

BEFORE THE CURTAIN GOES UP

Musical Comedy Plot Is Returning—"Marjolaine" Proves Treat—"Paradise Alley" and "Up the Ladder" Opening

THE short engagement seems to be the rule here this year, and as a result the theatres are changing attractions so fast that every week menus a new line-up.

Next week the departures of "The Charlatan" and "The Blue Kitten" mean the debut of two new attractions, "Paradise Alley" at the Shubert, and "Up the Ladder" at the Walnut.

There have been unmistakable evidences of late that the supposedly extinct and much lamented "Plot" of the modern musical show is beginning to slip back to life again.

For a period of five or six years previous to that, the plot began to gain headway. For a time, a dim shadow of a plot had been preserved, then that, too, went, and a sympathetic audience was for the comedian to say, "We had a plot here when we started, but there was no more plot here."

"Irene" came upon the horizon at a time when the "Follies" and the "Sensational" and the "Village Follies" were all at their height, and it was not until the "Follies" and "Sensational" had been unceremoniously eliminated by "Follies" and "Sensational" and other cheapened imitations.

Since "Irene" the tide has continued to turn, slowly, but steadily, and the rehabilitation of the abused "Plot" has brought back with varying degrees of success the Viennese operetta which during the war was an unknown quantity.

It is, in a way, singular that the one team which stuck to the story line of musical performance during the years of the "Follies" and "Sensational" have failed to give us anything of late to follow in the footsteps of "Irene" and "Up the Ladder".

ALMOST the farthest extreme from the tempestuous and speedy tempo was reached this week, when Louis N. Parker's "Pomero's Past" came to the city all dressed up in the new and colorful and known as "Marjolaine".

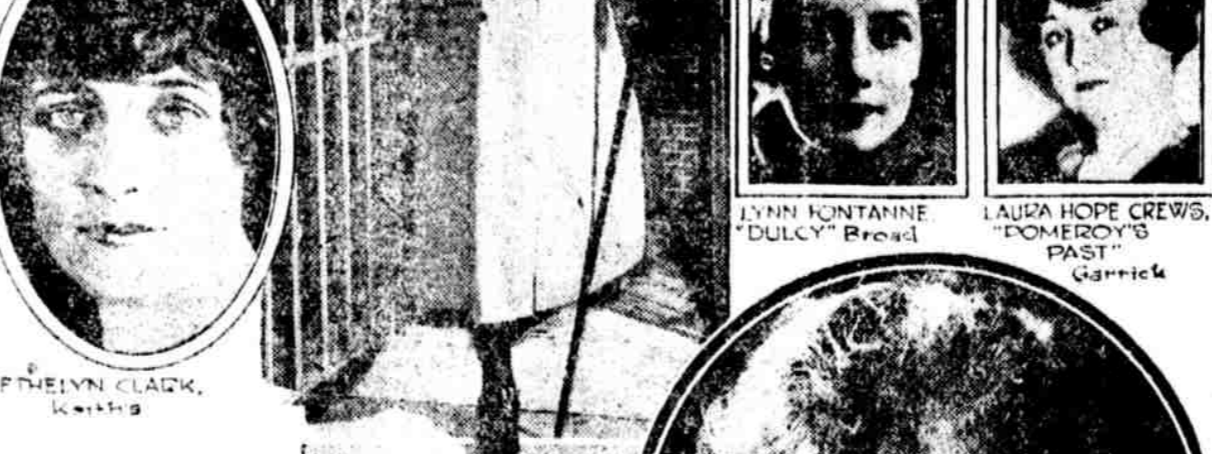
Probably the only thing that "Marjolaine" lacked to make of the musical comedy was a satisfactory number of songs. It is a pity that it was not granted to follow the lead of "Up the Ladder" and "The Blue Kitten" and to give us a few more of those songs which are the life of the musical comedy.

COMPARISONS, while they may be unfortunate, are inevitable between the smoothly amusing and perfectly constructed "Dulcy" and the uneven, blundering "Pomero's Past".

