

PORTLAND, OREGON, SUNDAY MORNING, OCTOBER 24, 1920.

HALLOWEEN SPIRIT IN THE AIR

AND pretty Betty Francisco has caught the atmosphere of spooks and pumpkins and superstition. She was one of the Follies girls discovered by Ziegfeld who then came in for the stronger lure of the screens. She is making Paramount pictures now down at the Lasky studio in Hollywood, and William DeMille picked her for an important part in his "Midsummer Madness," the photoplay version of Cosmo Hamilton's novel, "His Friend and His Wife," and she has been coached, too, for appearance in other photoplays due for screening during the season.



Portland Gaining Film Prestige Week Promises Good Things

By Sam Raddon Jr.

OF IMPORTANCE and special significance to the motion picture industry in Portland at this time is the opening of a fully equipped motion picture exchange by the Associated First National Exhibitors' circuit in the remodeled offices formerly occupied by the Famous Players-Lasky branch exchange, at Ninth and Burnside streets. Charles H. Feldman, counted the oldest film man in point of service in the Northwest, will be manager of the new exchange, with N. F. Dobbs, recently of the Vitagraph company, as assistant manager and L. L. Breeds, traveling representative.

The operations of the new company in Portland will mean a payroll of \$35,000, and in addition will be of benefit to the city because of the funds that will be constantly passing through local banks in film rentals and other exchange business.

C. E. Jensen, of the Jensen & Von Herberg company was recently elected president of the Associated First National corporation of the Northwest. His firm was the original holder of the First National franchise in the Northwest, and through the efforts of the J. & V. interests it has been made possible for other exhibitors in the territory to get sub-franchises for the showing of Associated First National pictures.

Local film men are of the opinion that satisfactory adjustment of censor board difficulties has had much to do with influencing First National to favor Portland with its business, and it is believed that the more liberal views on censorship as evidenced by the new board will result in additional film business for the Rose city.

Associated First National presents such stars as the Talmadge sisters, Katherine MacDonald, Mary Pickford, Mildred Harris Chapman and Charlie Chaplin, and the work of such directors as Marshall Neilan, Alan Holubar and D. W. Griffith are released through the association.

"Buddies," the Selwyn attraction booked for the Helig next Thursday night, is billed as a comedy with music. Reviewers in the East and on the Coast, so far as the company has played on tour, have been generous in praise of the attraction.

Manager Mears of the Peoples is all "hopped up," as they say, because he has landed a Katherine MacDonald feature for his house Miss MacDonald, known as "the American beauty," is at the Peoples this week in "The Notorious Miss Lyle," and it is her first appearance in Portland outside the Liberty. Manager Mears has a full program in keeping with the quality of the star's attraction.

William Farnum at the Liberty this week in "The Joyous Troublemaker" is Manager Paul Noble's offering, and

he promises that it is a big one—a story with deep heart appeal, a popular star and the right kind of settings. The "thousand pounds of harmony" singers are being happily received on their return engagement at the Liberty.

In "Varieties of 1920" at the Orpheum this week, Manager Frank McGettigan promises another of those big girl, music and fun hits for which the Orpheum is famous. The new bill, judging from up-coast reports, is well balanced and thoroughly satisfactory.

Following is the program for the Rivoli orchestra concert at 12:30 noon today, Salvatore Santella, conductor: Suite, "Peer Gynt"—(a) "The Morning," (b) "Ase's Death," (c) "Anitra's Dance," (d) "In the Hall of the Mountain King," E. Grieg; prelude, S. Rachmaninoff; selection, "The Rose Maid," B. Granichstaedten; Spanish waltz, "Santiago," A. Corbin; polonaise militaire, F. Chopin; overture, "Masanello," D. Auber.

Concert number during this week, afternoons and evenings, selection, "Alma Where Do You Live?" J. Brigue.

The absentee voting law, which goes into effect this year, is a boon to actors and actresses whose migrations during the election period have made their political importance negligible. This year their support is sought by both political parties as of real importance. There are 125,000 actors and actresses in the United States, of whom 20,000 are able, under the new law, to vote in New York state this year.

