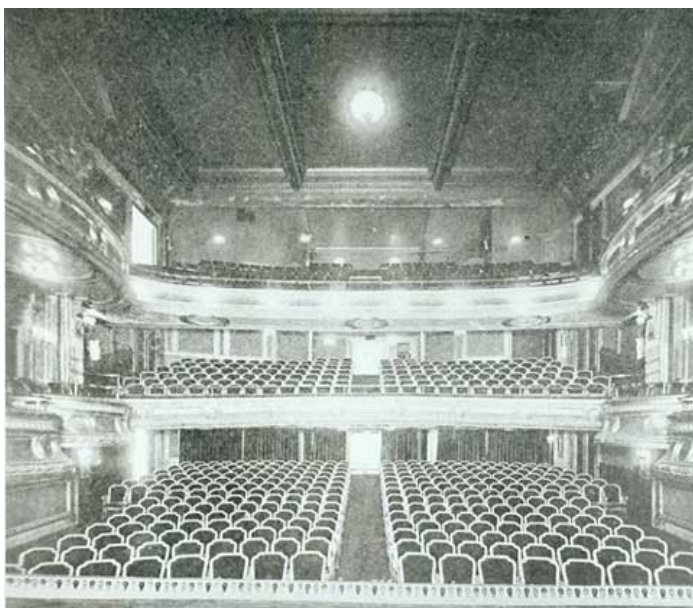


1925-2025

UN AN AVEC HOWARD PHILLIPS LOVECRAFT

#131 | 13 MAI 1925



Sam S. and Lee Shubert. (Inc.) Directors.	<b>NAZIMOVA'S</b> <b>39TH STREET</b> <b>THEATRE</b> 29th St. & Broadway.	Matinees Wed. & Saturday. Evgs. 8:30. Mats. 2:30.
<b>OPENING MONDAY, APRIL 4TH</b> The MESSRS. SHUBERT Announce MME.		
<b>NAZIMOVA</b> IN <b>LITTLE EYOLF</b>		
A Play in 3 Acts by HENRIK IBSEN.		
Seats on Sale Thursday, March 31.		

*Rachat et démolition, 39<sup>ème</sup> rue, du théâtre  
 d'Alla Nazimova, un petit bout d'histoire  
 qui émerge dans la grande fresque instable,  
 et même Douglas Fairbanks.*

[1925, mercredi 13 mai]

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Up 3 p.m. — cleaned room — out shopping — back — off to Belknap's —  
WROTE AEPG — ////good meeting — JFM RK SL GK lv. early HPL  
& SL stay late — subway home — read — retire in morning.

*Levé à 15h. Ménage de la chambre. Dehors pour des courses, et  
retour. Puis chez les Belknap. Suite de la lettre à tante Annie. Bonne  
réunion, Kirk, Loveman, Kleiner, Morton. Kirk repart de bonne  
heure, Lovecraft et Loveman bien plus tard. Retour métro. Lecture.  
Couché au matin.*

Transcrire en quatre lignes complètes ce qu'il résume en moins de trois lignes : c'est déjà en proposer commentaire, en l'absence une fois de plus des lettres envoyées aux deux tantes. Lovecraft inverse progressivement ses heures, dormant le matin, écrivant la nuit. Cette régularité semble productive. Il faut se replonger dans les images du grouillant Brooklyn, de la fureur de New York dans ses années noires, pour s'imaginer en pleine journée l'homme qui dort, et qui seulement en début d'après-midi fera son ménage, puis descendra boire un gobelet de café au Johnson's avant de retrouver ses copains : la nuit, on examine l'histoire des livres fantastiques mais justement, l'horreur y surgit toujours de nuit. Peu probable que Lovecraft ait été concerné par la fin d'une salle de spectacle dans Times Square — pourtant, qu'on la démolisse au bout de quinze ans pour la remplacer par des bureaux, cela donne le rythme de la ville, et la disproportion de ce qui circule d'argent, selon qu'on est littérateur ou promoteur. Mais c'est une autre figure de l'imaginaire qui lève aussi brièvement de l'article du journal : quelle est la mémoire, quand la salle disparaît, de ce qu'a fabriqué le théâtre ? De Mary Young, Margaret Anglin ou Leslie Carter ? Si on se souvient du nom de Douglas Fairbankx, c'est à cause du cinéma. Ces tractations immobilières : l'émergence progressive de l'industrie culturelle, qui mangera plus tard le livre tout aussi bien. En cela aussi la bascule de la ville est bascule des temps.

