Arden Theater: Changing With Old City

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Cities 185 Gary McDonogh 25 November 1998

#### Table of Contents

Part 1: The Arden Theatre: Inside and Out By Melody Tulier	Pages 1-3
Part 2: The Arden Theatre and Its Surroundings By Brooke DeWitt	Pages 3-6
Part 3: Locating The Building in Service Space By Rosemary Byrd	Pages 6-8
Part 4: Numbers Do Not Lie By Mary Elizabeth King	Pages 8-10
Part 5: Where Should They Go From Here? By Rosemary Byrd, Mary Elizabeth King, Melody Tulier, and Brooke DeWitt	Pages 10-12

#### Part 1: The Arden Theatre: Inside and Out

The ten-year old Arden Theatre Company has made its way into Old City and has been at its current location of 40 North Second Street for four years. A tour I took with the manager of the Arden Theatre Laura Hamilton alerted me to the past uses of the building and the flexibility the current structure allows for the Theatre Company. This contributes to the company's success and endeavors to promote the arts in the region.

The history of the theater proves that the land and structure is versatile. According to Laura Hamilton, Benjamin Franklin owned a bookstore at the location but it burnt down. It should be noted that I could not verify this information when I looked into Franklin's past and old maps of the site. From the façade of the building, I estimate that a post office was built in the twentieth century (See Appendix 1A). As you can see by the picture, the sign still shows and people occasionally come into the theater to buy stamps. Next, Philadelphia Technical College purchased the building and used it until the Arden Theatre Company acquired the building from them in 1994.

When the company found its new home, they saw that the building needed extensive interior construction, which they are still in the process of completing. The basement, as seen in Appendix 1B, had many wires and old computers that needed to be removed. The stage, a key element to any theater company, needed to serve the needs of the audience and play a part in fulfilling the goal of the company's mission of an intimate setting. Two stages resulted – the 175 seat Arcadia Stage and the 360 seat F. Otto Haas Stage. The outline of the building is complex but uses the amount of space the company has for its theater productions creatively. The structure is divided into three sections. The front portion of the theater is two stories and includes the interior entrance of the building (See Appendix 1C). In this portion, there is the

Arcadia Stage, which takes up both stories and is used for small productions. The middle of the theater is home to the Haas Stage (Appendix 1D). The theater begins on the first level and the ceiling is at the third level thus creating a dome, metal structure.

Productions in the Haas Stage may use three different seating plans for each particular play. Each seating plan can be changed within seventy-two hours, if needed. The three seating arrangements-the round, the procenium, and the thrust stages- allow certain aspects of a production to be highlighted. In the round setup, (See Appendix 1E) the audience surrounds the actors and can clearly see the fronts and backs of the characters. The procenium arrangement, (See Appendix 1F) is a traditional setup of a stage and allows the audience to see the wide expanse of the stage just by looking straight ahead. The thrust stage, (See Appendix 1G) which is the arrangement for the current production of The Grapes of Wrath, gives the audience an extremely close view of the stage. This is especially true for the front row, which is at the same level as the stage. The different possible seating arrangements make the choice of productions for the company more expansive and allow the actors to come close, interact, and connect with the audience. Thus, audiences will become drawn to the theater and feel comfortable, relax, and let themselves enter the world of the arts. The third and last section of the theater is reserved for dressing rooms and offices. The dressing rooms are in the process of being finished. Although they do not provide a lot of room, they serve the needs of the small number of cast members in each production.

The theater is trying to provide children and adults who are interested in learning about how theater works and its intricacies with programs. The Arden Theatre Company's effort to expose children to the creativity and imagination that is involved in theater is seen by their first attempt to develop children's theater in the company. Their first children's production,

Charlotte's Web, will start in December (See Appendix 1H). Furthermore, the company offers a program called Arden Continual Training (ACT), which gives courses to beginners to professionals (See Appendix 1I). One hundred to three hundred level courses are available for anyone who is interested. There is even course for those between the ages of thirteen and eighteen. For those who can not afford tuition for the classes, work-study is available. This makes it possible for people who do not have the money but have the ambition to study theater to do so. Also, an Arden Professional Apprentice (APA) program gives college students an opportunity to learn and work at every aspect of producing a successful theater company. They work as stage crew, technical crew, at the box office, marketing, and as understudies. All the programs mentioned prove that the Arden Theatre Company wants to contribute to different sects of the population who are yearning to learn and understand the skills that are imperative to become an influential part of theater. The structure and layout of the theater provides the basis for the programs to be established and carried out in an effective way. In short, without space, classes, programs, and children's theater could not exist.

Finally, after describing the wonderful stages, productions, and programs that are offered, who are the main subscribers to the Arden Theatre Company? According to Laura Hamilton, there is a small, core group of twenty-five to thirty year olds that attend productions. However, most of the subscribers are between the ages of fifty and sixty-five years old. This is in stark contrast to the surrounding neighborhood.

#### Part 2: The Arden Theatre and Its Surroundings

The Arden Theater is close to many historic sites in Philadelphia such as Penn's Landing, the Betsy Ross house and Christ Church. Visitors from all over the city and country come to Old

City to see these sites but now they have even more reason to visit the area. The neighborhood is clean, appealing and provides many cultural outlets. Aside from the numerous historical sites in Old City, it looks like a pretty normal and active neighborhood. There is a small bookstore, a grocery store, a candy store, a shoe-seller a lighting store and many art galleries. It has a small downtown atmosphere, lacking modern skyscrapers and modern office spaces. The buildings are old but almost all of them are kept in good repair. The sidewalks are brick and there is an occasional tree along the quiet streets. In Old City, one has a feeling that there are many good and beautiful things to look at and one has a sense of enjoyment while looking at the buildings, storefronts, and people. Safety does not become an issue to the average visitor in the daytime, while there are plenty of people always walking in Old City. With any city though, crime poses a problem, especially during the night when people are less likely to be outside in the neighborhood.

In the past, Old City was mainly a wholesale district. According to business people in the neighborhood, after most of the wholesale businesses closed, Old City consisted mainly of vacant buildings. In the past five to ten years though, new life has been breathed into Old City in the form of private entrepreneurs and new businesses opening and finding success. One such business is the Arden Theater.

We spoke to many shopkeepers in the area around the Arden Theater to ask about their businesses and what they thought of the Old City and the changes that are taking place. Almost everyone that we spoke to was pleased with the revitalization of Old City and personally took credit for making Old City what it is. They said that the neighborhood was becoming more desirable and active and therefore drawing more visitors. All but a few of the businesses we ran across were new; most of them were open only for five years or less. We located three clothing

stores, one of which had been opened within the year and the other two within three weeks. Also, many of the businesses that have opened lately are art galleries and original furniture showrooms. There are also many restaurants and delis opening in the area that were more expensive than restaurants that previously occupied the area. Along with food, other costs of living in Old City have also risen such as the cost of housing. There are quite a few residential buildings in Old City, there are buildings used exclusively for apartments and others are second-floor apartments. As the area has grown and has become a more desirable place to live in the past five to ten years, nearly all of the residential buildings that exist have been renovated into luxury apartments. Along with the renovation of the available housing in the area, the rents on them have risen considerably. We talked with a clerk in a used clothing store that told us she had rented a studio apartment in Old City for \$500 a month and had recently moved out of the area when the rent rose to \$800 a month. It is getting more expensive for residents of Old City to live there as the neighborhood changes and grows, and therefore, the kind of people choosing to live in Old City is also changing. It is hard for the people who work in the shops in Old City to afford to live there also.

Private enterprises are investing their money in Old City because they think and they have a responsibility to initiate change in the dynamic neighborhood. Shop owners believe that Old City will become a very visited and loved Philadelphia area. We talked to the owner of a modern furniture showroom who took much responsibility for the good changes going on in the community. He was proud that all the new growth in Old City was initiated by all private enterprises with no help or subsidization from the city of Philadelphia. He thought Old City a wonderful place to start a business and considered the area trendy and artsy but that is catered to

a population that was probably between the ages of twenty-five and thirty-five. He said Old City could be compared to South Street but a level above its groveling cheapness.

