

BEFORE THE CURTAIN GOES UP

Four Openings Next Week, With More to Come—Jolson, Elsie Ferguson, Sothern and Marlowe and Mask and Wig Lend Variety

When a lot of people were beginning to pack away things theatrical in their minds for another season, and devote their mental energies to such untheatrical things as golf manuals, seed catalogs and time-tables, the Powers That Be changed their minds, and now it looks as if Philadelphia would have its playhouses open till the first of June.

An even stranger thing is that the remainder of the season will see a continuation of the interesting fact that has been mentioned in the city recently. It will include a number of widely divergent entertainments as melodramas, Russian grand opera, revue, fantastically play, drama and Shakespeare. There ought to be something there for all tastes.

Next Monday will see the opening of four new shows at downtown houses, another at the Metropolitan Opera House, and another at the Lyric Theatre.

E. H. Sothern and Julia Marlowe begin a two weeks' engagement of Shakespearean repertoire, the Lyric Theatre, opening on Monday with "The Merchant of Venice," which they have not given in some time.

Elsie Ferguson will appear at the Broad Theatre for two weeks in "The Varying Shore," which is by Zoe Akins, and will give Philadelphia theatregoers a chance for comparison with the same author's "Doors," which she produced at the Lyric Theatre.

Some people consider that a theatrical year isn't a year at all unless Al Jolson comes to town, and they'll welcome this black-and-white-face comedian in his latest, "Bombo," which opens a three-week engagement at the Adelphi.

Has anybody noticed how few and far between have been the performances here this year of straight plays? There have been plenty of the color melodramatically tinged affairs like "The White Peacock" and "Blood and Sand," a handful of plays that are delicately balanced between the comedy and serious values, as in "The Circle," several in the class of "Mary Rose" and "Lilliom," which crossed the border into the land of fantasy, and occasionally a comedy, like "The Wandering Jew," half spectacle, half drama. But what used to be known as "straight dramatic productions" seem to have been noticeable by their absence.

There was a "Bill of Divorcement" at the outset of the season, "The Eastway," later "Declasse," around the holidays, "The Skin Game" and "Main Street" of matinee standard. But that about completes the list. Therefore, it seems rather odd that on the books between now and the imminent landing of the theatres are three straight plays, including "The Varying Shore," Grace George in "The Equivocal Hour" coming to the Lyric and William Gillette in "The Dream Maker" booked for the Broad.

The paucity of this particular kind of theatrical entertainment, only a few years ago, reigned almost supreme, can probably be explained by the inevitable cycles through which the stage goes.

This year it was Philadelphia's lot to have a preponderance of pleasantly tinted light comedies, things like the "Barnyard," "The Skin Game" and "Main Street," and the atmosphere of "The Skin Game" and "Main Street" around the holidays, "The Skin Game" and "Main Street" around the holidays, "The Skin Game" and "Main Street" around the holidays.

Miss Ferguson's Stage Career The screen career of Elsie Ferguson, who will be seen in person beginning next Monday in "The Varying Shore" at the Broad Street Theatre, has eclipsed the memory of many facts connected with her recent success.

Her first serious role in the Lyric Theatre next week in Shakespearean repertoire, in Henry Girard's "The Dancing Girl," which Sothern was fearful of his reception by the public if he changed from comedy to drama, but Daniel Frohman urged him to accept the part.

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STARS OF THE STAGE COMING HERE NEXT WEEK



ELSIE FERGUSON in "THE VARYING SHORE" at the Broad Theatre



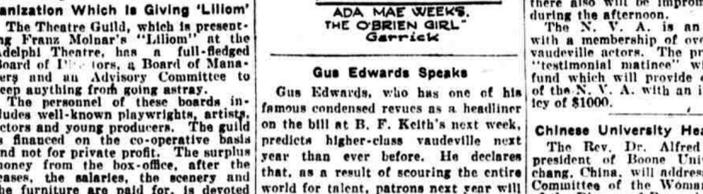
WALTER C. KELLY in "THE O'BRIEN GIRL" at the Adelphi Theatre



