

MISS ALMA RUBENS

POPULAR Pacific coast girl (she's a native of San Francisco), whose most recent appearance on the screen is in "Humoresque," a wonderfully strong picture, which will be seen in Portland in due time. Miss Rubens is one of the successful screen stars who never had stage experience. She had a "picture face" and made good on it.



**Here's News, Right Off the Reel
 Flashes From the Footlights**

By Sam Raddon Jr.
MANAGER PAUL NOBLE of the Liberty theatre says he is going to have publicity on this page even though he has to buy it, so he comes along again this week, tucks another full column onto his "ad" and we're crowded back into two columns for our color picture and our gossip.
 There's this satisfaction in the situation, however: Mr. Noble evidently appreciates a good thing when he sees it, and as long as it's a first class theatre and a wise manager that takes up space that would otherwise be ours, we'll stand for it.

The Liberty's show this week, by the way, is said to be a hummer. Looking at it from all angles, as the erudite Mr. Turpin does, the new Sennett comedy is a winner. "Married Life" isn't always funny, at least the joke-smiths themselves often make fun of it, but at that it can't be otherwise with a lot of comedians in the cast. On with the show; let the quips fall where they may.

There was an all-afternoon session of the newly organized Independent Exhibitors Booking corporation at the Hotel Benson Thursday afternoon. This is the company organized by H. B. Wright, with the Jensen-Von Herberg-Parker interests, through which films for 157 theatres, representing the key cities of Oregon, Washington, Idaho and Montana, will be purchased. A score of Oregon exhibitors were in attendance, reports on the recent meeting of the Montana exhibitors were made, and there was general discussion of the plans and immediate and future activities of the organization.

As explained by Mr. Wright, who is manager of the company, the new buying organization will assure cinema patrons in the smaller cities and towns, as well as in the large cities, the best of photoplays. The booking company will help managers exploit their pictures to the best advantage, will show them where their profits lay and how to realize them to the fullest, and will in general put the motion picture business in the Northwest on a more systematic and business-like footing.

Old Dame Rumor is out again and has it that Mischa Guterson of the Rivoli has received a very flattering offer to conduct an orchestra in one of the larger New York city cinemas.

A. C. Raleigh of the Columbia, who edits "Screenland" also, has piled up excellent business during the last 10 days with "The Fighting Chance." His new week's feature, "The Right to Love," also comes very well recommended.

Manager W. T. Fangle of the Helix is mightily pleased with the business done for Jane Cowell, and has other attractions booked for early showing which he expects will also establish new records.

Alexander, "the man who knows," and who has entertained at the Helix on divers occasions, writes to Calvin Helig, from Paris as follows: "Just a line from the greatest city in Europe. Having the time of my life. Came over from London in airplane, and am visiting battlefields the same way. Have gathered some great stuff for show this coming season. Yours for greater success, C. Alexander."

Alexander will probably be booked for local showing upon his return to "the States."
 Will Hudson, Pathé cameraman, took in the various activities of the Elks at the recent convention at Vancouver.

Wash., and the pictures will be incorporated as part of the regular Pathe weekly.

The Sunday concert by Cecil Tearse at the Majestic at 1:30 today will include the following: "Invincible March," Gray; "Serenade," Pierne; "Il Trovatore," Verdi; "Just Because," Bernard; "The Lost Chord," Sullivan.

Manager W. W. Ely of the local Hippodrome put in an interesting 10 days in Yakima, where he opened the new Loew house and installed Frank Coffinberry, formerly manager of the Portland Orpheum, as manager. Sam C. Meyer kept things moving nicely at the local Hip during Mr. Ely's absence.

It was a grand party the motion picture theatre managers, all house employes, film exchange men and cinema employes generally, had on the river picnic Tuesday night. The party started after show time, 11 o'clock p. m., and the merry-makers didn't get home until morning—4 o'clock in the morning. There was dancing and eats and music and 100-proof grape juice, and Frank Lacey of the Majestic was major domo and general chaperon.

It has been suggested by local showmen that it would go a long way toward solving the high cost of transporting "road shows" if there were two producing centers in the United States, New York, for one of course, and a west coast city, probably Los Angeles, because it is the home of Oliver Morosco and has a large colony of players to draw from, for the other. The idea is that companies out of New York could play the east, as far west as Minneapolis, for instance, while the companies out of Los Angeles could play east as far as, say, St. Paul. Thus the transcontinental jumps would be eliminated.

Now comes Leo A. Marsh, theatrical writer for the New York Telegraph, with the following bit of information: "Still another method of circumventing the high cost of travel and solving the problems of the road in the Far West has been hit upon by the local managers, and it will have a try-out shortly at the hands of Comstock & Gest. Through an arrangement entered into between that firm and Oliver Morosco, "Adam and Eva," the comedy which was on view last season at the Longacre theatre, will be put on in stock at the Morosco theatre, Los Angeles, within the next few weeks.

The significance of this arrangement is more far-reaching than might appear at first hand, for it means that if the experiment works out satisfactorily, Comstock & Gest will in future cease to put out their comedy successes of New York on tours to the coast. Rather, they will fall back on stock and cover the territory of the far West with companies organized and sent out from the Morosco theatre, Los Angeles, with players who have secured in the leading roles of the play out there. Of course, the initial enterprise will necessitate the recruiting of some players from this city, but after that it is estimated the supply on the coast will be adequate to meet the demands of productions.

