

AT THE Theaters



Lottie Burke AT THE EMPRESS

Why We Have Critics

Old Doctor Hammond Tells One of Craft's Carefully Guarded Reasons for Existence

By PERCY HAMMOND.

New York, July 16. CHARLES L. WAGNER, the theatrical manager, has a bright idea. Being sales agent for the historic product of Sidney Blackmer, Miss Elsie Ferguson and Mrs. Fiske, Mr. Wagner cries his wares in the advertising columns of the newspapers, as do other astute trade-persons. But it frets Mr. Wagner to discover that when his commodities are incompetent they are subjected to editorial disapproval, while those of other merchants are immune. Where as the sport silks, mohairs and white volles, the automobiles, the cereals and the cigarets are never scolded by the editors, acting and the drama are oftentimes rebuked for insufficiency. This attitude toward a couple of deserving businesses is suspected by Mr. Wagner to be unkind, unfair, uncommercial and unrotarian. "Now, honest to goodness, my dear Mr. Hammond," Mr. Wagner writes, "... in no other business, excepting the theater, does the newspaper injure its advertising department, and, of course, the producing manager is helpless. When Wanamaker's, Lord & Taylor, or any other merchant, advertises in the paper, does it seem called upon to send over a man to, figuratively speaking, tear their goods to pieces, so why in the theater?" Mr. Wagner's quivering lament is a righteous protest against one of

Twiah Tyson AT THE WORLD

Many Volunteer to Escort Miss Vidor



During the showing of "Borrowed Husbands" which will be shown at the World theater next week, a practical joker circulated the rumor that Florence Vidor, who has the leading feminine role, was looking for an escort to take her to several parties. Miss Vidor's fan mail was filled with requests, and the telephone in her apartment and that in the studio, were kept busy by young swains who sought to lend their services.

Linoma Beach

Where the D. L. D. Crosses the Platte River Bathing Picnicking Alfred Jones serving Chicken Dinners

NEIGHBORHOOD THEATRE

BOULEVARD - 33d and Leavenworth Frank Mayo and Virginia Vallin in "Wild Oranges" LOthrop - 24th and Lothrop Charles Richman and Barbara Castleton in "My Friend the Devil" GRAND - 16th and Binney JACK PICKFORD in "The Hill Billy"

BRANDEIS THEATRE

STARTING SATURDAY AUGUST 9th

D. W. GRIFFITH'S 'AMERICA' Historical Romance

First Time Shown at Any Theatre in Omaha

By Special Arrangement With OMAHA POST AMERICAN LEGION

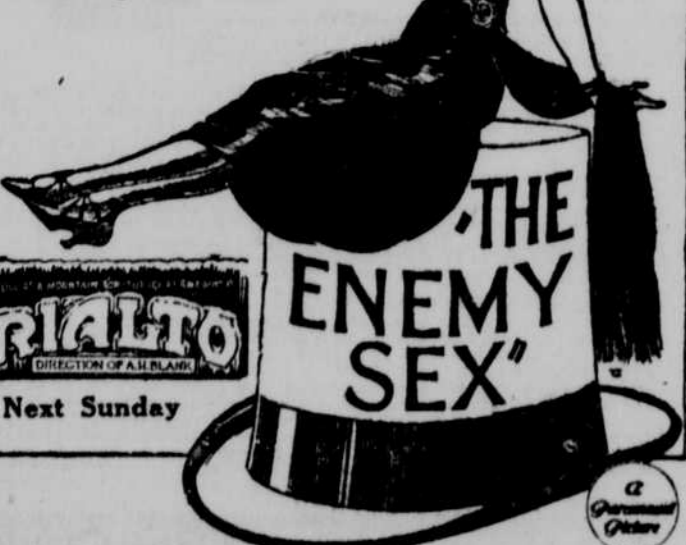
Positively will not be shown in Omaha again during 1924.

COME TO THE PARTY

BETTY COMPSON

THE story of a Broadway butterfly who thought the famous playground was a place of fun. And learn—?

A jazzy, thrilly, lavish production by James Cruze, the maker of "The Covered Wagon."