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*New York Times*, 13 mai 1925. A E Lefcourt, promoteur, a acquis hier le théâtre de la 39ème rue, un des symboles du spectacle dans Times Square. L Lefcourt possède le bâtiment adjacent à l'angle de Broadway et veut réhabiliter l'ensemble du site avec un immeuble de bureaux de vingt étages, pour un investissement de 7 500 000 dollars. Le théâtre a été vendu par ses propriétaires, les Shuberts, par l'intermédiaire de l'agence Harry B Cutner, et donne à l'acheteur le contrôle de quatre-vingt-dix mètres sur Broadway et d'un peu plus sur la 39ème rue, l'immeuble Potter qui fait l'angle,

anciennement hôtel Audubon, ayant été acquis par M Lefcourt il y a deux ans. Le nouveau bâtiment comportera des bureaux et des commerces et sera prêt à être occupé dès décembre 1926. Me Lefcourt est aussi le propriétaire et le constructeur de l'immeuble Lefcourt-Marlboro à l'angle de Broadway et de la 36ème rue, dont les locataires lui ont récemment offert un dîner, l'appelant le propriétaire idéal. Quand le théâtre de la 39ème rue sera laissé aux mains des démolisseurs, en décembre prochain, finira une des plus anciennes salles de spectacle de Times Square. On s'en souviendra comme du théâtre Nazimova de la 39ème rue, puisque c'est le nom sous lequel il avait ouvert ses portes le 18 avril 1910, avec Nazimova dans le rôle de l'Eyolf d'Henrik Ibsen. Il y a quinze ans, c'était la plus grande salle de spectacle du quartier. Il y avait alors seulement quatre théâtres sur la 42ème rue et cinq sur Broadway. Parfois appelé la salle favorite du défunt Diamond Jim Brady, le théâtre de la 39ème rue a accueilli de nombreux succès. En 1911, la production d'August Thomas, *Ainsi pense un homme*, ou *La seconde Mme Tanqueray* avec Leslie Carter, Margaret Anglin dans *Les bas verts* ou Mary Young dans *Croyez-moi, Xantippe*, un des premiers rôles de Douglas

### **39th Street Theatre, Scene of Triumphs, Sold to Be Site for an Office Building**

A. E. Lefcourt, builder, purchased the Thirty-ninth Street Theatre yesterday, a theatrical landmark in the Times Square section. Mr. Lefcourt owns the adjoining corner on Broadway and will improve the entire site with a twenty-story business building, representing an investment of \$7,500,000.

The theatre property was sold by the Shuberts through Harry B. Cutner, as broker, and gives the buyer control of a plot ninety feet on Broadway by 107 feet on Thirty-ninth Street, at the northeast corner, valued at about \$2,500,000. The immediate corner is improved with the Potter Building, formerly the old Audubon Hotel, which Mr. Lefcourt acquired two years ago.

The new building will contain offices and showrooms and will be ready for occupancy about December, 1926. Mr. Lefcourt is the builder and owner of the Lefcourt-Marlboro Building at Broadway and Thirty-sixth Street, the tenants of which recently gave him a dinner calling him the ideal landlord.

When the Thirty-ninth Street Theatre goes into the hands of the wreckers next December, one of the oldest playhouses in the Times Square district will have passed. It will be remembered as Nazimova's Thirty-ninth Street Theatre, as it opened its doors under that name on April 18, 1910, with Nazimova in the title role in Henrik Ibsen's "Little Eyolf."

