

A Theater Program
From the
Belasco Theatre
New York City

From Ruth Cain's
1915-1916 Scrapbook



"Djer-Kiss arrivera à sous
 condaire de cette 'différence
 dans le parfum' qui l'a
 rendu, lui, mon plus beau
 succès, fameux."

—Kerkoff, Paris

TRANSLATION: Djer-Kiss will
 achieve for you that 'fragrance of
 difference' which made this, my
 greatest perfume, famous.

"Djer-Kiss"

Djer-Kiss breathes French distinction
 and Kerkoff's incomparable art. Its
 fragrance is included in many of my
 lady's toilet necessities:

- DJER-KISS PERFUME
- DJER-KISS TOILET WATER
- DJER-KISS SOAP
- DJER-KISS FACE POWDER
- DJER-KISS TALC
- DJER-KISS SACHET

A sample of extract and face powder
 will be sent on receipt of 10c. Try them.

ALFRED H. SMITH CO.
 Sole Importers
 NEW YORK



Djer-Kiss
 is and always
 has been made
 and packed
 only in
 Paris.

J. M. Gidding & Co.

564-566 AND 568 FIFTH AVENUE. 46TH AND 47TH STS.

Offer... For immediate selection
 all that is
NEW IN FASHIONS
 for Easter

- Post Lenten Affairs •
- Spring Weddings •
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Receptions — Tours
 and all-Town or Country Wear

Every style from Sport Suit
 to Ball Room Gown strictly
 correct for its appointed wear



United States, Tread Nobby Tires

UNITED STATES TIRE COMPANY

At Last—'Balanced' Tires

We discovered and are now producing the long-sought-for 'balanced' tires.

Like balanced men, they are most efficient.

The 'Nobby' Tread, like all United States Tires, is a 'balanced' tire.

It gets its great tread efficiency from its 50-50 'balance' of resiliency and toughness; for too much toughness would destroy resiliency, or too much resiliency would sacrifice toughness.

It gets its great fabric carcass efficiency from the 50-50 'balance' of fabric layers and rubber—a union that makes tread separation impossible.

It gets its wonderful efficiency as a tire from the 50-50 'balance' between its 'balanced' tread and its 'balanced' fabric carcass. Both tread and carcass give equal wear—neither is stronger nor weaker than the other.

It is 'balance' that has given the United States Tires their wonderful efficiency—'balance' only accounts for their astounding sales increases.

United States Tire Company

'Nobby' 'Chain' 'Usco' 'Royal Cord' 'Plain'
"INDIVIDUALIZED TIRES"



Furs

COLD STORAGE
& INSURANCE
REDUCED TO 2%

A. Jaeckel & Co.

384 Fifth Avenue
Between 35th & 36th Sts
Telephone Greeley 2044

NOTICE TO PATRONS OF THE BELASCO THEATRE.

I wish to call to the attention of patrons of the Belasco Theatre that at all times seats are to be obtained at the box office at the regular scale of prices. The only tickets for this theatre to be had anywhere else are a limited allotment made to the hotels and other recognized theatre-ticket agencies as a convenience to out-of-town patrons and guests of the hotels.

The charge has been made that all or most of the best seats are to be reserved for the theatre-ticket agencies in hotels, for which \$2.50 a



Kelly-Springfield Tires



*Saves truly
Lotta Miles*

What Lotta Miles in martial dress
Here symbolizes, you can guess;
Since Kelly Kant-Slips yield by far
The greatest mileage on her car,
Then Kelly tires surely are
The essence of preparedness.

BELASCO THEATRE



SCENE FROM "THE BOOMERANG."
RUTH SHEPLEY, ARTHUR BYRON, MARTHA HEDMAN, WALLACE EDDINGER.

HEATREGRAM

EVEN if the play were not the thing, which it is, speaking of "The Boomerang," it is a safe venture that the Belasco Theatre would still be packed to its doors nine times a week—as it is, because there would still be Martha Hedman in the guise of the pretty nurse. Miss Hedman has been regarded as one of the "most beautiful women of the stage" ever since she entered the profession somewhere in Finland—but, as if beauty were not dowry enough there is her charming voice and her excellent understanding and interpretation of the English language, a joy indeed as all theatregoers must agree. It is a pity Americans do not sit at Miss Hedman's feet and learn from her how to speak their native tongue—and more—how to modulate their tones. One thing, Americans, progressive as they are, have yet to learn, is the possibilities of the speaking voice, and the advantage of pure, intelligible English since the voice is the most used medium of expression.

Managers who have had experience with temperamental stars have been wondering just what was about to happen at the New Amsterdam Theatre where Sir Herbert Beerbohm Tree is playing *Cardinal Wolsey* in his own production of "Henry VIII," Lyn Harding, who takes the part of the much married monarch, having been greatly lauded in the papers. To the universal surprise affairs have gone along as smoothly as if Mr. Harding had not been mentioned. When a bold one asked Mr. Tree if he were not a trifle jealous over having to share his honors, Sir Herbert promptly answered with twinkling eyes. "An actor-manager is too egotistical to be jealous."

The thrills that "Wetona," at the Lyceum Theatre, brings with it are born of real, honest-to-goodness incidents, George Scarborough, who wrote the play, having gathered his material at first hand when he was acting as Secret Service agent for the Government in the Indian land fraud cases of six or seven years

Continued on Page 8.



KNABE
WARE ROOMS
Fifth Ave. at 39th St

Advertising is the foundation of all successful enterprises. If your advertisement were here, it would be read by every visitor to this theatre.

Miss Lulu May
PRIVATE INSTRUCTION
One Step, Waltz, Foxtrot, Tango
BY APPOINTMENT
One-half hour lesson, \$2
Three half hour lessons, \$5
Course of six half hour lessons, \$10
43 West 46th St. Tel. Bryant 3556

Bulletin No. 21

**THE AUTOMOBILE
and
THE SMART WOMAN**

The Style Committee decrees—that for spring and summer the smart woman's hat, motor coat and shoes be made of

"F. B. & C."