From the novel "The Salamander" by Owen Johnson Screen play by Walter Woods and Harvey Thew

the most ornery of the abuses suffered by the patient show business. The managers contribute lavish sums to journalism's mendicant coffers, and in return the newspapers send over a man to, figuratively speaking, tear their goods to pieces. It seems that they might, at least, in the cause of gratitude, be silent and motionless.

The drama's merchandise has as much right to be free from comment as has that of the haberdasheries or the garages. Here am I, for instance, one of the noisiest of the vandal reviewers, wearing a pair of advertised golfing shoes that cause me almost as much discomfort as Mr. Shaw's "Saint Joan." I understand the deficiencies of these obnoxious gaiters more clearly than I do those of Mr. Shaw's play. Yet I am prohibited by the capricious tenets of journalism from writing in denunciation of the offending footwear. The fact that a bungling farrier's clumsy cobbling escapes public disparagement, while a dramatist's blunders are cruelly condemned, is an injustice which the editors should speedily rectify—God forbid, as Mr. Perimutter used to say.

The editors, however, are not altogether inexcusable when they send men to, figuratively speaking, tear the dramas, though advertised, to pieces. They crave from Reld to Hearst to be enlightening and of public service. Most of their readers, and, no doubt, a few of their dramatic reviewers, are more familiar with the values of linens and the cheese-cloths than they are with life as it is reflected in the unflattering mirrors of Samuel shipman and Frederic Lonsdale.

The newspaper publishers can trust their constituents to be intelligent in the department stores, the millinery shops, the gasoline cases and the vegetable and meat markets. But in the theaters, they think, the populace needs to be told by experts when it has a bargain and when it has not. They know that a customer in any business except that of the drama has a chance to inspect his purchase before buying. So with no reluctance, but at large expense the fourth estate engages shrewd scouts to thoroughly investigate and to, figuratively speaking, if needs be, and regardless of bleeding infinitives, tear to pieces the dubious fabric of the theater's looms.

The show business, it seems, is almost as worthy of tender neglect from editorial criticism as four-wheel brakes or cures for pyorrhea. The drama should have, as Mr. Wagner intimates, the same consideration from the press that is bestowed upon Spear-mint, Hart, Schaffner & Marx, Arnheim, the Royal Tailors, and Lane-Bryant, to say nothing of the Yellow Taxicabs, Tiffany's and the A. & P.

Betty Compson Plays With Fire in Her New Release, "The Enemy Sex"



Betty Compson and Percy Marmont co-star in the recent Paramount release, "The Enemy Sex," which comes to the Rialto theater for a week, commencing August 2. The plot concerns a young actress who thought she could play with fire and not get scorched. However, after some rather thrilling experiences she finds true love in helping "bring back" a young drunkard. The picture is well cast and has some beautiful settings.

Director of "Covered Wagon" and Lois Wilson Visualize a Scene



Want to know how to direct a motion picture? Take a look at James Cruze, above, who produced "The Covered Wagon," coming to the Strand theater August 3. Here he is seen with Lois Wilson visualizing a scene which the screen actress is about to enact. Miss Wilson co-stars with J. Warren Kerrigan in the picture.

Nine Picnics Planned This Week at Krug

Douglas County Students at Training Camps to Be Guests at Outing on Tuesday.

Boys who have been ordered to the Citizens Military Training camp at Fort Des Moines, Ia.; Fort Snelling, Minn., and to Fort Leavenworth, Kan., by headquarters of the Seventh corps area from Douglas county, Nebraska, will hold an outing at Krug park Tuesday.

Maj. M. A. Palen, adjutant of the 89th division, will be in charge of the activities and sports. Tickets will be furnished the boys who have been ordered to camp by Maj. M. A. Palen. Eight other picnics are scheduled this week at Krug park.

Monday a picnic will be staged by the internal revenue department employees with a luncheon in the private grove.

The Knights of Columbus and the Krug park management will give its annual outing Tuesday for St. James orphanage and the visiting nuns enrolled at Creighton university summer school.

The Ladies Aid society of the Benson Presbyterian church will picnic Tuesday.

