THE PLAYGOER'S WEEKLY TALK

ITTLE does the average theatregoer know of the trials and tribulaof that category known generally the press agents, whose duty it is precede attractions of the theatre into a city and herald their forthcoming by the use of billboards, newspaper solumns and the electric signs. Besides attending to the preparation and 'planting' of the many notices, stories, py for ever-changing advertisements n the amusement columns, etc., the press agent must be able to adapt him-self to any emergency that, may arise at inopportune and unexpected mo-

The temperament of stars is generally the most touching situation to be sandled. They must have their names bandled. They must have their names displayed in certain-sized type, carefully related to the size used in the title of the show; in some instances being larger and preceding the play title; at other times the same size beneath the title and numerous variations. The author must have his name displayed in a certain manner, likewise the stage director cannot be neglected and the composer must be pleased, and last but least of all, the producer must approve of the whole regime. Mistakes of compositors and printers are often the cause of the birth of gray sage brush

on the cranium of the poor press agent. Herbert Corthell is being featured in the musical comedy at the Opera House, and boasted this week that he has asnisted more advance men in collecting material for press agent stories than any other comedian before the American public today. When "Fifty-Fifty" was in the course of organization Mr. Corthell spent many hours in scheming and figuring out new and unique publicity stunts to be used on the present tour of "Fifty-Fifty."

ONE doesn't expect Pike county, Pa., to set the fashion, but Fred Hillebrand, of that section, with a twenty-six-inch waist line and inside trousers seam measuring thirty-nine inches, is built to wear clothes and not be bothered with wrinkles.

Hillebrand moved away from his natal bis first appearance in Philadelphia in "Take It From Me." now playing at the Shubert. In addition to having the longest legs of any one in these parts, he is a singer, dancer and a 'nut' comedian.

Ack Attractions

GARRICK—"Mary," a musical comedy, introducing to the public a new organization, George M. Cohan's comedians, included being Georgia Caine, Charles Judels, Jenet Velle and Florrie Millership. Score by Lou Hirsch, book by Otto Harbach and Frank Mandel. Singed by Julian Mitchell. The joyous adventures of a young American who starts out to solve the high cost of living.

BROAD—Mr. Mantell, will conclude his BROAD—Mr. Mantell will conclude his successful return engagement in the following choice dramas of his repertoire: Monday, "Macbeth"; Tuesday, "Richard III"; Wednesday matinee, "Hamlet"; Wednesday night, "Merchant of Venice"; Thursday, "Caesar"; Friday, "Macbeth"; Saturday matinee and Saturday night, "Caesar." Before he was engaged for his pres-ent tanglefoot role he was playing small time, and was known as a "nifty' dresser "on and off."

THE American stage is just beginning to feel the effect of the closing of the great war. Artists placed under contract during the war and later are WALNUT-"Katzenjammer Kids." mubeginning to flock to this country to fill engagements. Some have been over here before, but others are making their initial tour, principally those apbefore, but others are making

pearing in vaudeville.
Wilkie Bard and Talbot O'Farrell,
who appeared at Keith's recently, were
among the newcomers, while Alice
Lloyd, Wish Wynne and Lily Lena. whom appeared in this country several years ago, have returned and are playing vaudeville. Miss Lena has only recently come back to America features at B. F. Keith's Theatre in

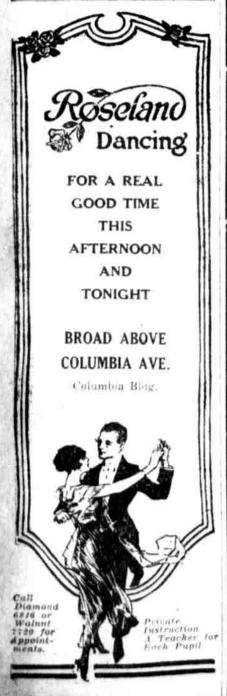
PHILADELPHIA — Victor Herbert's "Oui Madame." rich in Herbertian melody and with a consistent and humorous book. Georgia O'Ramey, singing comedienne; Harry Kelly, of "His Miss Lena at home is an "idol of the 'alls," and she is duplicating the popularity in this country gained on her first visit. She is called "England's Fashion Plate Comedienne." She has an extensive repertoire of exclusive songs, and from this has selected a program of lyric stories.

