Asylum Inmate Is at Large.

in inmate of the insane asylum, escaped ed harmle

7 ANGENTS TONIGHT --- 8:15 o'Clock Bargain Matinee Wednesday—Special Matinee Saturday

For the third splendid attraction of her summer season

Israel Zangwill's Delightful Comedy Love Story

"Merely Mary Ann

Aglow with Quaint Humor and Charming Sentiment.

HELENA RICHIE

BARGAIN MATINEE FOR "THE AWAKENING OF HELENA RICHIE"

NOTE—"Louisiana Lou" plays through the courtesy of CATERINE COURTES, who resumes her summer season August 11, in "THE GIEL WITE THE GREEN EYES."

Special Summer Prices

Gus Hornbrook Offers

"A Wyoming Romance"

The Newest and Latest Tabloid Play of the Plains

10-PLAINSMEN AND COW GIRLS-10

EXTRA ADDED PRATURE

Harry Jack Gardner & Company

In the Laughing Eit, "A CLOSE CALL"

TWILIGHT PICTURES — ORCHESTRA

MATINEE EVERY DAY, 2:30

WED. MAT Saturday Metines, 500, 250.

THE AWAKENING OF Seat Sale Opens

MR. HARRY ASKIN PRESENTS

The LaSalle Opera House Co

OF CHICAGO, IN THE REMARKABLE

MUSICAL COMEDY SUCCESS

"LOUISIANA LOU"

BARNEY BERNARD

MATINEE EVERY DAY

Matinees, Any Seat 10c

LES LEONARDIS

Artistic Aerial Entertainers

D'ARCY and WILLIAMS

Peerless Piano Patterers Presenting Their Own Songs

Sophie Tucker and the Original La Salle Theatre Company and Production

AYRES

Company in

F-D-RA BUKEAU

Expert Would Have Government Help Solve Problems for Young People.

Boston, Mass., July 27.—A marriage be used before an actual license had aid, bureau at Washington, conducted been obtained." by the United States government with counselors in each city to help men and women make scientific marriages, is the plan of Dr. Sarah N. Marrick of Cambridge, widely known for her research work at Harvard.

She has studied unscientific marriages and the effects on the husband and wife, as well as their offspring. The children, she declares, are in many cases the vic-tims of the punishment that follows unwise marriages.

"There is a plan by which people attractions of Klaw & Erlanger, under could marry happily," she said, "but like whose management she formerly played, most plans, in order to be widely of. Then she returns to the Heilig Sunday, fective, it would have to be conducted August 11, to complete the rest of her

Counselor to Advise All.

"To begin with, there are many young vice of a counselor. What would she do?

but few appreciate the fact until they brilliant engagement. find that they are unhappy. Now, for Instance, a young woman may be thinking of marrying a young man who can not afford to keep a maid for her. This young woman may not know even one of the minor points of housekeeping, and fall of the New York Casino!" is what what is still more, she may have no de-

SLAVERY TO FEAR MAKES FAILURES



Cathrine Countiss.

If you make a fallure in life, it is because you are a slave of fear. You lack confidence in yourself. Success will come to anybody who places the proper estimate on his own ability, and by throwing off the yoke of fear, that has shackled millions. These were the maxims which fell from the lips of Miss Cathrine Countiss, now playing at the Her own success has come ton, entitled 'Plain Brown.' through brave and unceasing endeavor.

"Fear is the most common form of slavery that exists," gays Miss Countiss, "You may be doing your best to earn your salary, which is usually smaller than you deserve, but being troubled by continual apprehension, you believe you are not giving satisfaction; that your employer is thinking of discharging you. or is hostile to you. It is quite possible that you may be so indespensable to that employer, that if you were taken away, he would feel as if a prop had been removed. Yet you may go on year after year in slavery.

"To work and live in fear of the poorhouse, is to be in it. You would was reached just previous to the opennot feel so poor if you were actually ing of the new entertainment. The

sire to learn any. The marriage of this couple would be fatal to both, for they no doubt have been accustomed to all the comforts of a well managed house-

Next she may dislike children while he may worship them. This would mean discord. Again her religion may be different from his. Or she may be a spendthrift, and he of a saving habit, which would result in separation in less than a year. These would be questions for the counselor to decide.

"A physical examination should be made of both. I think that every couple should be obliged to have a certificate from a physician before being granted a marriage license. This bureau would

PROMISES MADE BY THE PRESS AGENTS

(Continued from Preceding Page.)

