

### 'Comedy Draws the Big Crowd Today But Is Hard to Get,' Declares Garman

By Audrey Beales  
 "Comedy," declared Mr. L. M. Garman, moving picture business man in an interview, "comedy is the big attraction in present day entertainment."  
 "And comedy, good comedy, is the hardest thing there is to buy." The good producers of comedy are very limited in number. The cleverest, most intellectual actors are required to put across a comedy and actors of this type are scarce and expensive. Mr. Garman caters to a rather unusual and capricious public, the students. Of them he said, "They prefer the light type of pictures and vaudeville, but they demand always that it shall be clean. As a rule they do not care for costume bills. Bright, breezy entertainment is what they want."

**Students Want Relaxation**  
 The inference was made by Mr. Garman that perhaps the reason students do not care for historical plays is because they are required to study historical and informational matter in their courses, and, are therefore tired of it. Entertainment must be to the student, a relaxation, something for pure enjoyment. Of course, there are exceptions such as Ben Hur, Beau Geste and others.  
 "The whole industry of entertainment is looking for new faces. It is the new stars who make the greatest appeal." As Mr. Garman stated, the public does not care for the old stars except in clever or unusual stories. Actors such as Douglas Fairbanks and Norma Talmadge make but one or two pictures a year. New stars such as Clara Bow, who sprang up overnight, are the most universally popular. "But the new stars must have intellect as well as beauty. High class girls must be found, and as a rule these girls seem to be of a very fine class."

**Little Theater Helps**  
 In relation to the little theatre and university theatre, and their effect on professional entertainment, Mr. Garman said with emphasis: "The university and college dramatics department are steadily raising the standards of amusements. We need more of the little theatre and more university graduates in the professional field."

Mr. Garman is in a position where he is able to learn a great deal about the financial side of the show business. This is a statement he makes concerning profits: "I claim that today, good, clean, wholesome shows will make more money for a theatre week-in and week-out than anything salacious. Of course, there are exceptions. A play of the lower type will sometimes draw enormous box receipts, but in the long run, it will reflect on the theatre and there will be a loss. Everybody wants good, clean

shows," he reiterated. "On the other hand, the highest prices must be paid for pictures of society comedy-dramas. People do not seem to realize that." But the reputation of the theatre that consistently plays clean shows more than makes up for the heavier expenses.  
**Price Segregates Audiences**  
 "There are a few stories which appeal to older people, but which should not be shown to younger people. Almost the only way to segregate audiences in a situation like this is by admission prices. Such stories should therefore nearly always be presented in spoken drama, for a picture will sooner or later be released at low prices."

"But after all," concluded Mr. Garman, "all that can be said about the modern entertainment situation simmers down to one statement. Good, clean, meritorious entertainment of a lighter nature in spoken or silent drama is the biggest drawing card of all, not only in Lincoln but all over the United States."

### GIRLS' COMMERCIAL CLUB HEARS GOLD

Member of Department Store Firm Declares Dreams Necessary to Business Success.

"No business can get anywhere without dreams," declared Nathan Gold, junior member of the firm of Gold and company, who spoke Thursday noon at the monthly luncheon of the Girl's Commercial club. "When you get wild ideas—dreams—think them out, dig out them, for the wild ideas of today will be the common sense of tomorrow."  
 Mr. Gold talked informally on firm policy, insisting that any concern must decide what it will stand for and must stand by that policy consistently. It must decide to whom it will appeal. He cited as opposing examples Tiffany's and a firm in lower Manhattan which sells nothing but damaged and out of season stock but which has made more money than any other New York ready-to-wear firm.

**Balance Theory With Experience**  
 "Learn to balance your theory with experience. Sell yourself on your own job and dream, for dreams

are worthwhile if you think about them and transform them to reality. Don't be discouraged if the business world regards you sceptically for every day we adopt ideas which we have previously rejected," advised Mr. Gold in conclusion.

Florence Benson, president of the organization, presided and presented Olive Seymour and Catherine Brown, winners of the scholarship keys which are presented to freshmen women in the college of business administration each year.

E. S. Fullbrook, associate professor of marketing, and Miss Gertrude Beers, of the Lincoln School of Commerce were guests of the organization.

### STAGE SET FOR MILITARY BALL

(Continued from Page 1)  
 Colonel will make her debut. The chaperones, patrons and patronesses, will be protected from the dancers by a barricade of sandbags. Large plants will be used to beautify the enclosure.

Clyde Davis' augmented fourteen-piece orchestra will be ensconced beneath a huge canopy of bright colored material. The band will be placed on the west side of the pavilion at the middle. Its platform is to be surrounded by stacks of rifles and crossed sabres.

### Chicago Leads in Conferring Degrees

The University of Chicago was first among American universities in the number of doctor of philosophy degrees in science conferred during

1925 and 1926 according to the list of such degrees published in the recent Bulletin of the National Research Council. The number of doctorates granted was 78.

The University of Wisconsin with 53 doctorates ranked second, and Johns Hopkins University granted 50. During this period American universities as a whole granted 740 such degrees.

Only twenty more shopping days till Christmas. Only twenty more, and each one busier than the one before.

We haven't started yet on this shopping business, but we're going to before much longer. And we know right where to go for the things we buy. Where? George Bros., of course. That's the place to do your Christmas shopping. No matter who you are, or what sort of gift you want, the odds are ten to one that George's have just the thing you're looking for. They do have the niftiest line of gifts of every sort. And party favors—say, there's no place like George's, on "N" street.—Adv.

