

Hippodrome
Souvenir Book

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Scrapbook





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THE NEW HIPPODROME

*Season of 1915-16 at the National Amusement Institution of America
and the Greatest Playhouse in the World.*

A NEW HIPPODROME is offered to the people of New York—or rather to the people of America—for the appeal of this great playhouse is nationwide. The Hippodrome with this season—1915-1916—comes under the direction of Charles Dillingham and to signalize the new regime the house has been completely remodelled. Since Mr. Dillingham assumed control in the early summer, every minute has been occupied by throngs of workmen preparing the Hippodrome for its new era, and those familiar with the famous establishment will find it transformed throughout. Beginning with the entrance and continuing through the auditorium to the great stage, alterations and improvements will be everywhere noted. The foyer has been made more spacious; the orchestra floor has been reduced in width and the boxes moved forward to bring about a more intimate relationship with the stage, and a new proscenium arch has been installed, much closer to the footlights than before, giving greater depth and a finer perspective to the stage pictures.

The new stage, improved chiefly by the change in the proscenium setting, makes the New Hippodrome more of a theatre and less of a circus. The reconstructed stage now follows the lines and complete equipment found in other first-class New York producing theatres such as the New Amsterdam, the Globe and the Empire, but of course on a huge scale. Some idea of its extent may be gathered from the fact that the area of the Hippodrome stage equals the joint proportions of the stages of the three theatres above mentioned with five others of equal size. The tremendous curtain which divides the auditorium from the stage at the point of the new proscenium arch has a surface of over five thousand square feet. While the structural changes so far noted will increase the comfort of the patrons of the Hippodrome and permit the management to present more artistic and more convincing stage effects, a word is due in passing to the appeal to the cultured eye that has been contributed by the best artists of the city in the curtain just referred to, the decorative panels over the proscenium arch, and elsewhere throughout the building.

Dismissing figures as far as the magnitude of the auditorium is concerned with the statement that the New Hippodrome has five thousand six hundred and ninety-seven seats, a few words seem due to the army that works unseen for

the enjoyment of the multitude "in front." This army gets none of the acclaim that spurs to effort the great company that appears on the stage but are as necessary to the Hippodrome entertainment as its engineers and stokers are to an ocean liner. Four hundred carpenters, property men, electricians, costumers, engineers, grooms, dressers and stage hands are required to operate a Hippodrome production. The company proper, including chorus and ballet, numbers five hundred—and one hundred and twenty-five people are employed on the other side of the curtain, as doormen, ticket-takers, ushers and other attendants. This makes upward of a thousand persons actively engaged at every performance given in the New Hippodrome.

Under the stage are many of the New Hippodrome wonders. Here is the massive hydraulic machinery for raising and lowering the scenery, and here also are the machine shops for the mechanics and artisans of the various departments. A complete ice-making plant was installed the past summer to provide the skating surface for the beautiful ice ballet that is a feature of Mr. Dillingham's inaugural production. Below stairs, too, are the barns where the live-stock is stabled.

Notwithstanding the character and magnitude of the new production in the New Hippodrome, Mr. Dillingham, realizing that this spacious edifice is dedicated to all the people from every part of the universe, has arranged a scale of prices that will be found popular and democratic. The best seats in the orchestra at the evening performances will be one dollar and a half, and all seats, even those for twenty-five cents in the second balcony, will be reserved in advance for the convenience of patrons. At the matinees the best seats will be one dollar, except on Saturdays.

Unfailing courtesy and cheerful attention to the pleasure and comfort of all patrons, is the keynote of service required, and as one means to this end, military discipline has been introduced, and the ushers, guides and all attendants are uniformed and organized as a military body, thoroughly drilled and with a full complement of officers.

It is the aim of the management to make the New Hippodrome worthy of its beauty and its magnitude and truly a national institution and the greatest playhouse in the world.



THE NEW YORK and DIXIE GIRLS
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A Dollar and One-Half Dinner for **65c**

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Under the management of M. HIRSH
Formerly of the Waldorf-Astoria, late of the New Grand Hotel.

