

The Auditorium

Direction of
WILL R. CORRIS R. B. CORRIS



SHIRLEY BOOTH and SIDNEY BLACKMER

in

Come Back, Little Sheba

JANUARY 12 and 13 — MATINEE SATURDAY



CLINTONAIRE
Restaurant
 75 CLINTON AVE. SO.

VISIT THE STUNNING NEW

SENECA
Cocktail Lounge

Featuring Intimate Entertainment
 afternoons & evenings

HOTEL *Seneca*

HOTELS UNITED

SHAFER'S JANUARY

Fur Sale

IS NOW IN PROGRESS
 REDUCTIONS UP TO
25%
 ON OUR ENTIRE STOCK

Shaffer Co.

S. Geo. Shafer, formerly
 Vice-Pres. MENG & SHAFER
 76 East Ave. opp. Chestnut

**AFTER THE THEATRE VISIT
OUR ZEBRA BAR**

RIO BAMBA

The ultimate in fine dining

We serve U. S. Government Choice steaks, chops
and roast beef

DINING ROOM OPEN 'TIL 1 A. M. DAILY
SUNDAY 1:30 P. M. 'TIL 1 A. M.

282 ALEXANDER STREET

MOntroe 8878

THE THEATRE GUILD Presents

**SHIRLEY BOOTH
SIDNEY BLACKMER**

in

**COME BACK.
LITTLE SHEBA**

A New Play by
WILLIAM INGE

Directed by **DANIEL MANN**
Setting and Lighting Designed by **HOWARD BAY**

MORRALL

PORTRAIT PHOTOGRAPHERS

Memo to Brides—

**HOTEL
SENECA**

MEZZANINE

HA. 4966

You can depend on Morrall for
the best in Formal Bridal Por-
traits and "Candid" Wedding
Albums.

Next Time You're Eating Out
Have DINNER At
"The Garlock House"

401 EAST MAIN STREET

PALMYRA, N. Y.

Complete Menu • Full Course Dinners • Special Plates

Dinners Served Weekdays 5:30 to 9:30 — Closed All Day Monday
 Sundays and Holidays Dinners from 1:00 to 8:00

"Where Finer Foods Are Not Expensive"

Phone Palmyra 397

C. O. Sellen, Owner

Costumes by LUCILLE LITTLE

Production under the supervision of
 LAWRENCE LANGNER and THERESA HELBURN
 Associate Producer, Phyllis Anderson

C A S T

(In order of their appearance)

DOC	SIDNEY BLACKMER
MARIE	KATHLEEN MAGUIRE
LOLA	SHIRLEY BOOTH
TURK	DENNIS WEAVER
POSTMAN	LOUIS LYTTON
MRS. COFFMAN	JEAN STAPLETON
MILKMAN	ARTHUR BATANIDES
MESSENGER	EDWARD PACKER
BRUCE	ED. WAGNER
ED. ANDERSON	WILSON BROOKS
ELMO HUSTON	BEN M. HAMMER

You can pay more . . . but
 you can't buy better than a

'51 FORD from Kellett's



Get our trade-in
 allowance for
 your old car!

1923 RIDGE RD. E.

CULVER 3438

Jewett

INC.
EAST AVENUE
at ALEXANDER

Dresses Suits Coats
Millinery Lingerie Accessories

THE SCENE

An old house in a run-down neighborhood of a Midwestern city

ACT I

SCENE 1. Morning in late spring.

SCENE 2. The same evening, after supper.

ACT II

SCENE 1. The following morning.

SCENE 2. Late afternoon the same day.

SCENE 3. 5:30 the next morning.

SCENE 4. Morning, a week later.

HARRY LEVIN

custom fur salon

Choose from a magnificent selection of completed nutria, beaver, mink, and broadtail, or have your own creation made by Mr. Levin from skins you select yourself!

mezzanine salon

ALL FUR COATS UNDER \$300

Special, low price tags on these luxurious northern-back muskrat, china kid-skin, sheared raccoon and other wonderful furs.

