

PLAYS and FOLK PLAYS



W. H. CRANE IN "THE SENATOR KEEPS HOUSE" AT THE HELLIG



SCENE FROM "THE WHITE SISTER" AT THE BAKER



MASON'S KEELER AT THE ORPHEUM

First Press Agent Was Adam and He Worked for Himself

Since Those Old Days There Have Been Countless Ones; Nero Had Press Agent; What Is Necessary to Make a Success in the Publicity Business.

By Sam Raddon Jr. Adam was the first press agent. He worked for himself. Since the time of Adam, press agents have been largely responsible for the high lights which illumine history's pages. Nero had a good one, and so did Caesar. John of Arco and Cleopatra were much in the public prints of their times. Queen Isabella first made use of the actress's favorite "story" when she bawled the crown jewels to raise money that Columbus might discover America. On our own side of the ocean old Captain John Smith and the beautiful Indian maiden Pocahontas were among the first to furnish good "copy" for the press. Paul Revere did well to have his midnight ride so thoroughly "covered," and he was a clever chap who dug up the cherry tree story about George Washington, Corey at the head of his army and the flight idea and Colonel Roosevelt like Adam, works for himself and makes a great success of it. In fact, the only active man or woman of modern times who does not go in more or less for the press agent stuff seems to be the press agent himself. Naturally, because their living depends to such a great extent upon their being prominently in the public eye, the people of the stage are most keen for publicity. To accomplish an end which they themselves have not the time and probably not the wits to accomplish, they engage the press agent. The press agent may then make them or break them, but in either event his own lot is usually oblivion. Publicity, but for others, is his chief concern. The ways to theatrical publicity are many and devious. The best of it is naturally the hardest to get, and in the final analysis the struggle resolves itself into a personal matching of wits between the press agents and the editors of newspapers and the managers of the great national and international news service associations. It is the publicity that money can't buy that counts. Advertising and even reading matter can be published for a price, it is marked so that the public may know that it is paid for. But this branded it loses its potency. It is only when accepted and printed by the newspapers as news that the press agent "yarn" has accomplished the greatest results. With keen scented news editors always on the alert to prevent just what the agent would accomplish, it must be admitted that when the agent does "put one over," he is entitled to a good line of credit. It was a clever "plant" that resulted in the yards and yards of newspaper publicity given Anna Held, because of the "milk bath" episode. Miss Held's enterprising press agent, who was through with the "milk bath" in New York City, where she was playing. The newspaper reporters considered it a perfectly legitimate piece of news when they discovered on their daily run of the courts that a milk man had filed suit against Miss Held to recover money alleged to be due him for the delivery to Miss Held of some hundred or so gallons of milk. Said milk had been delivered, plaintiff alleged, at the rate of two gallons per day. Wasn't it a perfectly natural thing that the newspaper boys should wonder what Miss Held did with so much milk? They did wonder. To wonder with a newspaper reporter is to find out for sure, and Miss Held, when they asked her directly about it, replied in all seriousness that she used the milk for her daily bath, and that daily milk baths were responsible for her beauty. Whether or not Miss Held is beautiful or not may be a question but there was no question about the way the newspapers "fell" for the story. It was published from Maine to Oregon together with the picture of Miss Held in her "tub of milk."

Lent is spent. There is a fairly busy month ahead theatrically following the marked lull of the past week. The movies and vaudeville had it all to themselves. They pulled through all right but it has not been necessary to engage extra help to sign up the week's receipts.

It's good to announce William H. Crane opening tonight for four nights at the Hellig in "The Senator Keeps House." This year actually is the fifth consecutive year Mr. Crane has been on the American stage, and in one respect he is like unto a vintage. With Mr. Crane this season is Mabel Burt, remembered for her 20,000 performances as the mother in "Ben Hur." Zeffie Tilbury, also of the company, is the daughter of Lydia Thompson, who a generation ago was a stage favorite. Mr. Crane's new play comes guaranteed as a most worthy successor to "Father and the Boys."

