

A REAL THEATRE FOR THE KIDDIES IN NEW YORK CITY

It Has a Little Stage and the Seats Are Small to Suit the Children.

YOUNGSTERS WILL ACT.

There is a Candy Shop, Too, Also Rooms for Nurses and Mothers.

Marguerite Mooers Marshall.

Christmas this year is bringing to the New York child the newest, the most expensive and surely the most delightful toy in the world.

William K. Vanderbilt, President of the New Theatre Company, which owns the building, is financing this unique plaything for young New York.

The little theatre, which sits on a little, since it seats 50, combines a dainty artistry with all the most advantages of grandmother's attic.

This plan will be the children's "job" in seasonable weather. But a wide space has been left between the boxes and the back row of the orchestra, to form a convenient indoor promenade.

All the chairs, including both those in the orchestra and in the boxes, have been made smaller and lower to suit small, short legs.

WAITING ROOM FOR MOTHERS AND NURSES.

Of course no grown-up with money to pay for a seat will be refused admission, but emphasis will be placed on the fact that the theatre belongs to the children.

Even if the decoration the youthful appeal is paramount. Philip Martiny, who is particularly interested in child sculpture, has done a frieze to go over the proscenium arch.

THE LITTLE GIRL WHO JUDGES THE PLAYS FOR THE KIDDIES



MISS JEAN FORD

Popular Priced Theatres Unite Families By Keeping Men Out of Saloons, Says Fox

No Longer Does Father Lean Against the Bar All Evening, but Takes Mother and Kids to the Show, Amusement Magazine Declares, and Quotes Brewery Statistics to Show He's Right.

But the Man Who Owns Sixteen Houses and Entertains 400,000 People a Week Cries "Utter Ruination" at More Theatre Building, Just After He's Opened a Huge One in Washington Heights.

BY CHARLES DARNOT.

IT'S a strange theatrical world! Here was a man who had just built a vaudeville house that's as big as a block—and way up on Washington Heights at that!

"What does all this theatre-building mean?" his mournful answer was: "Ruination." And then on top of that he clapped, "Utter ruination!" I had heard these ominous words before, but I was not prepared to hear them from William Fox two days after he had opened the hip-dromic Audubon Theatre as far north as One Hundred and Sixty-sixth street.

"This building of theatres can't go on," he declared. "You wait—you'll hear some awful crashes before long. You know what they're saying? Broadway. Yes, I know I'm not on Broadway. But it's the same all over town. And this crazy building of theatres ought to be discouraged. You can't make this too strong in your article," urged Mr. Fox.

It suddenly occurred to me that there might be something in a name. Perhaps Mr. Fox, like other owners of cocks and other old favorites from Aesop and La Fontaine.

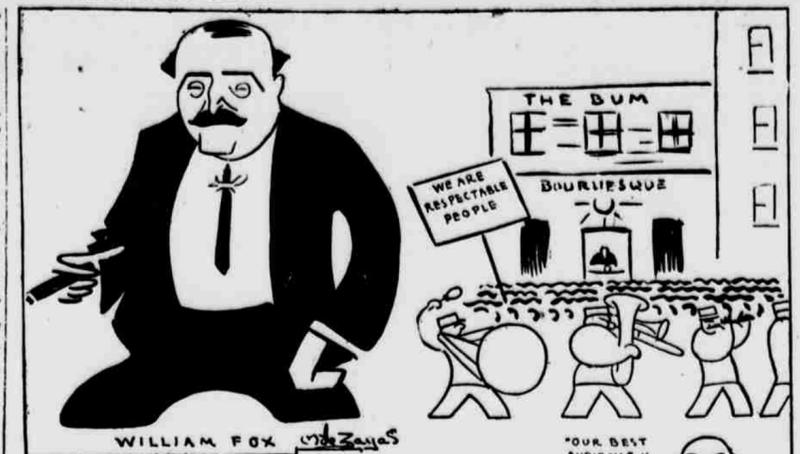
"I want to suggest the little birds and animals which are loved by children," Mr. Marjory explained to me. "I am not trying to illustrate any special story, because they have their story to tell on the stage. But I want to make them think of happy vacation days in the country, or of other happy days curled up in front of the fireplace with a picture-book."