Various Colored Glazed Kid

to match the body or lining of motor or in any color to suit the particular fancy.

Glazed Kid is wonderfully soft, light and pliable and is impervious to water.

FASHION PUBLICITY COMPANY
of New York

No. 4711

White Rose Glycerine Soap



For over three generations No. 4711 White Rose Glycerine Soap has been used—and endorsed—by discriminating women the world over.

Its daily, regular use insures a clear, soft and velvety-smooth skin.

So pure and transparent, it is a delight to use No. 4711 White Rose Glycerine Soap. Its delicate perfume and the richness of its creamy lather are a lasting pleasure—a revelation in how satisfying a good soap can be.

You can get it at your favorite department store or druggist.

Send us a 2 cent stamp for a trial sample cake of White Rose Glycerine Soap alone; or 10 cents in stamps for a sample of the soap, a sample of No. 4711 Bath Salts, and a sample of No. 4711 Eau de Cologne.

<p>No. 4711 Eau de Cologne</p> <p>The genuine—made since 1792 in Cologne. Delightful, delicate, refreshing. 4 oz. bottle, 70 cents.</p>	<p>No. 4711 Bath Salts</p> <p>A spoonful in the bath imparts a delightful softness to the water. Seven charming odors. 12 oz. bottle, 50 cents.</p>	<p>No. 4711 Depilatory</p> <p>For decades famous beauties have used it for removing superfluous hair. The easiest and safest method—in powder form. Guaranteed. 75c bottle.</p>	<p>No. 4711 Honey Jelly</p> <p>A delightfully soothing preparation which beautifies and softens the skin and allays all irritations. Large tube, 25 cents.</p>
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MÜLHENS & KROPFF, Department 14, 25 West 45th St., New York

Theatregrams

Continued.

ago. Then Lenore Ulrich, who plays the name part, and William Courtleigh, who has the role of Quannah, the Comanche chief, both studied their originals at close range. Miss Ulrich is a true-to-life Indian princess, and as for Mr. Courtleigh, Indians have been a hobby of his since boyhood. While he was preparing his present part he asked a Sioux chief if he overdid the emotional business, and received a negative answer. It seems the impassivity of the Indian is merely a pose in the presence of white men. As for the rest, David Belasco has staged the production with the artistry coupled with care for authentic detail that has come to be known as Belascoan.

It won't be very long now before Madge Kennedy and John Cumberland, of "Fair and Warmer," at the Eltinge Theatre, will be mixing for the two-hundredth time that famous concoction that has put the name of a new drink on the wine-cards of some of the leading hotels and restaurants. The "Giraffe Cocktail" is referred to, of course, and while, if the mixture is really to be drunk, the ingredients are emphatically not the same as those selected by the innocents in Avery Hopwood's farce of "temperature and temperament," the name serves to advertise the play and the play the name, so everyone is happy. Incidentally, there is no sadness discernable about the offices of Selwyn & Company, seeing that they have added just one more "hit of the season" to their list.

If you're not in the mood for any of the Shakespearean performances with which they're commemorating (some of them write it "celebrating," by the way) the tercentenary of the great bard's death; if a stirring drama doesn't seem to appeal to your fancy; if you weary of the problem play; in fact, if you want to experience simply the charming allurements of a blithe little creation, artistically reminiscent of all the best traditions of the theatre, why then, "The Cinderella Man" with Phoebe Foster and Shelley Hull awaits you at the Hudson Theatre. Miss Foster and Mr. Hull fit so well into the very spirit of their parts that it is difficult to imagine any one else attempting them. You'll come away from the play glad that you are alive and that it is spring.



KRANICH & BACH

Jubilee PLAYER

Price \$700

Convenient Payments

ENJOY the musical "hits" of the season, with endless encore, in your own home. Play them yourself on a Kranich & Bach Player Piano. You can play anything at once, including the masterpieces of music of all times.

The half-century of effort that is back of the Kranich & Bach has made it the leader of the world in tone and artistic possibilities. Money can buy nothing better.

237 EAST 23rd ST.
NEW YORK

16 WEST 125th ST.
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What Makes the Distinctive Quality of an Estey Organ?



Why, come to Vermont and see—see old men lovingly bending over work at which their ears and fingers have become thrice skillful through three score years. Come and see the young men growing up under the training of their elders,—acquiring an ear for tone that only the clean air and quiet life of the Vermont hills can bring to perfection. Come and see a factory organization pervaded with brotherliness and dominated by the highest musical standards. You will then come to understand the Estey-craft—which is indeed the genius of the place and of the product.

ESTEY COMPANY
23 West Forty-Second Street
NEW YORK

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Maison Bernard MODES.

Our Easter Collection

Consisting of
Afternoon Costumes & Manteaux, Dance Frocks & Wraps,
Chapeaux

Represents the very latest Paris Expression
for Spring & Summer

Madame Bernard's original designs, ready to deliver
or made to order, are of especial interest to
those seeking absolute exclusiveness

FIFTH AVENUE AT 57TH STREET

Grasp This
Opportunity!



Exquisite Pattern Hats at Actual Wholesale Prices!

Our wholesale business
in Hats for the coming
Spring is over and we
are selling *all* Pattern
Models consisting of

*Dress,
Tailored and
Sport Hats*

to consumers (and that means
you) at wholesale prices—the
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Our offerings include imported models, adaptations and our own exclusive creations.

A. SCHWALBE 31 W. 38th St.
Near Fifth Ave.



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SMITH BROTHERS
of Poughkeepsie
Your Grandpa Knows Us

Makers of Lasses Kisses and
S.B. Chewing Gum—"The Gum
with the Cough Drop Flavor."