AIR-CONDITIONED

OPEN TUES. AND THURS. 'TIL 9 P.M.

Harry Levin Co.

66 EAST AVENUE

LEOPOLD MANNES

Pianist

BRONISLAV GIMPEL

Violinist

LUIGI SILVA

Cellist

TUESDAY, JANUARY 23 — 8:30 P. M.

RUDOLPH GANZ

World Famous Pianist—Conductor

TUESDAY, FEBRUARY 27 — 8:30 P. M.

GRANT JOHANNESSEN

THE BRILLIANT AMERICAN PIANIST WHO WON THE
INTERNATIONAL PIANO CONTEST AT BRUSSELS
BELGIUM—1949

TUESDAY, MARCH 20, — 8:30 P. M.

Presented by

The Schumann Memorial Foundation

126 ARGYLE ST., ROCHESTER 7

PHONE MO-4190

at the

COLGATE-ROCHESTER DIVINITY SCHOOL

Subscription \$13—for which you get two admissions to each. Single tickets \$2.50—Both figures include tax. Mail orders—or tickets at
Kilbourn Hall Office.

Bus Service: Take "S. Clinton to Strong Memorial Hospital" to Highland Park—
7:30 - 7:50 - 8:10 — Main & Clinton.

FOOD AT ITS BEST

WEEKLY LUNCHEON SERVED FROM 11:30

No parking problems or added expense
when you have luncheon at Michael's.
Continuous food service until 1 A. M.
Facilities available for private parties.

Open Daily Including Sunday

Phone MONroe 9093



Guy Michael's
1375 MT. HOPE

UNDERSTUDIES FOR "COME BACK, LITTLE SHEBA"

Understudies never substitute for listed players unless a specific announcement is made at the time of the performance. Mary Lou Hennessy understudy for Marie and Mrs. Coffman, Jean Stapleton for Lola, Wilson Brooks for Doc, Ben M. Hammer for Postman, Milkman and Ed. For Turk, Bruce, Ed Anderson, Edward Packer.

CREDITS

Scenery constructed by Martin Turner Construction Company. Scenery painted by and draperies by Kaj Velden Studios. Uniforms by Eaves. Furniture from Newel Art Galleries. Properties by Marty Fontana. Sound by Masque Sound. Milkman's uniform and equipment courtesy Sheffield Farms Co. Scenery and drapery fabrics by Frankel Associates, Inc. Del Monte Packing Corporation products used. The following songs are performed through the courtesy of their respective lyricists, composers and publishers: "You Were Meant For Me" by Arthur Freed and Nacio Herb Brown. Published by Robbins Music Corp. "Snowfall" by Claude Thornhill. Recorded by Claude Thornhill and his Orchestra. Published by Mutual Music Society, Inc. "Adversidad" by Gonzalo Curiel. Published by Southern Music Publishing Co., Inc. "The Very Thought of You" by Ray Noble. Published by M. Witmark & Sons. "Jungle Fantasy" by Esy Morales. Published by Duchess Music Co. "I've Found a New Baby" by Jack Palmer and Spencer Williams. Published by Pickwick Music Co.

HOWARD Johnson's

TWELVE CORNERS

"where Monroe, Winton & Elmwood meet"

BELLOWS

PARTNERS CHOICE

\$ 3.95
4/5 Quart

Established 1830



Only the Best is Labelled BELLOWS

BELLOWS & COMPANY New York • Colorado Springs • Chicago
Bellows Partners Choice, Whiskey—A Blend, 86.8 Proof • 60% Grain Neutral Spirits

McKESSON & ROBBINS, INC., Distributors



Hair Goods Hair Ornaments
Permanent Waving and Styling
Skin and Scalp Treatments
Skilled Attendants

to Accent Your Finer Features . .