The frieze measures thirty-two feet altogether, and is three feet, six inches high. The figures of children are slightly above life size. The color scheme is gray and gray-white, and these tints, shading into French rose, are repeated in the coloring of walls and ceiling. On panels set into the walls will be engraved familiar nursery rhyme.

In the first play presented, which has been written by one of the most popular authors for children, from thirty to fifty youngsters will appear. Practically every part is assumed by a juvenile actor or actress, and spring swarms of white frocks, blue smocks, faun-like velvets and corduroy knickerbockers are already crowding a certain carefully secured room in the Century Theatre for rehearsal.

Also there is little Miss Jean Ford. She is the eleven-year-old daughter of the stage manager, Hugh Ford, and starred last year in the children's production of "Pomander Walk." Just now she is unofficial but greatly respected play-fighter for the Children's Theatre. She set her seal of approval on the piece now in rehearsal, and scenery, "business" and lines have to pass her judgment as to "what a child really likes."

"We had to create our audiences and



WILLIAM FOX

OUR BEST AUDIENCE IS THE OLD MAN

TAKES THE FROM THE SALOON!

theatres who have spoken feelingly on this subject, had his own private reasons for wishing me to "make it strong" in my "article."

"But why did you build so large a theatre in the Washington Heights section?" I asked.

"I did it as a matter of self-protection," he explained. "It has long been my policy to go to outlying sections in opening theatres, and usually I've been followed by competitors in a small way. So this time I decided to put up a theatre that others would find it hard to compete with. The Audubon is a much larger theatre than the Washington Heights section needs, and I don't expect to make any money at the start. I'm depending upon the future of Washington Heights. I always consider the commercial possibilities of a proposition beforehand. I was in business before I became a theatrical man."

"I was in the woolen business," explained Mr. Fox. "My first theatrical venture was made in 1906, when I took an old burlesque house in Williamsburg. It was known as 'The Bum' by the people of the neighborhood, but I didn't know it was called that until after I'd leased it. There had been rows and rumpuses there, and I had a good deal of trouble in the municipal departments getting the necessary permits."

"10,000 'RESPECTABLE PEOPLE' MARCHED IN PARADE." "Then I began a campaign of advertising in the neighborhood, sending out hundreds of letters in which I appealed to the citizenship of the residents. You see, the objection had been made to the place, the authorities saying it wasn't respectable. I brought out this point in my letters. The answer came in the form of a parade on the opening night. Ten thousand people marched down Grand street with ten bands playing. Yes, sir! And the people carried banners. One of them read 'We Are Respectable People of Williamsburg.' That was the last ever heard of 'The Bum.' It has been a family theatre ever since."

"The clear that Mr. Fox paused to light became a torchlight procession of 10,000 champions of respectability."

"It was praiseworthy that any money consideration that led me to give entertainments to the people at prices within their reach," went on Mr. Fox. "A man who is married and earns only \$12 or \$15 a week can't afford to pay \$2 for a seat in a theatre, can he?"

"No," I answered emphatically. "Well, then, what does he do?" "I'll tell you," volunteered Mr. Fox. "He stands up at a bar until he is drunk and then he goes home and fights with his wife. At least, that's what he used to do. But now you'll find him, with his wife and children, in the theatre. The family is united. That's what makes a house of mine a family theatre. It affects the saloon and the pool and billiard parlors."

POPULAR PRICED THEATRE AFFECTS BROADWAY GALLERIES.

"How does it affect the Broadway theatres?" I asked the eloquent Mr. Fox, now revealed as a benefactor.

"Well," he pondered, "I should say it affects only their galleries. Before popular-priced vaudeville and moving picture shows were given, the fellow who had only fifty cents in his pocket never knew what it was to sit down-stairs. He used to hang over the rail and dream how he'd look down there in a dress suit. And now he won't sit in the gallery. He prefers an orchestra chair at twenty-five cents. But I think we're helping the Broadway theatres by getting people in the habit of going to the theatre—people who for the first time have been made to feel the need of entertainment."

