

MOVING PICTURES ARE LAST STRAW FOR OLD MADISON SQUARE GARDEN

New York's Greatest Amusement Place Depends on Films to Pay Expenses in Society's Off-Season—Coney Island Fire Affects Seashore Trade Sorely—Elsie Ferguson and George M. Munroe, Thespians, in Divorce Courts.



BY LLOYD F. LONERGAN.
 NEW YORK, June 3.—(Special.)—The fate of New York's greatest amusement place, Madison Square Garden, is being weighed in the balance. And the building which has housed the big society horse shows, electrical, motor and bench shows, where the annual six-day bicycle races, the circus and other similar attractions are given, is now at its last stand and everything depends upon the success of moving pictures.

The directors of the Madison Square Garden Association are all men of prominence in business and social life. But the moving-pictures are being run by and for them and they now believe that the experiment will be a success.

The trouble with the Garden has always been that while it is needed at certain times, it is not needed more than about 20 weeks in the year. The result is that there has always been a deficit and the directors have grown tired of reaching down into their pockets year after year.

So they have turned the place into the largest moving-picture house in the world. They figure that in this way they can pick up enough money in the off seasons to make the income meet the expenses and from the brief trial that has already been held the indications are that they will succeed.

This is probably the first time that leaders in society have gone into the moving-picture business or that the famous spread as though going through a paint shop. Of course, in time the public will forget all about it, but at present the seashore trips are decidedly unpopular, and this is particularly unfortunate as the season is just beginning.

Dreamland was built as a rival of Luna Park, the first really big amusement ground at Coney Island. Dreamland has the better location, running directly down to the water, but for some reason it never has been popular. The crowds went to Luna Park in preference

and the promoters of Dreamland must have lost big sums of money every year that they have been in business. The Manhattan theaters are closing a little earlier than usual this year, profiting by the lesson of last season, when a hot wave following a cool week put the survivors out of business almost in a night. Musical comedy is unaffected by the approach of Summer, and some excellent attractions will remain with us through the hot spell. These include "The Pink Lady," "Law Fields in 'The Hen Pecks,'" the "Polka Beretta" and the "Winter Garden," the latter two really coming under the head of musical shows.

The graduates and furlough class of West Point have selected the New Amsterdam Theater as the scene of their annual theater party, and the young officers will see "The Pink Lady" on June 11.

The thespians in divorce court.

The announcement that Elsie Ferguson, the star of "Such a Little Queen," has decided to sue her husband, Frederick Hoyt, for a divorce, was no surprise to her many friends among the theatrical folk here.

Hoyt, who is a son of John Hoyt, the one-time express magnate, inherited a fortune, but speedily spent it, and for some time the couple practically lived upon the wife's stage earnings. Mrs. Hoyt grew tired of this finally, especially as her husband seemed to be

willful to drift along, and finally the actress decided that she had better relieve herself of her burden. Miss Ferguson has established a legal residence in Pennsylvania, and will sue for divorce on the ground of non-support. It is thoroughly understood that there is no scandal in the case—just incompatibility.

Another well-known member of the theatrical profession who is figuring in the divorce courts just now is George W. Munroe, the extremely large and fat comedian. Mr. Munroe is generally regarded as our most pleasant mannered

actor, on or off the stage, so the announcement of his troubles came as a surprise.

And it spouts a mighty pretty romance, too. Years ago, when Munroe was at the height of his fame as the star of "My Aunt Bridget," he first saw his present wife, who was then the Baby in the cast. Some time later, when the former baby was 18 and a mighty pretty girl, the two met again, and Munroe fell desperately in love with her. They were married a few weeks later, and it was all like what the rural correspondents call, "a very pretty romance." And so it was until recently, when they quarrelled and finally separated.

Brady's Theater to Open.

The Playhouse, William A. Brady's theater, which is now dark, will open its regular season, Wednesday, August 18, with "A Gentleman of Leisure," a new comedy-drama by John Stapleton and P. G. Wodehouse. It will be presented by the Playhouse Company, with Douglas Fairbanks as the star. Miss Grace George (Mrs. Brady) will make her first appearance with the Playhouse Company in October.