Enjoy added pleasure of appearance this winter season with a hair-do styled the "Clara Palmer Oliver way." Our stylists excel in restoring your hair to its natural lustre.

Chignons, braids or puffs are the perfect addition to your hair, for those special "evenings out."

CLARA PALMER OLIVER

45 Clinton Ave. N.

HAMilton 4976

"The Way You Look Tonight" by Dorothy Fields and Jerome Kern. "The Varsity Drag" by Buddy DeSylva, Nacio Herb Brown and Ray Henderson. "Where or When" by Richard Rodgers and Lorenz Hart. "Summertime" by Ira and George Gershwin. Published by Chappell and Co. Music selected by Cynthia Lee.

STAFF FOR "COME BACK, LITTLE SHEBA"

Company ManagerHarry Shapiro
 Advance Representative Frederic H. Schader
 Stage ManagerPaul Krauss
 Assistant Stage Manager ..Ben M. Hammer

Master ElectricianWilliam B. Olsen
 Assistant ElectricianFred L. Otto
 Master CarpenterRalph Guy
 Property MasterJack Curtis
 Wardrobe MistressMargaret Curtis

THE THEATRE GUILD, INC.

THERESA HELBURN, LAWRENCE LANGNER, Directors

Associate DirectorArmina Marshall
 CounselH. William Pitelson
 Business ManagerPeter Davis
 Associate Business Manager Sara Greenspan
 Publicity DirectorJoseph Heidt
 General Production Manager Jerome Whyte
 Production AssistantPaul Crabtree
 Play DepartmentPhyllis Anderson

Subscription SecretaryAddie Williams
 ComptrollerJ. C. Koritzer
 Executive SecretaryWarren Caro
 Casting DepartmentSherlee Weingarten
 Scenic DepartmentAbe Kurnit
 Property DepartmentMarty Fontana
 Costume DepartmentHallye Clogg
 Orchestra Personnel Manager .Sol Gusikoff

The Theatre Guild is a New York Corporation and its Corporate Directors are Theresa Helburn, Henry Hottinger and Lawrence Langner.

SUPERFLUOUS HAIR

**Permanently Removed from FACE - ARMS - LEGS
 CHEST - EYEBROWS**

Entirely Different Method From Any Other

Charlotte Esther White's modern, safe method carefully administered filtered rays, kills all hair roots both active and inactive, leaving the skin soft, clear of hair. Method exclusive with Miss White.

NO ELECTRIC NEEDLES — NO SCARS — NO PAIN

21 Years in Rochester — Consultation Free
BERNADINE TANIS, Consultant

CHARLOTTE ESTHER WHITE

422 CUTLER BLDG., at 42 EAST AVE.

BAker 7211

All Flowers displayed in connection with this production,
 created by

KAY GRIFFITH

For
STUDEBAKER

 It's
DORSCHER
 706 Dewey Ave. GL. 7006
 OPEN EVENINGS



**NOTHING SO LOVELY
 AS A TREE**

Let us take care
 of them

All kinds of **TREE** work—
 we plant, prune, feed, spray,
 cut, remove. Job rates. Fully insured.

MOonroe 3930 or 3588

Crandall Tree Surgeons, Inc.
 123 Alliance Ave. ROCHESTER 20, N.Y.

Rochester's Favorite Since 1880
ZWEIGLE'S
 Cocktail Weiners
 All Pork Sausage - Cold Cuts
 198-214 JOSEPH AVE.
 HAMILTON 4660-68-69

Sours Carting Co.
**FURNITURE MOVERS
 STORAGE**
 41 Grove St. HA. 1320
 After 5 p.m. MOn. 7790

FOOTLIGHT BIOGRAPHS

SHIRLEY BOOTH (Lola). Shirley Booth was allied with both Humphrey Bogart and George Spelvin when she faced her first New York jury in "Hell's Bells," ten years later rejoiced in the long-run delights of "Three

AMOCO GASOLINE

gives a brilliant performance
 in all seasons



The HUB OIL CO., INC. *Distributors*

GENesee 0515 MCKEE RD. ROCHESTER 11, N. Y.