It is impressive that so many new businesses, especially those associated with the arts, such as the numerous galleries, the showrooms and the Arden Theatre would be simultaneously attracted to the neighborhood. Artists moving into undesirable areas of a city because space is cheap and transforming them into centers for the arts is common in cities. What has happened and is happening to Old City almost perfectly fits this description of an urban trend.

#### Part 3: Locating the Building in Service Space

The area surrounding the Arden Theatre consists mainly of centers of art and leisure, rather than of more basic or practical resources. The clothing stores in closest proximity to the theater, for example, are mainly expensive, trendy boutiques. The amenities provided allow for a quality of living above and beyond that of stereotypical city neighborhoods. Demand for such amenities reflects the values of Old City residents. Old City exists not only for its own residents, but also for the pleasure of the entire metropolitan area.

To arrive in Old City by public transportation, one merely has to take the Market-Frankford subway line. It stops at Second and Market Streets a block away from the theater, and at Market East Station, thus directly connecting Old City with the SEPTA train system. Therefore, the theater can draw audiences from the suburbs as well as from Center City. The PATCO stops all along Market Street as well, providing another form of public transportation to the area.

Although the area is partially residential, there is a limited selection of basic necessities. For example, things that people often take for granted, such as the availability of food and

inexpensive clothing. The grocery store closest to the theater, the Old City Market, is only about a block away, but has neither a wide selection nor a high quality of goods. Goods sold in the neighborhood are of a variety above and beyond the essentials. The clothing stores are upscale and the restaurants cater to white collar workers in the area, therefore exemplifying the wealth of the neighborhood.

Nothing comparable to the stereotypical notion of a suburban mall exists in Old City. Old City consists mostly of individually owned businesses such as bookstores, art galleries and small boutiques. Within sight of the Arden Theatre is Big Jar Books, a small, intimate bookstore that has incorporated a small coffee shop into the front of the store. The bookstore has an upscale, almost main-line atmosphere, thus reflecting its patrons. As Liz once remarked, the people of Old City are probably about 15 or 20 years, 2.3 children and a dog away from the Main Line.

The nearest cinema, the Old City Cinema, is on Second St. and Sansom St., approximately three blocks away from the Arden Theatre. The movie theater does not actually lie within the boundaries of Old City, and only shows two movies at a time. The Ritz Theater is also nearby, and caters to the type of people that live in Old City – the thirtysomething crowd with careers and disposable income. These movie theaters, along with the art galleries and the Arden Theatre establish Old City as a community defined by art, entertainment, and popular culture.

Services provided in the immediate area only include an employment agency on Third Street and a Learning Center on Second Street. The limited amount of social services provided in the theater's neighborhood exemplifies a lack of demand for these resources. Also, the nearest schools are the public elementary McCall School on Sixth Street and the Philadelphia Regional

High School on Market Street. Neither school is located within the boundaries of Old City; thus, the children of Old City are integrated with children from different neighborhoods such as Chinatown, Society Hill and Washington Square West.

#### Part 4: Numbers Do Not Lie

In order to evaluate the trends and changes that have affected the Arden Theatre, Old City and their surroundings, I utilized various census data. The Arden Theater is located in census tract 0001 (Philadelphia County), Block Group 3 and I have extracted data from both of these groups for different purposes. In order to compare 1990 information with that from 1980 and 1970, it was necessary to examine the entire tract 0001. To demonstrate recent demographics however, the information gleamed from the block group statistics proved much more useful.

The most blaring statistics within the 1990 block group information proved to be those pertaining to race and employment. As Chart 1 shows, the area immediately surrounding the Arden Theater consists primarily of white professionals around the age of 32. Similarly, the entire tract is, and has been consistently, primarily white, as demonstrated by the 1970, 1980, as well as the 1990 census (See Chart 1). Chart 1 further illustrates a significant increase in population for the area, which reflects the transition from a wholesale district to a more popular, higher-class area.

The increased education of the inhabitants of tract 0001 also alludes to this change (See Charts 2,5), because more recently, the inhabitants of tract 0001 are people who have attained higher education. Stereotypically, people who are more likely to patronize art galleries and shops like the expensive furniture galleries that typify Old City have achieved higher education and higher income levels. With Old City, however, the census data tend to support this

conclusion. From 1970 to 1990, the population of tract 0001 has not only grown in terms of population, but this population has become decidedly more educated. Perhaps this is due, in part, to the emergence of Old City as an artsy, "yuppie," intelligent-person's neighborhood.

Another way to evaluate a neighborhood is by identifying the presence of families and their relative prosperity. As graph 2 demonstrates, the number of families living in the area in and around Old City increased significantly between 1980 and 1990. This perhaps is one of the reasons the Arden Theater is implementing programs that will appeal to children. The presence of families further raises questions about the neighborhood's service space. The nearby grocery stores, for example, leave a lot to be desired in terms of selection and variety, and the next step in establishing a well balanced neighborhood may be to explore the possibility of new businesses which cater to the basic needs of residents.

The median income of families within tract 0001 has also increased a great deal. Though these numbers do not account for inflation, the median family income raised from \$10,667 in 1969 to \$23,864 in 1979 to \$47,778 in 1989. Similarly, although the data were not available in previous census reports, the median per capita income in 1989 for the area was \$30,792. Clearly, the income bracket, which occupies this neighborhood, has changed a great deal since the 1970's, thus both contributing to and resulting in the dramatic shift in the character of Old City.

Finally, to fully evaluate Old City as growing and flourishing one must examine the issue of housing in the area. In the past twenty years, there has not been a significant increase in vacant housing, although the value of housing and the number of available housing units have risen sharply (See Chart 4). Again, these numbers correlate with the increased income of the population of tract 0001. Recently, the area has begun to attract a more wealthy audience, thus

driving up the price and value of housing. In ten years, the number of available housing units nearly quadrupled, demonstrating the rapid and recent growth spurt, which this area has undergone.

The Arden Theatre, as a respectable and much respected theater company, has incorporated itself fairly well into the surrounding area in the short time it has been there, according to local gallery and shop owners with whom we spoke. The owner of an expensive art deco furniture showroom one block from the theater told us that he thought the theater was attracting the same type of people who would patronize the local galleries and shops, thus further advancing the neighborhood. The theater also fits in with the notion that Old City is a place that artists moved into because of the inexpensive rent and, probably unwittingly, transformed into an 'artsy' community.

#### Part 5: Where Should They Go From Here?

Professor McDonogh, during a class one day, stated that one part of planning consists of not necessarily changing a function of a building but doing something to enhance its function. This is exactly what we found when we evaluated our findings on the Arden Theatre and the surrounding community. The theater provides many solid programs for people who are interested in theater. There have been an increasing number of subscribers who are young, well off, and from the community. However, the company needs to help more people in the community understand their goal and encourage them to support the company. Our ideas for the theatre strive to integrate the Arden Theatre with two distinct, forceful sects in the community-young, educated, artistic adults and merchants.

The area has seen an influx of both art galleries and thirty-something's that have a high socio-economic status. Old City is going through a period of revitalization, predominately fostered by the arriving of art galleries and the flow of young adults coming into the neighborhood. One event we found particularly interesting is First Friday. Galleries open to the public on the first Friday night of every month, drawing many visitors to Old City. We would like to see galleries collaborate with The Arden Theatre on this night in the hope of bringing a large crowd and therefore money into the Old City area. Our idea calls for the company to show one act of a current play to people who attend First Friday. More people would be exposed to the theater and enjoy the act they see and want to purchase tickets. The box office would make discounts available to those who saw a part of a play that night. In addition, the theater might want to incorporate artwork in the lobby of the building and show support to other artists. People would come into the theater, see what is has to offer and the wonderful artwork all at the same time.

