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KITTY GORDON, DOROTHY JARDON, AL JOLSON, STELLA MAYHEW, MLLE. DAZIE, TEMPEST & SUNSHINE, RAY COX, GREAT BELL FAMILY, EDGAR ATCHISON-ELY, ANNA WHEATON, BARNEY BERNARD, GEORGE WHITE, LOUISE DECKER, HESS SISTERS, HARRY FISHER, YVETTE, OSCAR SCHWARTZ, MELISSA TEN EYKE, ARTHUR CUNNINGHAM, PAUL NICHOLSON, GRACE WASHBURN, BELLE GOLD, SAMIKA & TAKA CO., SIG. BONFIGLIO, RIVOLI, ADAMINI & TAYLOR & 10 others.

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MONDAY, MAY 1 WM. A. BRADY'S Big Scenic Revival of the Famous Melodramatic Success.

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By Geo. R. Sims.

with a phenomenal all star cast including the following well known players:

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MAIL ORDERS NOW. SEATS THURS.

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This Week: Mon., Tues. Nights and Wed. Mat., Hamlet; Wed. and Thurs. Nights, Richelieu; Fri. Night, Othello; Sat. Mat., Hamlet; Sat. Night, The Merchant of Venice.

Next Week: Mon., Tues and Wed. Nights, Macbeth; Wed. Mat., Romeo and Juliet; Thurs. Night, King Lear; Fri. Night, Othello (Mr. Mantell as Iago); Sat. Mat., King Lear; Sat. Night, Richard III.

PRICES: $1.50 (BEST SEATS)

WILLIAM COLLIER'S COMEDY

41st St., Bet. B'way & 6th Av. Tel. 5194 Bryant. Sam S. & Lee Shubert, Inc., Lessees; F. Ray Comstock, Mgr. Evgs., 8:15. Matinees Tuesday & Saturday 2:15. Unusual Mat. Tuesday. Best Seats $1.50.

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"There are as many laughs to 'The Dictator' as there are inches to the mile." —New York Herald.

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OWING TO ENORMOUS SUCCESS AN EXTRA MATINEE WILL BE GIVEN TO-MORROW. BEST SEATS $1.50.

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(R. Sarnella's, from City of Palermo). Presenting the Latest European Novelties

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International Musical Comedy Hit. With Robert Warwick and Herbert Corthell.

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A GALA PERFORMANCE Seg. 7:30 sharp. 1st Act The Private Secretary; 3d Act Secret Service; 1st Act Held by the Enemy; 2d Act Too Much Johnson; 2d Act Sherlock Holmes.

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A Comedy by HARRY JAMES SMITH.

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THE SMASHING SONG HIT OF THE SEASON. "For every boy who's lonely there's a girl who's lonely too" rivals "Every Little Movement." —Journal.

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Spectacular Drama by Paul Wilstach.

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Greatest Light Opera Star

In the Greatest Viennese Operetta

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"In all my travels I have never seen an opera so charming." —Burton Holmes.

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DAVID BELASCO presents

BLANCHE BATES

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EXHILARATING AS MAY WINE

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Revues by RENOLD WOLF, HARRY B. SMITH and ROBERT SMITH. Scores by PAUL LINCKE, MAURICE LEVI & EDMOND DIET. Interpolat numbers by IRVING BERLIN, VINCENT BRYANT, TED SNYDER & ROBERT HOOD BOWERS.

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LES VENTRIX, SISTERS HELENE, AIMEE ROBERTS, SIMONE d'EBRYL, LOLA FLAMANGA & FRICO, OYRA TROUPE, CYTHERIA, LES CALZADOS.

ENTERTAINMENT ELECTRICALLY OF THE MOMENT

TIME TABLE: 6:00 to 8:15 DINNER; 8:15 to 11:00 REVUES & BALLET; 11:00 to 11:15 Intermission & Promenade; 11:15 to 1 A. M. Supper & CABARET Performance. MATINEES: TUESDAY THURSDAY SATURDAY 12:30 to 2:15 LUNCHEON; 2:15 to 5 REVUES & BALLET; AT THE 4 O'CL. INTERMISSION TEA DE LUXE.

