

# IN AND OUT OF THE THEATRES

BY CHARLES DARTON.

"I'm going to make just one stab," said Manager W. A. Brady last night, speaking of his Playhouse which will open on Saturday of next week, "to give New York another Daily's Theatre. I want to do the right thing and the real thing, and I believe the public is ready to turn to a theatre that has this aim. There have been certain indications this season that a large part of the theatre-going public wants to be taken seriously. Take, for example, the response to Brander Matthews and his development of the English drama performances at the New Theatre. Odd as it may seem, Brander Matthews is the sensational success of the season. He's turning 'em away! This goes to prove that there is a really serious interest in the drama.

"Here's another thing worth considering—there's a greater demand for literature in dramatic form just now than there is for novels. Both Miss George and myself have talked with booksellers in various cities, and they have all said that their sales of the plays of Ibsen, Shaw and others, not to mention Shakespeare, far exceed those of the works of authors who supply the so-called 'popular fiction.'

"I've watched the New Theatre very closely and it has taught me several things, among others that this city is ready and willing to support a respectable theatre with a permanent company. It is because I am convinced of this that I shall establish such a company in the Playhouse next September, with Miss George at its head. When you see the Playhouse I think you'll agree with me that it is the prettiest theatre in New York, with the one exception of Maxine Elliott's theatre. Its site makes it an ideal house for the production of intimate little plays, but it also offers itself to the performance of a big production like 'Mousetrap' in an intimate manner, so I'm going to try to make it work both ways. As I said before, the New Theatre has opened my

eyes to a number of things. I'm jealous of only one man in New York, and that man is Winthrop Ames."

**"GOING DOWN"** Think of this when you step into an elevator: Mazie King, the to-dancer in "The Hen-Pecks," yesterday afternoon performed the remarkable feat of walking down the entire forty-five flights of stairs from the top of the tower to the ground floor of the Metropolitan Life Building on her toes, without once resting on the flat of the foot. You never can tell what a dancer will do!

**WASHINGTON POPULAR THREE-DAY TOUR April 13, 1911 \$13.50 from New York**  
Including hotel accommodations and necessary expenses. Under Personal Escort.  
**SIMILAR TOURS April 27 and May 11, 1911**  
Tickets and full information of Ticket Agents, or C. Spalding, D. P. A., 263 Fifth Avenue, New York City.

**TOUR TO GETTYSBURG, May 20, \$13.00 Pennsylvania R. R.**

**Removal Sale PIANOS**

by every prominent American maker, which come to us in exchange, at exceedingly low prices. \$45, \$65, \$140, \$175, \$190

**Wissner Warerooms**  
538-540 FULTON ST., BROOKLYN.  
New York, 96 5th Ave., cor. 15th St.

No Extra Charge for It. Advertisements for this Sale will be left in the American District Messenger unless you advise us until 9 P. M.

40 Free Liberty Stamps This Week to Start a Book Double Liberty Stamps Before 1 o'Clock

**4th STREET STORE HENRY SIEGEL**  
6th Avenue's Busy Corner

## Sensational \$2.98 Sale Easter Millinery

More than four thousand hats are represented in this sale — each and every hat brand new 1911 Easter styles; trimmed hats, tailored hats for women and misses; untrimmed hats for every one; hats that should sell at \$5, \$6 and \$7 offered at the most sensational low price named at any time prior to Easter. Come and get your Easter Hat and make one grand saving.

Trimmed and Untrimmed Hats Values to \$7.00	Tailored Hats, worth up to \$5. Misses' and Girls' Hats, worth up to \$6. \$7.00 Milan Pressed Hats. \$7.00 Untrimmed Hats. \$7.00 Novelty White Chip Hats. Flower-trimmed Hats, \$7.00 value. Silk Braid Tailored Hats, \$6.00 value. Rough Braid Tailored Hats, \$5.00 value. All grouped at one price to-morrow, choice
---	--

**\$2.98**

### Sir Henri Hats

Best Men's Hats at \$1.50  
Other Stores Ask \$2 for Hats of this grade.

The derbies are all the newest Spring and Summer styles, including the new wide brims. Soft hats, in all the correct shapes and shades. Also the new cloth and felt hats.

Boys' and Girls' Hats, of French patent style, imported to retail at \$1.98, at \$1.50. Boys' New 8 or 10 Hats, in a wide variety of the Spring and Summer styles. \$1.50 values at \$1.00. \$1.50 values at \$1.00. \$1.50 values at \$1.00.

