

Spends Last \$1,000 on "Game" Ad for Support of Play

By BURNS MANTLE.

NEW YORK—Special Correspondence.—Earl Carroll is a writer of songs and plays. Also Earl Carroll, once concluded, after reading the advertisement he wrote and paid for in last Sunday's journal, is a game bird. His play, "The Lady of the Lamp," has been going along nicely at the Republic for a month or more, burning with a steady, if not a brilliant flame.

But a week or so ago it began to sputter, and last week threatened to go out. Immediately, of course, the theater buzzards began to gather, the manager to be sure of his house; the creditors to be sure of their bills; the holdyous to be sure of their courties.

All of which angered young Mr. Carroll. He was not yet, so the story goes, in debt to any man—and he had a thousand dollars in the bank. So he took the thousand and as they say in the A. E. F., "shot it all" on one last plea for support.

"My last \$1,000," the advertisement is headed, and frankly it is a cry for help. There is, of course, a bit of hokum and back slapping in it. "If I am spending this money in the last hope that I may reach the really fine theatergoing public of New York," Mr. Carroll starts off, "and if I don't reach you I shall at least know that I fired all my ammunition before the ship went down."

I believe that there are still good clean, sweet, wholesome, home-loving people left in the world whose hearts are not so callous that they cannot appreciate any evening's entertainment that does not have a georgette nightie, a folding bed, or a semi-nude woman decorating their parlors.

But once past this the statement is frank and open and interesting. "I wrote and produced a play at the Republic theater," repeats Earl; "my critics and comrades acclaimed it. I received hundreds of flattering letters, approving of my play and personal commendations of the artistic merit of my play. Ninety-nine out of a hundred have said it is great."

I have little money to spend on advertising, and I thought this month-to-mouth publicity would make my business jump beyond the overhead expense and that my box office would say "success." But it didn't!

"The Lady" has been rocking along for weeks. Just getting by, slightly, somewhat too slightly, at times. But I have hung on. Other theatrical interests of great power tried to take the theater away from me in order to house another attraction; every effort has been made to snuff out "The Lady of the Lamp"; the ticket agencies were intimidated; my advertising limited, and my electric lights turned out. But still I hung on. Now I am rolling in like a last thousand to try to make good.

"If you have seen 'The Lady of the Lamp' and liked it, won't you please urge some other to enjoy it also? If you haven't seen it, will you take a chance on my humble say-so and come? If you don't like it, I want to do a John Wanamaker and be the first theatrical manager in America to refund the money of any dissatisfied customer. I shall keep the box office open after the play, I personally will be on hand, and I shall repay promptly the price of every ticket to every displeased purchaser."

The actor-author is a sensitive animal. He simply cannot give up his faith in the thing he has created. He is no more stubborn than the average author, but knowing the tricks of the theater and the history of those few plays that have weathered six or eight weeks of bad business and later grown into popular successes, he is less willing to admit failure.

Usually the author who sells a play to a producer stands about anxiously until the purchaser gets through doing what he decides to do to it, and then meekly bears his part of the onus if the production is not successful. But the actor-author insists upon his right to have a hand in the production of his own play, and he therefore comes out of the experience not only supremely sanguine as to the play's chances but so completely immersed in the venture there is no hope of his seeing it as it is.

Every one of them, given the chance, would risk not only his own last \$1,000, as Mr. Carroll has done, but his best friend's last \$1,000, and

FLORENCE ROCKWELL ROCKWELL



The THEATERS



EMMA HAIG ORPHEUM



MOLLIE WILLIAMS GAYETY



MME. WERNER ORPHEUM

What the Theaters Offer

A VEHICLE entirely worthy of the range and intensity of Geraldine Farrar's dramatic powers is "The Middle Woman," the Associated Exhibitors feature which began its five-day engagement at the Brandeis theater yesterday. The plot is woven by a masculine vampire who had perfected a wonderful scheme for blackmailing two victims and a third, little more than a child, who has just beginning to slip into bondage.

IN a pleasing skit called "Playtime," comes Emma Haig as one of the stellar attractions for the current week at the Orpheum. Since she became a conspicuous favorite with the Ziegfeld Folies she has established herself as one of the most engaging entertainers on the vaudeville stage. This time she is to be assisted by Richard W. Keene. Frank Wilcox, with the support of five carefully chosen players, is to present the one-act comedy, "Sh-S," as another headline attraction.