Rowley Auto Driving School

"We Bring the School To You"

Learn in Your Own or Our "Dual" Cars

14 RIDGE RD. W.

Glenwood 4407

Men on a Horse" in which rowdy exercise she impersonated Mable, ex-Follies girl turned racketeer's doxy. In between those assignments she found employment in such mildly enduring items as "Laff That Off," "High Gear," "Coastwise" and the Theatre Guild's "The Mask and the Face." Remember her as the forlorn and frustrated Mrs. Laschavio in Victor Wolfson's "Excursion"? Her uncommon skill as a comedienne has been vividly demonstrated through her sardonic magazine writer in "The Philadelphia Story," her Ruth in "My Sister Eileen," most recently her acidulous, mildly bored Grace Woods in "Goodby, My Fancy." Still another facet of her stage behaviour was revealed in her Leona Richards, understanding school teacher in "Tomorrow the World." Last Easter Sunday night Miss Booth received the Antoinette Perry award "for the most distinguished performance of the season." She also received the Donaldson award as "the best actress," the Critics Circle Award "for the outstanding performance of the year, and also the Barter Theatre Award for "the best performance by an American born actress." All these were the result of her work in "Come Back, Little Sheba."

* * *

SIDNEY BLACKMER (Doc). Mr. Blackmer, educated at Mercersburg Academy and the University of North Carolina, in his long professional career has split his time almost evenly between New York's stages and Hollywood's screens. In his local dedication he was an ally of Richard Bennett in Winthrop Ames' production of "The Morris Chair," he subsequently played opposite Margaret Wycherley in "The 13th Chair," Eva LeGallienne in "Not So Long Ago," Maxine Elliott in "Trimmed in Scarlet," Elsie Ferguson in

FRIEDRICHS REDUCING SALON GIRLS



YOU CAN DESIGN YOUR OWN FIGURE. IF YOU HAVE HEAVY HIPS AND THIGHS, EXTRA INCHES AROUND THE WAIST, LARGE CALVES AND ANKLES. COME IN AND SEE

MISS LaDELFA

PROP. FRIEDRICHS REDUCING SALON
FOR FREE CONSULTATION

WE SPECIALIZE IN SPOT REDUCING AND WILL SUCCEED WHERE OTHERS HAVE FAILED. WITH GUARANTEED RESULTS. HAS TAKEN OFF 3 INCHES IN 10 TREATMENTS. VERY SCIENTIFICALLY DONE ALSO FULL LINE OF REDUCING BRAS

OPEN ALL DAY EVERY DAY.
EVENINGS BY APPOINTMENT.
SATURDAYS 9 A. M. TO 3 P. M.

Phone HAmilton 1503

766 Main E.

Corner of Alexander, Rochester, N. Y.
Formerly at Present Bldg. Clinton Ave. S.
"Just One block from this Theatre"



SERVICE

*The Finest Available for
Your Choicest Apparel*

Call MONroe 8484

PERRY FLOWER SHOPS

*4 Beautiful Stores
To Serve You*

441 CHILI AVE. GE. 0116

HOTEL SENECA ARCADE HA. 2940

12 CORNERS, Brighton MO. 6177

57 FRONT ST. BA. 4105

Flowers For Every Occasion

SENZODOR INCENSE

"Incense Time Is Here Again"

Another Rochester Quality Product
On Sale at All Department,
Drug and Chain Stores.

SENZODOR, INC.

Hillside 1474

Milk Products
Dacro Protected

Plymouth Dairy, Inc.