### New Spring Tailored Hats, Stunning Styles

The handsomest new Ready-to-Wear Hats we ever placed on sale. These Hats are made of fine satin and Tuscan straw cloth draped in very clever designs and trimmed with beautiful rosettes of fine velvet; also many styles in Rough Braid Hats, strictly tailored and semi-dress effects; \$4.00 value.

**\$1.98**

### \$2 Black Hair Hats, Chip Hats and Fancy Braid Hats at 98c

Black Hair Hats, edges finished like real horsehair hats, new large shapes; also the new hood shapes; choice of more than twenty styles. Burnt chip hats in the very best shapes, and many fine fancy braid hats in the wanted shapes; hats that other stores sell at \$2.00 on sale here at **98c**

## 500 Misses' and Juniors' Easter Suits

Featured in a Special Saturday Sale at **\$12.50**

We want every mother, every miss or girl who contemplates buying a new Easter Suit. Coat or Dress to see the stunning lot of new suits we offer Saturday at \$12.50. There will be no question then where you should purchase. The style and color assortment is simply wonderful. Every new combination color scheme, all the smart little new style concepts and the very smartest and most fashionable Spring materials can be found in this amazing assortment. Natty notch collar, sailor collar and long shawl collar effects. Some models elegantly trimmed with contrasting colors of satin or with five silk braids. Others have handsome little collars of pongee silk. Skirts are the new flare models with side kick effect. Printers' ink cannot justify the elegance, the smart tailoring and the many pleasing styles to be had in this remarkable collection of suits. Beautiful assortment of suits at \$12.50 to \$25.

Children's Spring Coats made of fine quality pongee cloth. Pretty girlish styles with collar and cuffs of contrasting colors. Length models. Sizes 6 to 14 years. <b>\$3.98</b>	Children's Spring Coats made of hand-quality black satins and effectively trimmed. Sailor collar, with touches of light blue on collar and cuffs. Sizes 6 to 14 years. <b>\$5.98</b>	Misses' and Juniors' Suits made of the quality serge in smart models. Coats cut 25 inches and smartly and attractively trimmed with silk braid. Others elaborately designed with touches of heavy satins and of pipings of pongee silk. Come in tan, grey, navy, black, and Copenhagen blue lined with a good wearing satin. Sizes 12, 13 and 14 years. Choice <b>\$10</b>	Misses' and Juniors' Coats made of fine quality serge, shepherd checks, covert cloths and fine mixtures. Pretty trimmed with deep shawl or sailor collars, finished with pretty shades of satins or moire silks. Sizes 12, 13 and 17 years and 14, 16 and 18 years. <b>\$10</b>	Misses' and Juniors' Dresses made of fine quality serge, shepherd checks, covert cloths and fine mixtures. Pretty trimmed with deep shawl or sailor collars, finished with pretty shades of satins or moire silks. Sizes 12, 13 and 17 years and 14, 16 and 18 years. <b>\$10</b>	Children's Confirmation Dresses, in a large variety of pretty styles. Exquisite Valenciennes lace and embroidery models. Also handsome dresses of net and ribbon. Sizes 6 to 16 years. <b>\$2.98 to \$15</b>	Children's Shoe-Top Suits made of serges, mixtures and other pretty materials that make decidedly smart little garments for the young miss. Dress made in jumper style and neatly trimmed to match coat. Coats have either shawl or deep sailor collars. Sizes 8 to 14 years. <b>\$8.98</b>
---	--	--	---	---	--	---

OPEN LATE SATURDAY NIGHT

## FRAZIN & OPPENHEIM

CORNER 6th AV. & 21st ST. N.Y.

### EASTER SALE

Beyond a doubt the greatest values we have ever been able to offer since we began business. In quantity, style, workmanship and assortment of sizes, these are the best shoes we have ever offered at cut prices—prices cut in half!

### Shoes & Oxfords

**1.95**

All \$3, \$4 and \$5 Standard Male 10 New Leathers 50 Popular Styles

Made by well-known manufacturers. Not a mar or a blemish on a single pair. Made with genuine Goodyear welted soles. All style toes. **\$1.95** Every size. **1.95** Every width

### Maker's Entire Stock Boys' \$3.00 Shoes

**\$1.50** for the specially selected styles and leathers from the entire lot. Lace and Button styles in Bright, Dull and Tan Leather. Sizes 1 to 12.

**\$1.00** for the run of the stock, including a good deal of every style and leather. Bright and Dull Leathers in Lace and Button Styles. Sizes 1 to 12.

### Famous Rice & Hutchins' Trade-marked MISSES' AND CHILDREN'S Oxfords

All \$2 values in dull and bright leathers.