How do I do it? Here it is:—I am purchasing agent for a large hotel concern in this city and buy in large quantities for cash only.

I pay no rent, light or heat, and for these reasons I can do better than any other restaurant man.

Here is to-night's dinner. Try it and be convinced:—

Served from 5 to 9 P. M.

- CHOICE—Celery, Radishes, Olives.
- Crabmeat Cocktail, Striped Cocktail, Oysters or Clams, half shell.
- CHOICE—Chicken Soup with Barley, Consommé Jardinière, House Made Noodle Soup.
- CHOICE—Baked Kennebec Salmon, Hollandaise Sauce, Turkey Croquettes with Asparagus Tip.
- CHOICE—Braised Bluefish, Maitre Hotel, Broiled Fresh Mackerel, Brown Butter, Sea Bass Saute, Meuniere, Fatted Breast of Beef, with Potato Purée, Lamb Stew, Hungarian, Veal Chop Saute, Natural, Roast Fresh Ham à la Brytain, Sirloin Steak, Filleted, à la Hirsch, Veal Kidney, Hôtelet, Soufflé Beef Tongue with Garden Sprouts, Broiled Fresh Mackerel on Toast with Bacon, Prime Ribs of Beef au Jus, Pig's Knuckle with Sauerkraut, Roast Philadelphia Chicken, Giblet Sauce, Roast L. T. Duckling, Apple Sauce, Roast Scrambled Turkey, Cranberry Sauce, Baked or Candied Sweet Potatoes, New String Beans, Combination Salad.
- CHOICE—Apple Dumpling with Rind and Brandy Sauce, Assorted French Pastry, Neapolitan Ice Cream, Jonathan Apples, Rice Pudding, Kneeshot and Cannellini Cheese and Crackers, Coffee, Tea, Milk.

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JOHN GOLDEN



RAYMOND HUBELL



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 WILTON CARPETS AND RUGS**

America's Finest Products

In the "Karnak" Wilton a new standard of excellence and value has been established. The extraordinary durability and luxurious appearance of this splendid weave is not equalled by any other Floor Covering of the kind made in America.

The Carpets are made 27 in. and 36 in. wide, plain and figured effects. The Rugs are made in all regular sizes from 2 ft. 3 in. x 4 ft. 6 in. at \$6.75 to 11 ft. 3 in. x 15 ft. at \$110.00.

"Karnak" Rugs and Carpets are guaranteed.

In the Persian designs the exquisitely soft colors of rare Oriental weaves have been simulated with remarkable fidelity.

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57th Street and Lexington Avenue
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Our Teas are used exclusively in the Hippodrome Tea Room.



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Since
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Give maximum comfort & value



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SOME OF
Charles Dillingham's
Other Attractions

COLONIAL THEATRE, Boston

GABY DESLYS

With HARRY PILCER

IN MR. DILLINGHAM'S LATEST PRODUCTION

Stop! Look! Listen!

JOSEPH SANTLEY
DOYLE & DIXON

FRANK LALOR
HARRY FOX

And 100 More

Music and Lyrics by Irving Berlin

Staged by R. H. Burnside

Book by Harry B. Smith

ILLINOIS THEATRE, Chicago

MONTGOMERY & STONE

in **Chin-Chin**

BY ANNE CALDWELL AND R. H. BURNSIDE

BOOK BY IVAN CARYLL

STAGED BY R. H. BURNSIDE

EN TOUR

WATCH YOUR STEP

MUSIC AND LYRICS BY IRVING BERLIN

BOOK BY HARRY B. SMITH

STAGED BY R. H. BURNSIDE

WITH

Mrs. Vernon Castle

Frank Tinney

Bernard Granville

BRICE & KING

HARRY KELLY

AND A COMPANY OF 100



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Cross Fox Scarfs from \$35 Up.
Dry Cold Storage of Furs at 2%.

