

Money No Object

Morris Gest Truly Loves Art for the Sake of Art—Plays Now in New York

By PERCY HAMMOND.

New York, Oct. 18. MORRIS GEST is the most peculiar of the impresarios. Whereas his fellow producers find happiness in presenting such economical entertainments as "Pigs" or "Lazybones," Mr. Gest is discontented with nearly everything save an emotional extravaganza. His passion is to burst the walls of the theaters with dramatic crowds, colors and fabrics in a great, extensive sweep. Money to him is an implement rather than a result. He would rather produce "The Miracle" at a loss than "Able's Irish Rose" at a profit.

I paid my seventh visit to "The Miracle" last week and found the big Century theater filled to its topmost balcony. The receipts of that performance were larger than those of any other play in New York. Yet they were unequal to its cost. Here, I thought, is an excuse for retrenchment. The 700 persons employed in its performance might well be reduced to 650. But in the face of a deficit "The Miracle" was presented just as it was on the first night, with the choir and the crowds all alert, eager and undiminished. It was, as at the beginning, the greatest and most conscientious show on earth. The first hour of it fascinates me so much that I suspect, after it departs in December for Cleveland, that I shall spend my week ends in that Ohio capital.

The recent plays have been but moderately exciting. Nothing much has occurred to cause us to forget Miss Edna Ferber's "Mintick," "What Price Glory" or Miss Ina Claire's admirable playing in "Grounds for Defiance." Some minutes of the new dramas are hereby appended:

"The Guardsmen"—A gay study of love among the actors by Franz Molnar. In it Mr. Alfred Lunt impersonates a temperamental histrion who in order to test his wife's fidelity disguises himself as a Russian grandier. Thus arrayed, he seeks to tempt her to sin. He visits her box at the opera and is there so eloquent in his manifestation that she permits him to embrace her. Mr. Molnar leaves it amusingly doubtful whether the lady was fooled or not. But she convinces him that she wasn't making him happy in the belief that she is faithful, and wretched in the suspicion that he is a bad actor. A suave Continental comedy, played perfectly by Mr. Lunt and Miss Lynn Fontanne, under the lofty auspices of the Theater Guild.

"The Saint"—Stark Young, some dramatic critic for "The New Republic," and now the judge of plays for "The New York Times," is the author. It is all about a lovelorn student in a Franciscan monastery, Mr. Leo Carrillo, who abandons his studies for the arms of a variety actress in a tent show on the Mexican border. She quits him for a French knife-thrower and breaks his heart. The process of that tragedy is dull and shambling. Despite Mr. Young's distinguished reputation for writing and directing the stage, "The Saint" is just an awkward, wishful bore. It is the production of another haughty group of theatrical well-workers, operating in the Greenwich Village theater.

"The Farmer's Wife"—The morose Mr. Eden Phillips in this comedy of life in Devonshire assumes a hilarity not usual to his gloomy disposition. Mr. Coburn, its producer, represents a prosperous Devon husbandman in comic search of a successor to his deceased wife. After wooing four ladies of the countryside and finding them cold to his advances, he espouses his housekeeper (Mrs. Coburn) at the happy ending. A humorously poetic burlesque, it will appeal to what are known as the Fews.

"The Red Falcon"—A violet lithograph of legendary occurrences in the Sicily of the sixteenth century. It is one of the works of George Broadhurst and Mrs. Trimble Bradley, and it is an honest, hot, Mr. McKay Morris plays a bloodthirsty bandit in the prologue, and later, his priestly offspring by the Mother Superior of a convent he has ravished. "The Red Falcon" is, at best, an earnest misfortune.

"The Grab Bag"—Here is Mr. Ed Wynn, the most thoughtful of the buffoons, committing many of his funniest pranks. His play lacks the voluptuous splendors of the other Broadway reviews, but it is the cleanest and most laughable of the current frolics. You may or may not think that Mr. Wynn is exhilarating when he announces a song called "He Eats French Dressing Every Night So He Can Wake Up Oily in the Morning." Or another number, entitled "She Might Have Been a School Teacher, But She Hadn't Any Class." In case those whimsicalities do not amuse you perhaps this one will. Albert Shaw and Samuel Lee, a "team" recruited from vaudeville, discuss catarrh and its antidotes. "I wouldn't pay fifteen cents for a throat spray," says the thrifty Mr. Shaw. Whereupon Mr. Lee exclaims, "Atta miser! Atta miser!"