Daniel Frohman has purchased from a new writer an American comedy, entitled, "The Neighbor's Wife," which he will produce at the Lyceum Theater about September 1. Arthur Byron, Frederick Tyden, Pamela Gaythorne and Alice John will have the leading roles.

renew it because he can secure a better revenue by extending Covent Garden market. From the outlook at present, it would seem that Richard Strauss has made himself impossible in all directions.

Mr. Hammerstein says that he will not attempt to give Strauss in any form as he has had enough experience with "Salome" and "Elektra," while Mr. Gatti-Casazza has also said that Strauss demands for his new comic opera "Der Rosenkavalier" are absolutely impossible to meet and he will not attempt to meet them. Mr. Hammerstein promises to announce within a few days two of the renowned singers of the world, who have signed with him also the opera with which the



MILDRED ELAINE SOUBRETTE WITH THE MERRY WHIRL, COLUMBIA THEATER

LIST OF THE PRINCIPALS IN THE STAR CAST REVIVAL OF "THE MERRY WHIRL" FIRST RUN—EUGENE COLLES, EDITH GUNNING, HENRY E. DINEY, EDGEMOND W. GARDNER, AND DE WOLF HOFFER. LAST RUN—ALICE BRADY, GEORGE W. MUNROE, GEAC KARLSON, ALICE BRADY, ADDRESS: CHRISTINE NIELSEN

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Carnival Week Specials



During the carnival we earnestly invite every visitor to the city to visit our store, examine the immense stock and see for yourself that no such values can be secured elsewhere.

We have made enormous reductions, for this week only, and mention below just a few of the extraordinary bargains that can be found in every department. No such furniture and carpet values have ever been offered in Portland.

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 We will sell during carnival week only our celebrated Smith's and Klorasan 9x12 Axminster Rugs, that are regularly retailed at \$27.50.
THIS WEEK ONLY \$15.00
 These Rugs are guaranteed absolutely first-class and the season's latest patterns.

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THIS WEEK ONLY \$18.50

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3 x 5 feet.....	75c	6 x 9 feet.....	\$2.50	8 x 12 feet.....	\$4.50

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these matters I will take no chance with this myself."

Arthur Hammerstein, who sailed for Europe this week, said before going that he would give an English production of "The Tales of Hoffman" for which he would secure the best company available. He expressed the desire to secure Renaud and Cavallieri, but those who know Renaud, know that he would not under any circumstances or at any price undertake to learn the role in English, neither is he sufficiently fond of travel to sign for a part with a traveling company, beyond which Renaud is under contract to Dippel.

Among those who are discussing operatic matters, it is said that Arthur Hammerstein does not consider himself compelled to stay out of the operatic field on account of the contract existing between the Metropolitan Opera Company and his father, and it is not at all improbable that he will make some operatic productions even if he does not go into grand opera, exclusively.

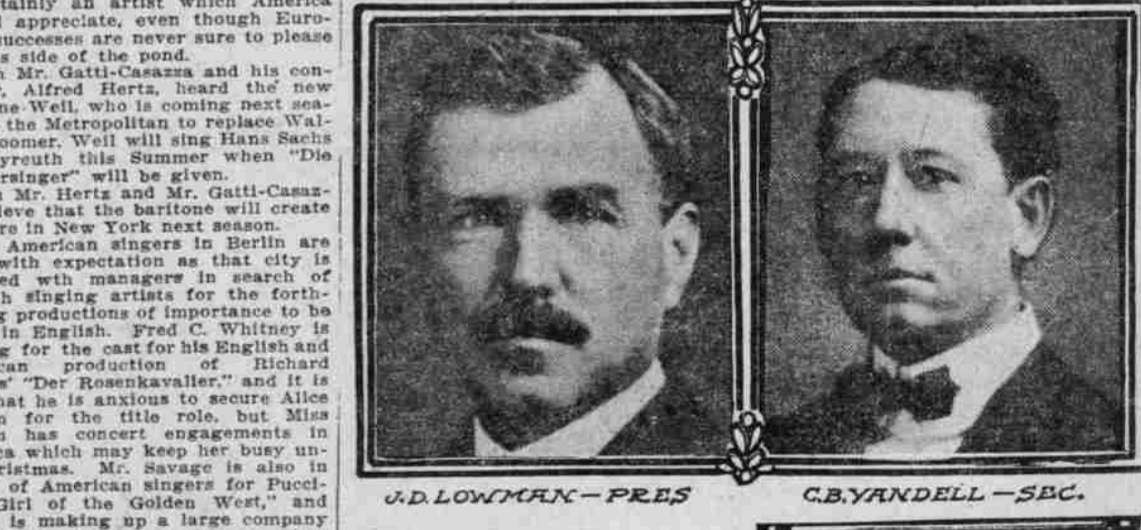
Mr. Gatti-Casazza accompanied by Alfred Hertz, has been looking through France and Germany for a delightful singer in Berlin where they have seen everything in which they are interested. They were particularly impressed with the splendid revival of Mozart's "Magic Flute" which Mr. Gatti-Casazza wishes to produce in America if he can secure even for one month Frieda Hempel, who is engaged for next season, but the impresario hopes that the German government may allow her to come for a short period this year. Mme. Hempel is a delightful singer on the order of Mme. Sembrich. I saw and heard her in Munich in a number of the Mozart operas and she is certainly an artist which Americans should appreciate, even though European successes are never sure to please on this side of the pond.

