

THE **PICKFORD** ALWAYS GOOD PICTURES
MAIN 3452 WASHINGTON AT PARK



ETHEL BARRYMORE

In a Powerful Story of Romance and Intrigue in Far Off Russia

THE KISS OF HATE

A METRO WONDER PLAY

Kindly Remember This Attraction Is Four Days Only, Starting Today

OUR NEW POLICY

"The Pickford" is now the home of first run Metro Wonderplays and Wm. A. Brady's World Pictures, offering the following list of screen stars: Ethel Barrymore, Alice Brady, Francis X. Bushman, Clara Kimball Young, Robert Warwick, Mme. Petrova, Mary Miles Minter, Holbrook Blinn, Kitty Gordon, Francis Nelson, Carlyle Blackwell, Ethel Clayton, Gail Kane, James Cruze, Marguerite Snow, Mabel Taliaferro, Lionel Barrymore, Valli Valli, Hamilton Revelle, Harold Lockwood, May Allison and many others in extraordinary Film Productions, and thereby we can continue to emphasize our slogan—

ALWAYS GOOD PICTURES AT THE PICKFORD



her hotel at Long Beach she was immediately recognized, as she invariably is when she goes out in public, and camera and snapshot fiends pursued her for more than a mile over the beach. When she finally reached the hotel she had lost one slipper, the remaining one was full of sand, her unprotected foot had been cut by sand-spurs and not less than a score of snapshot fiends had pictures of a vampire on the run and without composure—things they never think of doing in the movies.

As the final punch of "Lost in the Everglades," chapter one of the new George Kline motion picture novel, "Gloria's Romance," in which Miss Billie Burke, the \$4000 per week film star of this Rupert Hughes novel, is being featured, a perfectly good seven-passenger automobile is being driven straight out into the Atlantic Ocean, off Palm Beach, Florida. Needless to say the salvage price of the auto after its plunge into the Atlantic was represented by a long series of ciphers, for what the sea water did to the power plant of the car was a shame.

Proving that film manufacturers aren't the only people who can be reckless when necessary, Miss Burke wore a Lucile creation that had been specially designed for her to wear in the picture, and utterly regardless of the certain ruin of the frock, she hopped out of the runaway auto as it cleared the first line of breakers, found herself up to her knees in the surf, laughed gayly and then waded ashore. The hard-hearted scenario writer had next provided that Miss Burke, in her role of Gloria, should wander about for hours in the dense jungle of the Florida Everglades. When that Lucile frock came out of its bath in the cool Atlantic it might have been possible to salvage at least part of it, with care, but after the fair Billie had tramped through a half mile or so of sword-grass and rushes in the Everglades, the huge rents, long rips and ragged tears so damaged it that Lucile herself couldn't possibly have recognized it—but a triumph of realism had been obtained for the film, so who cares?

Edward Jose, who personally directs the successful Pathé serial, "The Iron Claw," on May 1 celebrated the completion of his first year as an independent producer. During the 12 months he has made "The Beloved Vagabond," six reels; "Simon, the Jester," five reels; "The Closing Net," five reels; "Nedra," five reels; "The Light That Failed," five reels, and 14 episodes of "The Iron Claw," 28 reels, a total of 84 reels, or over a reel a week. This record is remarkable, all the more so as the pictures have been uniformly of a high quality.

Among the artists who have been under Mr. Jose's direction during the year are such sterling performers as Pearl White, Edwin Arden, Kathryn Browne-Decker, Irene Warwick, George Probert, Flana Marinoff, Howard Estabrook, Bliss Milford, Madeline Travese, Margaret Greene, Robert Edison, Jose Collins, Creighton Hale, John Dunn and Sheldon Lewis. Very few directors can point to a list like that.

MISS FREDERICK AT PEOPLE'S
Haughty Gypsy Girl Role Portrayed in "The Moment Before."
Pauline Frederick, star of "Zaza," "The Spider," "Audrey" and other famous screen productions, will be the headline attraction of the Peoples Theater programme opening day, appearing in "The Moment Before," a picturization of the Israel Zangwill play.
In "The Moment Before" Miss Frederick is seen in the role of Madge, a haughty gypsy girl.
The story takes her from the camp of her brutal husband, John, into the employ of Harold, the second son of the aged Duke of Maldon. Her husband, suspecting the love affair existing between his wife and Harold, goes to seek her.
Lionel, the heir to the Duke's estates, heartily disapproves of Madge, and while arguing with her is killed by John. Harold, who had quarreled with his brother previous to the murder, is suspected and advised to flee by the Duke. John and Madge, also fearing capture, take refuge in Australia, where Harold, the present heir, is in hiding, unbeknown to them. The trio meet again and a fight ensues in which John is murdered at the hands of his

wife. The couple return to England; they marry and rule jointly over the deceased Duke's vast territories. Many years elapse in the aftermath. Madge recalls the prophecy once told her by a fortune teller that the hour of her death would occur at the stroke of noon. Wishing to leave the world with a lighter heart she devotes her time and wealth to the care of the poor. Whether or not the prophecy of death is fulfilled is unfolded in the further development of this tense Zangwill story.
Miss Frederick is supported by a well-selected cast which is allied with the drama with the skill so characteristic of Director Vignola. The exterior scenes were taken in the most beautiful section of Florida. Their magnificence adds greatly to the total charm of this superb Famous Players production.
Another of the popular Sidney Drew comedies, the product of the Metro studios, will also be presented.

COLUMBIA HAS INCE FILM

"The Children in the House" Stars Norma Talmadge.