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New York

HIPPODROME

Management, Charles Dillingham

Evenings at 8:15 Matinee Every Day at 2:15 Concerts Sunday Nights

EXECUTIVE STAFF

General Stage Director... R. H. BURNHIDE Treasurer... J. LOUIS WHITE
Acting Manager... HARRY ASKIN Auditor... A. D. BOARDMAN
House Manager... JAMES W. MAYHEW Cashier... CLYTON E. LARK
Orchestra Manager... ALEX DAVIS

TELEPHONE EXCHANGE: No. 3496 Bryant, connecting all departments.

The Box Offices open 9 A. M. and 10 P. M.

Patrons will find seats for the current day's performances at Stations 4 and 6. At Stations 5 and 9 treasurers will sell the seats for future matinees and evenings; at Station 1 the mail order and telephone reservations are to be called for.

CHANGING FACILITIES for coats and wraps will be found at a cloakroom located on each floor. In the lobby it is situated at the right of the entrance, and on the mezzanine floor directly at the centre aisle leading to the refreshment buffet. The official charge for this service is five cents—no tips.

The price of the souvenir program is five cents, which represents the cost of its production.

A new departure will be found on the mezzanine floor of the first balcony, where a spacious lounge, a tearoom and smoking room are to be found. Here also is a soda fountain and buffet where refreshments may be obtained.

All departments of the Hippodrome are under the direct supervision of the management, and it is aimed to make the service throughout courteous and efficient.

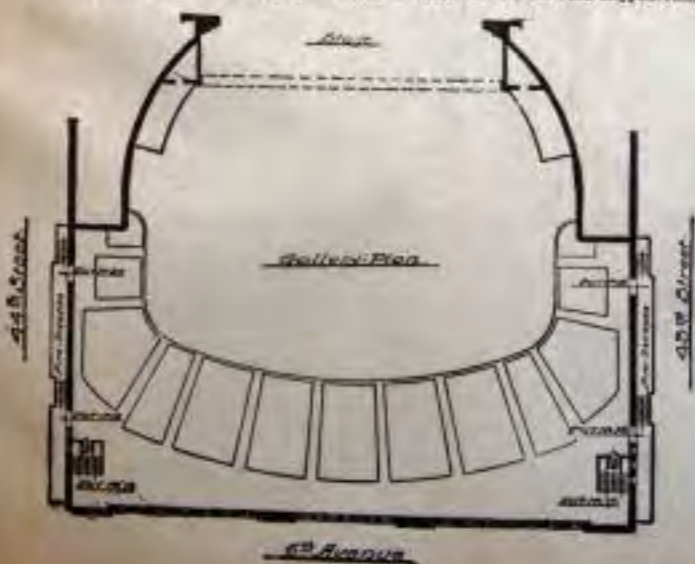
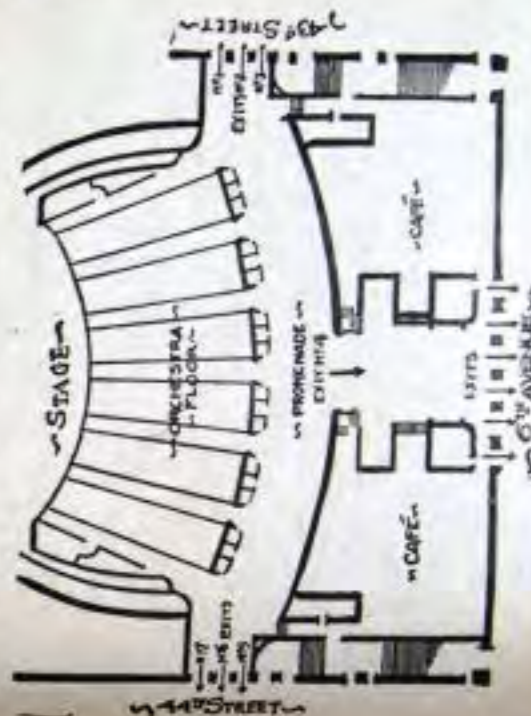
Telephone booths for the use of patrons have been placed in the foyer of the theatre and balcony.

Please do not fold the carriage call cards. Hand them to the liveried attendant at the Forty-third Street door on leaving. Please note the number.