Other forces in the neighborhood are the local restaurant owners and merchants. Businesses are coming into the community in large numbers and playing an integral role in reforming and providing Old City with life and excitement. The Arden Theatre can join with local restaurants and provide people with a type of "package deal." A couple could buy tickets for both a dinner and a show all at once. This would cater to the rising number of young couples and professionals in the area. Also, the theater could provide special discounted shows to local merchants. We are basing these ideas in the fact that usually, when organizations work well and offer items to other businesses, this creates a basis for collaboration in the future. Thus, this will strengthen the community and will benefit other businesses, people who live and work in the area, and will encourage others to move into the area.

In conclusion, the company needs to feed off of the growth that has been and continues to occur in Old City and add to the efforts that they are already making to integrate with their community. Overall, the Arden Theatre Company is a successful, progressing organization and the revitalization of Old City is key to the growth of the company. The influx of artists into the then lower rent neighborhood was critical in transforming Old City from a wholesale district to a cultural district. In referring to a similar situation in New York's Lower East Side, Neil Smith says in Variations On A Theme Park that "Lower East Side galleries played the pivotal role, they provided the meeting place for grassroots ambition and establishment." The gentrification that is taking place in the Lower East Side is parallel to the situation Old City is currently facing. The gentrification that has occurred because of the influx of artisans has changed the dynamics of the community, thus creating different needs that the Arden Theatre Company must meet to maintain and build upon their foundation. The Arden Theatre Company is a relatively new company whose direction must be focused towards satisfying the need the upstanding community has for quality, and possibly somewhat formal theater. At the same time, it is imperative that the theater sustains the quality, number of programs, and the older subscribers. This foundation made the company a forceful influence in the arts. Now, it must retain its solid base and at the same time grow to combine more of the immediate neighborhood with the many opportunities the company has to offer.

Neil Smith, "New City, New Frontier," in <u>Variations On A Theme Park</u>, ed. Michael Sorkin (New York: Hill and Wang, 1992), 77-78.

#### Appendix 1



A. This is the exterior of the Arden Theatre. If you look closely, you can see the inscribed sign, which says "Post Office." This was just one of the several uses of the building.



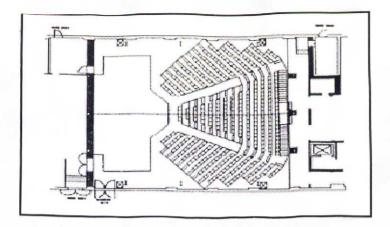
B. The building's basement is still in the process of construction and will be used for storage in the future.



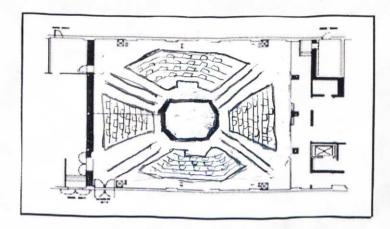
C. The first thing you see when you enter the theater is the entrance to the HAAS Stage. The theater is clearly proud of the funds they raised to initiate and complete this project.



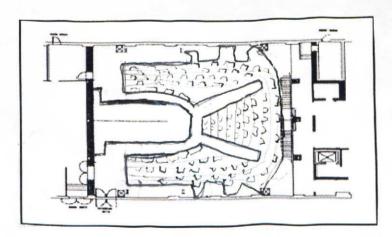
D. The HAAS Stage is extremely versatile and creates an atmosphere that is conducive to wonderful acting and audience interaction.



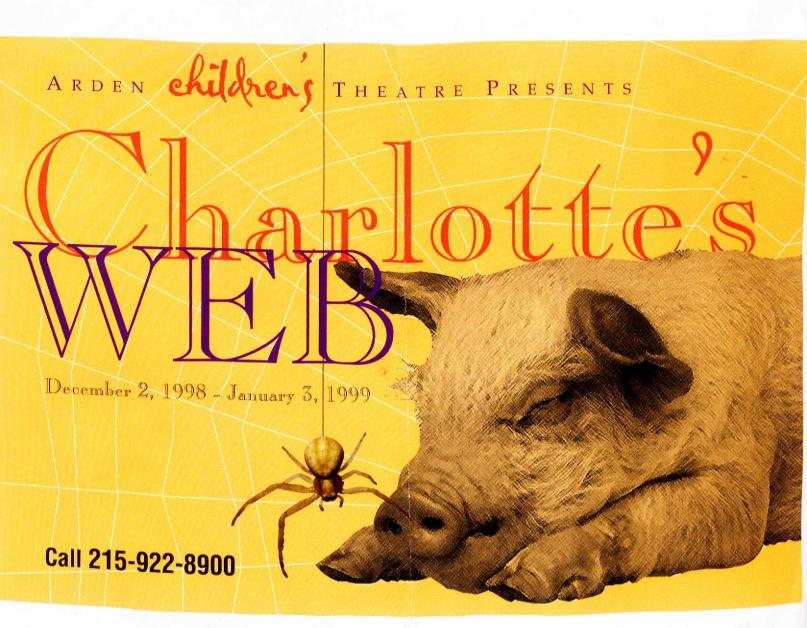
E. The round stage allows all audience members to see every actor at many angles



F. The proscenium arrangement is a traditional setup and provides the audience with a centralized few of the play.



G. The thrust stage is used in the *Grapes of Wrath* production. The audience that sits in the first few rows on the sides of the stage is at the same level as the actors and is only a few feet away.



H. Charlotte's Web is the first children's production for the theater.



I. The Arden Theatre has a mission to educate people in a variety of age groups about the Arts.

## DHINIART DHIUNITHO) HIDAA

FALL 1998: September 28 - December 12

#### **CLASS SCHEDULE**

Class	Day & Time	Instructor	Fee	Dates
100 LEVEL COUR	RSES		10 7-21	S. A. Carrier
Acting I	Mon, 6:00-8:00	Jackman	\$200	9/28-12/17
Acting II	Mon, 8:30-10:30	Jackman	\$200	9/28-12/17
Acting III	Mon, 6:00-8:00	Mercer	\$200	9/28-12/17
200 LEVEL COUR	RSES			
Improv: Explore	Mon, 8:30-10:30	Childs	\$225	9/28-12/17
Shakespeare	Mon, 6:00-8:00	Posner	\$225	9/28-12/17
Auditioning	Mon, 6:00-8:00	Wood	\$250	9/28-12/17
300 LEVEL COUR	RSES		11/2/1	
Actors Workshop	Mon, 8:30-10:30	Posner	\$250	9/28-12/17
KIDS & TEENS				The West
Teen Acting I	Sat, 10:00-Noon	Gonglewski	\$225	10/3-12/12

#### **IMPORTANT INFORMATION**

- All classes are 10 weeks.
- NO CLASS on Monday, October 20 because of the Barrymore Awards.
- A \$50 non-refundable deposit is required for all classes.
- No refunds after the second class.
- All classes are subject to change or cancellation.
- Call 215.922.8900 and speak with Michael Resario to register or to get more information.

#### WORK/STUDY

Pay as little as \$100 per class and work off the rest at \$5 per hour. Work/Study students assist with mailings, tele-funding, office work, technical production and more. *Positions are limited*.

#### **AUDITING**

Not sure about enrolling? Sit in on the first class for \$10 (which will be deducted from the cost when you sign up). But we can't guarantee there will be room if you wait before making up your mind!



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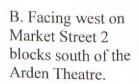
I. The Arden Theatre has a mission to educate people in a variety of age groups about the Arts.