"Talking Movies" is just about the latest thing in vaudeville novelties, and naturally enough Martin Beck is sending the feature along the Orpheum circuit. The Kinetophone will be seen and heard for the first time in Portland tomorrow afternoon. Sometimes little private advance exhibitions are given in cases of this kind, but so far as can be learned nothing of the sort was attempted in this instance. Tomorrow we'll know about it.

"What Happened to Jones" was enough to make it a decidedly happy week at the Baker. "The White Sister" is another play again, but as it has been cast it will be nicely taken care of. John L. Sullivan was almost in a riot at the Pantages. The "noblest Roman" carries his years well, and isn't as bad "variety" as some baseball players and exchampions who use a vaudeville contract as a license to fust themselves upon an unsuspecting public. The Florenz Family of European acrobats at Pantages lead the new and promising looking bill.

Lyric patrons enjoyed "The Pawnbroker." "A Crowded Hotel," the new week's offering promises something unusual in the way of musical burlesque.

MISS BETH LAMAR IS CLEVER GIRL



Miss Beth Lamar, the effervescent comedienne who comes to the Pantages for a week beginning tomorrow afternoon, has just finished up a successful season in New York and Boston. Miss Lamar is very flatteringly spoken of in newspaper reviews wherever she has appeared.

PROMISES MADE BY THE PRESS AGENTS

W. H. Crane—Hellig. An excellent comedian, a good play and a splendid supporting company make a combination that satisfies, and all these are present with William H. Crane in "The Senator Keeps House," which opens at the Hellig for four nights and a popular price Wednesday matinee, commencing tonight.

It was "The Senator Keeps House" which Mr. Crane brought out at the Garrick theatre, New York city, last season, and in which he had a run of four months before he terminated his season. It was written for his use by Martin Beck, who has contributed several of the most notable successes to Mr. Crane's extensive repertoire of American comedy productions.

For her newest story Miss Morton went to Washington, and her scenes are laid in the present. Mr. Crane is introduced as Senator Christopher Larkin, a member of the upper house of congress. As the title of the play suggests, he is discovered in a peck of trouble, trying to run his own household. He naturally misses doing this. A woman comes to his rescue, and straightens things out. Behind the domestic note, the author lays a semi-political question of a dubious land claim, which some political schemers are trying to induce the senator to report favorably on.

The play possesses appeal, humor and force, and these influences carry it forward to a happy termination. The role of Senator Larkin is more than congenial to Mr. Crane—it suits him. What more could be asked? "The Senator Keeps House" would be interesting on its own account, but with Mr. Crane, its protagonist, it is exceptional, and more than worth while. Tickets are selling for all performances.

"The White Sister"—Baker. "The White Sister," in which Viola Allen created such success, will be the offering of the Baker Players for Easter week, commencing this afternoon. The play is dramatized from the noted novel by F. Marion Crawford and closely follows the story. The scenes take place at a convent near Rome and the central character is the nun, Sister Giovanni, an exceedingly beautiful and lovely girl, who, believing her fiancé has been killed in the African wars, has taken the veil, determined to devote her life to her sacred duty to humanity and religion. In the beginning of the play her lover suddenly returns. He has been a prisoner with barbarous tribes for five years and the experience has hardened him, so that when he finds all pleadings, threats and anger unavailing in his attempts to induce her to renounce her vows, he determines upon a desperate scheme. Under pretense of having a message to deliver to her, he induces her to come to an out of the way place and there seeks to force her to sign an application to the pope for her release. When he has frightened her into signing, remorse overcomes him, and he tears the paper up. Then they are dis-

DRAMATIC CALENDAR FOR THE WEEK

HELLIG (Eleventh and Morrison)—Four nights, beginning tonight, William H. Crane in "The Senator Keeps House." Thursday night, Theatrical Managers association in "1913 Follies." BAKER (Broadway and Morrison)—"The White Sister," week beginning with matinee this afternoon. ORPHEUM (Broadway and Taylor)—Advanced vaudeville, featuring the Kinetophone. PANTAGES (Broadway and Alder)—Vaudeville, featuring the Florenz family. LYRIC (Fourth and Stark)—Keating & Flood musical burlesque company, beginning tomorrow afternoon.

