NEW YORK PLAISANCE

AN ILLUSTRATED SERIES OF NEW YORK PLACES OF AMUSEMENT
FROM THE COLLECTION
OF
JOSHUA C. TAYLOR
DIRECTOR
NATIONAL MUSEUM
OF AMERICAN ART
1970 - 1981
NEW • YORK • PLAISANCE

NUMBER ONE MDCCCCVIII
AN ILLUSTRATED SERIES
OF NEW YORK
PLACES OF AMUSEMENT

MAY 23 1984
Copyright 1908
by
Henry Erkins.
The Amsterdam Theatre, New York.
Disposition of boxes and allegorical decorative panel above the box tier, New Amsterdam Theatre. Occupants of boxes have unobstructed view of the stage and of all parts of the house.
Decorative Allegorical Painting over the proscenium arch, New Amsterdam Theatre, painted by Messrs. Sloan and Wray.
Ladies' Waiting Room, New Amsterdam Theatre
Grand Foyer, New Amsterdam Theatre
Grotesque, although by no means unsightly in effect, the relief-work in the balustrade, pilasters and newels of the staircase of the New Amsterdam Theatre, is original and unique, as regards its subject-matter. An elaborate combination of fruits and foliage, with the animal life—squirrels, birds, etc., associated with them, it will appeal alike to the artist and to the lover of nature, who will find much to admire, both in its artistic grace and in the fidelity to nature displayed in its chief features. The accompanying illustrations show some of the details of this admirable work.
A RECORD of the progress of New York as a community, to cover the past decade, which might properly include a list of the additions made to the city's architectural marvels, the improvements in methods of transportation, the growth of the city's commerce and industries, the increase in her share of the world's wealth, and the manifold additions made to her artistic treasures, while instructive and interesting, would be incomplete without reference to the marked development in the means of recreation and pleasure, the Empire City of the west affords. It is a notable fact that the provisions made for the entertainment of New Yorkers, and of those sojourning within the city's limits, have advanced of late by leaps and bounds, not alone in variety and originality, but in the direction of refinement; and, while the reckless abandon that characterizes pleasure-seeking in some cities has never found place in the metropolis of the western world, we have at our command means of enjoyment that are alike unique, luxurious and recherché, and which appeal especially to those whose appreciation of the good things of life is materially enhanced by refined and artistic surroundings. Those who cater to the entertainment of the public, have developed an increasing tendency to meet this happy evolution of the general taste, and among the establishments in which this commendable ambition is particularly in evidence, we accord the foremost place, by right of elegance and their unique character, to the New Amsterdam Theatre on West Forty-second Street, New York, and Murray's Restaurant, with its exquisite Roman gardens, on the same thoroughfare. In the New Amsterdam Theatre, located on West Forty-second Street, between the Seventh and Eighth Avenues, New York, we have, first of all, a most beautiful and commodious place of amusement; also, from the constructional standpoint a notable example of the efforts that are being made nowadays, by those who aspire to eminence as architects and designers, to depart from the traditional—we had almost said the commonplace—in style. In our modern buildings, regardless, of their purpose, we are so accustomed to find a more or less servile adherence to the old systems, that their chief features, with such unimportant variations as occur casually to those entrusted with their planning and erection, have become impressed upon us, and any radical attempt to depart from conventionalties at once arouses critical attention. The New Amsterdam Theatre owes the interest it has excited, on the part, not only of the theatre-going public, but of competent critics, to this evident determination on the part of its designers to depart from the beaten track, and for this reason, the accompanying illustrations and brief description of some of its unique features, will doubtless interest our readers. We must, however, preface our remarks with the admission that the cold black and white of print, although enabling us to depict, with the assistance of the photographic art, the dignity and beauty of form so much admired in this addition to the city's playhouses, with some fidelity, can give no idea of the artistic delicacy and successful boldness of the color scheme, which at once attracts and entrance the visitor. The designers have undertaken, in addition to a display of vigor and grace of form, to give practical expression to their originality of idea and execution; and the effect, while kaleidoscopic in the diversity and richness of its contrasts, will not only withstand analysis as to detail, but as a whole it presents a harmonious and grateful color scheme that can not fail to impress itself on the visitor as distinctly a factor in the pre-eminence of this, as in the truest sense of the term, a place of recreation. Mere gorgeousness in itself brings neither pleasure nor satisfaction to the cultured mind, but here we have the restfulness of change in the harmonious combination of color, form and general design, in which flowers, fruits and animal types have been skilfully combined, that does not meet the eye in the every-day walks of life and which the true artist in decoration learns to turn to account; in these respects the New Amsterdam Theatre can not fail to impress its patrons. There is moreover a harmony between the structural and decorative
effects, attainable only, where, as in the case of this theatre, the same master minds have controlled every detail of the work. Such has indeed been the case with this building, so that construction, arrangement, relief ornaments, metal work, color effects, furnishings, draperies, etc., all bear the unmistakable impress of the genius that has created the harmonious whole. The limited frontage of the theatre, on Forty-second Street, has been made the most of by the architects, Messrs. Herts & Tallant, in designing the facade, which, without any overcrowding of the restricted space, conveys at once the idea of a structure of more than ordinary elegance and overcomes the awkwardness of appearance inseparable as a rule from buildings located on such sites. The absence of the conventional cornice, with its top-heavy, overhanging effect on such tower-like edifices, and the substitution for it of an ornate roof-line, on which the arms of the city of New Amsterdam conspicuously figure, lends originality to the exterior of the edifice without impairing its dignity. The efforts at elaboration have been wisely confined to that portion of the structure that is within range of the pedestrian's vision and are, however, calculated to enhance, where they do not actually impart the effect of solidity. In the entrance, the decorative ability of the designers, Messrs. Herts & Tallant has found full scope. The relief panels in the foyer, depicting scenes from familiar dramatic stories and life in the New Amsterdam of our forefathers, have been vigorously and artistically treated, more especially the "progress" panel, over the doorway to the auditorium, of which Mr. St. John Issing was sculptor, displaying notable merit. Not for a moment, however, has the useful side of the situation been lost sight of, the foyer, staircases and corridors are roomy, direct and unobstructed, as well as profusely ornamented. In the auditorium, the individuality of taste Messrs. Herts & Tallant have displayed, has found full sway and color, relief work, metal work, furnishings, lighting and upholstering, have each been made subordinate to the general purpose in the production of a tout ensemble of exceptional richness and beauty. The proscenium arch at once compels attention, owing to its freedom from the columns and entablatures that ordinarily encumber the view of the stage from the boxes and the sides of the house. The disposition of the boxes, with their balconies eu corbeille is both picturesque and unique, besides being contributory to the improvement of the point of view of the occupants. The superb decorative picture, over the proscenium arch, by Messrs. Blum & Wenzell, and the panels above the boxes, of which we present illustrations, are visible from all parts of the house and allegorically interesting, accord admirably in their originality of motif and beautiful execution, with the surrounding details and serve to set them off in place of detracting from them. The New Amsterdam Theatre is moreover unique as regards the comfort and thoughtfully and ingeniously planned accommodations it provides for its patrons. The ladies' boudoir is certain to elicit the admiration and approbation of the gentler sex, the main feature of its decoration, beautifully worked out, being the tea-rose, while the arrangements offer something altogether surpassing in elegance and convenience the ordinary retiring room. For gentlemen there is a roomy, well-ventilated and readily accessible smoking room, furnished in comfort and elegance, the decorations in allegorical and figure subjects, being notably artistic and interesting. The arrangements for the lighting, heating and ventilation of this most elegant of New York's playhouses, are on a par with its ornamentation, the lighting devices especially being skilfully designed and distributed so as to reveal and enhance the beauty of the artistic color and relief work. Notably handsome and effective are the great pendant lanterns, in foyer and corridors, with their unique color effects. Nor have provisions for the safety of the audiences been overlooked. The building is in every modern respect fire-proof, while ample exits provide safe and easy means of egress in case of emergency.
Murray's Forty-second Street and Broadway, New York.
Designed by Henry Erkins.
Ladies' Reception Room, Murray's Roman Gardens.
Ladies' Reception Room, Murray's Roman Gardens.
A circular table, surmounted by a large globe of multi-colored glass mosaic, which, when brilliantly illuminated, contributes conspicuously to the beautiful decorative scheme, is an ornate and prominent feature in this apartment. The ordinary observer would hardly notice, in bestowing a casual glance on this beautiful ornament, that the globe, as well as the table over which it is poised, are the product of an optical illusion skilfully carried out by an arrangement of mirrors of crystal clearness, in which a substantial half of a globe and of a table are so perfectly reflected as to give them the appearance of a complete and substantial whole. The mirrors are so large and so artfully disposed, that no joint is apparent and it is indeed almost impossible to discover where the substantial form ceases and the reflection begins.
In our preceding brief description of the theatre we have endeavored to depict a place of amusement embodying the most advanced ideas in refined, latter-day art, or rather the latest evolution of the art of past ages, as applied to the creation of a veritable modern place of recreation. But while New York can offer so beautiful an example of modern or modernized art, it is also possible, within the limits of this youngest of the world's metropoli, to become familiar with the beauties of ancient art in their original form and our next recital will describe the realistic reproduction, largely from the originals in the form of direct copies, casts, etc., of the decorative features of the homes of one of the most lavishly luxurious of the world's ancient peoples—the Romans of the Cesarean period—as adapted to the embellishment of a modern place of entertainment, the reconstruction, from original models and authentic records, of the artistic splendor and ornate surroundings of a Roman residence, at the period of the Imperial city's greatest opulence and magnificence, all for the pleasure and delectation of the people of the one city in the new world, where such luxury and elegance are likely to find appreciation. To realize, by actual observation, the sumptuous elegance with which, in the palmiest days of their wealth and power, the opulent Romans of old and their precursors and cotemporaries in Egypt and Assyria surrounded themselves, it is not necessary for the New Yorker to visit the exhumed ruins of Pompeii, the excavations made on the sites of ancient Nineveh or Babylon, or the palm-fringed banks of old Nile. At his very doors, in the center of the city's theatre and hotel section, within a stone's throw of the theatre above described and within earshot of the shriek of the noisy iron horse, he can be transported as though on the famous carpet of Mahomet, back into ancient Rome and can feast his eyes on an artistic and authentically exact reproduction of the most beautiful features of Rome's most ornate homes, of the palaces, villas and pleasure resorts of her wealthiest and most cultured citizens, such as Bulwer Lytton so entrancingly describes in his descriptions of Rome and Pompeii. The Roman Garden of Murray's, 228 to 232 West Forty-second Street, between Seventh and Eighth Avenues, brings back to us the conditions and surroundings that made the name of ancient Rome synonomous with artistic taste and unrivaled elegance, the storehouse for all that was precious and beautiful in the world that the Romans of old, knew, conquered and plundered. The fact that all the ingenuity of plan, the wealth of artistic elaboration, and the profusion of gorgeous ornamentation, revealed in this unique establishment, has really been "grafted" as it were, on to a building of essentially plain and formal character, planned and erected originally for a purpose absolutely foreign to that for which it is today utilized, lends additional interest to the results achieved and reflects the greater credit on the author and originator of this superb exemplification of modern taste and skill. Henry Erkins, who was constrained to adopt, as the basis for this beautiful production, a building originally planned for use as a schoolhouse, but which the magic wand of Mr. Erkins' genius has transformed so happily that in its present arrangement, equipment, adornment and ornamentation, it nowhere betrays the slightest trace of its original purpose in any way.
