

Advertising to Be Kept in Place

THE discovery of advertising in entertainment film issued by several of the large film producers has caused a sensation in motion picture circles. One of the largest film producers is charged with the practice of collecting from national advertisers for the display of their products in photoplays in addition to its charge to theatre owners for booking the picture.

Exhibitors in all parts of the country have issued a protest and have announced their intention of refusing to run any photoplay that displays advertising. It is said that one of the largest producing companies recently staged a photoplay in which many nationally advertised products were displayed and collected from these advertisers a sum which covered the entire production cost of the picture. Thus the rentals for the films were pure "velvet."

Marshall Neilan is among the first producers to come out and back the exhibitors in their fight and last week issued a call to all producers and directors in which he pointed out that this practice will only act as a boomerang to those who are responsible.

"The advertising possibilities of the motion picture screen are wonderful and there is a great future for this field," said Neilan. "However, to inject advertising in entertainment film for a fee at the expense of the exhibitor is illegitimate business. The public would soon tire of seeing a photoplay in which advertising matter is prominently displayed throughout the course of the story. Both exhibitors and public would refuse to patronize such pictures and the result would only be a boomerang on the producers and directors responsible."

Willard Mack Is Versatile Chap

Willard Mack, co-author with Grant Morris of "The Big Chance," is one of the most versatile men in the American theatre. He is equally well known as an actor, author, stage director and producer. He has never tried to sing, but he would undoubtedly discover a voice if he had any inclination in that direction. He has been, by turns, a college student at Georgetown university, a newspaper reporter in Chicago, a gold prospector in Alaska, a stock actor on the Pacific coast, including a season with the Baker Stock company here, and a man of the world. Like young Lochinvar, Mack came out of the West. He came out of the woolly region with a

FERGUS REDDIE, right, and Norvell Thompson, who are taking active interest in a dramatic entertainment to be given next Saturday night for the benefit of the Canadian Veterans' association.



Next Saturday night, at the Lincoln high school auditorium, the Canadian Veterans' association will present Fergus Reddie, head of the University of Oregon guild theatre and public speaking department, and a selected cast of local talent, in a benefit performance of three plays with a war atmosphere. "O'Flaherty, V. C.," the Bernard Shaw gem, generally admitted the choicest bit of humor emanating from the late war, will feature Norvell Thompson, manager of the Portland theatre guild, as O'Flaherty, Fergus Reddie as General Madigan, and Emily Spaeth and Barbara Hartwell as Mrs. O'Flaherty and Teresa Driscoll, respectively.

50-word telegram to A. H. Woods, containing the scenario of "Kick In," four years ago. Woods wired an immediate acceptance and Mr. Mack came to Broadway with one of the biggest successes of the last 10 years. Among the products of his pen are "Broadway and Buttermilk," "Her Market Value," "Tiger Rose" and "The Big Chance." He has also written a new play called "Lady Tony," which Mr. Woods will produce soon with an all-star cast.

"45 Minutes From Broadway" Coming "Forty-five Minutes From Broadway," opening Monday, February 9, will be the attraction at the Alcazar theatre, following "Miss Springtime."

Two "Clarence" Companies

Booth Tarkington's comedy, "Clarence," is now playing in two cities. Because the original company is breaking records in New York, George C. Tyler decided to launch a second production in Chicago. The western cast includes Gregory Kelly, Robert Adams, Byron Beasley, Grace Filkins, Ruth Gordon and Clara Blandick.

No "Iris" Used In Newest Picture

THE latest development in motion pictures will be seen in the Thomas H. Ince production, "An Old-Fashioned Young Man," in which Charles Ray is starred. The picture, now in course of production at the Ince studios, will carry off honors as being the first photoplay without an iris. To those who may be unfamiliar with the technical term of a studio, an iris is explained as the "fade-out," which generally is seen at the conclusion of each episode and which to the audience is the same as the lowering of the curtain on the stage.

Wide interest is being aroused over the unusual quality of a picture without the iris in that hitherto producers have affirmed that it was necessary to use the iris, or "fade," to indicate a turn of events or a transmission of action.

Agnes Christine Johnson, author of "An Old-Fashioned Man," asserts that this same effect can be gained by the use of contrasting scenes, which would suggest a love scene or quiet bit of human interest after the exciting or intensely dramatic "action" sequences.

Without the iris, the action of "An Old-Fashioned Young Man" will be continuous and audiences will undergo the novelty of witnessing the unfolding of the entire story without "break" or "fade."

The development of a picture without an iris may carry added significance, since it will prove definitely that producers need not adhere to the ordinary code of picture making and that "the picture without such titles" may be a thing of the very near future.

A Wee Bit Personal

"Who's Who," the farce by Richard Harding Davis, in which Willie Collier was starred on the stage, is to be filmed by Vitagraph.

"One Week-End" features J. Warren Kerrigan in a story of New York society life, with Fritz Brunette playing opposite.

Dorothy Dalton's first picture under her new Paramount-Artcraft contract will be an adaptation of Sir James Barrie's "Half an Hour."