THE OLD HOMESTEAD will be at the Brandeis theater one day only, matinee and evening, Saturday, November 13, with William Lawrence as "Uncle Josh," which character he has played over 3,000 times.

RICHARD WALTON Tully's "The Bird of Paradise," with Florence Rockwell in the title role, will be the attraction at the Brandeis theater for three nights, commencing Thursday, November 11. Others in the cast include Robert Johnson, Bradford Evans, Gertrude Walters, Ross Watson, Leo Curley, James K. Applegate and the native Hawaiian players.

SPECIALTIES and features will be a large part of the offering by Mollie Williams' greatest show at the Gayety this week, Miss Williams' latest, supported by Frank Fanning and Don Trent, will contribute a thrilling dramatic treat, presenting a tragic episode entitled "The Unknown Law." Cy (Jazz) Pinnett will give an impromptu rendition of "The Unknown Law," a new play by Mollie Williams and Teddy McManama and Louise Washington will offer a clever, virginal and dancing specialty, "Purcell and Ramsey" in a singing and dancing novelty. Another feature which will appeal especially to the feminine portion of the audience will be "The Minstrel's Fate," a review, ladies' matinee at 2:15 daily all week, starting tomorrow. Today's matinee begins at 2.

THE SOUTHERN HARMONY FOUR, a quartet of harmony singers who dispense melodies, old and new, headlining the offering at the Empress today, promise some pleasing and unusual entertainment.

Alaskan Governor a Critic. Gov. Thomas Riggs, jr., of Alaska, has written to Edward Sloman, director of the Jack London story, "Burning Daylight," calling attention to a little slip in the production. After praising it highly as a whole, the governor says, "But the wearing of shoes in the Alaskan cold is impossible. Being an old 'dog-musher myself' I think I can speak authoritatively." Mr. Sloman thanked the executive for the tip.

To the little kiddie admirers of Bessie Love, who live near her, the little star is devoting Friday night of each week at her beautiful Laurel Canyon home near Hollywood. She makes chocolate candy and reads to them chapters from her own original good night stories, which is soon to be published in book form.

ment, Sig Franz and company will introduce startling feats on the bicycle, comedy talk and exuberantly funny antics. Fred and Green, in their offering, "The Music Lesson," will present one of the important attractions of the bill. Rolls and Royce, who specialize in comedy and character songs, are also featured on the bill. An acrobatic number and medley of dances, also gives them opportunity to show their versatility.

ANOTHER George Choo production is scheduled for presentation at the Orpheum. His most recently staged musical comedy, "Under the Apple Tree," is to be the headline attraction, opening next Sunday. Girls, gosses and garters, the chief elements of the offering, "Shoppings" is the title of the whimsical skit which is to be presented by Howard Langford and Ina Frederick. Neal Abel, whose blackface stories are exceptionally entertaining, will also be featured. As a sort of solo dancer and as a vocalist he is equally effective. Four other excellent vaudeville acts will be included in the bill.

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Mollie Ever Was a Merry-Merry Herself, So Girls All Like Her

Why is Mollie Williams always able to secure the prettiest and classiest chorus for her shows? That question is asked annually, and it will be asked again this week when the Mollie Williams Greatest Show will be seen at the Gayety theater.

Yes, there's a real reason why Miss Williams succeeds in getting the drop on the other producers picking the peaches and leaving some of the other producers to select lemons. The fact is that the chorus girls are strong for Miss Williams, and it isn't because she is the only woman producer in burlesque or because she is a great star. It isn't because of anything that she is today, but of what she used to be, for Mollie Williams was once a chorus girl.

Some stars try to blot that page out of their history, but Mollie Williams isn't that sort. She is willing to have the whole world know that she was a chorus girl once and that she came out of the ranks only when her talent had been recognized. But the chorus girls just love her because they can feel that she was once one of them.

A chorus girl likes to obtain a

place in Mollie Williams' show because they know that Miss Williams appreciates them. She knows their trials and tribulations; she knows how much it is reasonable to expect of them and what is unreasonable. The chorus girl in Mollie Williams' show can go to Miss Williams and tell her troubles and know that she will have her sympathy if she deserves it, and a friend who will always advise her the right thing to do in any case.

And Miss Williams is always on the lookout for a chance to help her girls. None is quicker to reward talent that proves worthy and none is quicker to speak an encouraging word to the girl who loses heart. And that is probably why there is so much "pep" in her choruses—the girls just like to do their very best for the star they think so much of.

