

ADVERTISEMENT ADVERTISEMENT ADVERTISEMENT

INCA AND QUEEN IN GRAND STREET

Shaw of Finest Sort at the Neighborhood Theatre

Gertrude Kingston and her company in three plays at the Neighborhood Playhouse.

THE CAST. The Archdeacon... David Kimball... Gertrude Kingston... The Hotel Manager... Gertrude Kingston... A Royal Princess... Nellie Campbell... The Water... Nellie Campbell... The Love... Nellie Campbell... "The Queen's Enemies," by Lord Dunsany.

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By HEYWOOD BROWN. If Charlie Chaplin's attention has ever been called to Shaw, it is safe to say that he likes "Great Catherine" above all the other plays.

In accord with his motto, "When in Rome outdo the Romans," Shaw has proved himself broader than Fatty Arbuckle or any of the Keystone crowd. Mack Sennett, for instance, believes that it is effective to kick a man only in retreat.

In reading a Shaw preface one frequently feels that the author is having a lot of fun as the keys race to click smooth moving thought into being, but seldom is there jollity in any of the plays. Even "You Never Can Tell," the lone farce of the collection, begins in a dentist's office. There are snatches of gaiety in the first act of "Arms and the Man" and more particularly in "Cesar and Cleopatra," notably the scene where the conqueror discovers the queen between the paws of the sphinx.

We are almost disposed to believe that on the night "Great Catherine" was written somebody slipped a cube of beef bouillon into Shaw's soup. There was something more inspirational than spinach went into the making of this play. We who think that Shaw is incomparably the greatest dramatist of the day cannot fail to be thrilled by the discovery that upon occasion he can be jovial as well as witty.

The play tells the story of a young British officer sent upon a mission to St. Petersburg, where he has the misfortune to win the favor of Catherine. Loath to accept his opportunity to become court favorite, the young man gives the queen moral advice instead of love. In a superbly humorous scene the Englishman calmly and bumptiously tells the amazed Catherine that she will never know true happiness until she is contentedly married and has a group of little ones to sit at her knees before the open fire.

NEWS OF PLAYS AND PLAYERS

Greenwich Players Plan Theatre—Woods to Elevate Chicago

Fired with a determination to do something original, the Greenwich Village Players, recently incorporated, have acquired a corner lot at Seventh Avenue and Fourth Street and will immediately begin the erection of the Greenwich Village Theatre. Here, declare the villagers, they will be free to give their own artistic way. Their institution, it is expected, will be a unique spot, since practically the only persons who have lately established theatres of the unusual variety are the Washington Square Players, the Neighborhood Players, Helen Freeman's Players, the Guido Bruno Players, the Provincetown Players, the Community Players and more than half a dozen other groups.

The new theatre will seat 500 and is expected to be ready in March. It will compete in a measure with the Washington Square Players. The director will be Frank Conroy, last year with the Washington Squares, and Harold Meltzer, ex-Washington Square, is also associated with the enterprise. Names not yet used by community actors are the Union Square Players, the Wall Street Players and the West 181st Street Players.

A. H. Woods yesterday announced that he had made up his mind to do a little something for Chicago, to which end he will immediately begin the construction of a theatre and office building at Randolph and Dearborn streets. The productions to be made there, declares Mr. Woods, "will put Chicago on a par with New York as a theatrical centre."

David Warfield's engagement at the Knickerbocker, according to the revised plans, will continue until February and perhaps later. Buenos Aires is reported to be paying \$250 to see Thomas H. Ince's "Civilization," although the South American edition carries only a second edition of Mr. Ince's golden signature.

Camille Erlanger, French composer, yesterday bought the operatic rights to "The Cheat" from Hector Turnbull, who had not previously been aware that it had any. G. S. K.

\$4,912,000 PENSIONS FROM CARNEGIE FUND

Twenty college presidents, representing educational institutions in every part of the United States and one in Canada, gathered yesterday in the offices of the Carnegie Foundation for the Advancement of Teaching, at 675 Avenue A, at the tenth annual meeting of its trustees. William Frederick Slocum, president of Colorado College, presided.

The annual reports of Dr. Henry S. Pritchett, president of the foundation, and Robert A. Franks, its treasurer, showed the general endowment now amounts to \$13,000,000. The income for the last year was \$800,000, and of this \$687,000 was expended in pensions to 321 professors and 127 widows of professors. Thirty-three pensions were terminated by death and forty-six new ones were granted. During the eleven years of the foundation's existence 633 professors and 152 widows have received pensions amounting to \$4,912,000.