"We had to create our audiences and

BE CAREFUL WHAT YOU TAKE FOR COLD

The danger in using patent medicines is that they contain stimulants and dangerous drugs which many of them depend on for their temporary effect. Because it is free from alcohol, narcotics and dangerous drugs, Father John's Medicine has had 50 years of success as a tonic and body builder, for healing throat and lungs and in the treatment of coughs and colds. Father John's Medicine is a doctor's prescription—pure and wholesome. Guaranteed.

we did it first of all with the Nickelodeon. From those little picture shows people who realized that they must have some entertainment in their lives moved on to the popular-priced vaudeville theatres. Out of this form of entertainment has grown the real family theatre. And, as I said before, it takes the man away from the saloon, and now when he goes out for the evening he takes his family with him. Brewery reports show, I've been told, that 25 per cent less beer is sold by the glass and 25 per cent more by the bottle than was the case before the establishment of the popular-priced vaudeville and picture theatres. You can look up the reports for yourself."

MR. FOX ENTERTAINS 400,000 PEOPLE A WEEK.

In spite of the alluring prospect of statistics I decided to accept Mr. Fox as an authority on bottled beer in its relation to the moral uplift. But there were more interesting figures to come.

"I have sixteen theatres in Manhattan and Brooklyn," said Mr. Fox, "and I estimate that they entertain 400,000 people every week. I have theatres in other cities, and my enterprises represent a capital of \$4,000,000. Have a cigar?"

He watched me anxiously as I pulled myself together, and then said, as a possible concession:

"I couldn't make it pay at the New York Theatre, Broadway wasn't attracted for some reason or other. It's been my experience that a moving picture and vaudeville theatre must have a neighborhood to draw from. This gives it regular patrons. The best audience is the old man who comes week after week. He laughs his head off. The prices are 10, 15 and 25 cents, and the audiences are pretty much the same day after day."

"A year ago I sent out 10,000 cards requesting patrons to say what part of the performance they liked best. Fifty-five per cent of the answers were in favor of moving pictures. Interest in comedy scenes and heart interest photo plays seems to be about equally divided. Instructive pictures showing countries and their manufacturing industries are appreciated most in the poorer districts. But everywhere it is pictures, more than vaudeville acts, that hold the audience. The only explanation I can find is that motion pictures, perhaps, realize the American idea of speed and activity. What do you think?"

"I think you've hit it," I agreed, getting into motion.

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THE LARGEST MAKER OF MEN'S SHOES IN THE WORLD

Look in W.L. Douglas store windows and inspect the very latest fashions; also the conservative styles, which have made W.L. Douglas shoes a household word everywhere.

W.L. Douglas shoes are made, you would then understand, why they are warranted to fit better, look better, hold their shape and wear longer than any other make for the price.

THE BEST \$2.00 AND \$3.00 BOYS' SHOES IN THE WORLD

CAUTION

W.L. DOUGLAS STORES IN NEW YORK:

88 Nassau Street. 222 Broadway, corner 14th St. (Union Sq.) 1500 Broadway, corner 26th Street. 1000 Third Avenue, corner 100th Street. 879 Third Ave., bet. 146th & 147th Sts. 828 Eighth Avenue. 680 West 145th Street. BROOKLYN 421 Fulton Street, corner Pearl Street. 108-110 Broadway, corner Throton St. 1507 Broadway, corner Gates Avenue. 416 Fifth Avenue, corner 11th Street. 179 Fifth Avenue. JERSEY CITY—54 Newark Avenue. NEWARK—821 Broad Street. PATERSON—108 Market St., cor. Canal. CHESTER—104 E. State St., cor. Broad

Flower Stand." Among others at the Alhambra will be Ada Herve, the English singing comedienne; Florence Roberts in "The Woman Intervenes," Ed Wynn and Edmund Ruson in "Joy and Gloom," and the Three Keatons.

"The Indiscretion of Truth," a dramatization by J. Hartley Manners of Winkle Collins's novel "Man and Wife," will be offered at the Harris Theatre on Tuesday evening. The puzzling Scotch marriage laws which in both the novel and its early dramatizations led to a melodramatic climax are made to serve the purpose of comedy, as well as forming the legal knot which the gallant Scotch lawyer, Sir George Stirling, has to untangle. How he not only releases his ward from the consequences of an entanglement, which leaves her with two putative husbands, although still a maid, but manages to win her for himself, is a development of the plot.