KEO ruled over Rome when its wealth and luxury were at their zenith. Although he is reported to have been an indifferent spectator of the burning of a considerable portion of the town, it is shrewdly suggested that he was interested rather in the opportunity the conflagration offered for improvements than in the loss it entailed. Our illustration reproduces a fresco in Murray's that affords some idea of the beauty of the greatness of Nero's period.
ICHLY effective as these decorations are, their beauty is enhanced when their brilliance is contrasted with the somewhat sobre colors in which the fashionable world of today elects to array itself. The scene at an afternoon Reception, after the theatre, so admirably depicted in our illustration, affords but a faint conception of the life and brilliance that have done so much to make Murray's a favorite resort of the "upper ten" in New York. When it is remembered that with these elegant surroundings, is combined all the facilities and resources of a lavishly provided New York restaurant the popularity this famous resort has attained, almost at a bound, is hardly surprising
THING more realistically artistic and beautiful is to be found, among so much
that is ornate and admirable, than this picture, with its background recalling such a
vista of the Bay of Naples as many of the luxurious Pompeian villas of the wealthy
Romans doubtless commanded. The soft haze, through which the distant landscape
and the classic figures in the foreground are visible, is truly characteristic of the lan-
guorous Italian climate and has been reproduced by the artist with surpassing fidelity
to nature, enhanced by the surroundings and the effective means of illumination. This
is indeed one of the most striking of the pictures in which the artist has endeavored
to convey the idea of a view of the adjacent landscape from an open colonnade or balcony.
PHRODITE, the Greek goddess of beauty and pleasure, worshipped by the Romans under the name of Venus, is fittingly enshrined among the decorations of Murray's Roman Gardens and in view of her reputed origin, is aptly portrayed in connection with a distant glimpse of a Roman bath. The exquisite scenery and daintily executed figures in this fresco, make the panel conspicuous among so much that is beautiful.
Entering the "Roman Garden" directly from the street, we are translated at once from our prosaic, twentieth century surroundings to the romantic elegance of luxurious Rome. Truly, if this is a representation of the glories of the "city on the seven hills," the proud boast of the Roman, "I am a citizen of Rome," is at once comprehensible and excusable. Take away the scions of the four hundred in their gloomy evening attire, looking like so many scarecrows or undertakers, and the sober-faced attendants, equally sombre as to apparel, and replace them with figures tricked out in the many-hued raiment of ancient days; substitute for the plug-hatted "Jehu" and the begoggled chauffeur, the Roman charioteer, and for the blue-coated guardian of the peace on the threshold, the mail-clad Roman legionary, and but for such improvements as we owe to our mechanical progress, the visitor to Murray's might readily imagine himself "turned back" two thousand years to the city of the Caesars, at the zenith of its wealth and splendor, or to one of the replicas of these scenes of luxury that have lent fame and luster to the courts of some of Europe's most extravagant potentates. The exterior of the building, has been remodelled as to its two lower stories in Caen stone, to represent the ancient hotel of Cardinal De Rohan in Paris. Above the main
doorway is a superb panel showing a number of horses at a fountain with their attendants. This work, entitled "Les Chevaux du Soleil," is reproduced from the original over the doorway of the Rohan palace, and was designed and executed by Robert Le Lorain, who also designed the palace façade. On either side of the entrance to Murray's are three panels representing female figures, reproductions of originals in Jean Goujon's Fontaine des Innocents, Paris. The visitor first enters a reception room or foyer in which the prevailing colors are black and gold, with a colonnade and portico and a handsome marble mosaic pavement. Attention is at once attracted to the mirror effects, by means of which, not only the dimensions of the apartment are very much magnified, but its appointments, really half columns, globes, urns, etc., completed by the reflection of the one substantial half in mirrors, an exceedingly ingenious means of heightening the decorative effects and augmenting the apparent magnitude. From the reception room the "Roman Garden" proper is reached. This, in a Roman residence, would be an open court with a colonnade on each side, and was known as the "atrium." Here, in ancient Rome, banquets were served, and in Murray's the "atrium" is put to a similar use, serving as the main dining room of the establishment. At one end
Panorama
of this apartment, a terraced fountain rising, extending with the classic temple which is crowned, clear to the top. It is essential and part of the steps, over which the water tumbles in a beautiful cascade from the top into a basin at the bottom, are all of transparent or translucent glass, mosaic in various colors, blue predominating, the effect of the sparkling water falling over the parti-colored steps and all brilliantly illuminated, being exceedingly beautiful. An ingeniously constructed barge made by reflection to assume the appearance of a complete craft, is also installed as though drawn up alongside the basin of the fountain. The scheme of decoration in this room is to produce an outdoor effect, and to carry this out, the side-walls are festooned with climbing vines, plants and trees, the ceiling is decorated to represent a blue sky in which electric stars twinkle, while by an ingenious arrangement of optical apparatus, the effect of clouds sweeping over the sky is produced, which, with the ripple of the splashing fountain and music softly played by a concealed orchestra, makes the "Roman Garden" a delightful place indeed in which to partake of the culinary triumphs for which Murray's is famous. The magnificent effect produced by the multiplicity of great plate glass mirrors, extending in an unbroken surface from floor to ceiling and duplicating, triplicating and quadrupling the exotics growing in great urns, the statuary, hanging lanterns and mosaic standing lamps, the guests seated at the tables or moving hither and thither, combine to produce a tout ensemble which can-
Venus de Medici