PULLS OFF FINGER TO SAVE HIS HAND

Navy Lieutenant Left Behind by Ship He Helped Build

When the new collier Maumes sailed from the navy yard yesterday she left behind the constructor of her engines, Lieutenant Chester W. Nimitz. He is in the Naval Hospital with one finger amputated and his hand badly hurt by revolving gears. He pulled the finger off himself while it was still in the gears to save the rest of his hand. The accident happened a few days ago while Lieutenant Nimitz was testing the new engines.

Derrick to Stay in Sing Sing

Calvin Derrick, acting warden of Sing Sing, yesterday informed his charges, who have been fearful lest a change in the prison regime should follow the election, that he would "stick to Sing Sing." The statement was made following a conference with James M. Carter, Superintendent of Prisons, at Albany.



Thursday, November 16, 1916. This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a ball on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

HOW an apparently reputable firm can give itself a bad name, not through a customer's misunderstanding, but despite the customer's willingness to be fair, is illustrated in the unusual and interesting case of the Metropolitan Dye Works vs. Miss H. K. M. Some time in May Miss M. sent to the dye works branch, at 140 East Forty-ninth Street, four articles—a pale blue wrapper, to be dyed dark blue; a light blue silk sweater, to be redipped in the same shade; a dark blue silk blouse with girdle, to be cleaned, and a white crepe de chine dress, to be dyed cleaned. These were supposed to be ready June 1, but were not. Nevertheless, Miss M., who was then about to leave for the country, paid the bill, \$8, and received a promise that the articles would be shipped to the country in a day or two. Just two weeks later they came—but the wrapper, instead of being dyed, had merely been washed; the sweater, instead of being redipped in the same shade, was dyed dark blue; the blouse was correctly finished, but returned with the girdle missing; the white dress, instead of being dyed cleaned, had apparently been washed, turning it so yellow that it was listed as "one tan dress." On June 27 Miss M. wrote, explaining the case, and asking how the four mistakes would be rectified. The Metropolitan Dye Works replied as follows:

We are sorry to say that the girdle for the blue silk blouse cannot be found, and we are willing to allow whatever will be a reasonable figure to repair the loss. Inclosed please find receipt for \$2 allowed for the wrapper, which we did not dye for you, but returned cleaned. Very sorry to know that you are not pleased with work done; the sweater could not be dyed any lighter shade on account of the faded places. The crepe dress was dyed cleaned, as ordered. METROPOLITAN DYE WORKS, M. E. S.

Miss M. replied that the refund of \$2 made good the one item, but the three other points were still unsettled, adding the information that she had been assured, at the time the articles were brought in, that the sweater could be redipped. Since there was nothing satisfactory in the whole transaction, she requested the rest of the \$8 to be refunded, simply to keep her from paying the dye works for spoiling the clothes, and not as a real compensation for the loss. The answer to this was the following:

The firm wish me to write and say that they have looked into the matter and are pretty sure that they can match the silk and have another girdle made for you if you will kindly send sample and the length of your girdle, and width. Of course, it would have to be the exact same or it would not be right. I assure you that I am doing all I can to settle this matter for you. METROPOLITAN DYE WORKS.

Nevertheless, Miss M. sent a sample for the girdle, offered to forget about the white dress because of the uncertainties of the business, but reiterated the request for the firm to make good the other losses, in order that its honesty might not fairly be questioned. No response forthcoming after three weeks had elapsed, Miss M. wrote direct to the manager of the main office, and was answered in this wise:

We received your letter and the copies of some correspondence which you had with our store manager at 140 East Forty-ninth Street, and must say that this is very interesting to us as we do not know anything further of these things, except that a sack or girdle was lost or missing. In order to straighten out this matter, will you be kind enough to send us the blouse at our expense, directly to 130th Street and Bronx River, New York City? If we do not find the girdle or match it we shall make the responsible party pay you for your loss. METROPOLITAN DYE WORKS, E. A. F.

Naturally, there was nothing much for Miss M. to do but to reply!

In reply to your letter of August 9, I would say that for two months I have left open to your sub-manager the opportunity to make right the mistakes already referred to. At last I appealed to the general manager. I supposed that the head of a large establishment would take a broader view and pursue the honest course, sending me the price of the articles ruined and refunding the money paid for raising them. I fell to see any difference in the character of the letters of the head manager and the under manager.