PRICES: NIGHTS $1.00 to $2.50; BOXES $20.00. CABARET PERFORMANCES: $1.00 to $1.50 BOX SEATS $2.00. TUESDAY & THURSDAY MATINEES 50c. to $1.50; BOX SEATS $2.00. SATURDAY MATINEES AT NIGHT PRICES.

SMOKING AND REFRESHMENTS DURING BOTH PERFORMANCES IN ALL PARTS OF THE THEATRE.

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GAIETY THEATRE 46th St. & B'way. Evs. 8:30. Mats. Wed. & Sat. 2:30.

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THREE SECTIONS OF SOLID FUN.

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"Rupert Hughes' farce has the bloom and joy of Springtime."

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A LAUGH OR A SONG HIT EVERY MINUTE

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Extra Feature DOLAN & LENHARR | Extra Feature. HARRY FOX & MILLERSHIP SISTERS.

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B'WAY & 43 ST. NEW YORK'S PRETTIEST PLAYHOUSE. COHAN & HARRIS MANAGERS. PHONE BRYANT 398. EVE. AT 8:15. MATINEES WED. & SAT. 2:15

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Music by Robert Hood Bowers. Composer of "The Vanderbilt Cup." STAGED BY WILLIAM COLLIER.

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42d St., B'way & 7th Av. EVES. 25-50-75c. & 1.00. DAILY MATS. 25 & 50

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17 BIG ACTS 17 Victor Moore & Emma Littlefield & Co., Will M. Cressy & Dayne, Howard & North, Eugenie Fougere, Alexander & Scott, Anna Chandler, The 5 Berlin Madcaps, 3 Leightons, Barnes & Crawford, Beth Tate, Sharp & Wilks, Chas. & Anna Glocker, The 3 Lowells, Fosto & Fuzzy, Devlin & Lewis, New Motion Views; others.

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HARRY VON TILZER, NAT M. WILLS, YORK & ADAMS, CRESSY & DAYNE, McMahon & Chappelle & 10 PULLMAN MAIDS, MA GOSSE with Edne Molion & Co., SPOOK MINSTRELS, COURTNEY SISTERS, FRANK STAFFORD & CO, LINDEN BECKWITH, FRED WATSON, FARREL & FOREMAN, CHALK SAUNDERS, FLYING CAROS, Anderson & Anderson, THE 3 NORTONS, NEW MOTION VIEWS

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To-morrow Matinee and All Week

ROBINSON'S CRUSOE GIRLS

BURLESQUE AND VAUDEVILLE.

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Matinees Wed. & Sat.

Popular Price Mat. Wed. Best Seats $1.

JOE WEBER Presents

The Spectacular Musical Comedy

ALMA, WHERE DO YOU LIVE?

(English version by Geo. V. Hobart)

—WITH—

Truly SHATTUCK & JOHN McCLOSKEY

Next Week FRANCES STARR

Mendelssohn Hall, Tues., April 25, at 3:30 P.M.

HELEN WALDO

CHILD LIFE IN SONG.

Seats $1.50 to 75c., at Hall and E. S. Brown, 42 West 39th St. Mason and Hamlin Piano.

Lenox Casino, Lenox & 116th. Apr. 24th, 8 P. M.

C. M. CALL vs. THE JESUITS

Jesuitism, past and present, exposed. Jesuits challenged to defend their conduct in Public Debate. Admission (to pay expenses), 25c.

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PRICES Evenings, 15-25-35 & 50c. Mats. 1,500 Reserved Seats, 25c.

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WITH VIOLA SHELDON

Extra Attraction!

MR. & MRS. MARK MURPHY in "CLANCY'S GHOST"

CALIFORNIA WINE INDUSTRY.

Different Districts Have Proved What Kind They Will Produce.

Percy T. Morgan, a pioneer in the California wine industry and until recently president of the California Wine Association, says that European demand for American wines is constantly increasing.

"On account of the decrease in the production of wine in Europe, especially in France, where the phylloxera devastated whole vineyards, the French have had to import wine for several years,6 says Mr. Morgan in the *Wholesalers and Retailers Review*. "In 1909 that country imported over 164,000,000 gallons.

"Most of it came from Algeria, but this last season the shortage was so great that they were practically compelled to give California wines a trial. Samples have been sent, and the wine experts of that country have been surprised.