Two of the most beautiful reproductions of classic works, done in the Pompeian Garden of Murray's Roman Garden.

Sleeping Ariadne
not be equaled in magnificence in any city in the world. Along one side of this apartment a spacious balcony or mezzanine extends, from which one can overlook the garden. It is divided into two apartments, one having Roman style details and decorations, the other being Egyptian in design. In each case, the walls of these apartments are divided by columns into panels or spaces, in which, with consummate skill, panoramic views, in keeping with the room, have been painted. From the Roman room, a view of a picturesque valley is enjoyed, with temples, baths and other classic structures, and in the near foreground bathers, the effects of distance being reproduced with wonderful fidelity. Some of the leading fresco artists in the country, among others, Messrs. Llewellyn Dodge, Heins Meixner, and Joseph Klar, having contributed to this beautiful work. All around are statues, vases, etc., of characteristic design, unique lighting effects, etc., which the great mirrors repeat and repeat again. The friezes in these rooms are representing other scenes in while great cary-type, support the second
spicuous feature is a private dining apartment, in gothic design, richly appointed, with a carved mantel in Caen stone extending to the ceiling, the walls covered with costly tapestries from the collection of the late Stanford White, representing scenes from medieval history, armour trophies completing the decorations. On this floor also is the Peacock Banquet Room, so called from the painting in heroic size of a peacock with tail full spread, which adorns one end of the room, while the prevailing colors in the decorations are the rich blues and iridescent shades that lend radiance to Juno’s bird. The decorations in the apartments overlooking the main dining room are suggestive of the period of Antony and Cleopatra, and are reproductions, with such changes as were necessary to conform to the surroundings, of the works of famous artists. One of the frescos shows the proud Egyptian queen gazing from a balcony over the neighboring landscape. Another fresco, that attracts attention in this room, shows a superb semi-nude female figure in a recumbent position, blowing iridescent bubbles from a pipe, and entitled “Castles in the Air” while still another is an exceedingly beautiful view of the famous temple of Isis, on a terrace of which a nude female is playing a lute, while in front of her is a childish figure, with upraised hands, evidently wor-
shipping the sun, which can be seen rising in the distance, blood-red through the morning mist. From this room, access is obtained to the Pompeian Garden a most elaborate creation, in which classic statuary, rare exotics, waving palms and picturesque lamps and lanterns in prismatic colors, produce the effects of a most beautiful garden. Conspicuous among the features of the garden are two fine mosaic marble fountains designed by the late Stanford White and in which beautiful statues are enshrined. They stand embowered in tropical foliage and are regarded as exceptionally beautiful among so much that is artistic and elegant. While all that would appeal to the finer senses finds a conspicuous place in this unique establishment, the demands of the grosser human nature have been just as carefully considered. In the lower part of the building there is a well stocked and well tended cafe, while the appointments of the completely equipped kitchen and well provided larders, are in keeping with the elegant table equipage and the staff of carefully trained attendants who minister to the requirements of the patrons of the restaurant which is unsurpassed as to facilities, resources and management. In the upper part of the building are several private dining rooms, in which parties can be
entertained in recherché style and also twenty-four luxuriously appointed and richly furnished bachelor apartments of parlor and bedroom provided with every comfort and convenience including elegant separate bath room accommodations. The entire establishment, including decorations, furnishings, etc., excepting of course that the building, as already stated, was already in existence and had to be taken for better or worse, was planned and designed by the architect, Henry Erkins, whose professional education has been broadened and supplemented by a period of travel and observation in China, Japan and India, and by sojourn and study in the centers of art, modern and antique, of Europe. His experience in the work of directing the designing, decoration and general embellishment of some of the finest residences in America, has been drawn as liberally in the planning and equipment of the establishment above described. He has found in the proprietor, Mr. John L. Murray, a liberal and discriminating patron of the beautiful in art and an enthusiastic believer in the intelligence and appreciation of the class of New Yorkers whose patronage he seeks and he has been able, with Mr. Erkins’ assistance, to provide the Empire City with an establishment that will be reckoned as one of its attractions by all whose inclinations are towards the beautiful and whose influence and support are factors in the creation and maintenance of such establishments as we have described.
ITALIAN GARDENS 34TH ST. AND BROADWAY
You will admit that unless the "GILLETTE" possessed many points of superiority it never would have been accepted by two million men in the past three years as the best, most simple and satisfactory shaving device in this world.

In the first place my razor requires NO STROPPING, NO HONING. It is always ready. That's why it's the most practical. You can shave in three to five minutes.

The thin, flexible, double-edged blades remove a harsh or soft beard with perfect comfort. No pulling, cutting or irritation of the skin. They are so inexpensive that when dull you throw them away as you would an old pen. No other razor so durable. The triple silver-plated holder lasts a lifetime. None so convenient; the compact little case can be with you always—if travelling, either in your pocket or grip.

I know men who have shaved in the dark with the "Gillette." Many use it on the train, others while on hunting trips, fishing expeditions, etc.

That's the beauty of my razor, you can obtain a perfect shave under all conditions—wherever you are.

And I will guarantee you will agree with me right now—that my razor just fits your case. A trial will prove it to you.

Action must accompany right thinking or you have no power of execution.

Put this correct line of thought into action. Get a "Gillette" to-day. All Jewelry, Drug, Cutlery, Hardware and Sporting Goods dealers sell it.

The Gillette Safety Razor Set consists of a triple silver-plated holder, 12 double-edged flexible blades—24 keen edges, packed in a velvet-lined leather case, and the price is $5.00.