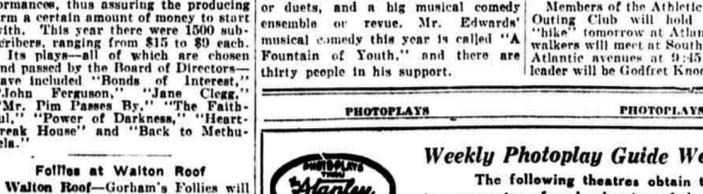
MARGARET MOBERLY in "THE O'BRIEN GIRL" at the Adelphi Theatre



E. H. SOTHERN and JULIA MARLOWE in "HAMLET" at the Lyric Theatre



AL JOLSON in "BOMBO" at the Adelphi Theatre



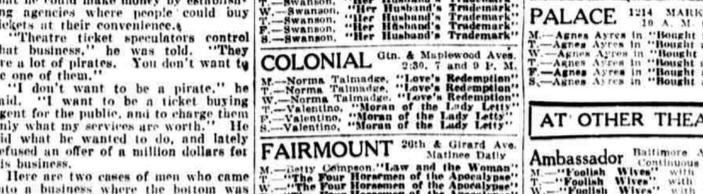
GUS EDWARDS in "THE O'BRIEN GIRL" at the Adelphi Theatre



EMMA LAWRENCE in "CAPTAIN BRASSBOND'S CONVERSION" at the Lyric Theatre



GINNY HUSSEY and JOE MACK in "ANGEL FACE" at the Lyric Theatre



ADA MAE WEEKS in "THE O'BRIEN GIRL" at the Adelphi Theatre



KAROL MILLER in "BRINGING UP FATHER" at the Metropolitan Theatre

Theatrical Billboard

for the Coming Week

NEW ATTRACTIONS LYRIC — Shakespearean repertoire of Elsie Ferguson, opening Monday with "The Varying Shore," which is by Zoe Akins, and will give Philadelphia theatregoers a chance for comparison with the same author's "Doors," which she produced at the Lyric Theatre.

BROAD — "The Varying Shore," drama, by Zoe Akins, author of "Doors," with Elsie Ferguson, opening Monday with "The Varying Shore," which is by Zoe Akins, and will give Philadelphia theatregoers a chance for comparison with the same author's "Doors," which she produced at the Lyric Theatre.

DELPHI — "Lilliom," drama, by Zoe Akins, author of "Doors," with Elsie Ferguson, opening Monday with "The Varying Shore," which is by Zoe Akins, and will give Philadelphia theatregoers a chance for comparison with the same author's "Doors," which she produced at the Lyric Theatre.

WALNUT — "Angel Face," Victor Herbert opera, presented by George Lederer, with John E. Young and Margaret Zender, opening Monday with "The Varying Shore," which is by Zoe Akins, and will give Philadelphia theatregoers a chance for comparison with the same author's "Doors," which she produced at the Lyric Theatre.

CHESTNUT STREET OPERA HOUSE — "The Varying Shore," drama, by Zoe Akins, author of "Doors," with Elsie Ferguson, opening Monday with "The Varying Shore," which is by Zoe Akins, and will give Philadelphia theatregoers a chance for comparison with the same author's "Doors," which she produced at the Lyric Theatre.

GLOBE — "Cave Man Love," novel offering, presented by Richard Bartlett and company, leads the bill, also "The Varying Shore," which is by Zoe Akins, and will give Philadelphia theatregoers a chance for comparison with the same author's "Doors," which she produced at the Lyric Theatre.

WILLIAM PENN — Monday, Tuesday and Wednesday, Charles Ahern and his big comedy company, in an elaborate offering, "The Varying Shore," which is by Zoe Akins, and will give Philadelphia theatregoers a chance for comparison with the same author's "Doors," which she produced at the Lyric Theatre.

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AT OTHER THEATRES, MEMBERS OF M. P. T. O. A.