TAKE heed. After the show
be sure to bundle up good and
take a few S.B. Cough Drops. The
medicinal oils in these drops will
prevent sore throat and coughs.
Carry a box of S. B. Cough Drops
all the time. Take one at bedtime
to loosen the phlegm.

SMITH BROTHERS'
S.B. COUGH DROPS

Containing Only Pure Cane Sugar
and Pure Medicinal Oils



Summer Furs

Cross Fox Scarfs, \$35 up.

Fox Scarfs, in various
colors to match gowns.

Collarettes, Shoulder
Wraps, all of prevailing
fashion.

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Furriers
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TRADE MARK REGISTERED

The Silk Irresistible

THE overwhelming success of Soirée is due to its ex-
treme beauty, quality, construction, perfection of
manufacture, adaptability to fashion and color effects.

Soirée is an ultra DRESS Silk, and because of its
being pure dyed in the skein, is washable. A credit to
the silk industry.

Soirée is stamped in the selvage. Look for the
Soirée Label in ready-to-wear garments, to insure
your getting the genuine.



ROGERS & THOMPSON, Inc.

Creators of Silks Par Excellence

357 FOURTH AVENUE . . . NEW YORK



By CORA MOORE

FASHION changes the silhouette as nonchalantly as she does the size of hats or the shape of sleeves. It seems but an hour ago that extreme slenderness was a virtue of virtues, yet now it matters very little whether Nature made us stout or lean; the most sylph-like figure dressed in style suggests untold pounds of useless flesh. It is disheartening until you examine the fashions; they are so alluring that you are willing to sell your birthright of slimmness to wear them.



Suitable for a Variety of Occasions is this Frock of Silk and Vell.

The protracted cold weather has held up some of the promised novelties but it has brought out ahead of time some of the new furs that have been especially designed for wear through the summer. Fox scarfs colored to match gowns, cross fox ones in long, medium length or short collars that hug the neck, and shoulder cape and small wraps of various shapes are what will be worn or carried along with flimsy summer frocks.

Practically all the furriers have taken up the idea with enthusiasm, but A. Jaekel & Co.'s Fifth Avenue establishment has had carried out for it some suggestions of unusual distinction. For instance, one scarf about twelve inches wide, exquisitely lined, ends in a fur fringe, and some others have silk and chiffon intermingled with the fur in the most fascinating manner imaginable. If any incongruity between furs and the summer time exists in your mind, it will vanish like mist once you see what the furrier has to offer.

Continued on Page 14.



LEIGH'S FACE POWDER

For over 25 years this powder has been used by the most exclusive women in America. "The reason is simple." Purity, invisibility and its exquisite perfume and refreshing qualities make it a most valuable adjunct to the toilet. Four colors, White, Flesh, Cream and Mauve.

50c. a Box

ON SALE AT ALL SMART PLACES

Leigh's

158 MADISON AVENUE
New York

*On the Dressing Table
of Every Woman who Cares*

Boisnot's Ideal Cold Cream

"Incomparable for the Complexion"

H. S. BOISNOT

74th Street BROADWAY 76th Street

THE EPICURES OF NEW YORK

from Rector's to Churchill's,
from the Waldorf to the Plaza,
have made the fame of Lieder-
kranz Cheese, an after dinner
digestive that captivates
you with its rare flavor.

LIEDERKRANZ
The CHEESE that makes the meal

OPPENHEIM, COLLINS & Co

34th Street—New York

America's Foremost Specialists

Direct Attention to their

Exclusive Apparel

For Women, Misses, Juniors and Girls

Women's Tailored and Dressy Suits

Women's Dressy and Sport Coats

Women's Gowns and Dresses

Women's Separate Skirts

Misses' Suits, Coats and Dresses

Children's Outer Apparel

also

Waists, Shoes, Millinery, Underwear,

**Sweaters, Gloves, Hosiery
and Negligees**

At Moderate Prices

What the Woman Will Wear

Continued.

The early frocks are exceedingly interesting — witness the model sketched, an afternoon dress of brodered voile and double-faced silk and adaptable to various color combinations. The dressmaker who has the original model has developed it in a dark blue and old rose very effectively and substituted a pretty straw braid for the soutache of the original.



The New "Avenue" Bags.

Taffeta is still in the lead for spring suits as well as gowns, but satin is a close rival. All sorts of pretty figured silks will be in order this summer, and no doubt New York streets will resemble nothing so much as a series of garden parties, for there are charming hats turned out expressly to accompany the frocks, and the costumes are not likely to be reserved for resort wear.

Surely every woman may be a picture if she will this year. Not only are there distinctive fashions for every type but there is so much latitude allowed in the way of color and line that one may suit one's self almost exactly. It only remains to know what these requirements really are. There's the rub.

As a final word, have you seen the new "Avenue" bags? They are of silk or chiffon or, if you please, they will be made to order to match your gown. They are netted, or, if to go with a tailored suit, it may be they are braid or leather-trimmed. In any case they are intended to look a feature of the costume rather than an afterthought.



When Summer Zephyrs Drive Boisterous.

Addresses where merchandise described in the foregoing can be obtained may be had from Frank V. Strauss & Co., 108-114 Wooster Street, New York.

Walpole Bros.

Manufacturers and Retailers

of

Household Linens

Hand Woven Table Damasks

Line: Sheets and Pillow Cases

Bedspreads and Roll Pieces

Bedroom and Bath Towels of

GUARANTEED QUALITIES

Direct from our own looms



373 Fifth Avenue, New York

Also of LONDON, DUBLIN, BELFAST, WARRINGTON AND MELBOURNE. Established 1761.

You Surely Are Interested in Beautiful, Handmade Silk Underwear and Negligés

of Exclusive Pattern and Design!—dainty garments of the most exquisite materials, embroidered in delicately shaded colors!

They're so individual when made to your order!

