Seaman decided to put that play on at the Baker. It was a lucky coincidence for the Baker folk, however, for Mr. Whiteside glimpsed some pictures, vases and bits of odd furniture that he had used in his production of "The Melting Pot." Mr. Whiteside was glad to rid himself of them and the Baker management was glad to get hold of them.

Mr. Whiteside had brought out complete stage settings for this play, as well as "The Typhoon," and in California he appeared in both. But when he dropped "The Melting Pot" from his repertoire for his Northwest tour the stage paraphernalia became truly excess baggage.

In the Baker's presentation of the story Edward C. Woodruff will appear in Whiteside's role of David and Winifred Bryson will be the girl, Rose.

The play is a strong gripping drama of heart interest and one of peculiar appeal now that European countries are at each other's throats. The theme of the play is that America is as a great melting pot where all those of other nationalities are blended together and from which shall emerge finally the ideal American who has added significance to the world.

The entire Baker company will be out in the production. A matinee opens the engagement today.

Dorothy Jordan, who is renowned as an actress, prima donna and artist, shines as headliner of the show opening at the Orpheum this afternoon. Miss Jordan sings a repertoire of character songs and has a gorgeous costume for every selection. She was seen far vaudeville from "Oh! Oh! Delphine," the musical comedy which secured tremendous success in London. Miss Jordan also was starred in "Madame Sherry" and "The Pleasure Seekers," and in the early part of her career she was a member of the Metropolitan Grand Opera Company of New York, with which she was affiliated for three seasons.

"The Passion Play of Washington Square" is the extra Orpheum attraction, indicative of the merit of this act. It is announced that it is presented under the personal direction of Martin Beck, Harold Vermilye, Charles Causland, Robert Watt, H. H. Foreman, Cliff Worman and Kenneth Loane.

Theater for three nights, commencing Monday evening, February 21, with special matinee Tuesday (Washington's birthday) and Wednesday, is an rip-roaring farce as ever rocked the sides of its auditors in mirth. The play is founded on an idea, and does not depend on a carefully planned "dam" or an exactly diagrammed stumble over a chair to produce laughter.

Rodney Martin is the son of a soap trust magnate. He fills the bill well, for he is very clean-looking and has never done a stroke of work. About the time his dad is getting ready to throw him out for not working he falls in with a press agent christened Ambrase Peale, who has a most astounding knowledge of the psychology of advertising for a man who has not taken the course in extension. He overwhelms Rodney with statistics: "Why do we eat hen's eggs instead of duck's eggs?" he asks. "Hen's eggs are no better than duck's eggs. But when a duck lays an egg you never know it. Now when a hen lays an egg she sets up an awful racket and everybody knows it. Advertising, my boy, advertising."

After several amusing complications they form a partnership and decide to go into the soap business, to fight the trust, which is controlled by Rodney's father. "Thirteen Soap" (Unlucky for soap) is the name of their brand, and they advertise it all over. At the end of a month they are out about \$25,000, and no one has bought any of their soap. Their campaign was framed with the idea of forcing old man Martin, the soap king, to buy them out. But he is an old fox, and does not "fall." Just as they seem doomed to failure their soap begins to "sell," and they get several big orders. However, they have no stock and no way of manufacturing any, so they are forced to buy it from the trust. And the trust refuses to sell. Complications follow fast, but not too fast for the authors to unravel them.

The new play is in three acts, and besides promising a thoroughly adequate environment for H. Cohen & Harris announces the following players to create its several characters: Elza Frederic, Adele Rowland, Marion Barrie, Celeste Kirk, Frank Allworth, Elmer Grandin, Harold Vermilye, Charles Causland, Robert Watt, H. H. Foreman, Cliff Worman and Kenneth Loane.



Miss Lily Lenors At The Empress

ville, and she is listed among the handsomest women on the American stage. In her present vaudeville engagement she sings a series of character songs, many of which are used by her ex-colitively. She changes from her ex-colitively to another, and her wardrobe includes several of the latest New York styles.

Miss Jordan is accompanied by her own pianist, George Harris. Her repertoire includes "Come Back to Yo San," "Araby," "Dear Old Irish Songs My Mother Sang to Me," "Dreamy Spain" and "When You're in Love With Someone Who's Not in Love With You."