"Footlights and Shadows," featuring Olive Thomas, is the story of a Follies girl and of life behind the scenes.

Metro is to produce "Polly With a Past" and has engaged Ina Claire, who created the role on the stage, to star in the film version.

"The Kentucky Colonel," by Ople Reid, has been screened with Elmer Field, Joseph Dowling and Francis MacDonald in the chief roles.

"Dangerous Hours," starring Lloyd Hughes, is an adaptation of the story, "A Prodigal in Utopia," and deals with modern social unrest.

Among coming Maurice Tourneur films are "The Great Redeemer," by H. H. Van Loan, and "The Pavilion on the Links," by Robert Louis Stevenson.

"The White Moll," by Frank L. Packard, author of "The Miracle Man," is Pearl White's first Fox film. Included in the cast are Richard Travers, William Harvey, Walter Lewis, Blanche Davenport and Jack Baston.

George Fitzmaurice, henceforth to make productions under his own name, is to film "The Man Who Killed," adapted from a French book and play by Pierre Frondale. The action of the play takes place in Turkey.

"Mary Ellen Comes to Town" is the next Dorothy Gish feature.

"The Empty Triumph" features Edmund Breese and Claire Whitney.

"Mrs. Temple's Telegram" is the next Bryant Washburn production.

"The Gorgeous Girl," a magazine serial by Nalbro Bartley, has been purchased for screening by Metro.

"Out Done" is the title of the film on which Jim Corbett is now working.

Kay Laurel, now being starred with her own company, has just completed "Lonely Hearts."

Florence Reed's next picture will be "The Allibi," a modern dramatic story.

"See America Thirst" is the title of a coming Clisby Fitzgerald comedy.

"A Lady in Love" is now being filmed with Ethel Clayton as the heroine.

"Bruce of Clevedon" is the title of William Russell's next, which has Helen Ferguson for its leading lady.

Robert Chambers' "Restless Sex" will be the next picture in which Marion Davies will appear.

"Love Among the Chickens," the second P. G. Wodehouse story to be purchased by Selznick for Owen Moore, will soon be produced.

Lillie Leslie, who starred in David Belasco's initial presentation of "The Boomerang," is now playing a "vamp" role in J. Warren Kerrigan's latest Brunton production, "One Week-End."

Miss Leslie is of English birth. Before coming to this country to be starred in the Metropolitan Stock company in New York city, she was prima donna of the Windsor Musical Comedy company in London.

Mrs. Jack London Writes on "Movie"

Charmion London, who is herself so well known in the literary world that it seems hardly necessary to explain that she is the late Jack London's daughter, has written her first—and she says her last—story for the screen.

Mrs. London has written the story in collaboration with Richard Bosworth, who has entered into a long contract with J. Parker Read Jr., under whose management it will be produced, with Bosworth as star.

Otis Skinner Prospers

The new play written for Otis Skinner by his wife, "The Rise of Peter Barban," is breaking all popularity records for the actor. In several large cities outside of New York the play did more business than the spectacular and expensive "Kismet," in which Skinner had the leading role.

Vitagraph Workers Busy

Vitagraph has three separate companies making serials simultaneously at its West Coast studio. Antonio Moreno is working on the final episodes of "The Invisible Hand," Joe Ryan and Jean Paige, as co-stars have begun "The Vanishing Mask," and William Duncan has reached the second chapter of his new serial.



DOROTHY DALTON

IN "His Wife's Friend"

A wife's heart is with her home and her husband; a husband's heart is—where? And if a neglected wife should find in another the companionship that her husband does not give—what then?

A NEW
MACK SENNETT
Comedy

"The STAR BOARDER"

Louise Fazenda, Harriet Hammond, Ben Turpin and Teddy are leaders of this laugh-riot.

COLUMBIA ORCHESTRA
Afternoons and Evenings
V. C. KNOWLES, Director
AND THE VOICE
That startlingly sweet and pure voice will sing another sentiment into the picture—and your heart—to an accompaniment played only as Knowles can play it. A musical peak.
ORCHESTRA MATINEE DAILY

COLUMBIA
H.A.M. - N.P.M.
DIRECTION OF JENSEN & VON HERBERG

REGULAR
ADMISSION
Adults 25c
Children 10c
(Including War Tax at 4c and 1c)

FOUR
DAYS
ONLY

THE WESTERNERS

From the novel
By
Stewart Edward White

Now Playing

A wild tale of depravity and a land where the strongest man wins—and women are few and far between. This woman found the struggle hard among the men of the Black Hills. Red-blooded men far from the restraints of civilization are not easy to manage—and Molly tried!

PATHE NEWS and COMEDY

Cecil Teague
at the Willard reads his original accompaniment
SUNDAY CONCERT, 1:30 P. M.
PROGRAM
Grand March, "Aida".....Verdi
By the Waters of Minnetonka (Indian Melody).....Laurance
Peer Gynt Suite.....Greig
"One Fine Day," Madame Butterfly.....Puccini
Kagan.....Dulmage

MAJESTIC
DIRECTION OF JENSEN AND VON HERBERG