SHAKESPEARE'S frequent employment of ghosts and witches as vital forces in his dramas lends to such plays as "Hamlet," "Macbeth" and "Richard III" a new interest in a period of vehic investigation like the present. Mr. Mantell's repeating all these at the Broad next week, so one has an opportunity to see how the bard views the worldly phenomena.

A belief in ghosts and witches was common with all classes of society in Shakespeare's time. Ben Jonson, consociety in temporary dramatist and close friend of Shakespeare, frequently saw ap-paritions, and the two may have talked over the phenomena in the flickering candlelight of the Mermaid Tavern. Queen Elizabeth, the strongest-minded woman that ever sat on a throne, did not doubt the existence of witches, and her father, Henry VIII, of equally strong intellect, whatever may be said of his morals, sanctioned the law passed by his parliament, providing severe punishments for "offenses of evil

From Music to Comedy

Jane Loring, who is appearing in "The Guest of Honor," started professional life as a violinist, but gave it up to go upon the stage.



ON EASTER WEEK PLAYBILIC





for the Next Week

Special Easter matinees will be given at several houses on Monday.

VALNUT—"Katzenjammer Kids," musical show based on the popular cartoons. Notable for specially interesting electrical effects and the size and merit of its chorus, described as "a riot of girls." Georgia Campbell is the prima donna and thirty singers, dancers and comedians are in the cast. "Bathing Girls" and "Fashion Girls" are featured.

FORREST—"Don Quixote, Esq.," the thirty-second annual Mask and Wig-show of the University of Pennsylva-nia, acted and danced by students.

Continuing Attractions





GYPSY MATTIE DE LECE. ROSELAND GIRLS" MEREDITH. Wm. Penn ... Peoples ...

Honor the Mayor' fame, and Vinton Freedley are leads.

OPERA .HOUSE — "Fifty Fifty," a "tempting musical show." Funny Herbert Corthell heads cast. Associated are Gosman sisters, Arthur Allen. Dorothy Quinette, Cosner and Odette and other well known single and team acts. ADELPHI — "Up in Mabel's Room." farce, with Hazel Dawn, John Arthur, Enid Marky and Walter Jones. A hilarious plot.

SHUBERT-"Take It From Me," clever ical farce with scenes in a departnent store. Diverting book and tune

LYRIC—"The Guest of Honor," fea-turing William Hodge at his charac-teristic best. Vaudeville KEITH'S.—Valeska Surratt and com-pany, in "Scarlet." an elaborate act; Holmes Dickinson and Gracie Deagon, novel song and dance; Frank Orth and Ann Cody, comedienne; Lily Lena, England's fashion comedienne;

Kharum, Persian planist; Mollie Ful-ler, singing sketch; Herbert Brooks, magician; Davis and Pello, symnasts; McConnell and Austin, cyclists. LLEGHENY — Toto, clown; Guy J. Sampsel and Lity Leonhard, singers; Espe and Dutton, entertainers; the Irving Berlin Trio, singers; Norma Talmage, in movie, "She Loves and Lies," and musical comedy, "My Tulip Girl."

GLOBE—Jack Rose, the Brazilian Nut; Nana and company, dancing; Mina Schall, singer: the Majares, wire walkers; Fisher and Hurst, skit; the Old Homestead Five; Fern and Maree; James Kearney and company, playlet; the Gilbert Sisters; Magziys, wonder workers.

CROSS KEYS-Sunshine Comedy Girls, singers; Joe Arnstrong, witty sayrings; LeTell and Volks, skit; La Costa and Clifton. "The Tamer"; Madaline Wood, Edna Brown and Sara Myers, singers; Alvin and Kenny, Jimmy Hodges heads bill last half of week.