In keeping with the new Loew Hippodrome policy of featuring big photoplays, in connection with the regular vaudeville programs, Manager Ely of the local "Hip" and his efficient assistant, Sam Meyer, are putting in some good "licks" in lobby decoration and effects. "The Great Redeemer," the photoplay at the Hippodrome on today's program, is declared a film somewhat out of the ordinary, both in story and presentation. The scenario was written by the well known H. H. Van Loan, former newspaperman and soldier of fortune. House Peters and Marjorie Daw are the featured players in "The Great Redeemer."

Manager A. C. Raleigh, manager of the Columbia, and editor of Screenland, is gracing the sanctum sanctorum again after a couple of weeks' rest—ready to do battle with the problems that may beset him. The Columbia is holding "Something to Think About" until Wednesday. This picture is proving just what its title indicates—it is something to think about, and Columbia patrons think highly of it.

Wednesday's change at the Columbia will feature Nazimova in her widely heralded picture "The Peacock." This photoplay is described as something rather out of the ordinary, with the

star holding "center stage" during a considerable part of the action.

Frank Lacey, manager of the Majestic, was among the promenaders on Broadway Thursday afternoon.

The Baker, after highly successful comedy-drama productions during the last two weeks, begins the new week this afternoon with a play of a rather different type, one of the "gripping" kind, entitled "A Voice in the Dark." Directing Manager Gilbert feels that he has cast his players to particular advantage in this play, and Baker patrons are promised something particularly good this week.

Ralph Winsor, manager of the Star, comes up smiling this week with a billing of Fannie Hurst's "Humoresque," which recently had a sensational premier showing in Portland at the Columbia.

With this issue the writer terminates some years' association with The Journal as dramatic and motion picture editor. Our relations, both with the journal and with the theatrical and motion picture men with whom we have come in almost daily contact, have been most pleasant. Though larger opportunities call, it is not without a feeling of real regret that we are leaving. We can only thank the showmen of Portland for their courteous treatment, and cheerful cooperation; wish them every happiness and great prosperity; and ask that our successor may be shown the kind consideration that has been accorded us.

Mary Pickford Is to Make New 'Kiddy Part' Film

Los Angeles, Oct. 23.—Mary Pickford is to appear in another of the kid comedies for which she is famous. It will be titled, "Rag-Tag and Bob-Tail," and it will go to the screen before her current production, "A Flame in the Dark." Both stories were written by her director, Frances Marion.

"A Flame in the Dark" has an Italian atmosphere and a lot of emotion in it. In the production Mary is supported by a number of Italian actors she brought from Italy when she and her husband, Douglas Fairbanks, completed their honeymoon tour of Europe, and in her desire to be realistic she even goes so far as to speak Italian lines when it is necessary to talk at all. "I've learned enough of the language to sing an opera," says Mary.

Of course, every once in a while Mary runs out of Italian words and then she has either to lapse into English or stop the scene. And she is not wearing a dark wig. In fact, she says, she came across so many blonde Italians in the fishing village where she went to get the atmosphere for her story, when she was abroad, that she decided against the black tresses.

The reason for the kid comedy, "Rag-Tag and Bob-Tail," is that exhibitors are of the opinion that a "happy" picture should follow "Suda."

LIBERTY

DIRECTION OF JENSEN-VON HERBERG

"LIBERTY CORNER."

Here's Jackson Gregory's novel scintillating with refined humor, seasoned with thrilling moments, staged with fascinating beauty, and as its central figure stands the incomparable Farnum seen at his best.

PLAYING TODAY
 AND ALL WEEK!

KEATES' CONCERT

On Our \$50,000 Giant Organ

1. Come' Le' Va.....Lidyad
2. Concert Waltz, Wedding of the Winds By John T. Hall
3. Prelude.....Sergei Rachmaninoff
4. Hawaiian Echoes.....Arr. Henri A. Keates

TODAY AT
 12:30



WILLIAM FARNUM

in "THE JOYOUS TROUBLEMAKER"

LIBERTY WORLD'S NEWS

LIBERTY PICTORIAL DIGEST

"1000 POUNDS OF HARMONY"