COMING ATTRACTIONS

HELLIG—"The Prince of Pilsen," April 3, 4, 5. BAKER—"The Barrier," week beginning March 30. ORPHEUM—Chicago grand opera company, March 31, April 1 and 2.

covered by a jealous woman who he knows will use her knowledge to ruin the nun and so he shoots himself. Before he dies he confesses the plot to the father, and thereby clears the nun of suspicion. Miss Fleming will appear in the star role of the nun, Sister Giovanni, and Giovanni and Robert Wayne as Father Saracinesca. The usual matinee will be given Wednesday and Saturday and the popular bargain night performance Monday.

Kinetophone—Orpheum.

"Talking Movies" will be heard for the first time in Portland tomorrow afternoon at the Orpheum, where Edison's wonderful new Kinetophone has been set up and put in working order. The Kinetophone is pronounced the greatest of all Thomas Edison's marvelous inventions and is being handled as a special feature in all Orpheum houses. Occupying regular headline place on the poster are Homer B. Mason and Miss Margaret Keeler, who return in their snappy comedy, "In and Out," by Porter Emerson Browne. Mr. Mason is well remembered as the star in "A Stubborn Cinderella" and Miss Keeler was a featured member in the same company. They are supported by four clever comedians.

Darcey Jerome, England's youngest comedienne, whose captivating ways have won her the title of "The Electric Spark," holds second place and she promises to be one of the big hits of the bill. All of her songs are written especially for her. In the principal part of the bill, all of her songs are written especially for her. In the principal part of the bill, all of her songs are written especially for her. In the principal part of the bill, all of her songs are written especially for her.

Emil Subers, better known to vaudeville patrons as "The Georgia Boy," will be heard in his original blackface fun, introducing several of his latest laughable parodies. The Pantagescope will show new animated events. John L. Sullivan, the champion of all ring champions, will make his final appearance before a local public with the performance this afternoon and evening.

"A Crowded Hotel"—Lyric. "A Crowded Hotel" or "C. O. D.," written by Charles Alphin and staged under the direction of Edward S. Allen, the Lyric's popular comedian, will be the bill at that cozy playhouse all week commencing with tomorrow's Easter Monday matinee. The fun in "A Crowded Hotel" starts when Miss Cohn and Mike Brady visit a Seaside hotel and are persuaded to form a corporation and buy the hotel. Articles of agree-

ment are drawn up and are signed with a proviso that the part pertaining to the pro rata disbursements is to be eliminated, as Cohn not knowing what pro rata means decides that he wants money instead. Glendon Bright, a Union business agent, who has a mania for boycotting, appears. The hotel is crowded by a circus troupe and business is rushing. When the first day's receipts are counted Cohn demands his share, but the others of the company refuse to divide with him as he refused to accept his pro rata. Cohn gets the aid of the business agent and proceeds to boycott the hotel, he himself acting as the picket. The fun is fast and furious.

Harry Hart will be seen as "Mike Brady," Reece Gardner as "George Swift," Jack Wise as the ringmaster of the circus, Lou Davis as the business agent, Miss Hamilton as "Miss Bayrum," the circus queen, and Frances White as "Miss Puffanduff," a concert singer. The performances will open with moving pictures. Three shows daily at 2:30, 7:30 and 9:15. Sunday night performance is continuous, beginning at 8:30, and running until 11. Tuesday night, after the first performance, the chorus will be seen in an athletic contest, and on Friday night, after each performance, there will be the regular professional contest. Every child attending the Saturday matinee will receive a pretty and useful present.