**REGISTER BY PHONE 215-922-8900** 

#### Appendix 2



A. 2 blocks south of the Arden Theatre on Market Street.

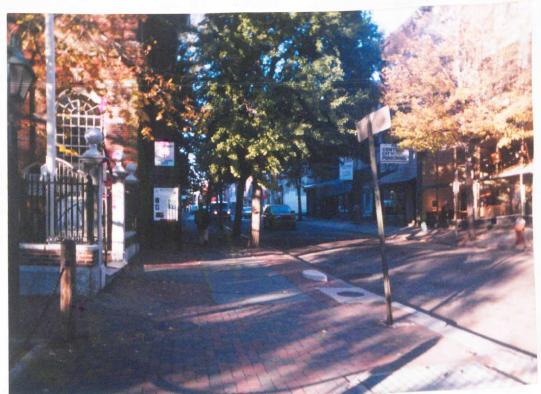






C. The Ardmore Theatre, facing south on 2<sup>nd</sup> Street.

D. Looking north on 2<sup>nd</sup> Street toward the theater. Christ Church is on the left.

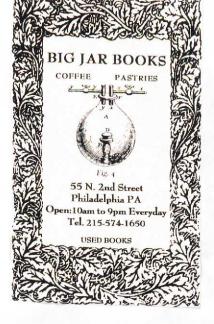




E. Facing north on  $2^{nd}$  Street north of the Arden Theatre.



F. Facing west on Arch Street.



G. Business cards of local retailers

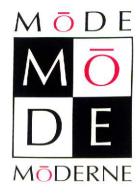
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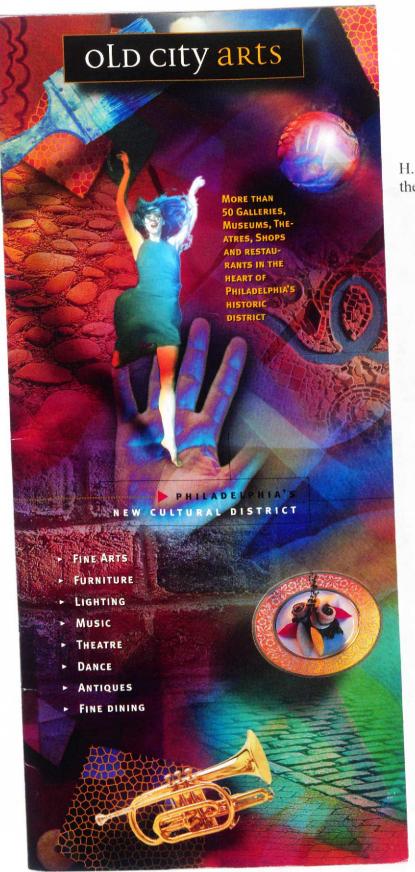
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Old Gitysociation

Located within the most historic square mile of this country, Old City was once a busy commercial waterfront district. By the early 1970s, many of its industrial and warehouse uses gave way to artists' lofts, and a thriving arts community took root. This was followed in the 1980s by the restoration and conversion of many historic industrial structures into large residential apartments.

The late 1980s and early 90s saw an influx of art galleries, design firms, architects and performance groups to Old City. The community grew to include restaurants, theatre companies, galleries for contemporary and traditional fine and decorative art, artists' cooperatives, art workshops, schools, dance companies, contemporary design showrooms, ethnographic art galleries, historic and cultural museums—as well as nearly 40 architectural and graphic design firms.

Today, old city is an active cultural, dining and shopping district every day of the month, and one of the most appealing residential districts in downtown Philadelphia. Theatre, dance and music programs are scheduled here throughout the year.

THE OLD CITY ARTS ASSOCIATION is a volunteer organization supported by its members and sponsors, dedicated to developing Old City as a vital meeting place for arts and culture in Philadelphia. The Old City Cultural District is an easy walk from the new Pennsylvania Convention Center & downtown hotels (about 10 minutes). The District is small enough to be seen during a brief walking tour but interesting enough to spend an entire day exploring all its many cultural and architectural gems.



215-413-9006

FIRST FRIDAY is a unique cultural event in Philadelphia and one of the city's most popular evening escapes. Held the first Friday of each month, rain or shine, this arts community's "open house" brings together city dwellers and suburbanites, contemporary arts and antique collectors, aficionados of classical and contemporary design, and theater and performance buffs.

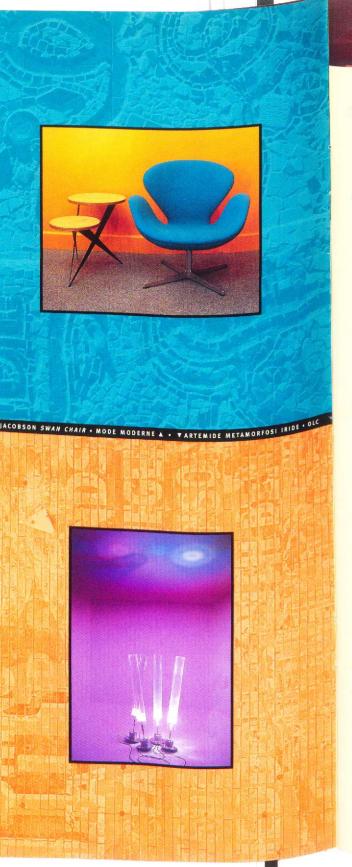
The welcoming informality of First Friday, with member organizations and galleries of the Old City Arts Association hosting receptions and exhibition openings, attracts crowds of casual browsers as well as buyers. All galleries are open to the public.

First Friday is always a festive event as Old City's quaint streets are filled with people strolling about. The many area restaurants offer a wide variety of eating experiences from simple meals to elegant, fine dining.

On-street parking regulations are suspended by the City of Philadelphia during First Friday hours, except in safety zones. In addition, several parking lots are convenient to the Old City Cultural District.

#### PHILADELPHIA FRINGE FESTIVAL

is an annual Old City Event. Inaugurated in September 1997 the Philadelphia Fringe Festival filled the performance spaces, galleries, alternative spaces and alley ways of Old City. An audience of over 20,000 visitors, enjoyed cutting edge performances, installations, and exhibitions by local, national, and international artists at some forty different venues. The 1998 Fringe Festival is expanding to two weeks in mid-September and promises to offer even more variety and art that pushes the boundaries.



## member organizations and galleries

Animation Art Resources
 Gallery

118 N. THIRD ST. 215-925-2009 P 215-925-2061 F

2 Arden Theatre Company

40 N. SECOND ST. 215-922-8900 P 215-922-1122 F

3 Artists' House 57 N. SECOND ST. 215-923-8440

4 Larry Becker Contemporary Art 43 N. SECOND ST. 215-925-5389

5 Betsy Ross Memorial/ American Flag House

> 239 ARCH ST. 215-627-5343 P 215-627-0591 F

6 Biello and Muller Studio 148 N. THIRD ST. 215-923-8737 P/F

7 The Clay Studio 139 N. SECOND ST. 215-925-3453 P 215-925-7774 F

Community Cultural Center

10 N. THIRD ST. 215-627-6300 P/F

9 Crosley-Deluxe Gallery 307 MARKET ST./2ND FLOOR 215.925.2568 P 215-925-5646 F

10 Dizyners Gallery 65 N. SECOND ST. 215-627-8955 P 215-627-8950 F Animation artwork—Disney, Warner Bros., Hanna-Barbera, all studios—painted cels, backgrounds, pencil drawings.

An exciting season of entertaining, accessible professional theatre in an intimate, flexible space.

Gallery exhibiting contemporary work by local artists.

Representing and exhibiting work by contemporary artists of high standard, many from Philadelphia. Appointment recommended.

Visit the colonial period home of Betsy Ross where she sewed the first flag of the United States of America. Self-guided tours. Open: Tues-Sun 10AM-5PM and on legal holidays which fall on Monday http://www.libertynet.org/iha/betsy

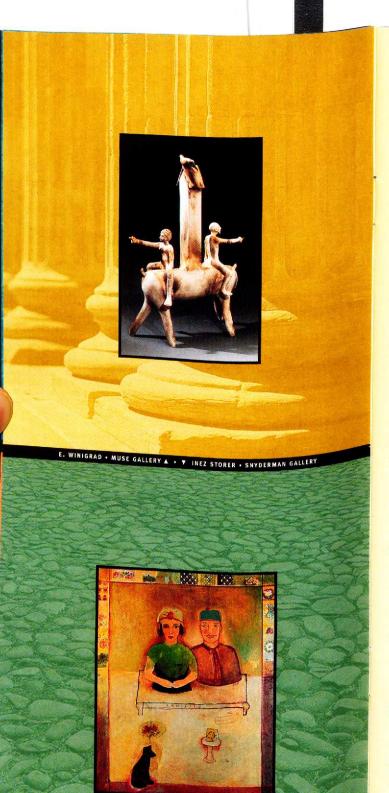
Ceremonial ceramic objects, whimsical chandeliers and lighting created by two artists in their studio showroom.