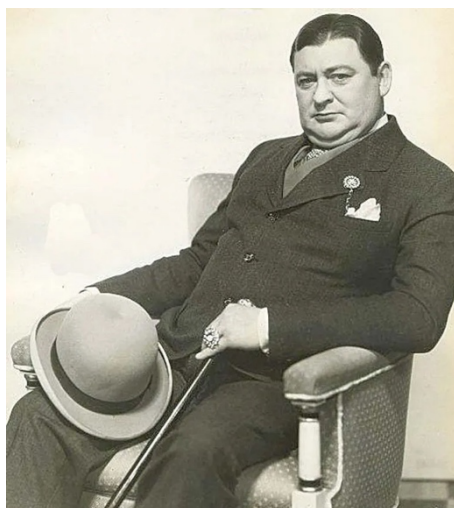
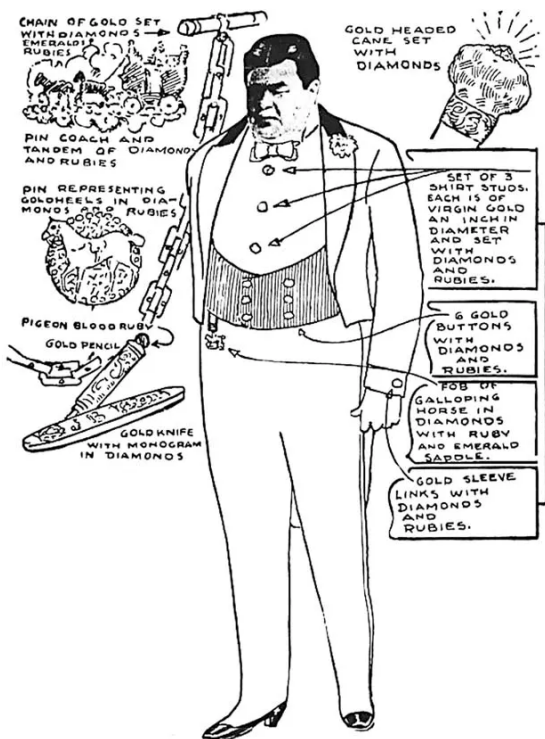
Fifteen years ago it was the largest

uptown playhouse. There were then only four theatres on Forty-second Street and five on Broadway. That was in the days when the New York Roof was known as the Moulin Rouge.

Sometimes referred to as the favorite playhouse of the late "Diamond Jim" Brady, the Thirty-ninth Street Theatre was the scene of many successes. Augustus Thomas's production, "As a Man Thinks," came to this theatre in 1911. Other productions seen there were Mrs. Leslie Carter in "The Second Mrs. Tanqueray," Margaret Anglin in "Green Stockings" and John Barrymore and Mary Young in "Believe Me, Xantippe," a play in which Douglas Fairbanks appeared.

Blanche Ring, Frank Craven, Marie Dressler, Lew Fields, Lou Tellegen and Emily Stevens all had their important successes there, and Cosmo Hamilton's play "Scandal" had there the longest run of any play in the history of the theatre up to its time—thirty-nine weeks. The record for the shortest run in the theatre goes to play known as "A Little Bit of Pluff." The show opened and closed the same night. Other productions of note included "Butterfly on the Wheel," "The Blindness of Virtue" and "The Master of the House." "White Cargo" is playing there now.

Fairbanks.



*Et nouvelles associations :  
Diamond Jim Brady... un des  
rois du Broadway nocturne,  
ouvrira plus tard un restaurant  
pour célébrités...*

## SCORE OF NOTED MEN TO FLY IN DIRIGIBLE

Advisory Board on Mobilization  
Will Survey Philadelphia Area  
From Los Angeles Friday.

### PART OF DEFENSE PROGRAM

Party includes W. W. Atterbury, E.  
T. Stotesbury, Samuel Vauclain  
and Irene du Pont.

Special to The New York Times.  
WASHINGTON, May 28.—The army  
advisory board for industrial mobilization  
in the Philadelphia district, comprising  
men prominent in finance, education  
and industry, will make a flight on  
Friday from Lakshurst, N. J., in the  
dirigible Los Angeles, as the guests of  
Secretary Wilbur, over Philadelphia,  
Trenton, Wilmington and other cities  
to give them a complete visualization  
of the Philadelphia area.