On Wednesday afternoon at the Garden Theatre John E. Keeler and company will give a special performance of "The Merchant of Venice."

"The Quaker Girl" comes to the Grand Opera House.

William Faversham in "Julius Caesar" moves to the West End Theatre.

At his East Fifty-seventh street theatre Adolf Phillips will continue his German performance of the musical farce "Auction Pinocchio."

"Madame Sans-Gene" will be played by the stock company at the Harmon Opera House.

At the Columbia Theatre will be "The Trocadero Burlesques."

"The Behman show will be seen at the Murray Hill Theatre."

"The Midnight Maidens" will be at Hurtig & Remon's.

Minor's Eighth Avenue Theatre will have "Queens of the Folies Regettes."

At Miner's Theatre in the Bronx Zillah's own company will be the attraction.

"The Gay Masqueraders" will be seen at the Olympia.

At the Women's Titanic Benefit at the Century Theatre on Friday afternoon Mrs. Nazimova and her company will appear in one act of "The Master Builder," John Mason, Francis Wilson, Billie Burke, Viola Allen, Mrs. Simone and others will also contribute their services.

The cathedral choir will appear in the grand pageant which closes the programme. The memorial committee has already raised \$20,000 for the proposed monument.

VAUDEVILLE ATTRACTIONS.

Cecilia Loftus, the celebrated comedienne, will head the bill at the Colonial Hotel. William Rock and Maude Fulton in a singing and dancing number, and Dorothy Brenner and Joseph Hattig in a comedy sketch called "At the

A New Remedy for an Old Complaint

A Scientific and Important Discovery for the Treatment of Constipation, Liver and Stomach Disorders.

The Army of Constipation

in Growing Smaller Every Day

CARTER'S LITTLE LIVER PILLS

MEETINGS.

SOCIETY OF TAMMANY OR COLUMBIAN ORDER

FOR SALE.

JEWELRY FOR THE HOLIDAYS

HELP WANTED—MALE.

LEGAL NOTICES.

BREAKS A COLD IN A FEW HOURS.

First dose of Pape's Cold Compound Relieves all Grippe misery—Contains no Quinine.

After the very first dose of "Pape's Cold Compound" you distinctly feel the cold breaking and all the disagreeable grippie symptoms leaving.

It is a positive fact that a dose of Pape's Cold Compound taken every two hours until three consecutive doses are taken will cure Grippe or break up the most severe cold, either in the head, chest, back, stomach or limbs.

It promptly ends the most miserable headache, dizziness, head and nose stuffed up, feverishness, sneezing, sore throat, running of the nose, mucous catarrhal discharges, soreness, stiffness and rheumatic twinges.

Take this wonderful compound with the knowledge that there is nothing else in the world which will cure your cold or end Grippe misery as promptly and without any other assistance or bad after effects as a 25-cent package of Pape's Cold Compound, which any druggist can supply—it contains no quinine—be sure you get what you ask for—accept no substitute—belongs in every home. Tastes nice—acts gently.

Macy's

New York's Greatest Toy Store Occupies Macy's Sixth Floor

This is not a boast. It is nothing new for Macy's to have the best Toy Store in New York.

Macy's is not a new store, and ever since its opening Macy's has each year had the best Xmas Toy Store in New York.

Old New Yorkers will, thousands of them, remember how their mothers brought them as youngsters to Macy's. They will remember the good time they used to have when they were taken to see Santa Claus in his great home of Toys, and they will bring their children to Macy's now—perhaps even their grandchildren—to revel anew in the wonders of Toyland.

Broad aisles. Plenty of room for all.

Macy's, always foremost in catering to the little folk, has outdone all previous efforts this year.

Don't Fail to Show the Children:

The great Terminal Station where trains and cars of all sorts are constantly in motion.

The 21-foot model of the world's largest ship, the Hamburg-American Liner "Imperator."

Santa Claus' home and workshop where he lives and makes Toys.

The model of New York harbor with its sailboats, steamboats, electric boats and spring-driven boats.