Exhibiting work by local, national and international clay artists. e-mail: claystdo@libertynet.org

A not for profit gallery dedicated to international cultural alliances through the arts.

Historic and contemporary photography; archival film presentations; alternative contemporary art; special events.

Exhibiting contemporary works of art in all media including custom jewelry designs by Keith Scriven and other jewelers. e-mail: kscriven@worldnet.att.net



**11** Gallery Alexy 225 RACE ST.

215-627-0769 P/F

12 Gallery Joe 304 ARCH ST.

215-592-7752 P 215-238-6923 F

13 HighWire Artists Inc. 137 N. SECOND ST. 215-829-1255

1 Hot Soup 26 S. STRAWBERRY ST. 215-922-2332 P/F

15 Independence Seaport Museum

On Penn's Landing at Walnut St. 211 S. COLUMBUS BLVD. 215-925-5439 P 215-925-6713 F

16 Indigo Arts 153 N. THIRD ST. 215-922-4041 P 215-922-0895 F

1 Jasuta • Urban Interiors & Circa A.D. 122 ARCH ST.

215-627-6670 P 215-627-6675 F

18 Keiser-Newman 21 N. SECOND ST. 215-923-7438 P 215-923-1044 F

19 LaPelle Gallery 122 N. THIRD ST. 215.592.0232 P

20 Liberty Musuem 321 CHESTNUT ST. 215-925-2800 P 215-925-3800 F

An alternative showcase of emerging sculptors painters and video artists, as well as Jonas Alexy's painting studio.

Contemporary sculpture, drawings, and installations by local and national artists.

A non-profit artists cooperative exhibiting a wide range of 2 and 3 dimensional art, video, installation, and performance.

Philadelphia's only glassblowing studio and gallery, featuring live demonstrations, classes, and workshops.

Tour the 1892 flagship USS Olympia and WWII sub USS Becuna, boat-building, interactive exhibits, historic artifacts, mixed media and traditional maritime artwork. e-mail: seaport@libertynet.org

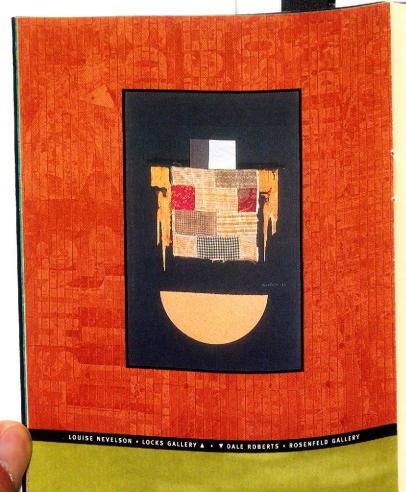
Ethnographic, Folk, & Contemporary Arts from Asia, Africa and the Americas. Specializing in museum-quality African, Haitian and Mexican art since 1986. Paintings, prints, sculpture, textiles, furniture, jewelry.

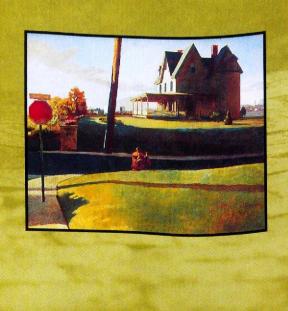
An eclectic mix of contemporary furniture and antiques, including china, glass, pottery, furniture and uncommon pieces from the 18th through the 20th Century.

An extensive collection of classic contemporary furniture, lighting, and accessories.

Contemporary paintings, sculpture, and graphics. lapelle@netreach.net http://www.netreach.net/~lapelle

The Liberty Museum is dedicated to combating violence and bigotry through an appreciation of the common roots of Liberty. Programs and galleries of the Museum inform, educate and call to action the best in the hearts of all citizens.





#### sponsoring area

**1** Locks Gallery 600 WASHINGTON SQUARE SOUTH 215-629-1000 P 215-629-3868 F

2 Lumiere 112 N. THIRD ST. 215-922-6908

**3** Mode Moderne 159 N. THIRD ST. 215-627-0299 P/F

**Moderne Gallery** 111 N. THIRD ST. 215-923-8536 P/F

**35** Muse Gallery 60 N. SECOND ST. 215-627-5310

The New Arts Salon & Studios

213-15 ARCH ST. 215-925-1419 P 215-925-4765 F

Nexus Foundation for Today's Art 137 N. SECOND ST.

215-629-1103 P/F

**38** October Gallery 68 N. SECOND ST. 215-629-3939 P 215-923-4737 F

3 orc 152-154 N. THIRD ST. 215-923-6085 P 215-351-1215 F

Old City Mission 162 N. THIRD ST. 215.413-3040

The Painted Bride Art Center 230 VINE STREET 215-925-9235 P 215-925-7402 F

Modern and contemporary art by national and international artists. This year, Locks Gallery celebrates its 30th anniversary. e-mail: locksart@aol.com

Twentieth century decor and collectibles; also, custom designed stained and leaded glass.

Designer furniture and objects of style from the 1920's to the 1960's.

Art Deco-European and American. Nakashima, Esherick, French 40's, 50's furniture, lighting, fine and decorative arts.

1997 marks Muse's 20th year as an artist run gallery. Muse provides an atmosphere for artists to explore and exhibit traditional experimental and innovative art.

A commercial gallery featuring artwork by new and emerging artists in Philadelphia and the surrounding areas. e-mail: newartsinc@aol.com

Experimental and innovative contempo-

Fine Art by African Americans. Originals, etchings, serigraphs, and lithographs by some of the nation's leading Black Artists.

Classic contemporary lighting and

Period Mission furniture, pottery, metal,

This center is devoted to the experimental visual, media and performing arts. e-mail: thebrideonix.com



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#### sponsoring area **HoteLs**

Paul Cava Fine Art 54 N. THIRD STREET Vintage and Contemporary photography; 215-922-2126 P contemporary art. Appointment 215-644-2812 F recommended.

3 Pentimenti Gallery 133 N. THIRD STREET

215-625-9990 P

215-625-8488 F

3 Rosenfeld Gallery 113 ARCH STREET

215-922-1376

3 Silicon Gallery 139 N. THIRD STREET

215-238-6060 P

215-238-6067 F

36 Snyderman Gallery 303 CHERRY STREET

215-238-9576 p

215-238-9351 F

Temple Gallery, Tyler School of Art

45 N. SECOND STREET

Third Street Gallery 58 N. SECOND STREET

215-625-0993

White Box Gallery 35 N. THIRD ST. 215-925-6661 p

215-627-3438 F

The Works Gallery

215-238-9351 F

1 Zone One Gallery 139 N. SECOND STREET AFTER JULY, 1998

215-829-8995

141 N. SECOND STREET

303 CHERRY STREET 215-922-7775 P

215-925-7379 OR 782-2776 P

Exhibiting contemporary works of art in all modes ranging from figurative to abstract by local, regional and international artists, web address; pentimenti.com

Old City's first gallery, exhibiting contemporary American artists. Paintings and drawings in all media, clay, glass,

The only "real" and "virtual" art gallery for digital fine art created with the aid of a computer. Digital fine art printmaking studio. e-mail: msmith@micats.com

Specializing in contemporary painting, sculpture in craft media, art glass, studio furniture and architectural commissions.

Brings students, artists, and the public together in a dialogue concerning the social, political, and philosophical role of the arts in contemporary society.

Artists cooperative now on Second Street. Contemporary Work in a wide variety of

Newest most independent gallery in Old City will feature top quality contemporary art, placing priority solely on vitality and plastic coherence. Young and old, American and European artists.