Empress Players Put West on Stage in Musical Comedy Form

A stage story of the west with its drama, laughter and song is "The Western Girl" now being played at the Empress theater.

The locale is a ranchman's nest way out in "God's country." There is a well defined dramatic plot, relieved, however, with plenty of comedy most of which is in the hands of Joe Marion playing his favorite role of an Italian. Rudy Wintner, too, contributes much laughter. Among the typical song numbers to be introduced are "The Trail to Santa Fe," "Cheyenne," "San Antonio," "Western Land," "I Love You," "Round Up in the Spring," and "Barn Yard Favorites." At the request of numerous patrons Bobby Whalen sings "Sally."

A college comedy with an unusual quota of laughs is "The Flirting Flappers" which the Empress players announce for their bill starting next Saturday.

The Theaters



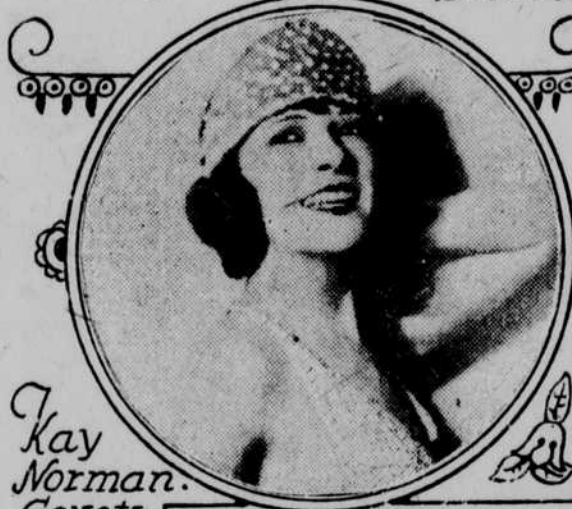
Mary Boland at the Brandeis



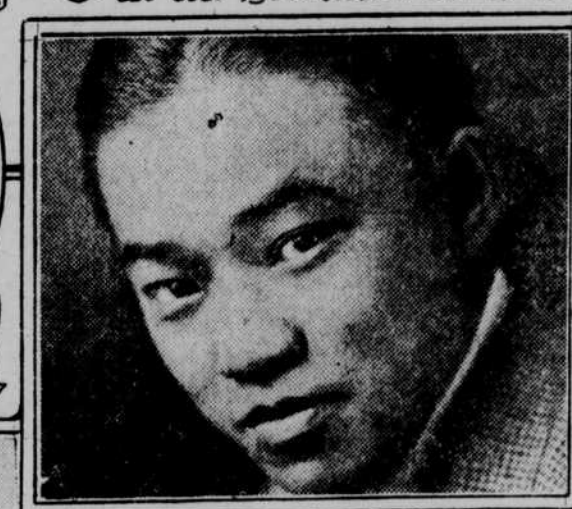
Jannette Mozar at the Brandeis—Oct. 19-20, 21



Mary Halliday at the Orpheum



Kay Norman Gayety



Ben Nee One at the World



Verna Watson at the Empress

Mary Boland in "Meet the Wife," at Brandeis on Thursday

Stewart and French will present the comedy, "Meet the Wife," at the Brandeis theater for three nights and Saturday matinee commencing next Thursday, with Mary Boland as the central character and a supporting cast which includes Charles Dalton, Ernest Lawford, John Maroney, Yvette Aubrey, Ralph Glover and Patricia Calvert, daughter of Louis Calvert, and, like him, skilled in the art of acting and the expression of values in speech. Lynn Starling wrote "Meet the Wife." Bert French directed it and Sheldon K. Viole designed the admirable artistic setting of "Liberty Hall," wherein it is presented.

Mary Boland as Mrs. Gertrude Lennox, mother of a marriageable daughter, worldly, selfish, imbued with the idea that rough cheeks, incarnadined lips, penciled brows and pretty gowns make her absolutely irresistible and the proper authority to regulate the lives of those of her family and friends within her orbit, receives some shocks and surprises which are ludicrous in the extreme. Her transitions from one mood to another, from petulant anger to what she considers to be irresistible allurements, are presented with the sure touch, fine intonation, and shading of a trained actress aware of all the tricks of her trade and acting with a mellow surety which is a delight to witness.