Suave Menjou Looks Typically French



Adolphe Menjou, who has the male lead in "Broadway After Dark," as the tired clubman who seeks the unsavory side of New York for real experience, is a typical product of southern France. This suavely mannered, fastidious and nonchalant mummer of the screen brings to shadowland all the foreign qualities we associate with the sophisticated Continental. The picture comes to the Sun theater for a week commencing Saturday.

William Desmond has started production on "Ridin' Pretty," a western drama, in which he will be supported by Ann Forrest and Billy Sullivan.

World Show Will Sparkle With Comedy, Song and Dances

The new vaudeville bill at the World theater is about as diversified as one could imagine. It presents almost every form of variety except acrobatics.

Roland Travers and his company are one of the principal attractions. Travers, who has a reputation of being an illusionist extraordinary, offers a display of mystery, presented in a manner decidedly unusual.

A company of perfectly formed models will be seen in "Weston's Models D'Art," in which is presented a series of life studies, from the famous masters. Lane and Freeman offer a bundle of absurdities under the caption of "Crullers and Doughnuts." The act, written by Ben Ryan, is full of snappy dialogue and comely songs.

In their whimsical musical fantasy, "Number 10, McDougall Alley," the Werner, Amoros Trio are sure to be among the most popular acts on the bill. Freddie, Frank and Georges appear as a jester, an artist and a musician. The combination of these three crafts makes the offering one that is certain to prove a vaudeville delight. Something a little different is promised by Lew Van and Turah Tyson.

Arthur Hays, who has been cast the last week, comes back with some more new ideas in the organ solo field. For this week he is offering his own original interpretation of the song success, "What'll I Do?"

AN UNUSUAL DOUBLE PROGRAM



ALL THIS WEEK

We are pleased to offer the picture that has made motion picture history

A picture that will grip you thrill you~make you laugh~make you cry~and prove that all the money in the world can not buy love.



The MADELINE BRANDEIS Production 'NOT ONE TO SPARE'

HE POSSESSED Health, Riches, Power~everything to command the respect of men~yet he was not happy! DO YOU KNOW WHY?

AND

DASHING, DAINTY, DAREDEVIL DOROTHY DEVORE

The Female Harold Lloyd with WALTER HIERS, TULLY MARSHALL, JIMMIE ADAMS and 20 OTHER FUN MAKERS



'HOLD YOUR BREATH'

THIS COMEDY IS A REGULAR WHIZZER! YOU'LL LAUGH UNTIL YOUR SIDES ACHE! AND WE DON'T MEAN MAYBE EITHER. THRILLS? WE'LL TELL THE COCKEYED WORLD THAT THERE'S PLENTY OF 'EM IT'S ONE OF THE GREATEST STUNT COMEDIES EVER MADE

STARTING NEXT SUNDAY The Screen's Greatest Achievement



'THE COVERED WAGON' Presented with the most elaborate prologue ever seen in Omaha 'PIONEER DAYS' The Spirit of the picture in flesh and blood

TO-DAY ENDS FRIDAY COOL AS A MOUNTAIN TOP THE ICE PLANT DOES IT SHOWS AT 11-1-3-5-7-9 RIALTO DIRECTION OF A.H. BLANK

SOLD TO THE HIGHEST BIDDER



CLAIRE WINDSOR ADOLPHE MENJOU ROBERT ELLIS, MARY CARR AND TULLY MARSHALL

FOR SALE A BEAUTIFUL BRIDE—Well educated society girl, will make a good wife. Parents must call without delay. Apply to the Screen Version of EARL HUDSON'S Unusual Story

The story of a beautiful girl whose parents decreed she must be sacrificed to the tinsel God of Fashion and money—who was offered for sale on the auction block of a loveless marriage

A peep behind the gilded walls of society with its intrigues, its greed and selfishness

Then Just for Fun CLYDE COOK in a screaming farce 'THE ORPHAN'

Deluxe Presentation MATT SEVERIN BARITONE FRANK STRAWN PIANIST.

Rialto Symphony Orchestra Rudolph Soidl, directing 'Selections from Faust' June Night

Lyman H. Howe's HODGE PODGE. Kinggrams

GEO. HAUPT at the Organ. Memoirs of India