WILLIAM PENN—Nat Nazarro and company: George Bobbe and Eddie Nelson, comedy; Amanda Gilbert Trio, songes; McGreevy and Doyle, skit; Gypsy Meredith and company, oddity. "Slim" Kellam and Patricia O'Dare head bill last half.

BROADWAY — Jimmy Hodges; Mabel Berra, prima donna; Harry Tighe, musical comedy; Haag and Levere and movie, "His House In Order," with Elsie Ferguson, Sunshine Com-edy Girls last half.

rio: Jimmy Saxo and company, comedy; Joe Fanton and his comedy athletes; movie, "Tillie's Punctured Romance." New bill last half.

Minstrels

DUMONT'S—A bountiful Easter week bill is underlined. The travesty will be "Your Next Door Neighbor, or the Scandals of 1920." Emmet Welch, the sweet voiced tenor, will sing new ballads. "All Aboard for Dixie" will be the finale of the first act.

Burlesque

TROCADERO—"Midnight Maidens" will give a clever musical burlesque, "The Boys From Home," with special and exclusive song numbers, George Nible and Helen Spencer are the stars and the chorus is said to be a winner.

PEOPLE'S — "Roseland Girls" are to offer "Before, After and After That," a funny and spectacular vehicle in eight scenes. Harry Coleman and Belle Hart lead in the cast and the chorus is described as beyond the average.

APRIL 18

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LYRIC—Sothern and Marlowe First week's repertoire: Monday and Thursday nights and Saturday matinee. "Twelfth Night": Tuesday and Saturday nights, "Hamlet"; Wednesday and Friday rights, "Taming of the Shrew."

FORREST—"The New Dictator," Dil-lingham's new music comedy, based on "Dick" Davis's farce, with music by Silvio Hein, Flora Zabelle, Marion Sunshine, Jed Prouty and William Burress featured.

APRIL 19

APRIL 26

FORREST—"Ziegfeld Follies," with Ray and Johnny Dooley, Bert Williams, Marilynn Miller and Eddie Dowling,

Another Morosco Graduate Enid Markey, already known to the

PHILADELPHIA'S LEADING THEATRES UNDER DIRECTION OF LEE & J. J. SHUBERT SAM S. **OPERA HOUSE** POPULAR MAT. WEDNESDAY. 2000 SEATS, \$1.00 \$1.00—POP. WED. MATINEE—\$1.00 AN OPTICAL BANQUET





A. H. WOODS' LATEST DELIGHTFUL DIVERSION FAST but

By WILSON COLLISON and OTTO HARBACH HAZEL DAWN, WALTER JONES, JOHN ARTHUR, ENID MARKEY and others

\$1.00 MAT. THURS. NIGHTS



SPIC, SPAN, SAUCY ENSEMBLE OF CLASS

PRICES-\$3.30, \$2.75, \$2.20, \$1.10, including War Tax FOR BENEFITS AT ABOVE THEATRES, APPLY SENEFIT DEPT., THESTBUT ST. OPERA HOUSE BUILDING, CHESTNUT ST., BELOW 11TH-PHONE LOCUST 3850

Burke and Toughey, entertainers, and movie, "Tillie's Punctured Romance."

Roof Entertainment Roof Entertainment
WALTON—The Pierrot Cool Roof will
have an especially large program.
Whiteside and Burdock Boys, versatile eccentrics; Nina Paine, "The
Somewhat Different Dancer"; Phyllis
and Dagmar Oakiand, novelty dances
and songs; Florence Andrews, "The
Glad Girl"; the Rackos, sensational
equilibrists; Helaine Lynn, singing
comedienne, and Margaret Irving, late
prima donna, "What's in a Name"
company.

ORPHEUM—"Polly of the Circus," the tender little play in which Mabel Taliaferro won stardom. Mae Desmond will play the appealing role of the little circus girl and the minister will be enacted by Frank Fielder. Several circus acts will be staged incidentally to the action.