May I send a representative with models for suggestion?

Just Phone or Write to

Madame Paula

Lingerie Elegante, Robes d'Interieur

Phone Audubon 8692

622 WEST 137th ST., NEW YORK



Announces the arrival of their
Spring Models
and requests the pleasure of your inspection

On view from 10:30 to 12:30 A. M.

2:30 to 4:30 P. M.

37 and 39 West 57th Street, New York

L. P. Hollander & Co.

(Established 1848)

Have placed their

*Tea Gowns, Negligees, Underwear
and Corsets*

under the direction of one of the most competent buyers in the country. A display of new designs has been prepared and is now on exhibition on the fourth floor.

Fifth Avenue, at 46th Street

Globe-Wernicke

SECTIONAL BOOKCASES

Cost No More Than The Ordinary Kind



GLOBE-WERNICKE Sectional Book Cases are carried in stock in various woods and finishes to match most any interior. Can be purchased a section at a time. Will fit nearly any space. This solves the moving problem and disposes of new books.

The Globe-Wernicke Co { Main Store, 380 Broadway
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Branch, 50 Broadway (Standard Arcade)

Renard

47-49 West 42d St.
The Great Specialty House

Are now showing some new and exclusive

SPRING MODELS

moderately priced
8.50 to 18.50



THE HARDMAN

FIVE-FOOT GRAND



Exquisite in form and occupying no more space than an upright. And Caruso says: Its *tone* is wonderful!

\$650 Easy terms of payment

HARDMAN PECK & CO.

FOUNDED 1842
433 Fifth Ave. New York City
Brooklyn Store: 524 Fulton St.



For the Smartest Skirts, Hats and Sport Costumes, Specify Incomparable

A.W.B. Boulevard
Registered in U. S. Patent Office.

VELVET

"Standard for Fifty Years"

Velvets and Dress Corduroys

In All Fashionable Shades and Patterns at All Better Stores



Evening.
A TWELVEMONTH ago, the war had sobored "le monde ou l'on s'amuse" like an icy douche. Europe rang with the clump of tramping feet. Forked lightning seemed to lurk in the sky. In club cars of limited trains and smoke rooms of trans-Atlantic liners heads were put together and the air was as tense as a fiddle-string.

Jeremiads were sung and one mumbled darkly of this, that and the other, lump in throat and heart in mouth. Fashion tipsters, with long ears and short sight, said that the world would put on black, and style was knocked in the head, and look for the deluge, and so on "ad nauseam."



The Double-Breasted Lounge Jacket for Spring.

Well, the Palm Beach Season of 1916 has been the most brilliant in the chronicles of American Society. It drew a more notable gathering of fashion practitioners than our homeland has seen at one time in one place, and it gave a fillip to more new styles and fads than ever within memory.

All these will be pictured and described here betimes.

Afternoon.

Time was, when if you wore a double-breasted mufli jacket, you felt almost as lonely as a coral island in the South Seas. Quite three years ago, this type of garment, never outmoded, came to be readopted by the generality of us, until this spring one sees it on smartly turned out men everywhere, and, of course and inevitably, on those who parrot them.

However, gone are the hock-bottle shoulders that used to spoil the jacket and make it a pinched-and-hunched absurdity. Shoulders are natural, waistlines are natural, skirt-drapery is natural, naturalness is the key in which all contemporary fashion is pitched.

Continued on Page 20

WE Now Have Two Stores in New York Where You Can Have Clothes Made to Measure That Are Perfect in Style, Fit and Material, and at a Moderate Price—

At both stores, Broadway and 9th Street and 30 East 42nd Street, the materials, service and prices are the same.

New Spring Fabrics Now On Display

Thousands of imported and domestic materials in all the newest and most exclusive colorings, and every known weave and pattern.

Prices range from \$20 to \$50, according to material selected.

- Flat Braided Cutaway Suits \$38
- Evening Dress Suits \$40
- Tuxedo Suits \$35

Arnheim
 Broadway & 9th Street
 and 30 East 42d Street



The "Perfect Dress Tie"

The Tie with the Button-On Tabs

☞ This tie is anchored to the front collar button, the central and only proper place, thus positively centering the knot when tied.

☞ The vogue of the poke collar for formal evening wear this season makes the "Perfect Dress Tie" the tie par excellence for the Man of Fashion.

SOLD IN THE BEST SHOPS
 50 CENTS AND BETTER

☞ If your dealer does not carry the "Perfect Dress Tie," write to us and we will see that your wants are supplied.

KEYS & LOCKWOOD New York



Mr. Neckwear Wearer:

Did you buy that Slip Scarf? If not, do not delay. It is the Scarf you have long been looking for—suitable for wear with all collars. As the name of one of the following well-known manufacturers is found on all Slip Scarfs it needs no other recommendation.

- C. Stern & Mayer, - - - - New York
- Meyer, Bacharach & Friedheim, New York
- Anathan & Company, - - - - New York
- Stern, Greenberger & Co., - - - - New York
- Chas. W. Lyford & Son, - - - - New York
- Keys & Lockwood, - - - - New York
- Louis Auerbach, Inc., - - - - New York
- Oppenheimer, Franc & Langsdorf, New York
- Zimmern & Levi, - - - - New York
- Carter & Holmes, - - - - Chicago

Yours for Neckwear Comfort

SLIP SCARF COMPANY

What the Man Will Wear

Continued.

The double-breasted affair portrayed in the accompanying sketch, is only one of the modish jackets of the season. The collar is wide and low-notched; the lapels are unflattened, broadish and peaked; the pockets slant; the waist is curved over the arch of the hips; the cuffs are plain and the bottom corners are rounded off.

Such a jacket is very becoming to the spare, tallish, upstanding figure; nor does it misbecome the thicker-set man. If it be cut by a tailor who knows what he's about,

Morning.