The added attraction of the new Orpheum show is the newest novelty playlet in vaudeville, "The Passion Play of Washington Square," which is presented under the personal direction of Martin Beck. The sketch has been pronounced to be the most sensational one-act playlet produced this season.

The leading role, that of a debutante, is in the hands of Mary Servess, a young woman who has been attracting the legitimate managers for some time past and who is particularly well known in Chicago, her home town, where she was leading woman at the Fine Arts Theater.

The name of the playlet is derived from the fact that the locale of the story is in a playwright's studio in Washington Square, New York, the real Bohemian section of Gotham. The story concerns the love affair of the

**DOROTHY JARDON AT ORPHEUM**

Singing Beauty Heads Interesting Show This Week.

Dorothy Jordan, one of the beauties of the stage, who has been the inspiration for many of the drawings by the famous artist, Henry Hutt and Harrison Fisher, is the star of the new show opening at the Orpheum this afternoon.

Miss Jordan was the only American in the London production of the big musical comedy success, "Oh! Oh! Delphine," and previous to that engagement she was starred in many Winter Garden and Broadway productions in New York, including "Madame Sherry" and "The Pleasure Seekers."

She has been on the stage since early girlhood, making a modest debut with the Metropolitan Grand Opera Company. Her first detail behind the footlights was to hold Melba's train, and she performed other duties befalling one who carries a spear in an operatic ensemble and acts as a page. She was a figure in the second season, and in her third year with the Metropolitan she gained place in the chorus.

Miss Jordan is extolled as one of the best-voiced prima donnas in vaude-

**COMING**  
EMMY  
**DESTINN**  
FEBRUARY 26TH.

MAIL ORDERS RECEIVED NOW  
Orders will be filled and filled in order of their receipt, before the regular seat sales open, if accompanied by check and self-addressed, stamped envelope, sent to Steers & Conan, Columbia Building, Portland, Oregon.

SEAT SALE FEB. 23.

PRICES:  
Floor, \$2.50, \$2.00; Balcony, \$2.00, \$1.50, \$1.00; Gallery, Res'd, \$1.00

Mirano Brothers are exceptional acrobats, who have a sensational routine of feats performed on apparatus made to resemble the Eiffel Tower. The most startling of their feats are performed in flying torpedoes.

James H. Cullen, "The Man From the West," who has a new budget of songs, stories and parodies, is appearing in his 16th tour of the Orpheum circuit. Mr. Cullen always has made a hit in Portland, and in his visit here last season he "stopped the show," so great was the applause won by his comedy monologues.

Remaining acts of the new Orpheum show are: McCormack and Wallace in a ventriloquial novelty; Sam Barton, comedy pantomimist; Sharp and Turek, "The Chocolate Dandies," and the Orpheum Travel Weekly showing interesting moving-picture views of foreign lands.

**"THE MELTING POT" ARRIVES**

Israel Zangwill's Thrilling Drama to Be Presented by Baker Players.

Just now the eyes and sympathies of the civilized world are turned with pity toward the unfortunate Jews in Russian Poland, and a timely offering is that of the Baker Players for the week beginning this afternoon. It is Israel Zangwill's "The Melting Pot," which, although the scenes all take place in this country, deals with characters who have escaped Russian massacres and fled to America to begin a new life.

The shadow of Russian persecution hangs like a pall over the play, which, while not gloomy or morbid, nevertheless reflects, in no uncertain terms, that terrible racial hatred and its results, which have from time to time shocked the world. "The Melting Pot" is America, into which is blended the peoples of all nations to be re-formed and made into a new race, the ideal American of the future. The hero is David Quixano, a young Jewish musician, and the opening of the drama shows the meeting of him and Vera, daughter of the man who had charge of the massacre at Kischineff. She also has fled from her father, who turned against her, and these two, one a Russian and the other a despised Jew, after a series of thrilling experiences, including the coming of the father himself, find in each other a love never before dreamed possible, and this love is consummated because both have begun to feel the strange influence of America, "the melting pot" of the world. Beautiful in theme, far-reaching in effect, this play should prove to be one of the greatest successes of the season at the Baker.

Edward Woodruff will portray the role of David, in which Walker Whiteside starred for several seasons, and Winifred Bryson will appear as Vera, the Russian girl. Matinees today, Wednesday and Saturday.