Combination Sets from $6.50 to $50.00

Ask your dealer for the "GILLETTE" to-day. If substitutes are offered, refuse them and write us at once for our booklet and free trial offer.

GILLETTE SALES COMPANY
280 Times Building 280 Kimball Building 280 Stock Exchange Building
New York BOSTON Chicago
FRIEDRICH KROTE, COBLENZ, on-Rhine and Moselle
Shipper of high grade Rhine and Moselle Wines (still and sparkling)
CUNLIFFE, DOBSON & CO., BORDEAUX
Shipper of high grade Clarets and Sauternes, also holders of very large selection of rare wines bottled at the chateaux.
S. LHOTE, FILS, DIJON
Proprietor of some of the choicest growths in the Burgundy district, and shipper of all grades, red and white, still and sparkling.
PLANAT & CO., COGNAC
Shippers of pure Cognac Brandies.
ERNST L. ARP, KIEL
Arp's Celebrated Stomach Bitters:
P. GARNIER, ENGHIEN-LES-BAINS
Distiller of the finest French Liqueurs.
HILLS & UNDERWOOD, LONDON
Celebrated Globe Brand Sloe Gin.

All the above goods are obtainable at MURRAY'S, WEST 42D STREET, NEW YORK CITY.

BYRRH WINE
THE GREAT FRENCH TONIC AND APPETIZER
MERRY WIDOW COCKTAIL
HALF BYRRH WINE : :
HALF DRY GIN NO BITTERS

DUBOIS FRERES & CAGNION
BRANDIES
CAGNAE, FRANCE
VANDULKIN WEILAND & CO.
HOLLAND GINS
ROTTERDAM, HOLLAND
J. G. ROSE, AGENT
1109 TIMES BUILDING, NEW YORK

PAUL JONES & CO.
DISTILLERS
LOUISVILLE, KENTUCKY

Established 1858
BEAKES DAIRY COMPANY
Producers Wholesale and Retail Dealers in
MILK AND CREAM
Manufacturers of Condensed and Evaporated Milk
Special attention given to supplying hotels and private families
BOTTLED MILK A SPECIALTY
206 East 12th Street
New York City
Branches: 499-501 West 53d Street
1103 Amsterdam Avenue
SHIPPED TO ANY POINT BY BOAT OR RAIL

W. J. LEEDS
Established 1870
F. H. PALMER

BURCHARD & CO.
Teas, Coffees and Chocolates
265 Washington Street
New York City

Telephone: 4912 Cortlandt

First Vienna Bakery
Wholesale Bakers
Special Attention Given to Hotels, Restaurants, Steamships and Institutions
Factory and Office: 231 and 233 East 64th Street
New York City
The Management takes pleasure in recommending "CLYSMIC WATER" to its patrons.—"MURRAY'S"
Seamen Lichtenstein & Company
High Grade Vegetables and Fruits
81 & 83 Barclay Street
New York City
Hot-House and Imported Vegetables
Cultivated Mushrooms and Cantaloupes
Hotels, Restaurants
Clubs, Steamships
Groceries and
Markets Supplied

Geo. M. Still, (Inc.)
Planters of, Wholesale Dealers in
and Shippers of
Oysters and Clams
Boat No. 12, Foot of Bloomfield St.
New York
Selected Half Shell Stock and Native Little Neck Clams our Specialty

M. Appel & Company
DEALERS IN
SWEET BREADS, CALF LIVERS, CALF HEADS
BEEF TENDERLOINS, FRESH BEEF TONGUES,
LAMB FRIES, ROASTING PIGS, AND ALL KINDS OF
PROVISIONS . . . . .
206 WASHINGTON STREET
NEW YORK

Thornpike & Hix
East Boston, Mass.
Incorporated
Rockland, Maine

H. B. Day Co.
Hotel and Club Supplies
357 West 44th Street, New York
Olives
Cooking Oil
Capers
Pickles
Vinegar
Syrups
Jellies
Horse-Radish
Etc.

Established 1844
Telephone: 2304 Cortlandt

Established 1857
Telephones 155-156 Chelsea
Geo. M. Still, (Inc.)
Planters of, Wholesale Dealers in
and Shippers of
Oysters and Clams
Boat No. 12, Foot of Bloomfield St.
New York
Selected Half Shell Stock and Native Little Neck Clams our Specialty

Telephone 5439 Bryant
Established 1881

Established 1881
Telephone: 2304 Cortlandt

M. Appel & E. Grosshandler
TELEPHONE CALL 4288 CORTLANDT

M. Appel & Company
DEALERS IN
SWEET BREADS, CALF LIVERS, CALF HEADS
BEEF TENDERLOINS, FRESH BEEF TONGUES,
LAMB FRIES, ROASTING PIGS, AND ALL KINDS OF
PROVISIONS . . . . .
206 WASHINGTON STREET
NEW YORK

Main Office:
Telephone 5415 Madison Sq.
Branch Office:
Telephone 3572 Spring

Settel's Steam Laundry Co.
542-46 First Avenue
Branch
79 Bedford Street
Near 51st Street
New York
Hotel, Steamship and Restaurant Work
Solicited.
Satisfaction Guaranteed

LOBSTERS
Direct from the ocean to your chef. Carefully selected and packed with sea-weed in our refrigerator package. No ice or fresh-water can touch them. They arrive alive and retain all that delicious flavor natural to a lobster when eaten fresh from the ocean.
HIGH-CLASS RESTAURANTS AND HOTELS ANYWHERE IN THE UNITED STATES, SUPPLIED DIRECT
The New World’s Palatial Market for the distribution of Poultry and Game

A. SILZ, 414-18 W. 14th St., New York

The patronage of this model establishment is exclusive yet extensive. It includes New York’s leading hotels, restaurants and clubs, as well as the principal transatlantic steamship lines entering this port. It extends to high-class hotels in cities and summer resorts outside.