Though there is supposed to be a pinching shortage of foreign cravatings, you see no end of Spitalfields, Macclesfield, French and Italian silks in spring scarfs at the smart

Avenue shops. To be sure, the patterns are a bit dull and one misses the prismatic colors of former seasons.

Cravats, as foretold here, are edging toward narrowness, though this doesn't mean niggardly shapes. Knots of sailor scarfs (four-in-hands) are of fairish size, with a goodly spread of apron. Bow-knot (batwing) ties are in the high noon of their vogue to accompany the tab



White Piqué Soft Collar with Flat Bow-Knot.

(wing) collar.

The white piqué soft collar, illustrated here, is seemly for the most informal morning dress. It is shown together with a flat bow-knot tie of a type which has vaulted into sudden "popularity," since it was described here at the launching of the Southland season.

Shirts with colored bodies and white piqué bosoms and double cuffs, overlaid with brilliant stripes, are sponsored by the best-turned-out set. The cuffs are heavily starched and, to have them swish comfortably, the jacket-sleeve is cut with a slight bell-bottom flare. —BEAUNASH.

Addresses where merchandise described in the foregoing can be obtained may be had from Frank V. Strauss & Co., 108-114 Waverley Street, New York.



the new Spring and Summer

15c
Each

Ide

2
for
25c

COLLAR

Ide Collars have—exclusively—
Linocord Unbreakable Buttonholes

GEO. P. IDE & CO., Makers, TROY, N. Y.
Also Makers of Ide Shirts

The Champagne Incomparable!

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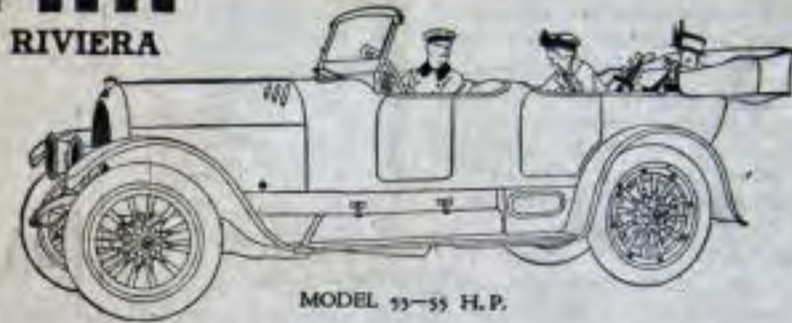
The bouquet
of the best im-
ported at half the
price!

Ask for it everywhere

GERMANIA WINE CELLARS
Hammondsport : : : New York

FIAT

RIVIERA



MODEL 55-55 H.P.

The Car that Defies Competition
AND
Justifies Special Investigation

Catalogue upon request

FIAT MOTOR SALES CO.
1776 BROADWAY, corner 57th Street

SEN-SEN



Throat Ease
and Breath
Perfume

FOR SALE AT ALL DRUG STORES



A Pleasant Memory

".... And when you leave the Hotel Sherman, it will be with regret, tempered by fond anticipation of the happy day when you can return."—*Elbert Hubbard.*

Hotel Sherman CHICAGO

Rooms with bath \$2.00 to \$4.00.

The Ice Skating Exhibitions in the College Inn, Hotel Sherman, are responsible for the present revival of Ice Skating throughout America.

Randolph Street at Clark
The center of the city's life

Send for free color reproduction of the famous painting by Maxfield Parrish, "Sing a Song of Six Pence."

HOTEL SHERMAN COMPANY

C/B

A la Spirite
CORSETS

"Preparedness, Does It Mean You?"

"I am prepared for any occasion," said the woman who always looks her best.

"Yes, I have a corset cut specially for evening wear; I have a corset for sports, and I have a corset for the street. Every well-dressed woman does.

"Made to order? Never. Not when I can walk into any store and buy a C/B a la Spirite.

"I can get more style, better materials and more comfort in a C/B than any corset I ever wore.

"Price? Why, you can suit yourself; they sell for \$1 to \$10 a pair."

For the Woman of Fashion
The Standard Everywhere



Annual Spring Sale

HOUSEHOLD FURNISHINGS

McCreery "Master-Made" Furniture,
Beds, Bedding, Wicker Furniture,
China, Lamps and Electrical Goods.

At Remarkably Low Prices

James McCreery & Co.