CASINO—Dan Coleman's New Show will introduce the comedian in a new vehicle free from horseplay and slapstick. Alice Hauer and Hazel Lorraine lead his feminine supporters and he has a big and comely chorus also. Pictorial settings are promised.

BIJOU — "Parisian Flirts" will bring back the popular Charles Robinson. He has a two-act burletta with lots of jazz and a large and good looking chorus. A number of musical comedy specialists will aid hith.

Future Attractions

BROAD—George Arliss, in "Poldikin," an Americanism and anti-Bolshevist drama by Booth Tarkington.

OPERA HOUSE—"Linger Longer Let-ty." Oliver Morosco's newest musical comedy, featuring eccentric Charlotte Greenwood, hilarlously remembered from "So Long, Letty."

YRIC — Jane Cowl, in Through." MAY 3

public as a movie star, began her career with the Morosco Stock Co., Los Ange Romance." New bill last half.

GRAND—Jack Princeton, sketch; the Beattie's, singers and dancers; Dolly's Pets, animal act; Frosini, accordeon; in Mabel's Room."

GARRICK

LIMITED ENGAGEMENT MONDAY MATINEES WED.

JOYOUS EASTER OFFERING!

PHILADELPHIA'S FOREMOST THEATRES

THE GALA EASTER EVENT!

32ND ANNUAL PRODUCTION

"Don Quixote, Esquire"

BY CHARLES GILPIN, CHARLES S. MORGAN, JR., E. M. LAVINO and J. H. HOFF MUSIC AND LYRICS BY CHARLES GILPIN STAGE DIRECTION AND DANCES ARRANGED BY CHARLES S. MORGAN, JR.

—OVER 100 STUDENTS—
BRILLIANT ENSEMBLES—NOVEL DANCES AND SPECIALTIES
—THIS RICH-VOICED GLEE CHORUS—
CORUSCATING SPLENDOR IN SCENERY AND COSTUMING

THE BIGGEST AND BEST SHOW EVER!

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NEXT WEEK—LAST WEEK MATINE ST. 8:15 NEXT WEEK AT 8:15 NEXT WEEK AT 8:15

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GENEVIEVE HAMPER

WED. NIGHT. MERCHANT OF VENICE SAT. NIGHT . JULIUS CAESAR

PRICES FOR ALL PERFORMANCES (EXCEPT SATURDAY NIGHT) 50c TO \$2.60.
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THE DISTINGUISHED CHARACTER ACTOR, IN

BOOTH TARKINGTON'S LATEST PLAY

"POLDEKIN"

MONDAY NIGHTS AT WED.

A Refreshing.

An Army

Bewitching Music

THURSDAY ... JULIUS CAESAR

SAT. MAT. JULIUS CAESAR

FRIDAY MACBETH

Witty Play.

of Pretty Girls!

ONE WEEK ONLY BEGINNING

CHARLES DILLINGHAM'S

LATEST MUSICAL COMEDY

THE

NEW

DICTATOR

with FRANK CRAVEN

A Company of Distinction.

MONDAY MACBETH

WED. MAT. ... HAMLET

TUESDAY RICHARD III

FORRES1

RROAD

IN THE BRAND NEW MUSICAL PLAY

(ISN'T IT A GRAND OLD NAME?)

BOOK AND LYBICS BY OTTO HARBACH AND FRANK MANDEL MELODIES BY LOU HIRSCH STAGED BY JULIAN MITCHELL AND SAM FORREST

A CAREFULLY SELECTED GEO. M. COHAN CAST

EASTER LILY CHORUS OF YOUTH, BEAUTY AND CHARM





SPECIAL EASTER MATINEE MONDAY HARRY HASTINGS Offers

GARRICK Last Mat. & Evg. A JOYOUS, JAZZY, MUSIC REVUE with "Wynn-ing" Chorus of Youthful Femining BOOK AND SONGS BY ED. WYNN

FORREST Last Mat. & Evg. MUSICAL LESTER MAE COMEDIES LESTER WEEKS And a Sensational Cast of Singers, Dancers and Funmakers.

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MIDNIGHT



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In a program of Mirth, Music

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