It is desired that the conduct of visitors to this theatre should be studied in every detail. Complaints of incivility or inattention on the part of any official will assist in arriving at a high standard of efficient service to our patrons, if reported at once to the management.

The Hippodrome is scientifically purified by W. B. McVICKER Co., Sanitation Chemists.

For advertising rates in this program apply to Harry Askin, New York Hippodrome.



Seats On Sale

For

Easter Week

and

Decoration Day

Matinee and Evening

J. M. Gidding & Co.

As fast as transportation can be effected—the Gidding Salons are presenting every desirable Mode—introduced at the late Openings of the Haute Couture of Paris

MILLINERY GOWNS WRAPS
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FOR IMMEDIATE SELECTION—OR TO ORDER

CHARLES DILLINGHAM
PRESENTS

"HIP-HIP-HOORAY"

In **TWO ACTS**

By **R. H. BURNSIDE**

Lyrics by **JOHN L. GOLDEN**

Music by **RAYMOND HUBBELL**

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.

CHARACTERS

THE AMBITIOUS ACTOR..... Joseph Parsons
(in love with)
THE INSIDENT INCUBUS..... Anna May Roberts
THE JAUNTY JUVENILE..... Harry Griffiths
(in love with)
THE SALCY SIBBETTE..... Beth Smalley
and
THE CHERRY COMPAN..... Arthur Deagon
and
THE VICIOUS VILLAIN..... James Reaney
(both in love with)
THE ARTFUL ADVENTURERS..... Leslie Leigh
HAPPY HOB..... Nat Wills
THE HERO..... Arthur Aldridge
THE HEROINE..... Belle Storey
TOTO (the mischief-maker)..... By Himself

SYNOPSIS OF EPISODES

Act 1. In and About New York

—ON THE ROOFS (Scene by Mark Lawson)

"THE KAT KABARET"

THOMAS..... Al Grady
MARIA (his spouse)..... Tommy Colton
PICK..... Toto
TOPY..... Dippy Diers
TABBY..... Eddie Russell
JULIA (on the wire)..... Maude Mallia

Fitness—Misses Marjory Bentley, Wills Della, Marie Cullen, Nellie Esser.

Specialties by the Amaranths, Sisters Moedocal, Maude Mallia and the Five Tornadoes.

—GRAND CENTRAL STATION (Scene by Mark Lawson)

*"Toto's Banquet Spectacular"..... Mallia, Bart and Mallia
"Sons" Dramatized..... Charles T. Aldrich*

3—ON FIFTH AVENUE (Mark Lawson)

"How D'ye Do, Fifth Avenue?"
"Fox Trot Wedding Day" (By Benjamin Huggood Bart).....
Happy Hobo
"My Land, My Flag" (By Parenteau and Connelly).....
The Hero (Arthur Aldridge)

4—THE CASCADES AT THE BILTMORE HOTEL (Mark Lawson)

Dancing carnival participated in by:
THE SOLTI DUO
LES GLORIAS
THE AMARANTHS
SOLTI DUO TOTO & GLORIA BENTLEY & TAYLOR
"The Flower Garden Ball" (By Jerome and Schwartz).....
The Heroine (Belle Storey)
"The Ladder of Roses," The Ambitious Actor.....
(Joseph Parsons)

INTERMISSION

Act 2. At the Panama Exposition

1—TOYLAND IN THE ZONE (Scene by Mark Lawson)

"The Wedding of Jack and Jill"..... The Chubby Comedian
During the entertainment, specialties by Powers' Elephants, and Milton Mooney's Blue Ribbon Horses.

2—CHINATOWN (Gutz and Morange)

The Boggany Troupe
"Chin-Chin, I Love You" (by A. Seymour Brown).....
The Hero and the Heroine (Arthur Aldridge and Belle Storey)

3—MOVING PICTURE STREET (Mark Lawson)

THE MARSHMALLOW BOY..... Happy Hobo

—THE TOWER OF JEWELS (Gutz and Morange)

SOUSA AND HIS BAND

JOHN PHILIP SOUSA, Conductor

March, "The New York Hippodrome" (new)..... Sousa
selection (new)..... Sousa

FINALE

"The March of the States," composed and compiled by Sousa

Note: Every Sunday evening Sousa and his Band appear at the Hippodrome, in conjunction with celebrated operatic stars. All of the March King's popular compositions are featured.