Orders may be made by mail or wire with assurance of prompt and satisfactory treatment, or a representative will call upon request.
THE CENTURY BANK OF THE CITY OF NEW YORK
FIFTH AVENUE AT 20TH STREET
BRANCH: BROADWAY AT 104TH STREET
CAPITAL, $200,000.00
SURPLUS, $144,000.00
HARDEN L. CRAWFORD
President
HENRY DIMEE
Vice-President
ARTHUR H. DAYTON
Vice-President
This Bank is Conservatively Managed along the lines of good banking.
Accounts of Bankers, Merchants, and Individuals are solicited.
We invite personal interviews or correspondence from those who contemplate opening a bank-account, and Special Attention will be paid to Out-of-Town Accounts.
This Bank is designated a Depositary for the funds of the State of New York and City of New York.

Telephone, 1904 Riverside
Matthew F. Donohue
SANITARY PLUMBING
2566 Broadway, New York

JOHN MCKIERNAN
GENERAL CONTRACTOR AND Builder
ESTIMATES FURNISHED
N.W. CORNER AT BROADWAY
AND 50TH ST., NEW YORK
PHONE 2563 RIVERSIDE

The Oxygator regenerates impure air
Natural system of inner air ventilation. The functions of the Oxygators are based upon the properties of the chemical gas and the poisonous parts of air and to generate Oxygen. The Oxygator regenerates foul air following the law of nature that oxygen gas purifies, disinfects and deodorizes.
The Oxygator sucks the foul air in by a powerful blower run by a small motor. The socket of one ordinary incandescent lamp supplies all power.
The foul air is compressed in an inner air pressure chamber. In this hangs a wire basket to hold the Oxone. When foul air strikes this chemical it gives off pure Oxygen which kills the germs.
The air after undergoing this chemical purification is whirled through the water below the air chamber, where it is mechanically washed. The regenerated air is then thrown into the room absolutely pure and with its temperature lowered by an average of 10 degrees.
1. It renders ventilation independent of an outside air supply, thus insuring a steady control of temperature
2. It secures a stable, standard composition of air in the hygienic state as provided by Nature, even with a surplus of Oxygen.
A necessity in hotels and restaurants. Most important to all restaurants and hotels.

JOHN J. WISE
SELLING AGENT
CORNER AVENUE A AND 224 STREET, NEW YORK

THE very attractive columns and capitals that add so materially to the effectiveness of the decorations of the interior of Murray's were made by the Hartmann-Sanders Co.
Chicago, Illinois.
New York office,
1123 Broadway.
Sole Manufacturers of Koll's Patent Lock Joint Columns
A catalogue can be had for the asking.
AYALA & CO., "Magnet Brand"
The Premier CHAMPAGNE of the World. Endorsed by the leading Clubs, Hotels, and Restaurants of Europe and America.

A. H. MEYER COMPANY
HOBOKEN, NEW JERSEY
IMPORTERS OF THE CELEBRATED
Münchener Löwenbräu and Alt-Pilsener
ON DRAUGHT IN EVERY FIRST-CLASS RESTAURANT, HOTEL, CLUB, ETC.

From the Fishery to Murray's
Always Fresh :: :: ::

RUSSIAN ROMANOFF CAVIAR

It is the best, most delicious, stimulating and refined delicacy that can be served at Luncheon, Dinner or Supper Parties ::

Russian Caviar Co.
291 Fifth Ave. 155 Reade Street
And all Best Stores.

Contributor Cigars are always smooth
The secret is that the tobaccos used are always mellow

Our maturing and blending process, needs at least four months' time, takes away all the raw spots, common in the finest Havana.

A Cigar cannot be smooth unless mellow. C. The Contributor is all Havana—inside and out.

American Exchange Cigar Company, Manufacturers
208 E. Twenty-Seventh Street, New York
McCUE BROS. & DRUMMOND

Unequalled Hats

Knapp Felt De Luxe

Derby - - $6.00

Syllkelt Something new in the way of Imported Hats. The best derby made in England. - $5.00

The Drummond Derby $3.50

1442 Broadway
Bet. 40th and 41st Streets
52-54 New Street
Below Stock Exchange

BROADWAY STORE OPEN EVENINGS

FRANK WEINBERG
FLORIST.
WOODSIDE, L. I.

SEND FOR ILLUSTRATED CATALOGUE
ESTIMATES GIVEN FOR INTERIOR AND EXTERIOR GARDENS AND SPECIALTY OF HOTELS AND RESTAURANTS.

BLACK DIAMONDS
COMMONLY KNOWN AS ANTHRACITE COAL

For Hotels, Apartment Houses, Restaurants and private residences, can be secured, to the entire satisfaction of the consumer, by placing the business in the care of the undersigned, whose attention to the orders placed with him insures full weight, good quality and prompt deliveries.

BRIAN EVANS
Telephone 1146 Courtlandt 183 LIBERTY STREET

HOTEL SECURITY CHECKING CO.

THE PIONEERS OF HOTEL AND RESTAURANT CONTROL

BRANCHES

BOSTON, MASS.
NEW YORK CITY
PARKER HOUSE
TIMES BUILDING
TELEPHONE CONNECTION

THE STEINWAY PIANO

Has Been Continuously Without a Peer in the Musical World

IT IS USED IN THIS HOTEL EXCLUSIVELY. INSPECTION INVITED

CATALOGUE AND PRICES UPON APPLICATION

STEINWAY & SONS, 107 and 109 E. 14th St., NEW YORK
Subway Express Station at the Door

S. HOFFMAN

Constructor of fine garments for men who know what's what.