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Henri Bendel

Importer of

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Gowns
Furs and
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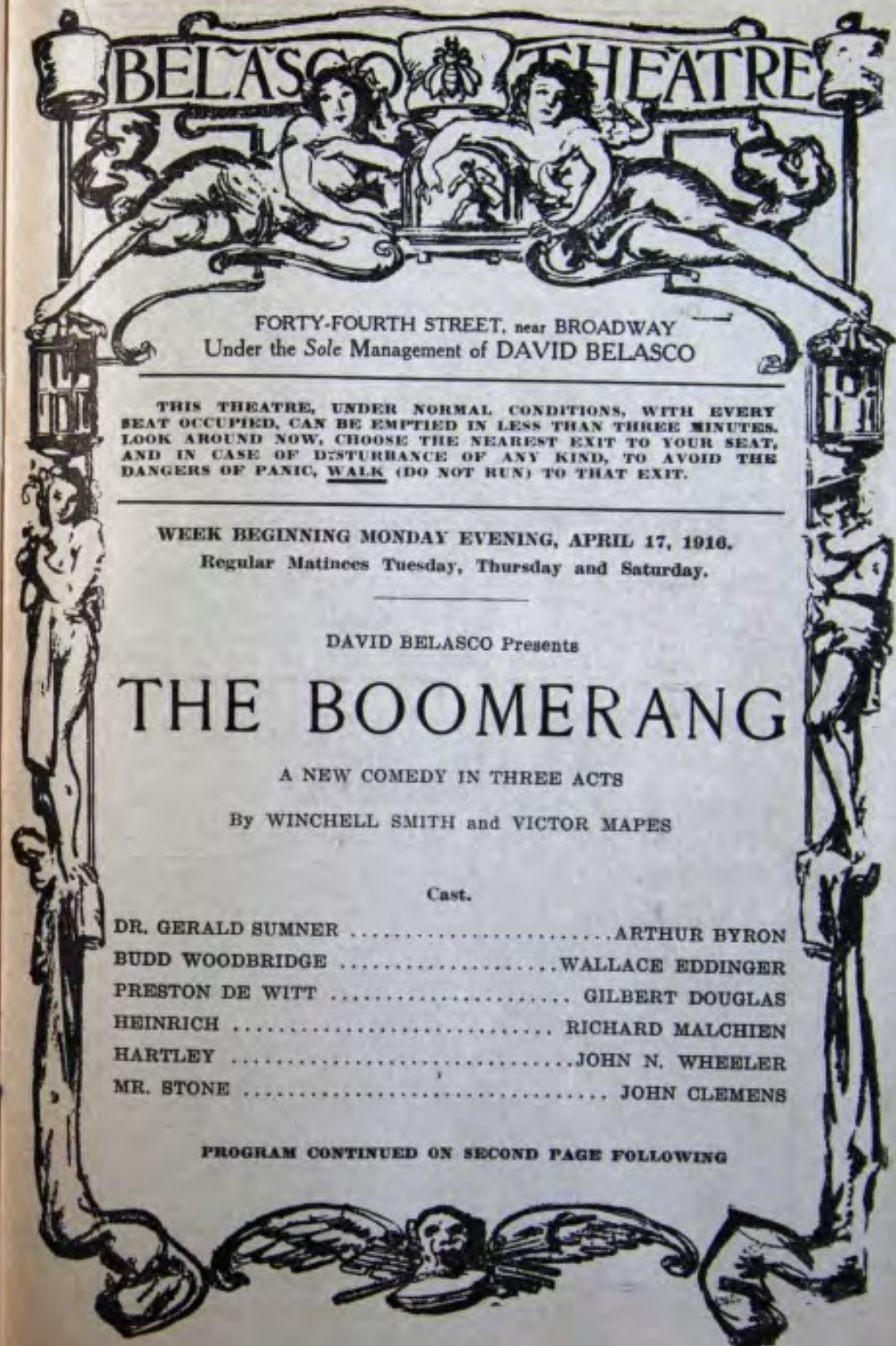
Lichtenstein Millinery Company

IMPORTERS

*Gowns,
Tailored Suits,
Trimmed
Millinery, etc.*

No Branch Store and no con-
nection with any other house of a
similar name.

584-586 FIFTH AVENUE
47th and 48th Streets
NEW YORK



BELASCO THEATRE

FORTY-FOURTH STREET, near BROADWAY
Under the Sole Management of DAVID BELASCO

THIS THEATRE, UNDER NORMAL CONDITIONS, WITH EVERY SEAT OCCUPIED, CAN BE EMPTIED IN LESS THAN THREE MINUTES. LOOK AROUND NOW, CHOOSE THE NEAREST EXIT TO YOUR SEAT, AND IN CASE OF DISTURBANCE OF ANY KIND, TO AVOID THE DANGERS OF PANIC, WALK (DO NOT RUN) TO THAT EXIT.

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General Stage Manager Louis Massen
Stage Manager John N. Wheeler


(Extract from Webster's Dictionary)
Boom-er-ang, N. A very singular missile weapon, used by the natives of Australia; when thrown from the hand, with a quick rotary motion, it describes very remarkable curves, according to the manner of throwing it, and finally taking a retrograde direction, so as to fall near the place from which it was thrown, or even very far in the rear of it. IN INEXPERIENCED HANDS THE BOOMERANG RECOILS UPON THE THROWER, SOMETIMES WITH VERY SERIOUS RESULTS.

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Wendell Phillips Dodge,

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Orchestra Stalls	\$ 2.00
First Balcony	1.50
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Balcony Boxes (seating six)	12.00
Admission	\$1.00 and 50 cents

Frank V. Strauss & Co.,
Program Publishers,
102-114 Wooster Street, New York.

WEEK OF APRIL 17-22, 1916.

The evening performances at the Belasco Theatre begin promptly at 8.30 o'clock. The matinees on Thursday and Saturday being at 2.30 o'clock. The doors are opened half an hour earlier.

The box office is open daily from 8 a. m. to 10 p. m. Orders for seats may be sent by mail, telegraph or telephone (4465 Bryant), and in every instance the best seats will be given to the earliest order. Tickets will be held twenty-four hours, except when ordered on the day of performance for which they are to be used, when they will be held until 1 p. m. for matinees, and until 7 p. m. for evenings.

Tickets ordered by mail and paid for will be held until otherwise directed. Tickets purchased on the sidewalk are worthless and will not be received at the door.

Every difficulty arising in respect to errors in tickets or seats should be referred to the House Manager, Mr. Walker, or the Treasurer, for a speedy and proper adjustment.

There are three ladies' reception rooms. One will be found at the east end of the foyer, down the stairs. A smaller room is near the stairs leading from the west end of the foyer to the first balcony. A third room is at

the east end of the second balcony. Maids are in attendance.

There is also a gentlemen's smoking room down the stairs at the west end of the foyer, where all the evening newspapers may be found.

Cloak rooms, where garments and articles may be checked entirely free of charge or fees, are placed in the main lobby.

An A. D. T. Messenger Call is placed in the outer lobby for the convenience of patrons of this theatre. Application should be made at the box office.

Physicians and other patrons anticipating emergency calls are invited to leave their names and numbers of their seats at the box office.

The employees of this theatre are not permitted to ask or receive fees of any description. Complaints for infraction of this rule or for discourtesy or inattention on the part of the employees will be appreciated by the manager.

