

# Well Equipped Theatres for Film and Vaudeville Programmes

## PALACE THEATRE HITS THE TARGET LIKE BATTLESHIP

It's Big Guns of Vaudeville  
Never Fail to Score  
Bull's-Eyes.  
ABLE EXECUTIVE OFFICE  
Sure-Fire Acts Make the Stage  
as Clean as a Quar-  
terdeck.

If you have ever been aboard a battleship during the moments just preceding the firing of the biggest guns in the turrets and you have had the good sense not to stand solidly on your feet when the projectile is hurled at a four-mile target you have probably been impressed with the silence before and after the noise and the sending through space of tons of steel with a mission.

When a big gun of popular success is fired from the white marble turrets of the Palace Theatre it is preceded by a silence of business brain, mental range finding, and striking the target fair and registering high in the record galleries, it is followed by the silence of achievement. When there is any noise at the Palace Theatre it is caused by the clapping of many hands.

It is efficient showmanship that runs the Palace Theatre. Its staff, from the executive officer to the man at the back door, is composed of trained and picked men. The equipment of this theatre is the best in building and invention. The house is kept as clean as a ship. The attendants are neatly uniformed. The seats have a lawn-like softness and are dustless. The marble is white and the brass and bronze resplendent. Courtesy is a practiced art. Discipline is so rigid and effective that it never errs. There is every facility for handling those who come and go.

There is "first aid," and there is trained attention.

The stage is as clean, physically and morally, as the house. The dressing rooms are the picture of neatness. There are baths and every requisite. The performances are clean.

Lemonade is dispensed these warm afternoons and evenings. It is worth noting on the log that an unsteady audience to be fired at is just as difficult to strike fair and effectively as a target that wobbles.

When you leave a battleship you are impressed with the fact that it has a captain whose will governs every bit of the wonderful floating machine. When you leave the Palace you know that in the executive office of supreme vaudeville there is an able captain.

A battleship makes its own impression. So does the Palace Theatre. Always living up to the top notch of its electrically displayed slogan: "Supreme vaudeville," B. F. Keith's Palace Theatre is presenting a summer programme of strength and attractiveness equal to those of the season at its mid-winter height. Simply going to the Palace means that one is to see a good show.

To make comfort a part of the entertainment the Palace is admirably equipped for summer. It has a cool appearance, its attendants and performers look cool and the audience is cool. The Palace booking seems to grow more attractive with every week. It is drawing the largest audiences in New York. These audiences are made up of the most discriminating stay-at-homes and summer visitors.

**"A FULL HOUSE" FULL OF FUN.**

H. H. Frases's production of Fred Jackson's farce, "A Full House," which is enjoying a summer run at the Longacre Theatre, is offering opportunity for hearty laughter. The play begins with the theft of a ruby necklace from the bedchamber of a Boston matron at the same time that a young New York lawyer secures from a designing chorus girl a package of letters written by a client with a desire to turn over a new leaf. Both the lawyer and the burglar take the midnight train for New York, and in a wreck they exchange grips. These incidents give rise to a series of funny situations. The cast includes May Vokes, Herbert Corthell, George Parsons, Elizabeth Nelson, Maud Turner Gordon, Edgar Norton, Foster Claborn, Hugh Cameron, Claire Weldon, Ida Darling and Ralph Morgan.

**BILLS AT MOSS THEATRE.**  
The Moss theatres this week are

## Grand Central Palace Realm of Delight for New Yorkers Who Love to Dance



showing particularly striking bills.

At the Regent Theatre, in Harlem, the added attraction is a Charlie Chaplin prize contest open to ladies only. The audience will be judge and jury. This event is scheduled for Friday. On the same evening similar contests will be held at the Hamilton, Broadway and One Hundred and Forty-sixth Street, and the Eighty-sixth Street theatre. The Prospect Theatre, Prospect Avenue and West-

day. Irene Martin will appear at the Eighty-sixth Street Theatre the last half of the week. Emily Glass will dance at the Regent Theatre on Thursday, Friday, Saturday and Sunday.