"And that isn't all. The trade in the Orient is slowly but constantly increasing. Prospects in Canada are fair. Hawaii continues to use an increasing quantity of our sweet wines. And on account of the shortage in Europe, with the consequent high prices, our Central and South American markets are growing and are in better condition than ever. England also continues to call for the brands of our wine that have become popular there.

"You must understand that all pioneering in wine making in this State has been done. We know just what can be expected from any section of the State. For instance, we know that the counties north of San Luis Obispo and west of Merced, Fresno, Stanislaus and San Joaquin are dry wine countries. The low lying hills, gentle slopes, sea frogs and warm sun make that part of the State an ideal dry wine section, the equal of any part of Europe.

"This section will continue to produce dry wine of a quality that commends it to wine drinkers the world over. Getting down still closer, we know just what part of that section will produce the best red wine and what part grows grapes adapted to making the white wines.

"The interior, with its level valleys and hot climate, will continue to produce the sweet wines for which that section has already become noted. Port, sherry, madeira and malaga are the principal varieties, and will continue to grow in popularity as the people become acquainted with them.

"Of course, in making our sherries we are hindered a little by Federal restrictions. A good sherry can not be made without fortification, and under the revenue laws we can not fortify wine that contains less than 4 per cent. sugar.

"Hence we have difficulty in getting our sherry dry enough. This trouble would easily be remedied by blending, but here we again are prevented by the well meant but not always wise interference of Uncle Sam. However, these conditions are gradually being recognized by the department and being corrected.

"I believe that the greatest development that has taken place in the wine industry of our State during the seventeen years that I have been interested in it has been the rapid growth of the sweet wine business. Why, it's actually marvellous the number of vineyards that have been set out to sweet wine grapes and the way the markets for those wines have expanded.

"Ten years ago last season there were only about nine million gallons of sweet wine made in the entire United States. This season just passed we made over twice that much right here in California alone, and we are going to sell it too.

"With the building of large wineries in the sweet wine belt and other improvements of a general nature the sweet wine business has made wonderful strides. Our brandy business, while not anything to boast of as yet, has almost kept pace with the sweet wine. And the markets made by California port and brandy are permanent markets."

BOSTON NEWSBOYS.

Rules of Their Guild—Hundreds Attend School at Night.

The Boston Newsboys Club has a paper of its own called the *Hustler*, in a recent number of which some of the points of the business are explained. Beginners often sell for other boys on a commission basis, thus securing the assistance of the experienced boys while serving their own apprenticeship.

"These 'strikers,' as they are called, keep one cent for every four collected. Few of them earn more than 25 cents a day, while many of them earn less than 10.

"The older boy, working for himself and sometimes employing others, builds up a patronage at some location. This place becomes his 'corner,' which by newsboy tradition he occupies without interference. Thus if a boy has sold papers on a certain corner for several years no other newsboy would think of competing with him there.

"The goodwill thus gained is a valuable asset and is either handed down to a younger brother or otherwise disposed of to good advantage. Two dollars per day is a conservative estimate of what many of the older newsboys earn. A few make twice that amount.

"Intimately allied to the newsboy is the 'Canada Point.' 'Canada Points' are ex-newsboys employed by certain papers for a fixed salary to distribute by wholesale. Formerly boys were obliged to go to the several offices for papers; now they may be obtained at any of the twenty points throughout the city.

"Since the busiest time of the day for the newsboy is from 4 to 6 in the afternoon, many earn enough during these hours to enable them to attend school. In the English High School alone there are over 300 newsboys; all the other high schools of the city and even the colleges in the vicinity have their quota of newsboys."

Call for a Reformed Alphabet.

From the Independent.

Shall the world's final script be Roman, such letters as we use, or Arabic or Chinese? The Roman script has by far the best chance and the best claim. Efforts are making to introduce it in China and Japan, and now the effort is making to interest India in reducing its fifty alphabets to a single one.

In the 200 languages of India there are only about sixty-three separate sounds, but it would take some 20,000 characters to represent them in print, as so many are syllabic. But before a Roman alphabet can be adopted it should be reformed.

Simplified spelling is good and can be greatly extended, but a scientific alphabet, made by international conference, is of the first importance to perfect what is called the missionary alphabet.