One of the oldest American craft galleries, exhibiting the finest in contemporary art jewelry, ceramics, fiber and glass.

ee

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A cooperative gallery showing contem-Porary artwork widely varied in media







#### CHONCORING AREA sponsoring area **Restaurants**

You might be drawn to Old City for its rich cultural offerings but be sure to stay for its culinary delights. Some of Philadelphia's finest resturants are located within easy walking distance of the galleries, museums, and theaters. Diverse cuisines, and menus to fit every budget, insure that everyone can enjoy a great meal in Old City. After hours, stick around for one of Philadelphia's

#### A Bookbinder's Old Original Restaurant

125 WALNUT ST. 215-925-7027

#### B Continental Restaurant and Martini Bar 138 MARKET ST.

215-923-6069

### DiNardo's Famous Crabs

312 RACE ST. 215-925-5115

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5 SOUTH BANK ST 215-574-0070

#### E Fork

306 MARKET ST. 215-625-9425

#### Hadley's Bistro-American WALNUT BETWEEN FRONT & SECOND STREETS 215-238-6656

G Jake & Oliver's **House of Brews** 22 S. THIRD ST.

215-627-4825

A Philadelphia landmark for 132 years. Lobster, fresh fish and steaks are the specialties of this world-famous restaurant. Free Valet Parking at lunch.

Award winner for hippest atmosphere and best martini in Philadelphia. Serving global tapas menu every night from 5 PM. Bar open till 2 AM.

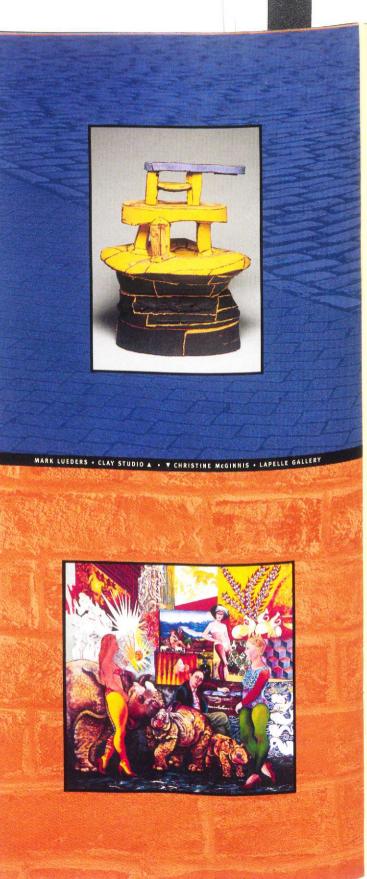
Award-winning seafood and world-famous steamed hardshells. Nine-time "Best of Philly" winner. Also featuring pasta, chicken and beef dishes.

A unique Cocktail lounge and Supperclub featuring classic and contemporary American fare. Live entertainment and dancing to swing, Latin, jazz, and lounge.

This hip new restaurant offers a comfortable dining experience that reflects the area's long history as an artist community. The American bistro style cuisine features fresh locally grown ingredients and a select wine list.

Brand new world tastes. Inspired by the foods of the Americas. Brand new contemporary ambience. A true American bistro.

Jake & Oliver's House of Brews is open for lunch, dinner and late night, including daily happy hours and our 2nd floor dance club. We feature 60 micros on tap as well as barbeque and grilled meats and fishes.



H Kisso - Sushi Bar

205 N. 4TH ST.

215-922-1770

Mexican Post Restaurant and Bar

104 CHESTNUT ST. 215-923-5233

Mulberry Market

236 ARCH ST. 215-592-8022

K Old City Coffee

221 CHURCH ST.

215-629-9292

Philadelphia Fish & Company

207 CHESTNUT ST. 215-625-8605

M Quarry St. Cafe

147 N. THIRD ST. 215-413-1360

N Ristorante Panorama

PENN'S VIEW INN
FRONT & MARKET STS.
215-922-7800

0 Serrano

20 S. SECOND ST. 215-928-0770

P Society Hill Resturant
THIRD AND CHESTNUT STS.
215-925-1919

Sugar Mom's Church St. Lounge

225 CHURCH ST. 215-925-8219 Sushi - Eatable art in Old City.

Exceptional Mexican food featuring one of the best Margaritas in town. Open for lunch and dinner seven days a week.

Casual restaurant and deli with a wonderful beer selection. Sandwiches, hoagies, salads, snacks, desserts galore.

One of Philadelphia's only European-style cafes. Come in and enjoy our delicious, house roasted coffee, light fare and other specialty items. Live entertainment on First Fridays. No cover charge.

Known for innovative seafood served in a warm neighborhood setting. Friendly service. Reasonable prices.

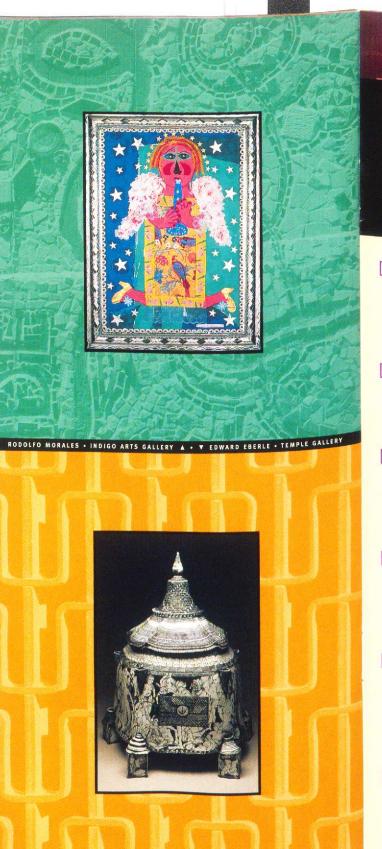
Coffee house, bookstore, art gallery, soft-lit jazz, fine pastries, light cuisine, and dinner menu.

Contemporary Italian cuisine. Worldclass wine bar with 120 wines offered by the glass.

Tin Angel acoustic cafe upstairs. Downstairs, inventive, international cuisine. Moderate prices. Warm, rustic atmosphere.

Convivial jazz bar/restaurant, juice drinks, outdoor cafe. 12 room urban inn.

16 premium rotating draught selections including 4 traditional cask-conditioned hand pumped ales. Extensive bottled beer selection. Serving good food until 1:30 a.m.



## sponsoring area Hotels

You've spent a great day, enjoyed a good evening, why not stay over? The charming historic Inns of Old City welcome you with comfort and style. Special "Arts" rates and packages will help ease the burden on your pocket book, while enriching your stay with gallery talks, collector tours, and studio visits. Enjoy the next "First Friday" without the concern of driving home, or make it a special weekend or over night any time of the month. Be sure to request the "Arts" rates when registering!

R Best Western
Independence Park Hotel
235 CHESTNUT ST
215-922-4443

36 designer-decorated rooms set in the heart of America's most historic square mile. Complimentary European breakfast is served daily. Rates: \$105-\$155. "Arts" packages and AAA discounts are available.

Offering both easy access to downtown/

historic Philadelphia and relaxing getaway rooms, the Comfort Inn at Penn's

Landing gives you the best of both

worlds. Ask for special "Arts" rates.

"Philadelphia's great little hotel," with

S Comfort Inn at Penn's Landing

100 N. CHRISTOPHER COLUMBUS BLVD 215-627-7900

Holiday InnIndependence Mall
FOURTH & ARCH STREETS

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A full service hotel, located in Old City, offering elegant dining at *Benjamin's*, casual faire at the *Plain and Fancy Cafe*, and happy hour at the *Reunion Sports Bar*. Call 1-800-the-bell for reservations. Ask for special "Arts" rates.

Penn's View Inn
FRONT & MARKET STREETS
215-922-7600

Located in the heart of Old City, this charming family owned hotel offers European Hospitality and an award winning Restorante Panarama. Some rooms feature jacuzzis and fireplace.