**F. F. PROCTOR OPTIMISTIC.**  
F. F. Proctor, whose name is indelibly stamped as a pioneer in American theatricals, takes an optimistic view of the future of vaudeville and

motion pictures. "The most famous plays and the world's greatest spectacles have been reproduced for the motion picture camera," said Mr. Proctor, "and that is thought an achievement to-day. But to-morrow we shall hear of legitimate productions and stage spectacles being written and adapted from motion picture plays. We are half way through the summer and in spite of adverse conditions the season thus far has exceeded all expectations. In New York, for instance, all my theatres are open and giving continuous performances. The Fifth Avenue and Fifty-eighth Street houses are showing both pictures and vaudeville, and the Twenty-third Street and One Hundred and Twenty-fifth Street have adopted a policy of presenting nothing but high class feature pictures. This policy has proved most successful—in fact, it was adopted owing to a consistent demand for feature films."

## STRAND THEATRE IS MODEL HOME FOR PHOTO-PLAYS

Splendid Pictures, Fine Music  
and Luxurious Appointments  
Have Made It Famous.

New York's amusement world would not be complete without a temple devoted to the art which has become the wonder of the world. Nothing can compare with the growth and popularity of the moving picture, and in all America there is no place where this art is so luxuriously and so perfectly housed as in the Strand Theatre.

The Strand immediately gained public favor. It is now an institution. Everybody goes there. The choicest photo-plays the studios of the world can supply is the best and briefest way to describe its entertainments.

It was an insight into the picture business in its infancy and a keen judgment of what its future would be that led to the establishment of the Strand. Max Spiegel long ago sensed these possibilities and the result is the best picture playhouse in America.

Mr. Spiegel associated himself with men of similar conviction, and in October, 1912, a company with \$1,000,000 capital was organized to carry out the scheme. This was eventually incorporated under the laws of the State of New York, with Mitchell H. Mark as President, Eugene L. Falk Treasurer, Max Spiegel Vice President and Max Spiegel Secretary.

The lavish outlay of money in the construction of the building occasioned widespread comment. However, the founders of the Mark Strand Theatre Company, as the corporation was named, were firm in the belief that conditions not only warranted but demanded such a picture theatre in the city of New York. The Strand has been a winner since the doors were opened.

In addition to the pictures, there is a fine orchestra of thirty pieces, which renders at all performances a splendid programme not only of selected music, but scores written for the screen productions. Many of the

world's best musical artists have been heard in this beautiful house.

The handling of the pictures has never been excelled. The projection is perfect and the manner of presentation has a charm peculiar to the Strand. It has been said that one visit to the Strand makes the spectator a steady patron.

The theatre is admirably managed. Its attendants are handily uniformed and are instructed in proper courtesy to their patrons. The entire uniformed staff goes through emergency drills each week. There are also classes instructed in first aid to the injured and the handling of crowds. The emergency department, in charge of a physician, is thoroughly up to date in its equipment.

The Strand has become an established feature of New York's summer amusement life. It is one place that New Yorkers always go to and that visitors never miss.

The Strand will remain open all summer, and elaborate preparations have been made for the comfort and entertainment of the public during the hot weather months. It is equipped with the latest air-cooling system. All the 3,500 seats are now covered with attractive, light slip-covers and cream-colored silk hangings have replaced the heavy red plush draperies used during the regular season.

**Read See**

The story every evening in The Evening World, the pictures at the following theatres:

**WEDNESDAY, JULY 14.**  
B. S. Moss's Prospect Theatre, Prospect and Westchester Ave., City.  
B. S. Moss's Regent Theatre, 116th St. and 5th Ave., City.  
Photoplay Theatre, 96th St. and 3d Ave., City.  
John Theatre, Belmar, N. J.  
Ocean Aldome, 522 Ocean Ave., Jersey City.  
Marshall Theatre, 188 Prospect Park W., Brooklyn, N. Y.  
Forest Park Theatre, 1118 Jamaica Ave., Woodhaven, L. I.  
Hickock Theatre, 131 Broadway, Newburgh, N. Y.  
Windsor Theatre, 412 Grand St., New York City.  
Empire Theatre, Bloomfield, N. J.  
Rockaway Theatre, 547 Rockaway Ave., Rockaway, L. I.  
Metropolitan Theatre, 108 Manhattan Ave., Brooklyn, N. Y.  
Nicolson Theatre, 220 5d Ave., City.  
Park City Theatre, Bridgeport, Conn.  
Garden Theatre, Webster Ave. and 127th St., City.  
Baker Theatre, Dupont, N. J.  
Ye Deary Jane, 2125 Amsterdam Ave., City.  
Empire Theatre, 24 Lexington Ave., Parnell, N. J.  
Metropolis Theatre, 21st St. and 3d Ave.  
Kempire Theatre, 142d St. and 3d Ave.  
Empire Theatre, Bridgeport, Conn.  
New Grand Theatre, Paterson, N. J.  
Tremont Theatre, 1842 Webster Ave., City.  
Star Palace Theatre, Paterson, L. I.  
Orpheum Theatre, Oudendijk Ave. and Roosevelt St., Brooklyn, N. Y.  
Comet Theatre, 983 Beggan Ave., West New York, N. J.  
Royal Theatre, 2025 Third Ave., City.  
Nassau Theatre, 537 Grand St., Brooklyn, N. Y.  
Washington Theatre, 149th St. and Amsterdam Ave., City.  
Bijou Theatre, New Brunswick, N. J.

**UNIVERSAL**

# The BIGGEST ATTRACTION IN TOWN

## DANCING CARNIVAL

## DANCING-BOWLING BILLIARDS

### GRAND CENTRAL PALACE LEXINGTON AVE-USE 46<sup>TH</sup> ST. ENTRANCE



### OPEN ALL SUMMER DELIGHTFULLY COOL AND COMFORTABLE

The Dancing Carnival is the largest academy in the world. It offers wholesome entertainment for New York Summer folk.

There are two entire floors, each one containing over an acre of floor space. The entire third floor is devoted exclusively to dancing. The ventilation is perfect. The floor is open on all four sides with a window every two feet assuring splendid circulation of pure air. Our patrons say it is the coolest place in town.

Come Any Time Between 11 A. M. and Midnight. NO LIQUOR SOLD

Prof. De Commerce, Master Instructor, teaches Stage, Toe, Fancy, Classic and all Modern Dancing. Special classes Wednesdays and Saturdays; children 4 to 6 P. M., adults 8 to 10 P. M.

Free Taxicab Service—If you live or are stopping between 4th and 80th Streets phone Murray Hill 8610 and we will send a taxicab to bring you to the Dancing Carnival free of charge. Pamphlet entitled "Don'ts for Dancers" mailed free upon request.

From the Modern Dances We Have Eliminated All that is Vulgar. We Have Modified and Standardized Every New Dance Before We Allowed It to Be Taught Within Our Doors

**NEAT, DIGNIFIED AND GRACEFUL DANCING IS TAUGHT BY 200 CAPABLE INSTRUCTORS**

Half-Hour Lesson, Individual Instructor - **25c** | Half-Hour Lesson, In Private Room - **50c**

For the convenience of our patrons a fine new Restaurant has been added to the Dancing Carnival. A la Carte all day or special Table d'Hote, 50c. (no liquor). A large space is reserved for the diners to practice the newest steps.

On the fourth floor are ten perfect brand new Bowling Alleys, best equipped in the city. Open from 11 A. M. to 2 A. M. We have several alleys for the exclusive use of ladies and clubs.

Another feature is twelve brand new Brunswick & Balke billiard and pocket billiard tables. Everything up to date. Perfectly lighted. Plenty of comfortable chairs and best of service. Come any time. No waiting.

Perfect dance music is supplied by Professor V. BAVETTA'S famous Orchestra and the wonderful 22-Piece Wurlitzer. If you know how to dance our lady floor manager will introduce you to suitable partner for dancing. Come and dance or learn to dance in this veritable fairyland.

The Green Car Sight Seeing Company bring their patrons to the Dancing Carnival as one of the places of interest to see in the city.