### NOTICE

The Franzmuth dancing academy, 1018 N St., is one of the oldest and best in Lincoln, up to date in every respect. Chaperoned by city matron. Class and Party dance every Tuesday and Friday. Private lessons any time. Prof. and Mrs. Franzmuth, Instructors and Managers.

**PLAYHOUSE**  
 WORLD'S MOST UNIQUE THEATER  
 HOME OF THE SPOKEN DRAMA  
 WITH AUTHORITY ARTISTIC PRODUCTIONS  
 TONIGHT AT 8:30  
 ALL THIS WEEK  
 "Mother's Millions"  
 With Frances Grege as  
 Herriest Brown  
 Every Evening at 8:30, 25c, 50c, 75c  
 Mats. Tues., Thurs., Sat., 25c, 50c

The Funniest Place  
 Ever in a Riot of Joy  
**BUSTER KEATON COLLEGE**  
 The Happiest of All Keaton Comedies  
 "EXPLORING NORWAY"  
 An Interesting Travel  
 News Comedy Topics  
**RIALTO This Week**

DOES MARRIAGE GIVE  
 POSSESSION OF  
**Body and Soul**  
 The Most Talked About Picture  
 of the Year  
 with  
 Allen PRINGLE Lionel BARRYMORE  
 The New Sensational Thriller  
 "The Masked Menace"  
 Mutt and Jeff Comedy  
 NEWS TRAVEL  
 SHOWS—1, 3, 5, 7, 9  
 MATS. 15c EVE. 25c  
**COLONIAL** New Shows

**LIBERTY**  
 ALL THIS WEEK  
 MATS.—TUES., THURS., SAT.  
**Pierre Watkin**  
 Players  
 Present  
 "SCANDAL"  
 A Brilliant Comedy with  
 J. Glynn McFarlane  
 Dulcie Cooper  
 Pierre Watkin  
 And a Cast of Favorites  
 Revellers Playing at All Shows  
 MAT. 25c, 50c—NITE 25c, 50c, 75c

**ORPHEUM** ALL THIS WEEK  
 I love you more than anything in the world—  
  
**JOHN GILBERT**  
 In His Latest Success  
 "Man, Woman and Sin"  
 with a  
 Flaming New Screen Beauty  
**JEANNE EAGLES**  
 Also News and Comedy Pictures  
 BABICH AND HIS ORCHESTRA  
 SHOWS—1:00, 3:00, 7:00, 9:00

The Star of "Ben Hur"  
 In His Newest Film Romance  
**RAMON NOVARRO**  
 —IN—  
 "The Road to Romance"  
 A Metro-Goldwyn Picture  
 ON THE STAGE  
 3:00, 7:00, 9:00 SHOWS  
 The Popular Stage and Screen  
 Comedian  
**FRED ARDATH**  
 and his associates  
 In a Mirth Provoking Oddity  
 Fred Hall and Grace Odgers  
 "MEN AMONG MEN"  
 CLARE ALICE  
**MCCARTHY SISTERS**  
 Late of the "Greenwich Folies"  
 The Vaudeville Favorites  
 "TWO STEWARDS"  
 In "Synopsizing the Classics"  
**BEAVER AND HIS  
 MELODY MONARCHS**  
 At the Organ  
**WILBUR CHENOWETH**  
 Playing "At Dawn"  
 THIS WEEK  
**INCOLN**

Organizations, Fraternities Sororities! Do you need money? A golden opportunity to raise money for that new fraternity or sorority house or pay off the debts on the old ones. No investment or obligations. Mail inquiries to Daily Nebraskan, Bus. Office.—Adv.

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 "Our warm lunches sure taste good these cold days."  
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Twenty more shopping days until Xmas.  
 Buy your favorite instrument this year.  
**Altstadt Instrument Company**  
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What shall I do with that Spot?  
 Call  
**B3367**  
**VARSITY**  
 CLEANERS AND DYERS



YES!  
 We're selling lots of derbies to men on the campus! Have you bought yours?  
**\$5 & \$8**

### Magee's

Gene Austin's latest record released Dec. 2, 1927  
 210 15  
 "There's a Cradle in Carolinas"  
 "My Melancholy Baby"  
 Also all the other releases  
**Schmoller & Mueller**  
 Piano Co.  
 1220 O St., Lincoln, Neb.

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 Drive It Yourself  
 We Deliver  
**ALL BRAND NEW MODELS**  
 Open Closed  
**FORDS DODGES CRYSLERS**  
 You can't afford to Walk  
**NATIONAL MOTOR CAR CO.**  
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**For Mother's Gift--**  
 A Kenwood Slumber Throw  
  
 If you want to choose something that she'll enjoy every day, something attractive and practical at the same time, you will be delighted when you see these good-looking home-spun throws. You may choose basket weave or afghan style in these all-wool blankets. Some are bound in satin ribbon and others are fringed. Colors rose, pink, blue, gold, lavender, green and tan.  
 Priced, \$9  
 Linens—Third Floor.  
**Miller & Paine**

**AN IMPORTANT SALE**  
 800 Charming NEW DRESSES  
 Received Just Today from Our Buyer, Who Has Just Returned from Eastern Style Centers  
 Velvet Applique Sleek Satin Frocks  
 Lace Trimmings Georgette and Satin  
 Side Drapings Satin Crepe  
 Pleated and Tucked Wool Crepe  
**\$15**  
**200 SMART FROCKS**  
 of Unusual Charm—Every One New—Received Just Yesterday  
 Crepe Satin Frost Crepe Georgette and Satin Bloused Effects Side Drapings and Tucks  
**\$10**  
 New Reds, Tans, Browns, Green as well as Navy and Black  
**H. H. Hapotskammer & Co.**  
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