AMBASSADOR — "The Varying Shore," drama, by Zoe Akins, author of "Doors," with Elsie Ferguson, opening Monday with "The Varying Shore," which is by Zoe Akins, and will give Philadelphia theatregoers a chance for comparison with the same author's "Doors," which she produced at the Lyric Theatre.

JEFFERSON — "The Varying Shore," drama, by Zoe Akins, author of "Doors," with Elsie Ferguson, opening Monday with "The Varying Shore," which is by Zoe Akins, and will give Philadelphia theatregoers a chance for comparison with the same author's "Doors," which she produced at the Lyric Theatre.

PARK RIDGE — "The Varying Shore," drama, by Zoe Akins, author of "Doors," with Elsie Ferguson, opening Monday with "The Varying Shore," which is by Zoe Akins, and will give Philadelphia theatregoers a chance for comparison with the same author's "Doors," which she produced at the Lyric Theatre.

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COMFORT WITHOUT EXTRAVAGANCE

HOTEL SILVERTON

Running Water in Every Room

ABOUT THE THEATRE GUILD

Presenting a Few Facts About Organization Which is Giving 'Lilliom' The Theatre Guild, which is presenting Franz Molnar's "Lilliom" at the Adelphi Theatre, has a full-fledged Board of Directors, a Board of Managers and an Advisory Committee to keep anything from going astray.

The personnel of these boards includes well-known playwrights, artists, actors and young producers. The guild is financed by the co-operative basis and not for private profit. The surplus money from the box-office, after the leases, the salaries, the scenery and the furniture are paid for, is devoted to signing longer leases, buying better scenery and more furniture—a kind of House That Jack built.

The Theatre Guild is not endowed. It is self-made and self-supporting. Its members become subscribers to the performance, thus assuring the producing firm a certain amount of money to start with. This year there were 1500 subscribers, ranging from \$15 to \$50 each. The Theatre Guild is not a charity, and it is not a business.

Officers at Walton Roof Walton Roof—Gorham & Follies will be entirely changed as to numbers and principals. The new company, which is the prima donna, Joanne Picard, premier danseuse; Arthur Bowman, juvenile singer. Spectacular song settings will be "My Lady's Fan," "The Wedding Day" and "The Girl I Want to Call Wife."

FRENCH PLAY AT TEMPLE "La Poudre aux Yeux" to be Given April 24 in Bellevue The annual play and dance of La Cercle Français de Temple University will be given in the Bellevue-Stratford April 24.

The play, a comedy in two acts, "La Poudre aux Yeux," by M. Eugene Labiche and Edouard Martin, is given under the direction of Prof. Andre F. Berthier, head of the department of French. All of the members of the cast are students of the University of Pennsylvania.

The play will be followed by a ballet, "The Carnival," given by members of the physical training department of the Teachers' College of the University of Pennsylvania.

PHOTOPLAYS

APOLLO 522 & THOMPSON BLS. M—Wesley Barry in "School Days" M—Wesley Barry in "School Days" M—Wesley Barry in "School Days"

GREAT NORTHERN, 11th & Erie M—Norma Talmadge, "Love's Redemption" M—Norma Talmadge, "Love's Redemption" M—Norma Talmadge, "Love's Redemption"

ARCADIA CHESTNUT 101 10TH M—Pauline Frederick, "Two Kinds of Women" M—Pauline Frederick, "Two Kinds of Women" M—Pauline Frederick, "Two Kinds of Women"

ASTOR EIGHTH & GIRARD AVENUE M—Grace Darmond, "Handle With Care" M—Grace Darmond, "Handle With Care" M—Grace Darmond, "Handle With Care"

BALTIMORE 51ST & BALTIMORE M—Bunny Pulls the Strings M—Bunny Pulls the Strings M—Bunny Pulls the Strings

BLUEBIRD Broad & Susquehanna M—George Arliss in "Diana" M—George Arliss in "Diana" M—George Arliss in "Diana"

BROADWAY Broad & Snyder Ave. M—Valentino, "Moran of the Lady Letty" M—Valentino, "Moran of the Lady Letty" M—Valentino, "Moran of the Lady Letty"

TO HOLD BENEFIT MATINEE

Show to Aid Vaudeville Artists Here April 21 A special benefit matinee, which will be participated in by more than 600 theatres in the United States and Canada, will be held on Friday, April 21, at B. F. Keith's Theatre.