Velvet Pumps for Girls **\$1.00**

Velvet and Satin Pumps **\$1.50**

Famous Rice & Hutchins' Trade-marked All the New Styles and Shapes, Sizes 2 1/2 to 7. The surplus stock and factory rejects of \$2.50 and \$4.00 grades **\$1.50**

## Boys' \$3 & \$4 Easter Suits

Extraordinary Values **\$2.49** To-Morrow at . . . **\$2.49**

### Thousands of Men's Shirts Going at About 1/3 to 1/2 Price

Get them while they are going, for at the rate of to-day's selling the lot will be gone by Saturday night. Smartest, best made shirts in town. All perfect. We saved in buying, so can you.

5000 Men's \$1 and \$1.25 Spring Shirts <b>59c</b>	3000 Men's \$1.50 Shirts <b>75c</b>	4300 Men's Pongee Shirts <b>\$1.15</b>
--	-------------------------------------	--

Never before have such high grade Shirts been offered at this low price. The assortment embraces all the newest Spring and Summer shirting; coat and custom models. Plain and plaid, broad and narrow, white plaid, colored plaid and plain negligee Shirts. All cut full size bodies and will made throughout. All sizes. Choice at **59c**

Made of the newest and most fashionable shirtings. High grade custom laundered Shirts, in dark and light color percales and jacquard madras. Also plain white and white-plaid Shirts and French flannel and pongee shirts in the lot. The assortment is great and the patterns of the latest kind. All sizes and all sleeve lengths. Choice **75c**

Men's "Pongee" Shirts, in plain colors and neat stripes, made with neckbands and double French cuffs. Also high grade Shirts, in percale and madras, in dark and light colors, all with attached cuffs. Men's high plaid and side-plaited Negligee Shirts, with cuffs attached. All sizes in the lot. Choice at **\$1.15**

## Tomorrow's the Banner Day of Our Spring Sale of Factory Damaged Walk-Over Oxfords For Men & Women

Latest Spring Styles in Regular \$4, \$5 and \$6 Values at Half Price and Less

Men's \$4, \$5 and \$6 Slightly Damaged Walk-Over Oxfords <b>\$2.69</b> Pair	Women's Slightly Damaged \$4, \$5 and \$6 Walk-Over Oxfords <b>\$2.39</b> Pair
--	--

Including the highest and smartest styles in patent leather, grained calf, and other selected leathers. Also men's and women's styles in fine, button or buttonless models. In 2 and 3 eye styles made with either plain or perforated tips. Lace and button Oxford styles. \$4.00, \$5.00 and \$6.00 values. Choice **\$2.69**

All the smartest and latest styles and lasts in wide choice of leathers and fashionable shoe fabrics. Eclipse, court and unlace ties; pumps, with or without ankle strap. \$4.00, \$5.00 and \$6.00 grades. **\$2.39**

### Fresh Creamery Butter 1 lb. 25c

EGGS Now laid: 20c  
Pure Hoseradish—Regular 5c  
Sugar Cured Cooked Boiled Ham 25c  
Pickled Pigs Feet—Daily 5c  
Cooked Corned Beef—Slightly 33c  
Marigold Butterine—The fine 22c  
New Persian Dates—Pack 5c

HAMS Whole or half 15%  
BACON Whole or half 17 1/2%  
Golden Santos Coffee 22c  
Squire's Smoked Shoulders 12c  
Mongram Whiskey 69c  
Imported Holland Gin 75c  
Port or Sherry—Regular 35c

Prime Standing Rib Roast 12c  
Philadelphia Capons—Milk Veal 12c  
20c Roasting Chickens 13c  
Bottom Round Roast Beef—waste of any kind 15c

2,000 lbs. of fancy young Maryland turkeys, 8 to 20 lbs. each; bargain price Saturday, 1b. **20c**

200 pieces of the finest grade of beef in New York in one or two rib pieces, 14c to 16c a lb.; on 9c **9c**

Fresh Pork Shoulders Fresh Pork Sausages— 10c

Young Jersey Chickens and Cows; retail regularly in one market at 15c; special Saturday, 1b. **12c**

Maryland Geese—Broilers—small 18c  
Young, tender 15c  
Jersey Fowl—value 20c; special 1b. **14c**

### Velvet and Satin Pumps

All \$2.50 and \$4 Trade-marked Brand

All the newest and most desirable "Stage" lasts and "Short Pump" styles, with hand welted soles. Sizes 2 1/2 to 7 at a big saving, specially priced **\$1.95**