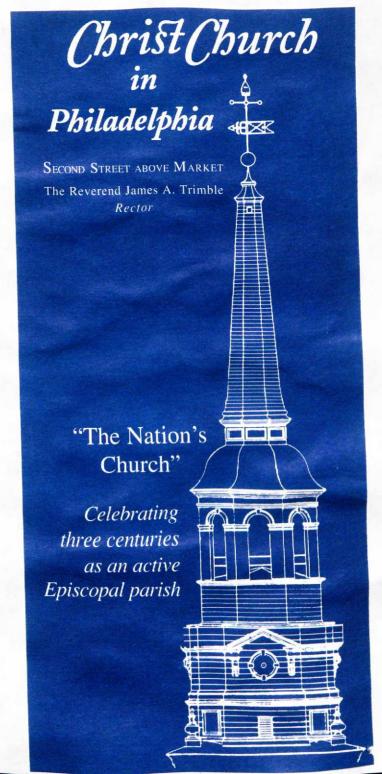
Ask for special "Arts" rates.

Sheraton Society Hill
SECOND & WALNUT STREETS
215-238-6000

Located in the heart of historic Philadelphia, we offer one of the cosiest rooms in Philadelphia. Relax in our in-door atrium pool and free health club. We offer 24 hour room service and feature Starbucks Coffee in every guest room. Special "Arts" rates and packages available.

W Society Hill Hotel 301 CHESTNUT ST 215-925-1919 Twelve room *Urban Inn*, in the midst of the Historic District. Brass beds, fresh flowers, in room breakfast, European pub, jazz piano, brunch and outdoor cafe. Rates: \$85-\$175.

I. The Christ Church is a historical landmark and it defines the area immediately near the Arden Theatre.



True love.

Triumph.

Redemption.

Reconciliation.

Miracles.

You're going to love the Arden!

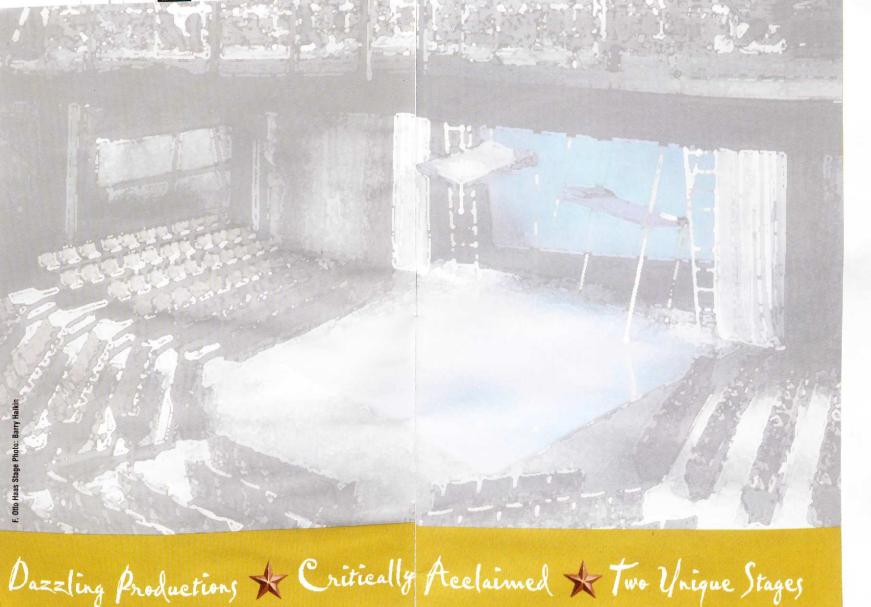
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Philadelphia Inquirer ARDEN THEATRE COMPANY

Season





#### **Another Unforgettable Season**

Join *The Philadelphia Inquirer's* "1998 Theatre Company of the Year" and experience a season of unforgettable theatre. For over 10 years, the Arden has been bringing audiences the most refreshing, thought-provoking theatre imaginable. From the human triumph of *The Grapes of Wrath* to the fierce defiance of *The Chosen*, the Arden offers first-rate theatre at the lowest prices possible.

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The Arden is never the same place twice. We transform both the 175-seat Arcadia Stage and the 360-seat F. Otto Haas Stage for each Arden production to give our audiences truly unique theatre-going experiences.

#### A Great Neighborhood

A subscription to the Arden in Philadelphia's Old City is a real opportunity to enjoy the best the city has to offer. Come early and make it a day...or a night! We're just steps away from the city's most popular restaurants, galleries and nightlife.

#### Join Us Today

Arden shows sell out. Subscribe now, guarantee your seat for the 1998–99 season and receive great benefits: trouble-free ticket exchanges, dining discounts and, best of all, fabulous savings of up to 20%!

True Love. Triumph. Redemption. Reconciliation. Miracles. You're going to love the Arden!

# Private Lives

by Noel Coward
directed by Aaron Posner
on the Arcadia Stage

September 10-October 18, 1998

You've heard of Hepburn & Tracy, Bogart & Bacall, Taylor & Burton... now meet Elyot & Amanda. Five years after their bitter divorce, Elyot and Amanda fall in love all over again... while honeymooning with their new spouses! Delight in Coward's ultimate battle of the sexes—a show teeming with wit, sophistication and romance.

Sponsored by HARMELIN MEDIA STRATEGY SOLUTIONS SUCCESS

# The Grapes of Wrath

by John Steinbeck
adapted for the stage by Frank Galati
directed by Terrence J. Nolen
on the F. Otto Haas Stage

October 22-November 22, 1998

Frank Galati's Tony Award-winning adaptation of John Steinbeck's epic novel puts the audience in the middle of the action and in the center of the Joad family's saga. Director Terrence J. Nolen (a student of Galati's at Northwestern University) combines vibrant music and old-fashioned storytelling in this journey to the heartland of America—and into the soul of one irrepressible family.

"Arden's style is amiable, human, accessible and original."

The Philadelphia Inquirer

# Coyote on a Fence

by Bruce Graham
directed by James J. Christy
on the Arcadia Stage

#### January 28-March 7, 1999

Renowned Philadelphia playwright and screenwriter Bruce Graham's newest play looks at the lives of two men whose fates lie in the balance and brings a very human face to one of the most divisive issues of our time. Graham, the author of Belmont Avenue Social Club and the hit film Anastasia, teams up with director James J. Christy to bring this compelling and often humorous story to the stage.

# The Chosen

by Chaim Potok

adapted for the stage by Chaim Potok and Aaron Posner

directed by Aaron Posner

on the F. Otto Haas Stage

## March 11-April 11, 1999

Chaim Potok's internationally acclaimed tale of two fathers, two sons and two very different worlds existing only blocks apart in 1940's Brooklyn is as poignant today as it was when it was published more than three decades ago. Set amidst two diverse Jewish communities, *The Chosen* tells the story of one unlikely friendship that leads to hope, understanding and reconciliation.

A co-production with Pittsburgh's City Theatre

"Philadelphia theater at its finest."

Courier-Post

## Violet

music by Jeanine Tesori
book and lyrics by Brian Crawley
directed by Terrence J. Nolen
on the F. Otto Haas Stage

#### May 13-June 13, 1999

Winner of the 1997 New York Drama Critics

Circle Award for Best Musical, Violet tells the story of one courageous young woman in search of a miracle. As Violet struggles for fulfillment, acceptance and understanding in the face of adversity, she finds her miracle...it just isn't the one she was looking for.

Featuring a tremendous score and a host of unexpected moments, Violet promises an evening of not-to-be-missed musical theatre.

#### Sponsored by

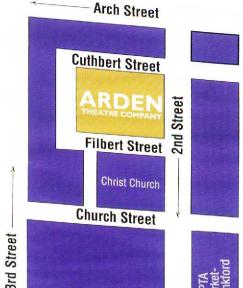
Lennsylvania Manufacturers Corporation

# Join the "1998 Theatre Company of the Year!" -The Philadelphia Inquirer

**SAVE UP TO 20% –** Subscribers save up to 20% over regular ticket prices.

**EXCHANGE YOUR TICKETS** — Only subscribers can exchange their tickets for another date. It's easy to exchange by phone, fax or mail.

**ENJOY GREAT DISCOUNTS** — Subscribers save money on additional tickets for friends and family, parking and dining in Old City, acting classes and much more.



#### Convenient Location

The Arden is located at 40 North 2nd Street, 1/2 block north of Market Street in the heart of Old City. Most public transportation stops at 2nd & Market Streets. There are several parking options close to the theatre.