STARS OF THE STAGE COMING HERE NEXT WEEK



BONNIE LLOYD, Vincent Coleman, Doris Kenyon and Vincent Coleman "Up the Ladder" Walnut



LYNN KONTANNE, LAURA HOPE CREWS, MABEL WITHEE, PARADISE ALLEY Shubert



KITTY GARNER, MABEL WITHEE, PARADISE ALLEY Shubert



LENNOX PAWLE, MARJOLINE, "Up the Ladder" Walnut



LENNOX PAWLE, MARJOLINE, "Up the Ladder" Walnut

PLAYS AND PLAYERS

'Young Blood' and 'Cheerful Monster' Win Awards. Mr. John Luther Long, chairman of the Prize Play Committee, announces that the first prize for the play covering a full evening's entertainment, as distinguished from one-act plays, has been awarded to "Young Blood" by Abigail Marshall, of Provincetown, Mass.

WHAT GRANVILLE HAS PLAYED. "Paradise Alley" opening at the Shubert Theatre Monday, will bring with it one of the popular staples in musical comedy in the person of Bernard Granville, who will be remembered for his work in such pieces as "Marricet a la Carter", "Louisiana", "Ziegfeld Follies of 1912 and 1913", "The Whirl of the World", "The Passing Show of 1914", "Dancing Around", in which he co-starred with Irene Castle, "Ziegfeld Follies of 1915", "Ziegfeld Follies of 1916", "Ho! Come Up Smiling", and "Watch Your Step", in which he co-starred with Irene Castle.

Leon Errol's Dialect. Leon Errol, co-star with Marilyn Miller in F. Ziegfeld, Jr.'s musical comedy, "Sally", coming to the Forrest, October 2, is not an Englishman, as is generally supposed, but hails from Australia. When he first landed on these shores, via the Pacific coast, Leon had a British accent that would distinguish him in any sort of company, and his first endeavor was to rid himself of that, which, at that time, considered a handicap.

They Won Carnival Honors. Joseph E. Howard and Ethelyn Clark, vaudeville headliners and producers of musical comedy revues, were crowned king and queen of the Mardi Gras carnival contest at the recent Coney Island Carnival. Howard was chosen by a vote that almost doubled that of his nearest rival, while Miss Clark won over Martha Mansfield, the motion picture star, by more than 22,000. Howard and Clark took the week of their vaudeville routine to reign as king and queen, but have resumed their theatrical tour, but will be one of the features of the bill at B. F. Keith's next week. They are appearing in an intimate revue of old and new songs, all of which were written by Mr. Howard.

B.F. Keith's SHOWS THAT MAKE TOWN-TALK! NEXT WEEK—EXCLUSIVE VAUDEVILLE ENGAGEMENT! THE CELEBRATED DRAMATIC AND SCREEN STAR WILLIAM FAVERSHAM PRESENTING A COMEDY BY ALFRED HITCHCOCK CALLED "A MARRIAGE HAS BEEN ARRANGED" JEWELL & RITA JOYOUS JUVENILES WILL—BURNS & LYNN—ED. TUNERS, TICKLES AND TAPS JOE BROWNING THE UNIQUE MONOLOGIST IN "A TIMELY SERMON" HOWARD—SMITH & BARKER—MILDRED IN A COMEDY ENTITLED, "GOOD MEDICINE" ESPE & DUTTON VARIETY TRUPEE SAM BARTON PANTOMIC NOVELTY MISS ROBBIE GORDONE CHARACTER STUDIER EXTRA ADDED ATTRACTION! AND EXTRA ADDED ATTRACTION! JOSEPH E. HOWARD AND ETHELYN

CASINO JOE MARKS "GIRLESQUE" and His YOUTHFUL FOLLIES With EDDIE COLE "Laugh and Forget"—"Tell It With Girls" TWENTY-FOUR OF 'EM IN THE CHORUS

ACADEMY OF MUSIC ONE WEEK ONLY BEGINNING MONDAY NIGHT AT 8:15 RUSSIAN GRAND OPERA COMPANY IN A REPERTOIRE OF RUSSIAN GREATEST OPERATIC MASTERPIECES AND THE STANDARD OPERAS OF ITALY AND FRANCE MONDAY "SNEGOVOTCHKA (THE SNOW MAIDEN)" TUESDAY "BORIS GODUNOV" WEDNESDAY "RUSSALKA" THURSDAY "THE PRINCE OF DANESBURG" FRIDAY "THE BOY FROM SYBERIA" SATURDAY "THE CAMEL DANCER" SUNDAY "THE BOY FROM SYBERIA" PRICES—\$1, \$1.50, \$2, \$2.50, \$3