Both Mr. Gatti-Casazza and his conductor, Alfred Hertz, heard the new baritone, Well, who is coming next season to the Metropolitan to replace Walter Smeaton. Well will sing Hans Sachs in Richard Strauss' "Der Rosenkavalier," and it is said that he is anxious to secure Alice Nielsen for the title role, but Miss Nielsen has concert engagements in America which may keep her busy until Christmas. Mr. Savage is also in search of American singers for Puccini's "Girl of the Golden West," and Dippel is making up a large company for his English production of "Quo Vadis." There have been some engagements made already for all of the operas, but in all there will be no less than 100 people needed for the principal roles. Mr. Whitney has also taken upon his managerial shoulders the tour of Kubelik, although there are rumors that Kubelik will not be in America next season.

Play Coming Next Season.
 After the exceptional success of Franz Lehár's "Count of Luxembourg," it was rather astonishing that Lehár's delightful musical comedy being included in the American offerings, and it was welcome news when it was announced that Klava and Erlanger will present it next season. From the standpoint of attractive music as well as of an entertaining and amusing plot "The Count of Luxembourg" should be quite as successful as "The Merry Widow," and there are many who will like it better, as does the writer of these lines.

There has been no announcement as yet which would lead us to believe that "Das Scharlatan," the work upon which Debussy and D'Annunzio have collaborated, has been secured for America, but

Seattle Chamber of Commerce to Attend Astoria Centennial



J.D. LOWMAN—PRES. C.B. YANDELL—SEC.

Officers of Club Who Are Arranging Excursion.

SEATTLE, Wash., June 3.—(Special.)—The Seattle Chamber of Commerce, with a membership of 1300, is going to attend the Astoria Centennial in a special Pullman sleeper train some time in August. This was decided upon at a meeting of the chamber last week.

President J. D. Lowman, of the organization, has appointed the following as a special committee to arrange the details of the excursion of the members of the organization and their wives and children: C. E. Fowler, chairman; E. C. Cheasty, George F. Russell, H. A. Chadwick, A. L. Cohen, J. Redelsheimer, C. T. Takahashi and C. B. Vandell, secretary of the Chamber of Commerce.

A special programme will be arranged for the entertainment of the visitors, who will live on the special train while at Astoria and stop a day for sight seeing in Portland on the return trip.

C.E. FOWLER, CHAIRMAN COMMITTEE ON CELEBRATIONS

HAMMERSTEIN'S MOVEMENTS ARE CYNOSURE OF OPERATIC INTEREST

Both Europe and New York Await Announcements of Intrepid Impresario—Managers Flock to France and Germany in Search of Talent for Coming Productions.

BY EMILIE FRANCES BAUER.
 NEW YORK, June 3.—(Special.)—News is beginning to arrive from Europe which throws some light upon the season to come and as may well be imagined, there is as much interest in America over the announcements made by Oscar Hammerstein, as there is in London, although it is an open secret that the management of Covent Garden is beginning to watch every move of the intrepid American impresario.

Mr. Hammerstein feels perfectly secure in his enterprise especially since it is rumored that the lease of Covent Garden will shortly run out and it is said that the Duke of Bedford will not