Many New Costumes. Elaine Hammerstein's new picture, "The Daughter Pays," calls for more changes of costume than any previous picture in which the star has appeared. She spent 10 days shopping before she completed her costumes.

Versatile Girl Is Emma Haig

Versatility is Emma Haig's middle name! The little dance star who comes to the Orpheum today is not only a stepper of international note, but she is an artist in oils as well. Her mother before her was a dancer and painter and Emma has inherited the gifts—though both were Quaker-born and reared, and in Philadelphia, at that!

She is also a flyer. She made a record at Princeton that won her aviator's license to prove it. Indeed, Emma is decidedly an outdoors girl. Her favorite recreation is golf. She plays in every city she visits. She also rides superbly. She is a skilful polo player and was in a big game in Chicago only a few months ago.

"Athletics," declares Miss Haig, "are an essential for a dancer, because she must keep limber and supple. I weigh under 100 pounds and am not five feet tall, but I am very strong and active, and the strenuous dancing I do does not tire me, because I keep physically fit all the time."

Bee want ads are best business gettes.

Farrar's Gowns and Jewels

Women will find many things to interest them in "The Riddle: Woman," now being shown at the Brandeis. Not alone will they be interested because it is a story of the glory of womanhood, nor because it stars the magnetic, charming and fascinating Geraldine Farrar, but because it is a modern story that gives Miss Farrar an unlimited opportunity to wear the most stunning creations of Paris and New York modistes.

It is not an uncommon sight, in a theater where Geraldine Farrar is playing, to see professional dress-makers, with pad and pencil, eagerly and deftly sketching an outline of her gowns. As Lillie Orlin, Miss Farrar displays several evening gowns of stunning and daring cut, some gossamer, frilly, lace negligees, some richly simple street dresses, and afternoon frocks of varying styles and fabrics. Also not to be overlooked are her smart shoes and hats and her magnificent jewels, which are "different with every change of costume."

Adele Blood and Madge Bellamy, portraying other types of women—the eternal paradox—also wear some charming gowns.

Orpheum THE BEST IN VAUDEVILLE Week Starting Sunday, November 7 Matinee Every Day, 2:15—Every Night, 8:15 EMMA HAIG Assisted by Richard W. Keene in "PLAYTIME" FRANK WILCOX & CO. in "SSH-H!" WILLIAM BRACK and His Company of Eccentric Artists The Original PRIMROSE FOUR Van-Cantwell-Murphy-Gibner 1,000 Lbs. of Harmony WERNER & AMOROS TRIO "LOVE'S FOLLIES" COLEY & JAXON Presenting "Minstrel and the Maid" JOHN SWOR BROTHERS IMPERATORS OF THE SOUTHERN NEGRO "TOPICS OF THE DAY" KINOGRAMS Matinee—15c, 25c and 50c; some at 75c; \$1.00 Saturday and Sunday. Night—15c, 25c, 50c, 75c, \$1.00 and \$1.25 Patrons Pay War Tax.

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A Message to All Women: Exquisite woman, your eyes mirror the mystery of Mona Lisa, forever the riddle of the universe. Your intuition in times of stress provides the real dramas of humanity. Your moods are the despair and the glory of man. Yet you know not the complex emotions of your own heart. What hidden heritage of the eternal feminine makes you forever "THE RIDDLE: WOMAN?" See the Lavish Gowns Which Mirror An Alluring Personal Charm "Will you give me ten thousand dollars?" she inquired. An Amazing Feature of Supreme Excellence

Thursday Evening, November 11th, at 8:15 TUESDAY MUSICAL CLUB PRESENTS ANNA CASE -- SOPRANO Tickets—50c, \$1.50 and \$2.50 No War Tax Public Sale Monday November 13th Augustus Pitou, Inc. Presents THE DENMAN THOMPSONS OLD HOMESTEAD with WILLIAM LAWRENCE as "UNCLE JOSH" Matinee, 25c, 50c, 75c, \$1.00; Evening, 25c, 50c, 75c, \$1.00, \$1.50 Three Days Starting Matinee Saturday THURS., NOV. 18 Richard Walton Tully Presents the Perennial Favorite THE MOST TALKED OF PLAY OF THE CENTURY THE BIRD OF PARADISE Richard Walton Tully's Fascinating Romance A Brilliant Cast of Players, Including Florence Rockwell and the Famous Hawaiian Singers Ev'g, 50c to \$2.00; Saturday Matinee, 50c to \$1.50 MAIL ORDERS NOW

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