Those invited to make the survey are:  
John C. Jones, Chief of the Philadelphia  
Ordinance District; W. W. Atterbury,  
Vice President of the Pennsylvania  
Railroad; E. T. Stotesbury, financier;  
George Horace Lorimer, editor of  
The Saturday Evening Post; Churchill  
Williams, associate editor of The  
Saturday Evening Post; Samuel  
Vauclain, President of the Baldwin  
Locomotive Works; Irene du Pont,  
President of the du Pont de Nemours  
Company; Eugene Grace, President of  
the Bethlehem Steel Company; Dr. W.  
C. Eglin, Vice President of the Philadelphia  
Electric Company and President of  
the Franklin Institute; Dr. Charles  
Russ Richards, President of Lehigh  
University; J. W. Rawle, Vice President  
and general manager of the J. G. Brill  
Company; Atwater Kent, President of  
the Atwater Kent Manufacturing Company;  
Joseph Penniman, provost of the  
University of Pennsylvania; Edgar  
Johnson, President of the Victor Talking  
Machine Company; Brig. Gen. Dennis  
E. Nolan, Acting Chief of Staff,  
U. S. A.; Felix du Pont, Vice President  
of the du Pont de Nemours Company;  
Major K. K. V. Casey, director of military  
sales, du Pont de Nemours Company;  
Major Gen. C. C. Williams, Chief of  
Ordnance, U. S. A.; Colonel Harley  
E. Ferguson, Director of Procurement,  
U. S. A.; the Hon. Benedict Crowell,  
formerly Assistant Secretary of War;  
Ralph Dravo, Chief of the Pittsburgh  
Ordinance District; Leonard Kinney,  
President of the Bell Telephone Company  
of Pennsylvania; Major J. S. S.  
Richardson, Director of the Pennsylvania  
Public Utilities Information Corporation;  
Captain W. E. Dilmara, executive  
assistant, Philadelphia Ordnance  
District.

Accompanying them will be Dwight F.  
Davis, Assistant Secretary of War;  
Rear Admiral W. A. Moffatt, Chief of  
the Bureau of Aeronautics, U. S. N.;  
Rear Admiral Hilary P. Jones, Chairman  
of the General Board, U. S. N.; Rear  
Admiral C. C. Block, Chief of the  
Bureau of Ordnance, U. S. N.; Rear  
Admiral C. F. Hughes, Director of Target  
Practice, U. S. N., and Captain J. T.  
Tompkins, Chief of the Navy Yard Division,  
U. S. N.

"This project is an important part of  
the army and navy preparedness program,"  
said Secretary Wilbur. "The individuals  
comprising the advisory board are key  
men in the nation's scheme of national  
defense. Voluntarily they give to the  
Philadelphia district and to the United States  
services which the Government could not  
secure on a salary at any cost, however high."

"Much there is in the functioning of  
emergency industrial mobilization which  
these men must know. Not the least is  
a complete visualization of the Philadelphia  
area, which is of the greatest importance  
to the United States from a war-time  
industrial viewpoint. Aeronautical science  
has made it possible for this to be  
accomplished within the space of a few  
hours. The result will be an assembly  
aboard an airship unique in the history of  
aeronautics."



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and property

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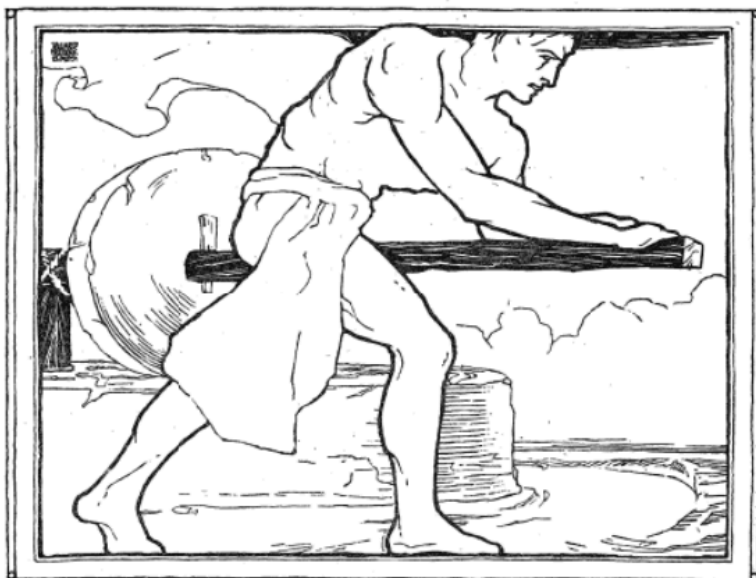


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