INTERMISSION

BALLET EXTRAORDINARY

FLIRTING AT ST. MORITZ

Direct from Admiral's Palace, Berlin

Book by Leo Bartschek—Music by Julius Einodshofer

Arranged by Mme. Mariette Lorette

Scene: Lake St. Moritz. At St. Moritz in the Engadine, Switzerland

(By Ernst Albert)

KITTY GOLDEN (a rich widow)..... Kate Schmidt
MAUD WILSON (her sister)..... Hilda Ruckerts
AXEL RASMUSSEN (a government attaché)..... Ellen Dallerup
LEHMANN (a would-be sportsman)..... Toto
FIRST DANDY..... Dora Wischer
OTHER DANDIES: Poldy Kollhofa, Margaret Wrach, Rosa Gehauer.

FRENCH LADIES AND GENTLEMEN: Irmgard Marhel, Elsa Preislow, Martha Kollett, Martha Georges, Alice Weidemann, Elsie Schaefer, Martha Weidemann, Hanny Frick.

TOURISTS: Rein Walter, Johanna Worms, Martha Schmidt, Margareta Muller, Lotta Werkusat, Margaret Werkusat, Erna Voigt.

Incidental to the ballet skating diversions by:

HILDA RUCKERTS POPE and KERNER

TOTO and LAMY BROS., the ice comedians,

and

CHARLOTTE

Musical Director..... **RAYMOND HUBBELL**
Resident Stage Director..... **WILLIAM G. STEWART**

The entire production staged by

R. H. BURNSIDE

General Stage Director, New York Hippodrome

The Production and Mechanical Effects constructed by
George H. Williams

Electrical Effects by Joseph Ellner. Properties by E. Louis Bauer; Hydraulic Effects by Robert Hilliard; Property Animals by Seidl.

Costuming by Frances M. Zellarth of the New York Hippodrome, excepting Black and White Cats, March of the States and Ice Ballet by Schneider and Anderson; ballroom gowns by Giddings; Miss Storey's gowns by Frances; Fifth Avenue hats by Tapp.

Costumes of the States designed by Robert McQuinn; all other designs by William H. Matthews.

Men's Costumes by the Brooks Uniform Company and Dazien; all shoes by I. Miller; wigs by Hogner.

Decorations of the Cascades Ballroom by Schleich and Smeraldi; courtesy of the Biltmore Hotel.

HIPPODROME STAFF

William Belton
John Fleming
James Finn
Ballet Master..... **Ad Newberger**
Assistant Stage Managers

Bulletin No. 21

Important Announcement

The Style and Service Committee recommends:

White Washable "F. B. & C." Glazed Kid for men, women and children as the smartest shoe for day, evening and sport wear.

This new invention "F. B. & C." White Washable Glazed Kid Color No. 81 does not require any dressings and will keep its original appearance by the use of "Carbona Cleaning Fluid."

You can only be guaranteed satisfaction if you insist upon getting "F. B. & C." White Washable Glazed Kid "No. 81" at first class shoe stores and department stores.

Fashion Publicity Company of New York



We believe that the first duty of a Restaurant is to serve good food

We serve it as good food should be served—in the best equipped, popular price restaurant in New York—and we charge a price so extremely low that you will be glad to pay it.