Patricia Calvert, as her daughter, makes an appealing picture of youthful beauty.

"Meet the Wife" is clean, wholesome, in plot and dialogue, prettily mounted, fast moving, with witty lines and laugh provoking situations.

GAYETY
COLUMBIA BURLESQUE
ALWAYS A GOOD SHOW
LADIES MATINEES 25¢
DAILY 10:30
Bring Your Neighbor
NOW PLAYING **HIPPITY HOP**
1925
WITH **ABE REYNOLDS**
AND **KAY NORMAN**
GRACE STARON
HAWAIIAN COMIC OPERA STAR
KANEI'S HAWAIIANS
BY BET FROM HONOLULU

which are remembered with pleasure. Stewart and French have given "Meet the Wife" the same accurate and tasteful productions that they have given to "The Torch Bearer" and their other outstanding success, "The Show-Off." It is safe to say that "Meet the Wife" has never done more beautiful work than in this sprightly comedy part of Gertrude Lennox.

Abe Reynolds Heads Show at the Gayety

A treat is promised patrons of the Gayety theater this week, in Peck & Klob's offering, "Hippity Hop." There are 12 scenes and 22 tuneful musical numbers. A chorus of ability and good looks sport in a manner displaying both charm and ability. The book of "Hippity Hop" is said to be unusually equipped with comedy scenes and lines, the entire performance being one continuous round of laughs, dances and songs.

Abe Reynolds heads a thoroughly capable and satisfactory cast. Grace Cameron, former Broadway prima donna and mimic, does highly humorous impersonations; Kay Norman,

Music Comedy, Dance, Acrobatics and Skating Fill World's Program

The De Maria five in a "Musical De Luxe" and Ben Nee One, noted Chinese comedian, are co-headliners of the new vaudeville bill at the World theater. The De Marias are a melody combination of voice, violin and accordion offering a selected routine of numbers that for the most part are of the popular brand. Ben Nee One, "One in 400,000,000," is a Chinese marvel, unique in vaudeville in that he does character comedy and dialect numbers with all the skill and artistry of the best native American.

The Rose Kress four offer an elaborate skating revue, "Terpsichorean Wheels." The company offers some thrilling and daredevil stunts on rollers. Al Markel and Nell Gay variety dancers, include soft and hard shoe dancing, mingled with some speedy acrobatic steps. "Saying It by Wire," by Art and Lucille Davids is replete with many originalities. Russell and Pierce, comedians and stagers in "The Go Getters," complete the vaudeville portion of the bill. As his organ solo for the week Arthur Hays introduces a novel version of "June Nights."

Orpheum Week Starting Today's Mat.
ORPHEUM CIRCUIT VAUDEVILLE
A BREEZY BUOYANT BILL
THE IDOL OF STAGE AND SCREEN
MR. ROBERT WARWICK AND COMPANY
Bonds that separate
A New Dramalet in 2 1/2 Scenes
Written and Staged by Alan Brooks, Author of "Dollars and Sense"
LEE ROSE & MOON KATHERINE AND THEIR STRIPPING SWEETIES
Wade Booth—Young American Baritone
JEAN MIDDLETON PRESENTS
FRANK VAN HOVEN
"THE MAD MAGICIAN"
Henry Regal & Co. "ONE OF THE FINEST" Assisted by Ida Gerber and O. Heary
Mantell's Manikins in LA PETITE CABARET A Manikin Musical Comedy
HARRY BURNS & CO. In "I THINK YOU TOUCH"
AESOP'S FABLES TOPICS OF THE DAY PATHE NEWS

Tito Schipa Starts Season for Omaha Tuesday Musical Club



Tito Schipa, tenor of the Chicago Opera company, who opens the season for the Tuesday Musical club, will be presented at the Brandeis theater on Wednesday evening, October 22, at 8:15 o'clock. The public sale of seats opens Monday morning, October 20, at the box office of the theater.