233 Broadway, New York

Opposite Post Office

THE FRANK NETSCHERT CO.

Figures ending in solid black have been approved by or furnished to Messrs. Halévy, Rubinstein, and Wagner, and acknowledged by them as the inspiring beauty of its tone, to the huge of its tone.

IT IS USED IN THIS HOTEL EXCLUSIVELY. INSPECTION INVITED

CATALOGUE AND PRICES UPON APPLICATION

STEINWAY & SONS, 107 and 109 E. 14th St., NEW YORK
Subway Express Station at the Door

FRANK McCULLOUGH

Wholesale and Retail Dealer in

CHARCOAL

286-288 EAST 141ST STREET, BRONX
NEW YORK
Mme. C. Terry
Swedish Institute

- Scientific Massage and Manicuring.
- Baths; Hot, Cold, Tub, Pine-Needle and Vapor.

212 West Forty-second Street,
Near Broadway, New York

Higgins & Seiter

We are specialists in supplying hotels, restaurants and private families with complete services of Fine China and Rich Cut Glass.

Our facilities for decorating these wares with names, crests or monograms are unexcelled. We have a large decorating plant on the premises.

An example of our decorative work is here-illustrated. It represents pieces of china and glass from the service especially decorated and furnished complete to Murray's Restaurant, where we also supplied much of the Choice Bric-a-Brac, Oil Paintings, etc.

Our Mail Order Department is well-established and far-reaching. Orders from distant points are filled promptly and accurately. Satisfaction guaranteed. Our prices average "1-4 Less than Elsewhere."

"BUY CHINA AND GLASS RIGHT"

West 21st and West 22d Streets
Just East of Sixth Avenue

H. W. Baker Linen Co.

Importers of Linen
Manufacturers of Sheets and Pillow Cases
Wholesale Dealers in Blankets, Bedding, etc.

76 Franklin Street, New York

Direct Importers of linens for hotels, restaurants, institutions, railways, steamships, etc. Names, crests, monograms, etc., woven in all kinds of linens.

All the linen for Murray's was furnished by us.

Telephone, 3541 Franklin
STOP AT THE
HOTEL PONCE DE LEON
WHEN AT
ATLANTIC CITY

Virginia Avenue and the Beach

The Hotel Ponce De Leon is newly furnished throughout with rare taste, and possesses all modern requisites for convenience and comfort of guests.

European and American Plan.
A BOOKLET will be gladly furnished upon application.

Rates, Ranging from $2.50 to $5.00 per week, according to location of the rooms.

For further information, address
ALFRED B. GRINDROD,
Atlantic City, N. J.

HOTEL KERNAN

European Plan
Absolutely Fireproof
In the Heart of the Business Section of
Baltimore, Md.

Luxurious Rooms
Single and En Suite
With or Without Baths
$1.00 Per Day Up
Palatial Dining Rooms
Unsurpassed Cuisine
Shower and Plunge in
Turkish Baths Free to Guests

Jas. E. Barrett, Manager
Send for Booklet

DOREAN HOTEL

(Brick Fireproof)

Ocean Front and Vermont Avenue
Atlantic City, N. J.

Open All Year

Gambol Room
Music
Ocean Front
Refined
Surroundings

NEW GRILLE A LA AMERICA

E. E. MORALL, Proprietor

HOTEL WESTMINSTER

IRVING PLACE
New York City

One block from Union Square.
Surface Elevated and Subway Cars. Midway between Leading Wholesale and Retail Stores and Theaters, and yet far enough from Broadway to insure Comfort and Freedom from the noise and bustle of that thoroughfare.

PERFECTLY QUIET. Locality and HOME-LIKE in every respect.

EXCELLENT CUISINE. EUROPEAN PLAN

Single Rooms, $1.00 per day and up. Rooms with Bath, $2.00 per day and up. Parlor, Bedroom and Bath, $3.00 per day and up.

American Plan $5.00 per day and upward. Club Booking.

Table D'Hote Dinner. SEND FOR BOOKLET

The John F. Hollingsworth Co.

C. H. GODFREE, Manager

HOTEL RICHMOND

17th and H Streets
Washington, D. C.

Open All Year

100 Rooms, 30 Private Baths.
American Plan, $6.50 per Day.
Upstairs, with Bath, $12.00 Additional, European Plan, $1.50 per Day. Upstairs, with Bath, $1.00 Additional.

A High-class Hotel, conducted for your comfort. Directly on car line Union Station, 15 minutes. Capital, 12 minutes. Shops and Theaters, 2 minutes.
Two Blocks to White House and Executive Buildings. Opposite Metropolitan Club.

Summer Season, July to Oct.

Wayland Inn and Cottages.
Lake Lucerne, N. Y., in the Adirondacks. Switzerland of America. 61 miles from Saratoga.

Send for Booklet.

Clifford M. Lewis, Prop.
Hotel Cumberland
NEW YORK
S. W. Corner Broadway at 54th Street
Near 50th St. Subway and 53d St. Elevated and accessible to all surface lines

Ideal Location. Near Theatres, Shops, and Central Park. New and Fireproof Strictly First Class in Every Respect
All Outside Rooms. No Carpets. All Hardwood Floors and Oriental Rugs. European Plan.

Transient rates, $2.50 with bath, and up. Restaurant unexcelled.
Prices Reasonable. Send for Booklet.

HARRY P. STIMSON
Formerly with Hotel Imperial.