No music No dancing No cabaret

A Few Items Indicating Our Range of Prices:

Prime Ribs of Beef with Potatoes 35¢
Naval Corned Beef and Cabbage 25¢
Braised Ox-Tail, with Vegetables, no Casserole 30¢
Sirloin Steak with Potatoes 30¢
English Pot Roast with Spaghetti 45¢
Genuine Hungarian Goulash, with Noodles 40¢
Baked Chicken Pie—Individual Dish 50¢
Half Broiled Chicken 50¢
Old Fashioned Strawberry Shortcake 40¢
Real Southern Waffles with Pure Honey 15¢
Grape Fruit 10¢
Ice Cream 10¢
Pot of Tea 30¢
Superior Coffee 10¢

Breads, biscuits and tarts of our own baking with all orders.
We Serve a GOOD BREAKFAST at Low Cost
Quickest and Best LUNCH Service

AFTER THEATRE SUPPER served at surprisingly low prices

LUSSIER RESTAURANT

For Ladies and Gentlemen. Seating Capacity 600. Always Open
147-149-151 West 43d St., One Door East of Broadway
"Ladies never leave empty—which proves that people appreciate a good thing."—Morning Telegraph

Established 1855

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Cleaners and Dyers

Main Office: 114 West 39th St.

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All the Cleaning and Dyeing for the Hippodrome is done by our firm



See the Marvellous New Obesity Reducing and Health Improving Machine

The Gardner Method is recommended by the foremost physicians

Obtain no better improvement being given than of this work.

GARDNER METHOD (INCORPORATED)
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TELEPHONE 6862 BRYANT

Sportsman's "Chocolate-Bracer"

FOR ATHLETES, GROWING CHILDREN, AUTOMOBILE AND PICNIC PARTIES

5 Cents

TWO CAKES IN EACH PACKAGE

TO BE EATEN STRAIGHT OR IN SANDWICH FORM

FOOD AND GOODNESS COMBINED

TRY ONE



BELLE STOREY

ARTHUR ALDRIDGE

ARTHUR DEACON



A SCENE FROM TOYLAND



THE HIPPODROME STAFF OF USHERS

"More than a Restaurant—A Broadway Institution"

CHURCHILL'S

BROADWAY AT FORTY-NINTH STREET

SPECIAL ATTENTION TO THEATRE PARTIES

ALPS' FEATURES

CLUB LUNCHEONS, 60c.

(12 to 2 P. M.)

TABLE D'HOTE DINNER, \$1

(12 to 2 P. M.)

SPECIAL SUPPER, \$1

(5 to 11 P. M.)

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of National Reputation

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Mary Elizabeth's

5th AVENUE at 36th STREET

One of New York's Most Interesting Businesses
Delicious Candies Wonderful Cake

BREAKFAST LUNCHEON AFTERNOON TEA



For Sale in This Theatre

As You Leave the Theatre

remember that close by at Shanley's a really worth while cabaret and a delightful little supper is ready for you.

There is originality and entertainment in each one of the twenty acts. Prices seven to one.

Unusually good—the seven course luncheon—75c. (Music) From 12 to 2:30 P. M.

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Broadway, 43d and 44th Sts.



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 DRY COLD AIR

Absolute Security

From Moths,
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Moderate Charges

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 Furriers exclusively for ninety-five years
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Is exclusively a Theatrical Laundry and is patronized by The Metropolitan Opera Co., Messrs. Klaw & Erlanger, Sam S. and Lee Shubert, Charles Dillingham, Charles Frohman, Cohen & Harris, Henry W. Savage, A. W. Tamm, etc., etc., and thirty different theatres, because we know how to do theatrical work well, quickly and reasonable.

PURE FOOD GOOD SERVICE
 Always Something Good to Eat

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 DINING ROOM and DELICATESSEN
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SASSO SPECIAL TURKISH CIGARETTES
 CASO LONDON PARIS NEW YORK
 Monogrammed Cigarettes Made to Order
 FRANCOIS de SASSO, 33 Columbus Avenue, New York

DANCING CARNIVAL Open Daily and Sunday 11 A. M. to 12 P. M.
 PRIVATE LESSONS, 20¢ per Half Hour. INSTRUCTION, 15¢ per Half Hour
 200 Instructors. 44,000 Sq. Ft. Floor Space
 Come and Dance Whether You Wish Instruction or Not!
 GRAND CENTRAL PALACE, Lexington Avenue, 48th Street Entrance

BULLETIN No. 22
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.

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