The last half of the week she surrenders to "Louisiana Leu," one of the touring attractions of Klaw & Erlanger, under by the government. By having coun-selors in Boston and other cities mis-takes could be prevented. Richie"—succeeding Margaret Anglin, It is the story of a woman of fine fibre, who has made a mistake, and whose soul is awakened through love for a women who, on perceiving that a certain young man is paying them attention which is bound to result in a proposal, would like to obtain the unbiased adcritics for her original interpretation of Helena. For her resumption at the She would simply go to the local counselor and in a short space of time he clyde Fitch's sparkling comedy "The would have a whole history of her case. Girl With the Green Eyes," and there "Detail is what counts in married life, will be no further interruption of her

> "Louisiana Lou" Coming. "The most valuable musical comedy

trade-mark in America since the down-A. L. Erlanger, of the firm of Klaw & Erlanger, has termed the name "La Salle," when applied to a touring company. Harry Askin, the director of the La Salle Opera House, Chicago, is a firm believer in what Mr. Erlanger says in the matter, and never permits a company touring in a La Salle hit to be inferior in any way to "home" company. Mr. Askin in time became the lessee of the La Salle, and began the series of notable productions associated with his name. "Louisiana Lou" is the most recent of these, and, by long odds, the best, if the newspaper critics of Chicago may be accepted as judges in the matter. This is the musical comedy from the La Salle which will be given here by the original cast of principals at the Hellig three nights, beginning Thursday, August 8, with Saturday mat-

PLAYS AND PLAYERS

Harry Woodruff is to appear in a new opera next season

Florence Zeigfeld Jr., has started work on "The Follies of 1912." Mrs. Brown Potter is to make her

appearance upon the London stage.

Frank McIntyre will be musical comedy "Her Left Shoulder."

Everybody on the beaches at the seashore resorts around New York is wearing "Rose Maid" bonnets this summer. They are being sold with a guarantee to prevent freckles and sunburn and are said to be more popular than the late lamented "Merry Widow" hats.

A new musical comedy is called "The Love Maid." The composer is Edward Rosenbaum Jr.

Alice Lloyd closed her coast-to-coast tour in "Little Miss Fix-It" last week in Boston and sailed for a short vacation in Europe. She returns next month to open a preliminary tour in "Little Miss Fix-It" while her new production is being prepared.

The Shuberts announce that they have changed the name of "The Night Birds" to "The Merry Countess."

"Fanny's First Play," by Bernard Shaw, will be given in America with the original London company.

tember a new comedy by Cosmo Hamil-The publishers of David Graham Phelps' last novel, "The Price She Paid,"

Charles Frohman is to produce in Sep-

are negotiating for its dramatization. John Cort is to produce a satirical farce called "The Richest Man-in the World," by Arthur Gillespie and Collin

"Ready Money," the farce which succeeded so well in Chicago recently, is to have a production in New York in Sep-

There are to be no encores at the Winter Garden, New York. This decision Passing Show of 1912." In taking this SCENES ARE LAID IN NEW ORLEANS



"Louisiana Lou," at the Heilig

When Addison Burkhardt and Frederick Donaghey went to work to supply the La Salle theatre, in Chicago, with its now famous musical comedy, "Louisiana Lou," they selected the old French Quarter of New Orleans on Mardi-Gras day as the scene of Act I.

an old mansion of the mixed southern-

stand the Shuberts aimed to reduce the running time of the show as well as discontinuance of the tendency on the part of the audience to aplaud numbers regardless of their merits.

Werba & Luescher's "Rose Maid" company is the only operatic organiza-tion having an all-summer run in New This new piece has scored such an emphatic success at the Globe thea-tre that two additional companies will be sent out so that theatregoers Inethe West and South will hear the captivating melodies while the pretty music

Vaughn and Twenty-fourth Sts.

Sacramento

Portland

JULY 23, 24, 25, 26, 27, 28.

LADIES' DAY PRIDAY. Boys under 12 free to bleachers Wednes.



Barney Bernard, who will appear in

HEILIG THEATRE **AUGUST**

Evenings 75c, 50c, 35c, 25c.

4 Wights, Com.

8-9-10

MATINEE SATURDAY

Week, July 29

Nights, 10c and 20c

VALENTINE VOX

FRANKIE DREW

The Chicago newspapers have praised highly the realism of the setting of Act I of "Louisiana Lou," which, with Harry Askin's magnificent original company, will be seen here for the first time at the Heilig theatre three nights, beginning Thursday, August 8, with Saturday matinee. The setting shows a pocket or by-way of the old French Quarter of New Orleans as it looks today. A house that bears every ear mark of the 200year-old architecture with which the neighborhood abounds, faces a low, rambling structure of more recent build -a house that dates no farther back, perhaps, than 1800. Then in the vista one sees the queer, quaint houses of the old habitants and Creole aristocrats, until the whole blends with the modern structures that begin to range from Canal street, looking in that direction from the French Quarter. Act II of "Louisiana Lou" is laid on a rice plan-tation on the Mississippi above New Orleans; and there the action takes place on the lawn and entrance road of

Mizzi , Hajos, the captivating Hungarian star who has had the western field to herself in the "Spring Maid," will also continue for a few months in this success, but before the winter is over she will be seen as the star of a new opera now being written for her. Miss Hajos will not appear in New York until the new production is ready.