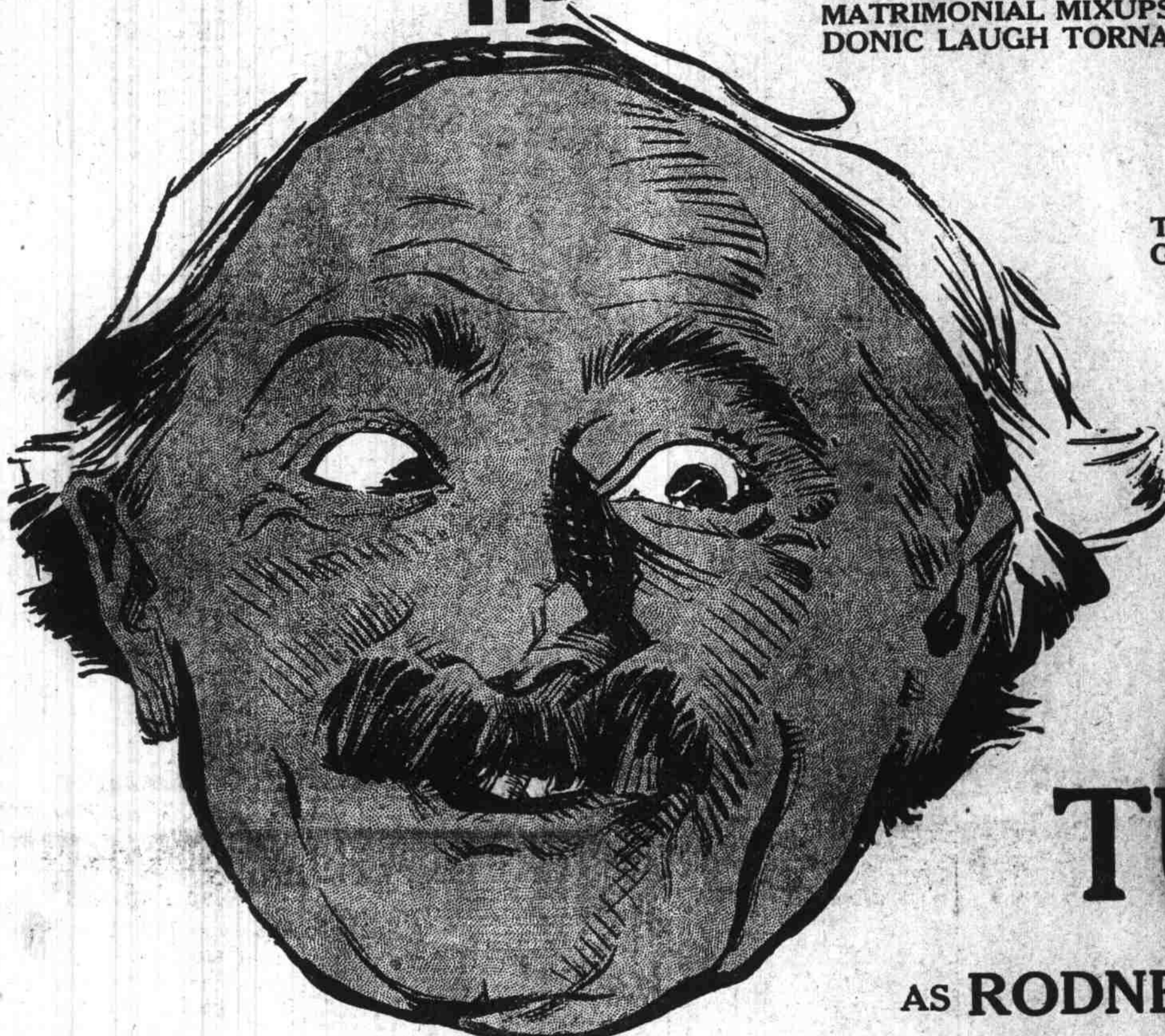
The local managers were actuated in their experiment by the growing difficulties that beset touring companies in the one night stands and the fact that frequently the profits accruing from attractions on the coast are more than offset by the expense incurred in transporting the company out there and back. In addition, the producers point out, plays sent out under the stock system will have the advantage of being performed by far better casts than touring conditions would warrant sending all the

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 LIBERTY CORNER

ALL THIS WEEK

BEFORE YOU FIGURE YOUR WIFE ALL WRONG BE SURE YOU ARE ALL RIGHT YOURSELF, THEN SEE THE MERRY MATRIMONIAL MIXUPS IN THIS MASTADONIC LAUGH TORNADO



THE KING PIN OF SENNETT'S GALAXY OF FUNSTERS

COCK EYED BEN TURPIN

AS RODNEY ST. CLAIR IN

"MARRIED LIFE"

MACK SENNETT'S FIVE-REEL SUPER-COMEDY

5000 Feet of Laughs, Thrills and Joy!



Charles Murray, Eva Thatcher, Ford Sterling, Louise Fazenda, Charles Conklin, Charlotte Mineau, Kalla Pasha

KEATE'S CONCERT

On Our Giant \$50,000 Organ

- No. 1. Katinka Rudolf Friml
- No. 2. Lucia de Lammermoor, Sextet By Donizetti
- No. 3. Ave Maria Shubert
- No. 4. Orpheus Offenbach

TODAY AT 12:30

The World's Greatest Array of Comedy Kings and Queens