R. J. BINGHAM
Formerly with Hotel Woodward.

Hotel Bayard
M. FRANK MEEHAN, Proprietor
142-144-146 West 49th Street
NEW YORK

TRANSIENT and family hotel; fireproof; 200 rooms, 150 baths. A well conducted hotel, quiet, yet close to Broadway. Six surface car lines within two minutes walk. Subway and Elevated Railway stations one block away.
Convenient to everything. Best room values in New York.

Single rooms, free baths, $1.00 and $1.50
Rooms, with bath . . . . $2.00
Parlor, bedroom and bath . . $3.50

Jesse C. Bennett & Co.
ESTABLISHED 1888
REAL ESTATE
Estates Managed. Money Loaned on Bond and Mortgage

2259 BROADWAY, Cor. 81st St. NEW YORK
SCAGLIOLINE

The most perfect fire-proof and sound-proof partition block yet devised. *Scaglioline* block is made of Plaster of Paris chemicals and the aggregates of well burnt cinders and it produces a partition of absolute fire-resisting qualities. *Scaglioline* block has been approved by the Bureau of Buildings in Greater New York, and has successfully withstood all fire tests made at various times by the Commissioner of buildings; official reports of these tests may be inspected at the office of the Company. *Scaglioline* block secure the high quality of work they desire. Contractors on account of the large amount they can exact per man, save money both ways—erection and first cost. Samples and estimates furnished on application, also references from parties who have used *Scaglioline* block.

JOHN J. WISE
SELLING AGENT
CORNER AVENUE A AND EAST 22d STREET, NEW YORK
70" high
Price $50

68" high
Price $45

66" high
Price $50

68" high
Price $350
Marble . . $350
Composition $60

78" high
Price $65
Metal . . $65

64" high
Price $85
Metal . . $85

5½" high
Price
Composition $25
Metal . . $75
ELECTROLIERS: ERKINS STUDIOS, 10 EAST THIRTY-THIRD STREET

No. 101  Price  Composition $24.00  Metal $80.00
No. 102  Price  Composition $20.00  Metal $60.00
No. 103  Price  Composition $30.00  Metal $105.00
No. 104  Price  Composition $16.00  Metal $50.00
No. 105  Price  Composition $18.00  Metal $55.00
No. 106  Price  Composition $20.00  Metal $48.00
HENRY ERKINS STUDIOS
10 EAST THIRTY-THIRD STREET
WILL DESIGN RESTAURANTS,
HOTELS, GARDENS, ETC.

ERKINS STUDIOS
10 EAST THIRTY-THIRD STREET
MARBLES FOR GARDENS, HALLS, ETC.

ALL ARTICLES AS ILLUSTRATED IN THIS BOOK CAN BE OBTAINED FROM
HENRY ERKINS STUDIOS
10 EAST THIRTY-THIRD STREET
JANDUS ORNAMENTAL LIGHTING SPECIALTIES
ORNAMENTAL LAMP POSTS
CANDELABRAS, WALL BRACKETS

JOHN MILO
22d STREET & AVENUE A, NEW YORK
MONUMENTS  RAILROAD BRIDGES
ERKINS STUDIOS
10 EAST THIRTY-THIRD STREET

"MURRAY'S" PRIVATE DINING ROOMS
INDIVIDUAL DECORATIONS FOR ALL OCCASIONS

CHINESE TABLE DECORATION  ELECTRIC FOUNTAIN, ELECTRIC CAR, ETC.
"MURRAY'S," FORTY-SECOND STREET AND BROADWAY
HENRY ERKINS STUDIOS
10 EAST THIRTY-THIRD STREET, NEW YORK

HALLS

MOSAICS

STAINED GLASS

FIREPLACES
HENRY ERKINS STUDIOS
10 EAST THIRTY-THIRD STREET
DESIGN AND FURNISH GARDENS
An Appreciation

The production of a printed work of this magnitude and artistic planning, reflects in the perfection of its execution, a measure of credit upon all who have combined their talents and application in its making.

Mr. Frank Fleming conceived the book, in scheme and detail, and the letter press is credited to Rogers & Company, Chicago and New York, Engravers and Printers. The “Rogers Quality” stands pre-eminent in commercial literature and finds its greatest expression in the production of catalogs and booklets, in which work Rogers & Company realize a superior merit.

The plates which have reproduced the decorative and architectural charms of the buildings described were fashioned by the Royal Engraving Company of New York.

It is proper to record the authorship of the text to Mr. Chas. R. Bevington, and the solicitation and arrangement of the advertising pages to Mr. Lewis C. Paine.
Murray's New Broadway

Forty-Second Street and Seventh Avenue

Three acres of floor space devoted exclusively to Dining Room

Opening Beginning of 1909

ARCHAUMBAULT
BROADWAY AND 102D STREET
RESTAURANT
A MAGAZINE DEVOTED TO PLACES OF AMUSEMENTS WILL BE PUBLISHED SEMIANNUALLY.

RATES FOR ADVERTISING, $600 PER PAGE

NEW YORK PLAISANCE
10 E. 33d ST., NEW YORK
FAC-SIMILES OF BOTTLES & LABELS
USED BY THE
CARthusIAN MONKS
At TARRagonA SPAIN:
SINCE THEIR EXPULSION
FROM FRANCE, IN THE
PUTTING UP OF
LIQUEUR PéRES
CHARTREUX
ALSO KNOWN AS
CHARTREUSE

Liqueur
FABRIQUÉE PAR
À TARRAGONA
Les Péres Chartreux

Liqueur
FABRIQUÉE PAR
À TARRAGONA
Les Péres Chartreux

GREEN

YELLOW