How to Order

**Market Street** 

#### MAIL

Send completed order form and mail with payment to:

40 N. 2nd Street Philadelphia, PA 19106 Attn: Subscription Office

#### PHONE

215-922-8900 Mon.-Fri., 10am-6pm

#### AY

Completed order form with credit card payment to: 215-922-1122

# Subscribe Now!

Subscriptions cost as little as \$75 each-that's only \$15 a show!

- Pick a performance day and time that works best with your schedule.
- Don't worry...Subscribers may exchange their tickets for any other available performance, so you're never locked in to a specific date or time.

You will receive your tickets and a helpful subscriber handbook detailing all of your benefits in the mail.

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Preview	Thu	8pm	\$90	\$75
Preview	Fri	8pm	\$120	\$105
Preview	Sat	8pm	\$130	\$115
	Sun	2pm	\$120	\$105
Preview	Tues	8pm	\$90	\$75
	Wed	2pm	\$90	\$75
	500.0000	6:30pm	\$90	\$75
	Wed	8pm	\$110	\$95
	Thu		\$130	\$115
	Fri	8pm	\$90	\$75
	Sat	2pm	\$150	\$135
	Sat	8pm		\$115
	Sun	2pm	\$130	\$75
	Sun	7pm	\$90	\$10

#### SPECIAL PERFORMANCES

- Preview Low-priced previews for performances prior to opening night.
- Post-Show Discussion Enjoy an informal Q & A with the cast immediately following the performance. Indicate Wednesday @ 6:30pm OR Saturday @ 2pm OR Sunday @ 2pm on your order form.
- Gallery Night Enjoy a reception at an Old City gallery before the show. Indicate Sunday @ 7pm on your order form. Participating galleries: Artist's House, F.A.N. Gallery, LaPelle Gallery, Pentimenti Gallery, Silicon Gallery.

#### SEATING

The Arden is wheelchair accessible. Please indicate on the order form under "Special Seating Needs" if you require assistance with seating.

The Arden performs on two stages. For productions presented on the Haas Stage, seating will be reserved. If you are subscribing with friends, please indicate on the order form under "Please Seat Me With" that you would like to be seated with them. For productions presented on the Arcadia Stage, seating is general admission.

HAVE QUESTIONS? CALL: 215-922-8900

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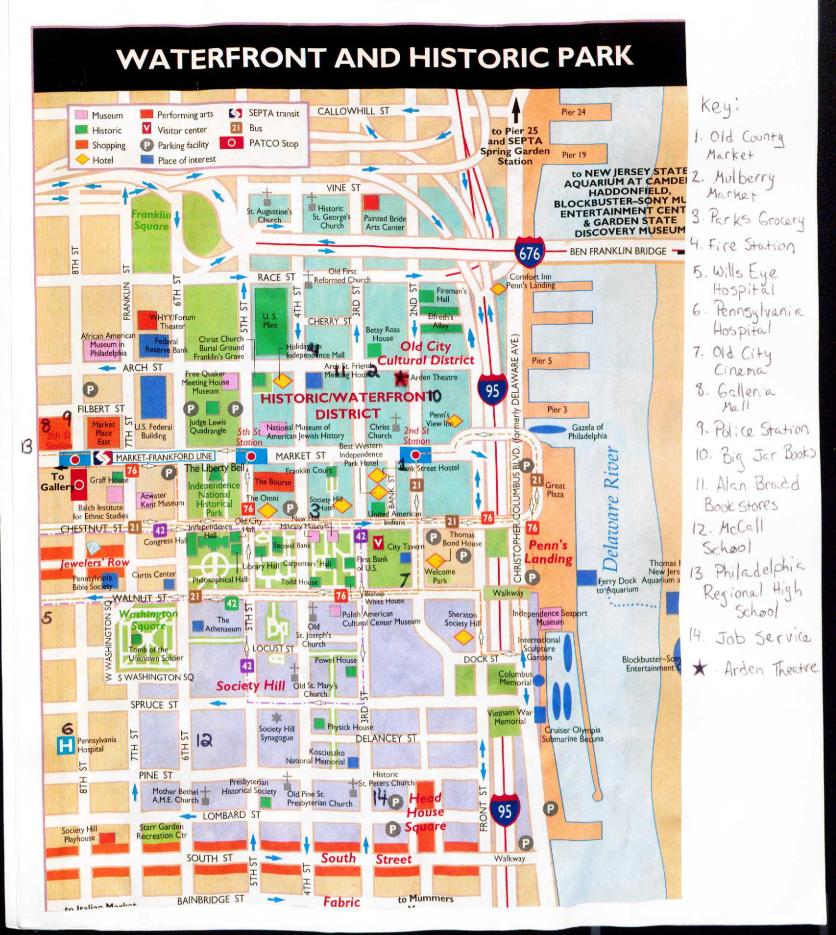
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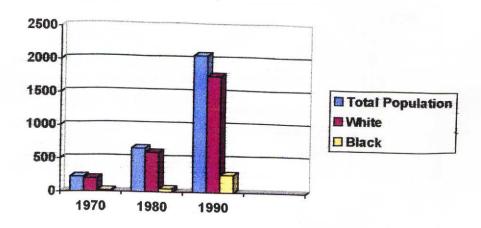
- Program subject to change.
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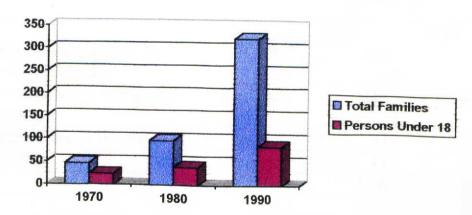


Appendix 4

Total Population and Race – Tract 001 Graph 1



Families – Tract 0001 Graph 2



Employment – Tract 0001, Block Group 3 Chart 1

	1990
Total Population	495
Employed Persons 16+	372
White Collar	327
Blue Collar	45

#### Educational Attainment – Tract 0001 Persons 25 years and over Chart 2

	1990
Less than 9th grade	12
9th to 12th grade, no diploma	70
High school graduate (includes equivalency)	119
Some college, no degree	223
Associate degree	94
Bachelor's degree	656
Graduate or professional degree	527

#### Class of Worker – Tract 0001 Chart 3

	1970	1980	1990
Employed Persons 16 years and older	156	464	
Private wage and salary workers	142	418	1344*
Government Workers	5	32	127
Local	0	17	41
State	N/A	N/A	35
Federal	N/A	N/A	51
Self Employed	9	14	146
Unpaid Family Worker	0	N/A	8

\*includes both for profit and not-for-profit workers

	1970	1980	1990
Total Housing Units	117	425	1658
Occupied Housing Units	103	373	1361
% of Housing Vacant*	12.0%	12.2%	17.9%
Owner Occupied	36	53	N/A
Renter Occupied	67	320	N/A
Median Value of	\$16,900	\$91,700	\$216,700
Occupied Housing Units			
Median Contract Rent	\$80	\$370	\$774

\*calculated from information given, not contained in census reports

## Level of Education Achieved – Tract 001 Chart 5

	1970	1980	% change
Persons, 25 years and older	183	559	
No school years completed	14		
Elementary: 1-4 yrs	10	28*	
5-7 yrs	20	5	
8 yrs	20	44	
High School: 1-3 yrs	33	50	
4 yrs	45	60	
College: 1-3 yrs	12	29	
4 yrs or more	29	343	
Median school years competed	11.5	N/A	
Percent high school graduates	47.0	77.3	

\*0-4 yrs

#### Sources:

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1970 Census of Population and Housing. Census Tracts Philadelphia PA and NJ.

Standard Metropolitan Statistical Trends Section 1 of 2. US Dept. of Commerce. Bureau of the Census. <a href="http://www.census.gov/">http://www.census.gov/</a>>.

1980 Census of Population and Housing. Census Tracts Philadelphia PA and NJ.

Standard Metropolitan Statistical Trends Section 1 of 2. Us Dept. of Commerce.

Bureau of the Census. <a href="http://www.census.gov">http://www.census.gov</a>>.

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