Chinese University Head to Speak The Rev. Dr. Alfred A. Gilman, president of Boone University, Wuchang, China, will address the Foreign Committee of the Woman's Auxiliary of the Diocese of Pennsylvania in Holy Trinity parish house Wednesday morning.

Walking Club to Start Hike Members of the Athletic Walking and Outing Club will hold their weekly "hike" tomorrow at Atlantic City. The walkers will meet at South Carolina and Atlantic avenues at 9:45 o'clock. The leader will be Godfrey Knorr, Jr.

Weekly Photoplay Guide Week of Apr. 17 to Apr. 22. Subject to Change The following theatres obtain their pictures through the STANLEY Company of America, which is a guarantee of early showing of the finest productions. Ask for the theatre in your locality obtaining pictures through the Stanley Company of America.

APOLLO 522 & THOMPSON BLS. M—Wesley Barry in "School Days" M—Wesley Barry in "School Days" M—Wesley Barry in "School Days"

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ARCADIA CHESTNUT 101 10TH M—Pauline Frederick, "Two Kinds of Women" M—Pauline Frederick, "Two Kinds of Women" M—Pauline Frederick, "Two Kinds of Women"

REGENCY Market at Below 17th M—W. C. Cavanaugh, "At the Stage Door" M—W. C. Cavanaugh, "At the Stage Door" M—W. C. Cavanaugh, "At the Stage Door"

RIALTO GERMANTOWN AVENUE M—Pauline Frederick, "Two Kinds of Women" M—Pauline Frederick, "Two Kinds of Women" M—Pauline Frederick, "Two Kinds of Women"

SHERWOOD 54th & Baltimore Ave. M—W. C. Cavanaugh, "At the Stage Door" M—W. C. Cavanaugh, "At the Stage Door" M—W. C. Cavanaugh, "At the Stage Door"

STANLEY MARKET AT 11TH M—Mae Murray in "Fascination" M—Mae Murray in "Fascination" M—Mae Murray in "Fascination"

STANTON MARKET ABOVE 16TH M—Tom Mix in "Chasing the Moon" M—Tom Mix in "Chasing the Moon" M—Tom Mix in "Chasing the Moon"

333 MARKET STREET THEATRE M—Tom Mix in "Chasing the Moon" M—Tom Mix in "Chasing the Moon" M—Tom Mix in "Chasing the Moon"

VICTORIA MARKET ST. AT 9TH M—Tom Mix in "Chasing the Moon" M—Tom Mix in "Chasing the Moon" M—Tom Mix in "Chasing the Moon"

REISZNER 939 Market 20 S. 52nd 1 N. 10th For this smart smoked elk sport oxford with Russian calf trimmings and the new section sole. \$5.45

SPORT OXFORD \$4.00 Silk-locked hosiery to match—\$1.45

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PHILLIPS HOUSE 1210 N. 10th St. Attaining the Highest Standard of American Plan Service at Moderate Rates. \$2.50 per day

DE VILLE 1210 N. 10th St. Attaining the Highest Standard of American Plan Service at Moderate Rates. \$2.50 per day

KENTUCKY 1210 N. 10th St. Attaining the Highest Standard of American Plan Service at Moderate Rates. \$2.50 per day

AUSTINE 1210 N. 10th St. Attaining the Highest Standard of American Plan Service at Moderate Rates. \$2.50 per day

CRESTON 1210 N. 10th St. Attaining the Highest Standard of American Plan Service at Moderate Rates. \$2.50 per day

HOTEL BELVEDERE 1210 N. 10th St. Attaining the Highest Standard of American Plan Service at Moderate Rates. \$2.50 per day

THE LOUVAN 1210 N. 10th St. Attaining the Highest Standard of American Plan Service at Moderate Rates. \$2.50 per day

Uncommon Sense : There's Enough Room at the Bottom

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