PEOPLES

"MERCHANT OF VENICE"

A Two-Reel Special Which Challenges Comparison. "THE SOLDIER'S BABY," War and Humanity, Contrast. "THE NEW POLICEMAN," Comedy That Compels Hilarity. "THAT TRIO" and Harry Thorn for Music and Melody.

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"MYSTERY OF THE BRIDGE" By the makers of Zingomar and Tom Butler. Three Reels Closely Interwoven.

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TWO BIG SINGING FEATURES, COMEDIES, ETC.

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"STONES THAT REBOUND" Father's Vengeance Reacts on Child.

"THE REQUITTAL," Massive, Mighty, Gripping.

"TOM BOY RANCH GIRL," Thrilling Western Tale.

"DON'T GET ON A SPREE," Every Second a Laugh. MR. ELWELL, Singer of Song Hits.

BIOGRAPH C. G. P. C. LUBIN **EDISON** PATHE SELIG KALEM VITAGRAPH

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Free Grand Fire Works Display

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Scenic Railway one mile long. Trip on the Columbia. Open Air Roller Rink. Observation (electric elevator). Admission to grounds free.



IDEAL SUMMER SHOW

W. H. ST. JAMES

In Comedy Playlet, "A Chip of the Old Block," by Byron Onglet,

Martin Johnson's Travelogues Wonderful Stories and Pictures of lavage Life in the Far-Off South Sea Islands

Robert De Mont Trio Presenting "Hotel Turn Over"

Kelly and Lafferty A Novel Dancing Sketch Charley Case
The Fellow Who Talks About His
Father

Burr and Hope London Society Entertainers.
"A Lady, a Lover and a Lamp"

The Great Libby Boomerang Comedy Cyclist

ORCHESTRA-PICTURES

DAILY

Evening Prices-15c, 25c, 50c and 75c DAILY MATINEE-15c, 25c, 50c. HOLIDAY MATINEES-Night Prices

TAYER (C)

of Refined Musical Comedy—Reating & Flood, Props. and Mgr.

WEEK COMMENCING MON. MATINEE, JULY 29

Armstrong Follies Company

THE REAL GIRLY-GIRLY SHOW!

Two Performances Nightly 7:30 and 9:15—15c and 25c Matinees Daily 2:30-Any Seat 15c

FRIDAY NIGHT-CHORUS GIRLS' CONTEST

Unequaled Vaudeville

WEEK COMMENCING MONDAY MATINEE, JULY 29 SPECIAL ENGAGEMENT

FRANK BUSH

The World's Greatest Raconteur

The Clipper Quartette Masters of Melody

Mr. and Mrs. Wm. Morris In "The Lady Downstairs"

The Three Madcaps Dancers Acrobatique

Pantagescope

Latest Animated Events

EXTRA ADDED ATTRACTION

The Tokio Miyakko Troupe

Japan's Imperial Whirlwind Acrobatic Entertainers

Popular Prices. MATINEE DAILY. Box office open 10 a. m. to 10 p. m. Phones-A-2236, Main 4636. Boxes and first row balcony reserved. Curtain 2:30, 7:15 and 9.

The OAKS

PORTLAND'S GREAT AMUSEMENT PARK tree Circus

Boyd & Ogle's Wonderful One-Ring Aggregation of Animal Acts, Performers and Clowns

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Be Sure and See the Circus Before You Go EXPRESS CARS FROM FIRST AND ALDER. FAST LAUNCHES FROM THE MORRISON BRIDG

ANNOUNCEMENT

The Majestic Theatre Management wishes to announce to the public that the pictures now being shown are the choice of all first-run subjects selected from the following producers:

ESSANAY

These pictures are the best that money can buy, as has always been claimed by our competitors.

Four full reels and two first-class musical acts compose the program, which is completely changed on Sundays, Tuesdays and Thursdays.

MAJESTIC THEATRE

JAMES AMUSEMENT COMPANY, Owner Admission 10c, Box Seats 25c

Edwin F. James, Manager