The appearance of Schipa will be an extraordinary event, inasmuch as he is counted the foremost lyric singer of the day. He has attained this position through an uninter-



EMPRESS PLAYERS' GREATEST PRODUCTION
A Musical Comedy That Has Everything—Romance Drama Laughter Thrills
"The Western Girl"
With **Joe Marion as the Italian—Rudy Wintner as an ex-bartender—Bert Evans as the outlaw—Mae Kennis as the Indian girl—Whitey Holtman as the sheriff—Helen Burke as the Western girl—Maybelle La Couver as Rudy's sweetheart—Bobby Whalen as the deputy—**
The Screen Story of a Pleasure Loving Woman Who Played with the Hearts of Men
"RESTLESS WIVES"
And Fifth Amazing Story
"INTO THE NET"

rupted succession of brilliant achievements and is one of the few artists whom the public has accepted as worthy of its most flattering support and commission. His program follows: (Assisting Artist: Mr. Jose Echaniz, pianist.)
Amarilli Cecelia Nina Pargolesi
Manon (The Dream) Massenet
Nocturne Chopin
Ave Maria Schopin
At Parting Rogers
Suzanne Paladille
Intermission:
Fitzcarrald Padilla
Harlequin's Serenade, from "Pagliacci" Leoncavallo
Ch senne scordia cchia Bartolomey
Seguidilla Albeniz
Viva Navarra Pargolesi-Echaniz
A La Ocella de un Palmer Ponce
Ave Maria Rogers
Eliet d'Amore (A fugitive tear) Donizetti
Eliet d'Amore (A fugitive tear) Donizetti

Irish Singer Will Be in Omaha Sunday

Cathal O'Byrne will sing a repertoire of Irish folk and love songs Sunday evening at Creighton auditorium. Twenty-fifth and California streets, under the auspices of the Sacred Heart schools of Omaha.

Mt. Calvary Band Concert.

A program of sacred and standard music will be presented by the Mount Calvary Knights Templar band Monday evening at the new Westminster church, Thirty-fifth street and Woolworth avenue.

REEL REMARKS

Betty Bronson's starring picture "Peter Pan" will be shown at the Strand theater.

Ruth Hiatt will be starred for the first time in her career in a Mermaid comedy now in the making, "Poor Butterfly."

After a five months discussion, a suitable title has been evolved for Pamela Wynne's best seller, "Ann's an idiot." They are going to try and title it "Dangerous Innocence."

Another title change that Universal announces is that of the Patline Frederick Laura La Plante picture just completed by Clarence Brown. It will be called the "Marrying Age."

The first thing Carl Laemmle did upon arriving at his office in New York after a three-month's vacation in Europe was to purchase "The Plastic Age," by Percy Marks, the much-discussed novel of college life.

Reginald Denny and his director, Harry Pollard, are burning up the roads of California in the search for proper locations for Denny's forthcoming picture "California Straight Ahead." It is another automobile story and was written by Byron Morgan.

Alice Joyce has found a new thrill in "White Man," she goes a hunting—elephants. With the aid of Kenneth Harlan, his gatling gun and a tribe of African natives, Miss Joyce invades darkest Africa as required in the picturization of George Agnew Chamberlain's novel.

Bobby Vernon's next comedy through Educational films, will be titled "High Gear." He is now shooting the preliminary scenes at the Christie studio. Racing autos and acrobatic stunts will feature the comedy.

Gertrude Gimstead, who made her entry into films via the beauty contest route from Chicago, has been chosen as leading lady for Reginald Denny in "California Straight Ahead."

Jiggs and Maggie Lead Comedy Hosts at Brandeis Tonight

"Bringing Up Father in Ireland," the latest George McManus "laugh-riest," is coming to the Brandeis theater for an engagement of three nights and Tuesday matinee, commencing tonight. "Jiggs and Maggie" pay a visit to their native soil. They left "the Old Sod" when Maggie was an ordinary "kitchen mechanic" and "Jiggs" was a "hod carrier." Their return as scions of polite society naturally invites much national interest. Maggie will naturally assume charge of the tour and will be backed by an entire new stock of "rolling pins" for emergencies. "Bringing up Father in Ireland" is going to furnish some rare comedy for theatergoers. Ireland furnishes ample opportunity for beautiful scenic venture, which will be taken advantage of to

the fullest extent. As usual, this will be the predominating feature, together with entrancing music and the newest and best dances.