You need not require the so-called "responsible party" to make good my losses, as the person you refer to is no doubt a poor woman who cannot afford it. To my mind, the head of a company who employs an unsuitable person is the "responsible party" and should stand for that person's mistakes. I will not send the blouse as you requested, as I have not yet had returned the part of it I have already sent for a sample. Everything I have submitted to the Metropolitan Dye Works has suffered from the contact, and I have at last, on receipt of your quibbling letter, decided not to let any more of my clothing get into its clutches, now or ever.

You may be interested to know that I have carefully saved this entire correspondence, and it occurs to me that it would make good copy for The Ad-Visor of The Tribune, of which you may have heard.

By the way, why does the Metropolitan Dye Works have a general manager with a name? I have never had anything to address but initials throughout this correspondence. In replying to this, will you kindly have my sample returned and sign a name to the letter? The Metropolitan Dye Works responded as follows:

Your letter of yesterday's was received and contents, which are quite interesting, noted. You paid for the cleaning and dyeing of your articles \$8, received \$2 some time ago, and inclosed we send you our check of \$6, so that you have back what you paid.

Your remarks about The Tribune and general manager are childish and our names you can see on our check. Furthermore, the Metropolitan Dye Works are registered in Albany. Inclosed we return your sample, and we hope sincerely that this will end our correspondence. METROPOLITAN DYE WORKS.

Miss M. then turned over to The Ad-Visor the entire correspondence, with the query as to whether the Metropolitan Dye Works was really a reputable firm, and the comment that it was curious to see the immediate effect the mention of The Ad-Visor produced, when without it matters had dragged on for nearly three months. Miss M. concludes with the statement: "This is the first time I have ever faced a thing like this to its finish. The process, though long, has proved highly educational. Highly unusual and highly unsatisfactory, too. The Metropolitan Dye Works seems to have enjoyed a good reputation, both for class of work and quality of service. Whether it will continue to enjoy a good name is distinctly doubtful. Rather, there is no doubt at all as to what will happen if this example is to be taken as indicative of the general attitude toward customers."

The Carolyn Laundry calls for, launders and returns our collars. Two weeks ago Monday they took twelve collars and lost them. In a few days they sent word to that effect and also inclosed a check for \$1.50, paying for collars at cost price, although we had used most of them for quite a while. I think that was very nice of them. No red tape, no dickering; just plain "turkey." Check in full covering loss. Do you think we are going to change laundries?—I don't. L. L. A. Somehow we get an impression that things sent to that laundry come back clean.

I AM herewith enclosing a little circular which is put in every package which leaves the shop of the Washington Hat and Shirt Company, Omaha, Nebraska. The particular warranty of service looks so good to me that I thought it might interest the readers of your paper. I. A. ULLMANN.

"To Please is to Serve" is the phrase of the Washington Hat and Shirt Company, which as it stands means nothing. "To Please is to Build Business" is their real thought, a thought that they put in effect by stating, "If at any time you are disappointed, please give us an opportunity to rectify our mistake." Those who go out of their way to ask for complaints always have, in the long run, the fewest complaints to satisfy. How such a theory works out in practice is illustrated by this correspondent's views:

Believing that when credit is due for fair dealing it should be given, I take this opportunity to write to you about a suit I purchased from Wallach Brothers, 125th Street store. This suit was bought by me February last, a winter suit represented to be made of imported material, and was reduced from \$28 to \$23, which I paid. I wore the suit to business until about a month ago and was not satisfied with my purchase, as I did not think the suit wore as I felt it should. The salesman said that I could never wear the suit out.

I had determined not to be a further customer of this concern in view of this experience. On July 15 I received a letter from Wallach Brothers stating that they had missed me and asking if I was "dissatisfied with my purchase from them." The sentence in their letter which particularly attracted me was as follows: "We will make good whatever you have that is not right—no question about it!" On July 15 I wrapped up the suit and took it back to the store. The gentleman to whom I showed the suit and expressed my feelings was very courteous, agreeing with me thoroughly that the suit should have worn better. After looking up the record of the purchase this gentleman presented me with a credit slip for \$25 without even suggesting a reduction for the wear that I had had out of the suit. There were no questions asked. Wallach Brothers made good with me to the last penny and gave far more satisfaction than I had expected and possibly than I was entitled to.

This experience has taught me that I was to blame in the attitude toward this firm, namely, of not giving them an opportunity to make good. Wallach Brothers did the square thing with me, and, indeed, showed good business judgment in writing me the character of a letter which practically compelled me to give them an opportunity to adjust any dissatisfaction. WM. J. PARKER.

Whether in Omaha or New York, the principles of good merchandising are the same.

(The next Ad-Visor will appear on Sunday, November 19.)



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