Carriages may be ordered for 11 o'clock each evening.

The attention of our patrons is invited to the Electric Carriage Call Service now in operation at this theatre. Please do not fold the carriage check handed to you by the house footman. Upon leaving the theatre this ticket should be delivered to the uniformed attendant at the call box in front of the carriage entrance.

Persons finding lost articles are requested to leave them at the box office.

For the convenience of patrons opera glasses may be rented at a nominal charge by personal application at the box office.

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A REPRESENTATIVE in Congress took a friend from home to the Senate gallery one afternoon. As the friend looked down upon the scene his gaze rested upon the clerical garb of a man in front of the Vice-President's chair.

Since he seemed particularly interested, the Representative explained:

"That's the Reverend F. J. Prettyman, the chaplain of the Senate."

"Oh, he prays for the Senate, does he?" asked the friend.

"No," said the Representative, "he takes a look at the Senate and then prays for the country."

There is a constable in a New England village who endeavors to be something of a Sherlock Holmes.

"Now, gentlemen," said he, on one occasion to his assistants in a particular case, "we have traced these clues—the footprints of the horse and the footprints of the man, right up here to this stump. From the stump on there's only the footprints of the horse. Now, gentlemen, the question arises: What has become of the man?"

A Washington man sent a small boy in his neighborhood to deliver a note to a young lady living a few blocks distant. He gave the boy a quarter and told him to hurry. After a short time the messenger returned and, handing the money to his patron, said:

"Miss Jones says she will be glad to see you to-night, but she didn't want the quarter."

A Chicago man was seeing his wife off with the children for a vacation in the country. As she got into the train he said, with the fondest of expressions, "But, my dear, won't you take some fiction to read?"

"No, sweetheart," returned the wife, "I shall depend upon your letters from home."

"What is an egoist, pa?"

"An egoist, my boy, is a man who insists upon talking about himself when you want to talk about yourself."

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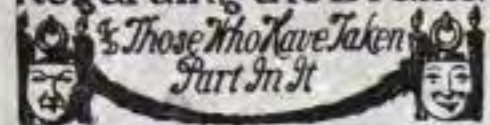
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Questions Answered Regarding the Drama



STAGELAND EDITOR, Sir: Kindly give me biography of Margaret Anglin.
L. H.

Born Ottawa Canada, April 3, 1876. Made her debut as *Madeline West* in a revival of "Shenandoah," at the Academy of Music, New York, in November, 1894. In 1896-7 appeared with James O'Neil as *Ophelia* in "Hamlet," as *Virginia* in "Virginia," as *Julie de Mortemar* in "Richard III," and as *Mercedes* in "Monte Cristo," en tour. In 1897-98 toured with E. H. Sothern as *Meg* in "Lord Chumley" and played *Rosalind* in "As You Like It," *Grace* in "Christopher, Jr.," *Maria* in "The Mysterious Mr. Bugle," en tour through Canada. October 3, 1898, appeared as *Roxane* in "Cyrano de Bergerac" with Richard Mansfield at the Garden, New York; as *Constance* in "The Three Musketeers," Broadway, March 13; as *Heloise Tison* in "Citizen Pierre," Fifth Avenue, April 12; as *Mimi* in "The Only Way," Herald Square, Sept. 16, 1899. 1901-3 as leading woman with Empire Stock Company, appeared in "Brother Officers," "The Bugle Call," "Mrs. Dane's Defense," "Diplomacy," "The Wilderness," "The Twin Sister," "The Importance of Being Earnest," "The Unforeseen," etc. In 1903, toured with Henry Miller, appearing in "The Devil's Disciple," "Camille," "The Aftermath," "The Taming of Helen" and "Cynthia." 1904 appeared in "Camille" and "The Eternal Feminine." 1905, "A Wife's Strategy" and "Zira"; 1906, "The Sabine Woman," "Young Fernald," "The Great Divide" and "Mrs. Dane's Defense"; 1907, "The Great Divide"; 1908, "The Awakening of Helena Richie," "The Thief," "Taming of the Shrew," "Zira" and "Twelfth Night" (the last four in Australia). 1909, "The Awakening of Helena Richie"; 1910, "Antigone"; 1911, "Hippolytus" and "Green Stockings"; 1912, "Lydia Gilmore," "Egypt" and "The Child." 1914, March 16, appeared as *Rosalind* in "As You Like It"; March 19, as *Katharine* in "The Taming of the Shrew"; March 23, as *Viola* in "Twelfth Night" and March 30, as *Mrs. Erynn* in "Lady Windermere's Fan," at Hudson Theatre. April 12, 1915, played *Beverly Dunwiddie* in "Beverly's Balance," at the Lyceum. Married Howard Hull, New York, May 3, 1911.

For information address Stageland Editor, FRANK V. STRAUSS & CO., Publishers, The Strauss Magazine Theatre Program, 108-114 Wooster St., New York.