**MORALITY PLAY FEATURED**

"Conscience" Is Playlet Headlined at Empress Today.

There is a fascination about morality plays such as have been making such remarkable successes during the past few years. And that manner of production in its vaudeville form of presentation. One of the chief offerings to be presented at the Empress Theater this afternoon is "Conscience," a delightfully constructed playlet of the morality type, charmingly enacted by

(Continued on Page 2, Column 4)

**FIFTH CONCERT**  
Portland Symphony Orchestra  
SUNDAY, FEB. 20, 3 P. M.  
Heilig Theater  
HAROLD BAYLEY,  
Conductor.  
PRICES  
\$1, 75c, 50c, 35c, 25c  
Seat Sale Friday, February 18, 10 A. M.

**Orpheum**  
THE BEST of VAUDEVILLE

STARTING SUNDAY  
MATINEE  
FEB 13TH

BEAUTIFUL BROADWAY STAR  
**DOROTHY JARDON**  
IN CHARACTER SONGS

MIRANO BROS.—IN FLYING TORPEDOES  
JAMES H. CULLEN—16TH TOUR  
McCORMICK AND WALLACE  
SAM BARTON—PANTOMIMIST  
SHARP AND TUREK  
ORPHEUM TRAVEL WEEKLY

**THE PASSION PLAY OF WASHINGTON SQUARE**  
With Mary Servess and Players.

Matinee, 10c, 25c, 50c; Nights, 10c, 25c, 50c, 75c.

**EMPRESS**  
Week Starting Matinee, Feb. 13

THE GREAT MORALITY PLAY  
**"CONSCIENCE"**  
With the Noted Stars  
**RODNEY RANOUS**  
AND  
**MARIE NELSON**

A SHOW OF PERFECTLY BLENDED S. & C. NOVELTIES 10c

CONTINUOUS PERFORMANCE TODAY 15c

ACTS 2:30 TO 11 P. M. 20c

**BAKER THEATER**  
MAIN 2-A 5360  
BROADWAY AND MORRISON STS.

Portland's Home of the Spoken Drama  
The Popular Baker Players

Week Commencing Today, Sun. Matinee, Feb. 13

A Superb Production of Israel Zangwill's Masterpiece

A drama of momentous interest **The Melting Pot** As played by Walker Whiteside

"The real American has not yet arrived—he is only in the crucible—he will be the fusion of all races—the coming Superman."  
One of the century's greatest dramatic triumphs. First time at popular prices. Stage under direction of Walter B. Gilbert.

EVENINGS—25c, 50c. BOX & LOGE 75c  
Matinees and Monday Nights, 25c Only  
Matinees Wednesday and Saturday

NEXT WEEK—The Goose Girl [Dramatized from the popular novel.]

**LYRIC THEATER**  
FOURTH AND STARK

WEEK STARTING TODAY MATINEE 2:30

**DILLON & KING**  
PRESENT

**"THE MIX-UP"**  
57 Varieties of Fun, Music, Comedy, Dancing

Bargain Matinees Weekdays 10c—Two Performances Nightly—Tuesday Night, Profit-Sharing With Our Patrons—Friday Night, Chorus Girls' Contest—Today, Continuous 2:30 to 11

NEXT WEEK THE CUPID EXPRESS.

MAIL ORDERS NOW—BOX OFFICE SALE NEXT FRIDAY

**HEILIG** MON. FEB. 21, 22, 23  
TUES. WED.

SPECIAL MATS. (WASHINGTON'S BIRTHDAY) TUES., ALSO WED. 2:15  
PRICE

**"It Pays to Advertise"**  
The George M. Cohan Theater, New York, Company and Production Intact of THE FARCAL SENSATION OF THE AGE  
Tuesday-Wednesday nights—Floor, 11 rows \$2, 7 at \$1.50. Balcony, 5 rows \$1, 4 at 75c, rear 50c. Gallery, 50c.  
Thursday-Wednesday Mat.—Floor, 11 rows \$1.50, 7 at \$1. Balcony, 5 rows \$1, 4 at 75c, rear 50c. Gallery, 50c.

MONDAY NIGHT BENEFIT CRITTENTON HOME

"It Pays to Advertise" Will Open Here February 21.