SHADOWS CAST BY COMING ATTRACTIONS

"The Prince of Pilsen," the happy musical comedy by Frank Pixley and Gustav Lueder, will be on at the Hellig April 3, 4 and 5. Manager Henry W. Savage, in reviving this tuneful and popular entertainment, has limited its presentation to one company, which in its personnel represents a judicious distribution of the various characters among those who have shown their superiority in previous casts of this play. "Jess" Dandy retains his humorous impersonation of Hans Wagner. Louis Kendall, who is to play Mrs. Madison

LIKES ROLE OF PRIEST IN "WHITE SISTER"



Robert Wayne.

Robert Wayne of The Baker Players, after playing the part of Giovanni in "The White Sister," one whole season on the road, is to appear in the role of Father Saracinesca, the priest, the coming week, and when it was given him he nearly shouted for joy, for he has always wanted to play it, and considers it one of the strongest roles ever written. James O'Neil co-starred in it with Viola Allen, and it admits of wonderful opportunities which Mr. Wayne expects to take entire advantage of, having spent hours with the local Priests this week, closely marking their every act and gesture, and receiving many kindly and valuable suggestions from them relative to the proper rendition of the supporting role.

humor, courage and personality are all necessary qualifications of the successful press agent. There are those purveyors of publicity who send out daily matter-of-fact bromide "stuff," poorly written and not interesting, which fills the bill all right for the country weekly, but which seldom gets beyond the waste basket where news is news the day it happens. They are in a class by themselves, however, and do not rank with the real live wires in the publicity line. Good press agents often develop into play writers, managers or producers, but because they are usually a modest lot on their own account, the transition is often unrecorded.

"The Friars," New York city, is a large organization the membership of which is made up of press agents and theatrical press representatives. Crocker, the ecquettish widow, was selected from a list of 12 prima donnas who desired to sing the tuneful role. Bernard Bergson has the part of the real prince, and Miss Held plays the role of the American naval officer. Mary C. Murray, a clever singer and actress, is among the newcomers in the company, and Edna Pendleton brings to it a voice of pleasing quality and a personality that fits admirably into the picture. The advance seat sale opens Tuesday, April 1.

The Baker Players will next week present Rex Beach's thrilling play of Alaska, "The Barrier." The scenes are laid in a trading post called Flambou on the Yukon. It is the beginning of the great gold excitement and the characters are wild and crude. "Little Miss Brown," which has been altogether well spoken of during a west coast engagement, is dated to show at the Hellig early in April.

SURE! WRITE A PLAY; GOOD AS A GOLD MINE

"If I had a son and he had the instinct for the work," said William A. Brady recently, "I would say to him: 'My boy, learn to be a playwright.' It is the greatest profession there is." "I paid George Broadhurst \$200,000 in royalties recently. That is what 'Bought and Paid For' did for him. For 'Baby Mine' he gave Margaret Mayo a check for \$20,000. I wonder if any novelist ever made \$200,000 out of a single novel—that is, within the course of two or three years? I doubt it. And there are a good many novelists and mighty few playwrights. Indeed, the field of the former is crowded, and the field of the latter is practically vacant. So—well, there's the opportunity, and there's the work, and they are both worth while—very much worth while."

PRESS AGENT CHICKEN LAYS EGG DURING SHOW

One of the members appearing with William T. Hodge in "The Road to Happiness" under the Shubert management, is a white hen. She appears in the third act, and her part of the stage "business" is to hatch the "chickens" of the production. On the opening night in Utica, New York, she overplayed to the extent of laying an egg on the stage. Mr. Hodge took this for a good omen, and in a certain speech he thanked the fates "that the egg was on the right side of the footlights."

JULIAN ELTINGE HAS HIS TEETH INSURED

Julian Eltinge believes that his teeth are as valuable in his impersonation of women as are the fingers of Paderewski and Kublik in their professions, and the voice of Garson, which was recently insured for \$50,000. Consequently, El-

NOVEL MUSICAL ACT WILL BE FEATURE



Miss Edith B. Swan.

One new feature of especial interest in the Musical Girls' act at the Orpheum next week is offered by Miss Edith B. Swan. In addition to her work on the trombone she will give a solo on the euphonium, one of the most difficult brass instruments for a woman to master. Her tone work is said to be exceptionally beautiful.