J. FRED ZIMMERMAN & SONS THEATRE M. W. TAYLOR, General Manager KEYSSTONE ELEVENTH & LEHIGH 8 TIMES DAILY—MONDAY MATINEE—10:30, 2:30, 7:30, 9:30, 10:30 "THE SPEEDERS" A Comedy Playlet With Music 15 COMPANY OF 15 and the Chorus of Broadway Beauties White, Black & "Useless" Harry Bantelle Art Hall & Abe Shapiro LONEY HASKELL "THE CONJURING CONVERSATIONALIST" "THE SWIRLS OF GRANT AND LEE" "THE GREAT PHOENIX SERIAL" Buffalo Bill

ACADEMY OF MUSIC FRIDAY EVENING Oct. 6 AT 8:15 MR. MAX BARINOFF PRESENTS THE UKRAINIAN NATIONAL CHORUS (The Humany Synagogue Orchestra) IN CONCERT WITH MISS NINA KOSHETZ Soprano of the Former Imperial Opera of Moscow Under the Leadership of ALEXANDER KOSHETZ Tenors—Ruslan, Conductor—Immer, Flutes, Trp., Clarinet, Bassoon, Trombone, Violin, Viola, Cello, Double Bass, Piano, Organ, Harp, Chorus, 110 Chorus.

ORPHEUM MONDAY MATINEE OCTOBER 2 7 POPULAR KEITH 7 FEATURE ACTS OF VAUDEVILLE AND FEATURE PHOTOPLAYS

PHILADELPHIA ORCHESTRA LEOPOLD STOKOWSKI, Conductor 26 Afternoon SYMPHONY CONCERTS (Including 5 HIPPES, 11th Street, 4th Floor, 10:30, 2:30, 7:30, 9:30, 10:30) Desirable seats in lower part of house still available for SAT. EVE. WORLD FAMOUS SOLOISTS Single Ticket Sale, Monday, Oct. 2, 7:30 P. M. BIJOU This Week—A Melange of Mirth & Melody PELLMELL WITH BIG CAST OF PRINCIPALS AND 20—LIVE-WIRE GIRLS—20

NIXON'S NIXON'S Ambassador 50th & BALTIMORE AVE. MON, TUE, WED, THU, FRI, SAT, SUN, 1:30 & 7:30 NIXON'S NIXON'S MAX LINDER MON, TUE, WED, THU, FRI, SAT, SUN, 1:30 & 7:30 THE THREE MUST-GET-THERES DON'T MISS IT—ALSO WILLIAM FARNUM "MOONSHINE VALLEY" THURSDAY, FRIDAY & SATURDAY—"THE SILENT CALL" WARNING! THE STORM COMING

Strand Jack Holt While Satan Sleeps MAE MACAVOY Top of New York Locust Gloria Swanson HER GILDED CAGE! Rivoli Coliseum Cedar Leader NIXON'S GRAND 5 ALL-STAR VOD-VIL ACTS

PHILADELPHIA'S LEADING THEATRES, DIRECTION LEE & J. J. SHUBERT CONFIDENTIAL! ANOTHER "IRENE" TO BE BORN IN PHILADELPHIA, MONDAY EVE, SEPT. 25TH. CARLE CARLTON PARADISE ALLEY MUSICAL ROMANCE OF NEW YORK LIFE 2 WEEKS ONLY SAMS SHUBERT THEATRE THE ROSE OF STAMBOUL

WALNUT ST. THEATRE STARTING MONDAY NIGHT UP THE LADDER WILLIAM A BRADY Presents THE NEW AMERICAN COMEDY DRAMA DORIS KENYON

LYRIC REG. MAT. TODAY SEATS \$2.00 POP. MAT. WED., 50c to \$1.50 2nd WEEK—LIMITED ENGAGEMENT. NOT TO BE MISSED "Inquirer" JOHN HENRY MEARS Presents MARJOLINE With PEGGY WOOD LENNOX PAWLE FRANK MOULAN FEMINE BLOSSOMS OF RARE BEAUTY

WARNING! THE STORM IS COMING!!