"The Children in the House," a wholesome Ince drama involving a version of the eternal triangle, a fairy tale and a "crook" subplot, with Norma Talmadge and the Fine Arts children in stellar roles, is the feature on the Columbia Theater programme which opens today. In addition to the five-reeler a mirthsome Keystone comedy is also scheduled.
The story of "The Children in the House," a new Triangle-Fine Arts release featuring Norma Talmadge, covers a varied action with thrills, laughter, tears and poetic fancy much interwoven. Arthur Vincent, a real estate dealer, neglects his wife and two children while in the toils of Jans Courtenay, an empty-headed cabaret dancer. Cora, the wife, frequently visits her sister Alice, who lives next door. Alice is the wife of Fred Browne, a detective, and has three children. With the family lives Fred's bachelor brother, Charles, who is a former lover of Cora and cannot bear to see her neglected by her husband.
It is during one of Cora's visits to the house, when Charles goes off and sits by the fire alone to try and still his heartache, that the children of the house and her children come to beg him for a "good-night" story. While he is deliberating, one of the children asks him why he had no wife and children of his own, and in this he finds his inspiration. Unknown to him, Cora is listening behind the curtain.
Later, Cora and Charles are thrown together, and she admits that her heart has been made a cold stone, too. And the old love blazes up fiercely. In the meantime, Arthur is in danger of losing his cabaret girl because his money is giving out. So he plans to rob the bank. His plan is ingenious; and when the bank is robbed suspicion is cast upon Charles, the cashier. Charles is unable to declare his alibi, that he was with Cora, for fear of bringing scandal upon her and her children.
But the children at play have found the hiding place of the real thieves, and the police fight that follows brings happiness to Charles, to Cora and to the children of the house.

'ETERNAL SAPHO' TO CONTINUE
Majestic Will Show Theda Bara Picture Part of This Week.
Yielding to a strong and persistent demand from his patrons, Manager James, of the Majestic Theater, has decided to continue the filming of "The Eternal Sapho," a Theda Bara vehicle, for a limited number of days this week. "The Eternal Sapho" is a modernization of the famous stage play, "Sapho," and a film which barely escaped the Portland censors, just as the stage success was suppressed at one time or another in various cities of the United States. In many respects the most successful film in which Theda Bara, the screen's best-known vampire woman, has appeared.
The story concerns Laura Gubbins, a youthful inhabitant of the underworld. She is rescued from a life of poverty and a drunken father by artists, and when they draw lots for her possession H. Coudal (Warner Oland) is the successful one. The little artist becomes his model and through her posing he becomes famous, his "Sapho"

meeting with universal acclaim as a wondrous work of art.

Laura meets a young gunman, who rescues her from thugs, and is a witness of a murder committed by him when on a burglarious errand. At a reception Laura meets Billy Drummond (Einer Linden), both of whom fall in love with her. Although Drummond is married and has a pretty little daughter, Laura believes him a bachelor and becomes involved with him in an affair which she believes will lead to marriage.
Malvern admits to Drummond his desire to marry Laura, and later tells Laura of his love, but she declares she will marry Drummond. Then he tells her Drummond already is married.
Laura makes Malvern bring her as a dinner guest to Drummond's home. She torments Drummond through the dinner, intending to expose him before his wife. But Laura becomes interested in their little daughter, and through the child's charm cannot bring herself to break up the happiness of the home. She then consents to marry Malvern, who brings her to his home, where his widowed mother recognizes his wife-to-be as the woman who accompanied the man who killed her husband. Laura returns to the studio to find that Coudal has killed himself, and then she realizes that she has wrecked the lives of three men without bringing any happiness to herself. Majestic-Pathé News and a comedy round out the programme.

PICKFORD CHANGES POLICY
"The Kiss of Hate" Offering Today With Ethel Barrymore.
The Pickford Theater's new programme policy, which includes Metro and World features, will be inaugurated today with the filming of "The Kiss of Hate," a Metro wonderplay with Ethel Barrymore, famous stage star, in the leading role.
"The Kiss of Hate" is a strong story of Russian life, with romance and tragedy woven throughout, and affords Miss Barrymore an unusual opportunity for the display of her supreme dramatic powers.
Miss Barrymore, who has long been a favorite on Broadway and on tour, was starred in "Our Mrs. McChesney," one of the most successful plays in New York this season. The long list of starring vehicles in which she has won an enviable name on the speaking stage fills one of the most interesting and most notable pages of the theater. She was last seen on the Metro programme in "The Final Judgment," a five-part feature which has been playing return engagements nearly everywhere it has been presented.
Miss Barrymore is supported by an exceptional cast in "The Kiss of Hate." H. Cooper Cliffe, the eminent English dramatic actor, is featured with the star. He is a finished actor, having appeared in England in the support of the most notable actors of his day, and

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FOUR DAYS BEGINNING TODAY
The Brilliant Emotional Artist

PAULINE FREDERICK

As Madge, a Charming, Alluring Gypsy Girl and the Central Character in Israel Zangwill's Remarkable Drama



The Most Powerful Photo Play Seen Here in Months

METRO-DREW COMEDY

A Photo Production Too Good to Miss. Be Sure and Come

Billie Burke in **GLORIA'S ROMANCE**
Presented by George Kline by special arrangement with K. Ziegfeld, Jr. Supported by HENRY KOLKER A Motion Picture Novel by Mr. Mrs. RUPERT HUGHES I. AND D. THEATRE Formerly the Empress. May 14th

Peoples THEATER W. PARK AT ALDER
FACTS
THE "PEOPLES" HAS ALWAYS BEEN PORTLAND'S LEADING PHOTOPLAY THEATER, SHOWING THE BEST PICTURES, WITH THE GREATEST SCREEN STARS. THAT'S WHY EVERYBODY LIKES TO GO TO THE "PEOPLES" SEE EVERY PICTURE