CHORUS SOCIETY NAME IS CHANGED

The name of the recently organized Omaha Oratorio society has been changed to the Omaha Haydn chorus. Rehearsals are being held every Tuesday night at 8, in the Patterson block, Seventeenth and Farnam streets. The oratorio "Messiah" by Handel is being prepared for public rendition, December 11, at First Methodist church. The soloists for this concert will be: Reuben Wall, tenor; Mrs. Tullis, soprano; Mrs. Tulliver, contralto, and Mr. Boehmer, bass, all of Lincoln. Anyone wishing to join the chorus may apply to the director, J. Edward Carnal.

Standard Vaudeville—First Run Photoplays
WORLD
All Feature Six-Act Bill
BEN NEE ONE World's Only Chinese Comedian
DE MARIA FIVE Unique Musical Organization
ROSE KRESS FOUR "Terpsichorean Wheels"
RUSSELL & PIERCE "The Go-Getters"
MARKEL & GAY Dancers De Luxe
THE DAVIDS Saying it by Wire
ARTHUR HAYS Playing "June Night"
A Photoplay That Will Break All World Laugh Records
"RACING LUCK" Funnier Than Fun Itself

BRANDEIS THEATRE
3 DAYS Starting TONIGHT
Special Matinee Tuesday
PRICES
Mat. 25c and 50c; Children, 25c
Nights, 25c to \$1. Best Seats, \$1
SEATS NOW
The Hit of All Hits
BRINGING UP FATHER
In Ireland
ALL FUN and PRETTY GIRLS

Wednesday Evening, October 22, at 8:15 o'Clock
THE TUESDAY MUSICAL CLUB PRESENTS
TITO SCHIPA
TENOR—CHICAGO OPERA COMPANY
Tickets—50c to \$2.50
Seats on Sale to the Public Tomorrow at 10 A. M.

Thursday, Friday, Saturday—Seats Now Selling A SMASHING COMEDY IT!
STEWART & FRENCH SAY **You Simply Must MEET THE WIFE**
—By— With **MARY BOLAND** LYNN STARLING CHARLES DALTON, ERNEST LAWFORD, Etc.
What Chicago Critics Said:
"This is the performance of Mary Boland's life. We positively purred at the priceless comedy. So much better than its title promises."—Examiner.
"If the comedy were longer, audiences would laugh themselves into hysteria. Thanks! Everyone glad to 'Meet the Wife.'"—American.
"Mary Boland in good play elicits cascades of laughter."—News.
"Bright and catchy. Good enough to write home about."—Journal.
"Meet the Wife and be assured of an evening of rare fun."—Journal of Commerce.
Nights, 50c to \$2.50; Sat. Mat., 50c to \$1.50, Plus Tax.

4 DAYS COMMENCING SUNDAY, **Oct. 26** MATINEE WEDNESDAY
WILLIAM A. BRADY OFFERS
A Play of Love, Strife and Life
SIMON GAYLED PETER
A Vivid Dramatization of the famous novel of the same name by Jules Eckert Goodman and Edward Knoblock
With **LEONARD WILLEY** and **BETTY WALES**.
MILLIONS HAVE READ IT MILLIONS WILL SEE IT
Frederick Douglass of the Chicago Tribune said: "The theater was jammed with gay and eager Sabbatharians who drooped the worst and seemed to like it."
Nights, 50c to \$2.50; Sat. Mat., 50c to \$1.50 Plus Tax
Popular Wednesday Matinee, Best Seats, \$1.50
Mail Orders Now—Seats on Sale Monday, October 20

FOUR DAYS Starting Sunday **NOV. 2nd** Mat. Wednesday
THE SELWYNS PRESENT THE Sensational New York Success
PETROVA
in "HURRICANE"
A REAL PLAY OF REAL PEOPLE IN REAL LIFE
Entire New Cast—Yes, Election Returns Tuesday Night
PRICES: Evenings, 50c to \$2.50; Matinee, 50c, \$1.00, \$1.50
Mail Orders Now—Ticket Sale Monday, October 27