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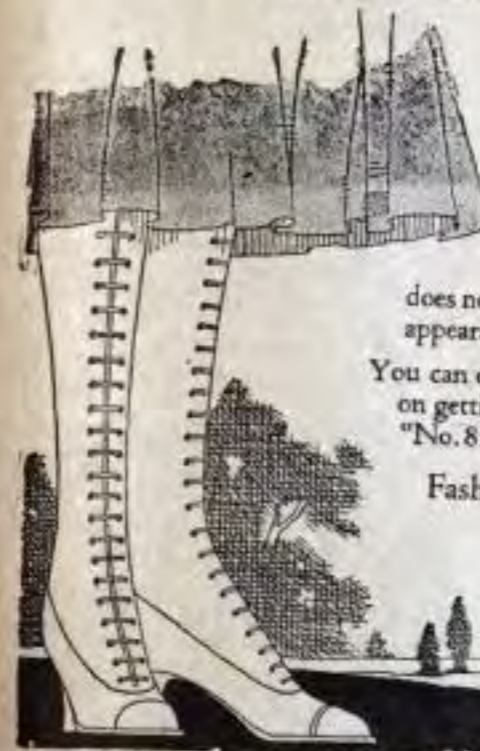
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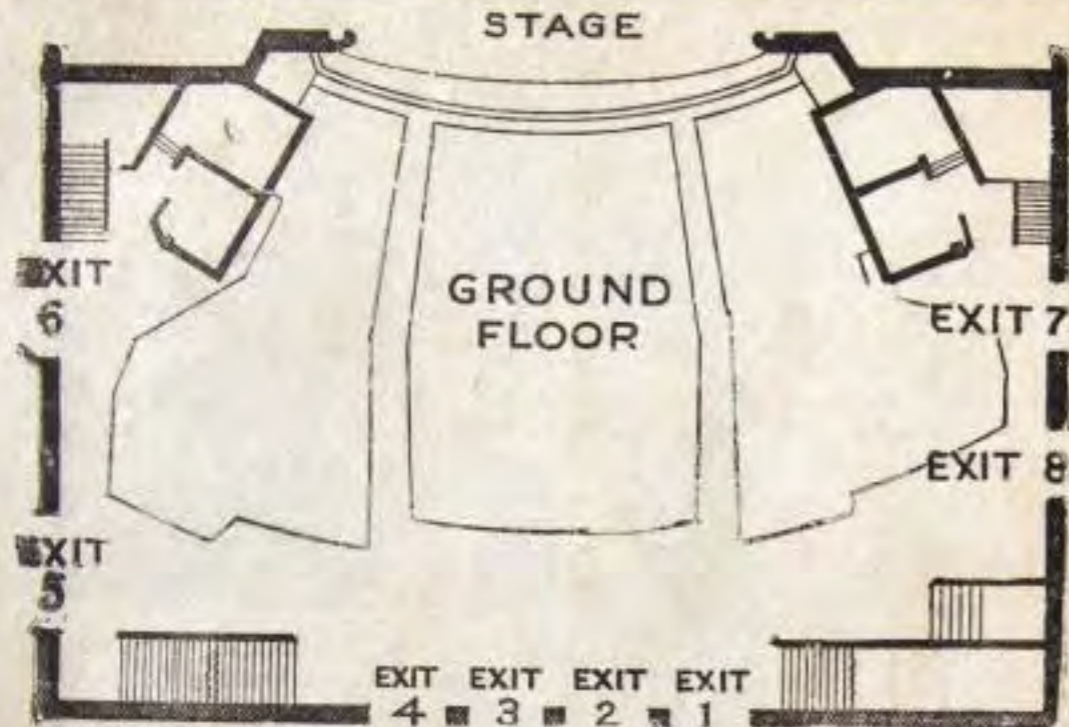
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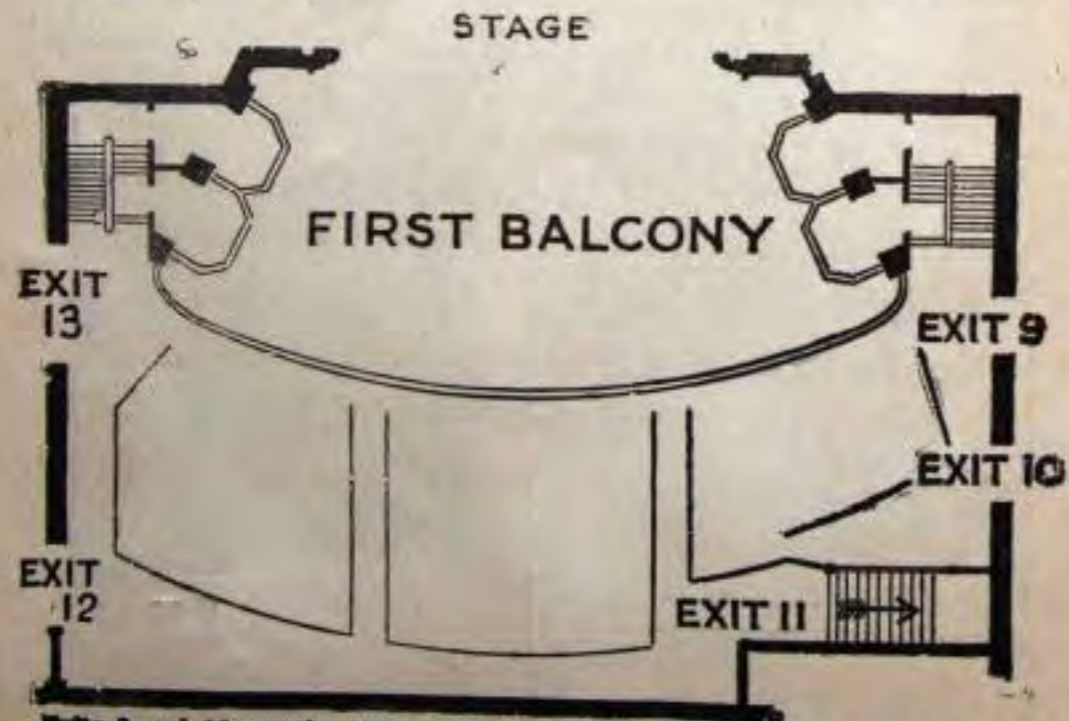
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 Exit 6, on the left of the orchestra, leads to a broad court, opening directly on 44th Street.
 Exits 7 and 8, to the right of the orchestra, leads to a broad court, opening directly on 44th Street.



Exits 9 and 10, on the right of the first balcony, lead to an iron stairway down through a court, opening directly on 44th Street.
 Exit 11, on the right of the first balcony, at the rear, leads to the foyer, opening directly on 44th Street.
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