

The Stage
By BIDE DUDLEY

It is most important when a new theatre is built to make its location known to the public. When the Palace opened it lost more than \$100,000 the first season, principally because the public didn't know where it was. Advertising put it on the map and now it is the centre of American vaudeville. Six months after A. L. Erlanger opened the New Amsterdam Theatre he was returning from Philadelphia and on arriving at a ferry landing in Manhattan told a taxicab driver to take him to the New Amsterdam.

"Where is that theatre?" asked the chauffeur.

Mr. Erlanger, when he reached his office, ordered more than 100 billboard locations telling where the New Amsterdam was.

IT'S "BUN SHOWERS."

Law Cantor's new musical show, "Sun Showers," featuring Harry Delf, is in rehearsal. It will open in Stamford on Christmas Day. Included in the cast are Kathlene Martyn, Nellie Graham-Dent, Berta Donn, John Boswell, Lee Houston, Frank Anderson and George Herlow.

MISS TAYLOR PREPARING.

Laurette Taylor has become active again. On Christmas night she will make her first appearance in "Humoresque," Fannie Hurst's dramatization of her own story, at the Apollo Theatre, Atlantic City. Miss Taylor recently returned from California, where she acted in "Fog o' My Heart" in films. The production of "Humoresque" is being made by A. L. Erlanger and George C. Tyler. The cast includes Luther J. Adler, Dore Davidson, Howard Lindsey, Eugene Ordway, Frank Manning, Elsie Grey and Sidney Carlisle.

HAYAKAWA HAS A PLAY.

Sessue Hayakawa, the Japanese screen star, will be presented in New York in January by the Messrs. Shubert, in association with Walter Jordan, in "Tiger Lily," a play of San Francisco's Chinatown, written by Fred DeGressac.

HERE, KITTY, KITTY!

Two cats, one a tenor and the other a contralto, began a serenade last night near the stage door of the Little Theatre, where John Golden's "Spite Corner" is holding forth. Some of the audience thought they were Sid Green and Bud Connihan trying to "harmonize" "Street Address," but the members of the cast had different ideas.

"The Ku Klux Klan," suggested Percy Pollock.

"The banshee," came from Mattie Keane.

"Leave the dear things sing," said Madge Kennedy. "I was at a Russian musicale yesterday afternoon."

So!

BILL, WE KNEW HIM WELL.

A Shakespearean amateur night

will be held at the Central Theatre on Friday of next week. A whole hour will be devoted to amateurs who think they can beat Barrymore as Hamlet. Joe Flynn is practicing up on "Two less, or not to bumble." It looks like a tough winter.

GOSSIP.

Billy Jerome and Jean Schwartz have written a Come song called "Every Day, in Every Way."

William Morris says the report that he will produce "The Bootleggers" in London is a mistake.

A matinee performance of "The Fool" will be held daily during the holidays beginning Dec. 25.

Wera and Tova Dahl, Danish singers and dancers, have joined the cast of "The Bootleggers."

Edward Whitehead will present "The Democrat," a comedy-drama, at the Funch and Judy Theatre to-night.

Ruth Chorpennan has been selected by Walter Hampden to appear with him in Shakespearean productions.

William H. Post of "Seventh Heaven" saw his daughter wed to Rodney Sturges of Boston recently.

Mme. Sarova has been added to the cast of "A Fantasio Fricassee" at the Greenwich Village Theatre.

Ruth Draper, who is in Europe, will return to America in January. She will give several recitals in New York.

A THOUGHT FOR TO-DAY.

Walter Kingsley says he has attended 1,348 theatrical first nights in 165 Broadway.

a Tuxedo and has never had to rent his attire yet.

FOOLISHMENT.

A youth who was rather a fool, Once tickled the leg of a mule. The mule muttered, "Woof!" And shot out one hoof. The name on the grave is O'Toole.

FROM THE CHESTNUT TREE.

"Never cross the Sahara Desert without a watch."
"Why?"
"Because every watch has a spring in it."

TIE PIN HEIR SCORES POINT.

Wayland Gets Order Against Executors of \$200,000 Estate.

