

By Audrey Beales shows," he reiterated. "On the other "Comedy," declared Mr. L. M. hand, the highest prices must be paid Mr. Gold in conclusion. Garman, moving picture business for pictures of society comedy-dramman in an interview, "comedy is the as. People do not seem to realize big attraction in present day enter- that." But the reputation of the tainment. theatre that consistently plays clean

"And comedy, good comedy, is the shows more than makes up for the hardest thing there is to buy." The heavier expenses.

good producers of comedy are very; Price Segregates Audiences limited in number. The cleverest, "There are a few stories which apmost intellectual actors are required peal to older people, but which should to put across a comedy and actors of not be shown to younger people. Althis type are scarce and expensive. most the only way to segregate au-Mr. Garman caters to a rather un- diences in a situation like this is by usual and capricious public, the stu- admission prices. Such stories should dents. Of them he said, "They pre- therefore nearly always be presen-

fer the light type of pictures and ted in spoken drama, for a picture STAGE SET FOR vaudeville, but they demand always will sooner or later be released at low that it shall be clean. As a rule they prices." do not care for costume bills, Bright, "But after all," concluded Mr.

breezy entertainment is what they Garman, "all that can be said about the modern entertainment situation

Students Want Relaxation simmers down to one statement. The inference was made by Mr. Good, clean, meritorious entertain-Garman that perhaps the reason stu- ment of a lighter nature in spoken dents do not care for historical plays or silent drama is the biggest drawis because they are required to study ing card of all, not only in Lincoln historical and informational matter but all over the United States."

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"No business can get anywhere

Mr. Gold talked informally on firm

policy, insisting that any concern

Balance Theory With Experience

"Learn to balance your theory

without dreams," declared Nathan

sense of tomorrow."

firm.

the financial side of the show busi- with experience. Sell yourself on

ness. This is a statement he makes your own job and dream, for dreams

in their courses, and, are therefore tired of it. Entertainment must be to the student, a relaxation, some- GIRLS' COMMERCIAL thing for pure enjoyment. Of course, there are exceptions such as Ben Hur, Beau Geste and others. "The whole industry of entertain-

want.'

ment is looking for new faces. It is Member of Department Store Firm 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 Gold, junior member of the firm of but one or two pictures a year. New stars such as Clara Bow, who sprang day noon at the monthly luncheon of the number of doctor of philosophy sally popular. "But the new stars you get wild ideas-dreams-think must have intellect as well as beauty. High class girls must be found, and ideas of today will be the common as a rule these girls seem to be of a

very fine class." Little Theater Helps In relation to the little theatre must decide what it will stand for and university theatre, and their ef- and must stand by that policy confect on professional entertainment, sistently. It must decide to whom it Mr. Garman said with emphasis: will appeal. He cited as opposing ex-

"The university and college drama- amples Tiffaney's and a firm in lower tics department are steadily raising Manhattan which sells nothing but the standards of amusements. We damaged and out of season stock but need more of the little theatre and which has made more money than more university graduates in the any other New York ready-to-wear professional field." Mr. Garman is in a position where

he is able to learn a great deal about

concerning profits: "I claim that to-

day, good, clean, wholesome shows will make more money for a theatre week-in and week-out than anything

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have previously rejected," advised The University of Wisconsin with

Florence Benson, president of the organization, presided and presented Olive Seymour and Catherine Brown, winners of the scholarship keys which are presented to freshmen wo- such degrees.

men in the college of business administration each year.

tion.

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

are worthwhile if you think about 1925 and 1926 according to the list fore. We haven't started yet on this them and transform them to reality. of such degrees published in the re- shopping business, but we're going Don't be discouraged if the business cent Bulletin of the National Re- to before much longer. And we world regards you sceptically for search Council. The number of doc- know right where to go for the things every day we adopt ideas which we torates granted was 78. we buy. Where? George Bros., of

course. That's the place to do your 53 doctorates ranked second, and Christmas shopping. No matter who Johns Hopkins University granted you are, or what sort of gift you 50. During this period American want, the odds are ten to one that universities as a whole granted 740 George's have just the thing you're looking for. They do have the nif-

Only twenty more shopping days tiest line of gifts of every sort. And till Christmas. Only twenty more, party favors-say, there's no place and each one busier than the one be- like George's, on "N" street .- Adv.

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by a barricade of sandbags. Large plants will be used to beautify the enclosure. Clyde Davis' augmented fourteenpiece orchestra will be ensconced beneath a huge canopy of bright colored material. The band will be placed

(Continued from Page 1)

Colonel will make her debut, The

chaperones, patrons and patronesses,

on the west side of the pavilion at the middle. Its platform is to be surrounded by stacks of rifles and crossed sabres.

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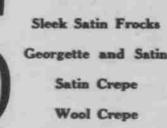
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