John Elton Wayland, whose father left him his collection of scarf pins but no share in his \$200,000 estate, obtained an order yesterday from Surrogate Cochran, directing the nine executors to show why the son should not be appointed administrator of the estate. The son declares his eighty-seven-year-old father was of unsound mind when he disinherited him.

The executors were named by the father to spend the estate in building a \$1,000,000 white marble hotel in the little town of Stonington, Conn., where he had his summer home. The son is a member of the law firm of Wayland & Bernard, No. 165 Broadway.

Store Hours: 9 A. M. to 6 P. M.

Telephone FitzRoy 3400

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How To Get Relief When Head and Nose are Stuffed Up.

Count fifty! Your cold in head or catarrh is relieved. Your clogged nostrils will open, the air passages of your head will clear and you can breathe freely. No more snuffing, dryness or headache; no struggling for breath at night.

Get a small bottle of Ely's Cream Balm from your druggist and apply a little of this great antiseptic cream in your nostrils. It penetrates through every passage of the head, soothing and healing the swollen or inflamed mucous membrane, giving you instant relief. Head colds and catarrh yield like magic. Don't stay stuffed-up and miserable. Relief is sure.—Adv't.



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Dressing gowns—the sort men wear.

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Neckwear that won't be worn in a chiffonier.

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Tray Cloths	75c. to 18.50
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Hemstitched Damask Breakfast and Luncheon Sets	\$13.50 to 60.00
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14 karat green gold, platinum top bar pin, pierced and engraved, set with fine sapphire..... \$22.50
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Choice Gifts That Last

LAMBERT BROTHERS have gathered together for this year's Christmas trade the most elaborate assortment of choice GIFTS THAT LAST ever seen in the Lambert showrooms in the long experience of this old and trusted house, and they want all their customers, old and new, to share with them the thrill one experiences in beholding things that are beautiful.

Diamond Engagement Rings



Other diamond engagement rings from \$25 to \$3,500

Lambert Brothers' first aim was to make their collection of Christmas diamonds the best they ever had shown. To this end a member of the firm went to Europe last Summer personally to select the Lambert Christmas diamonds. These stones have been beautifully mounted in the Lambert factory on the premises, and are on view in the showrooms.

These Will Please Her



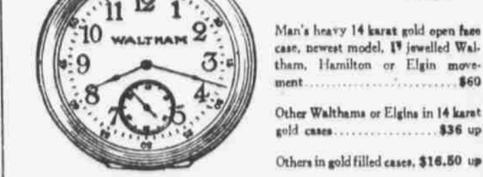
Carved platinum wedding ring, \$16.50
Ladies' Diamond Platinum Ring Pierced and carved, set with 7 fine diamonds. \$250
18 karat white gold bracelet watch, with 4 diamonds, set in platinum, cased 15 jewelled Swiss movement, mounted on black ribbon. \$90
14 karat gold bracelet watches with reliable Swiss works. \$24 up
Gold-filled bracelet watches. \$15 up
Diamond Platinum Lavalliere H a n d wrought and set with 10 fine diamonds \$350
Diamond Platinum Lavalliere H a n d wrought and set with 9 fine diamonds. \$275
Price includes chain.

Their next aim was to make their assortment of Christmas jewelry so broad that there would be something for every customer, no matter how full or thin his purse. This was done, and Lambert Bros. now are "set" for all customers, whether old or new.

These Will Please Him



Platinum scarf pin with engraved band. 14 karat gold stems, set with 5 diamonds and 6 calibre sapphires. \$80
Other 14 karat gold scarf pins with 14 karat gold stems, set with 5 diamonds and 6 calibre sapphires. \$105
14 karat green gold knife, finely engine turned, with fil and two blades. \$18.00
14 karat gold scissor knives. \$18 up
Other gold knives. \$8 up
Sterling silver knives. \$8 up
14 karat gold signet ring, Japanese design, five diamond. \$17.50



Man's heavy 14 karat gold open face case, newest model, 17 jewelled Waltham, Hamilton or Elgin movement. \$60
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