338 Seward St. GEN. 0762

"The Moon Flower," Madge Kennedy in "Love in a Mist," Lenore Ulric in "Mima," Helen Hayes in "Quarantine." In recent years he was the Jim Blackman of "Chicken Every Sunday," the attorney in "Portrait in Black," foil for the homicidal Claire Luce, toured in "All My Sons" and "Dear Ruth." For his performance in "Come Back, Little Sheba" Mr. Blackmer received the Antoinette Perry Award "for the most distinguished performance of the season," the Donaldson Award for "the best actor of the year," the Critics' Circle Award for "the most outstanding performance of the

YOUR CAR



**Steam Cleaned
AND**

\$19⁹⁵

Undercoated

No Delay, Come in Today

Maplewood Motors

CORPORATION

Glenwood 1347

250 LAKE AVE.

Authorized Kaiser-Frazer Dealer

VET - RADIO - CAB, Inc.

HAmlton 6006

24 HOUR SERVICE

TWO-WAY RADIO CABS

Time calls accepted in advance
PROMPT **COURTEOUS**

Clancy Carting & Storage Co.

9 Grand Ave. OULver 1714

SPIC-N-SPAN DRY CLEANERS

Dyers, Furriers
Bonded Refrigerated Fur Vaults
791 CLINTON AVE. N.
HAmlton 0877
Call and Delivery Service

year," and he was named the Stage Father of the Year by the National Father's Day Committee.

* * *

KATHLEEN MAGUIRE (Marie). Miss Maguire is a native of New York City. Her first stage experience was obtained as a member of the company at the Neighborhood Playhouse. After this she appeared with Sylvia Sidney in the production of "Joan of Lorraine." This was followed by a series of stock appearances with Sidney Blackmer in "All My Sons." She then went to the Actor's Studio where she was in the cast of Kazan's "Sundown Beach." Last season she was with the ill-fated production of "Cry of the Peacock." She has also made radio and television appearances.

* * *

DENNIS WEAVER (Turk). Mr. Weaver hails from Joplin, Mo. He went to the University of Oklahoma and emerged with a B.F.A. degree. In 1947



America's Most Distinguished BEER

It Made A City Famous

ASK FOR IT AT

Taverns and Grocers HEAD-MILLER, INC.

500 WEST AVENUE

ROCHESTER 11, N. Y.

GEnesee 0314

Geo. M. Clancy Carting Co.

MOVERS & STORAGE
8 Circle St. MON. 8013

For Space in
This Program
Call LOCust 5359

AFTER THE THEATRE JOIN YOUR FRIENDS AT
ROCHESTER'S SMART NEW RESTAURANT

Town and Country

11 GIBBS STREET

COCKTAILS • SUPPERS • ENTERTAINMENT DAILY

Food and Service of Distinction

JOHN M. SHOEMAKER

Open Sundays, noon 'till midnight

he came to New York where he took part in the National Theatre Conference at Hunter College. He appeared in two "off Broadway" productions, "They Shall Not Die" and "Silver Tassie" with the Interplayers. For a time he was with the Actor's Studio and has appeared on television for Dumont and C.B.S.

Coming to **AUDITORIUM**
4 DAYS BEGINNING JAN. 17 EVES. AT 8:30
WEDNESDAY SAT. MAT. 2:30
LELAND HAYWARD presents
JOHN FORSYTHE
and the New York Company in
"Mister Roberts"
Comedy by THOMAS HEGGEN & JOSHUA LOGAN
(Based on the novel by Thomas Heggen)
ROBERT ROSS • RUSTY LANE • LAWRENCE BLYDEN
Direct from 3 record-smashing years on B'WAY
"The Funniest Show in 10 Years."
—WALTER WINCHELL



Artists Pictures Displayed In Lobby By
JAMES HAVENS

WE'RE FOR THIS COMMUNITY!

We're for anything that will benefit the welfare and prosperity of this community and its people. That's why our men and women workers participate actively in every worthy enterprise. We're glad to do it because we want to be good citizens and neighbors wherever we serve.

ROCHESTER GAS & ELECTRIC



“by Whiting”

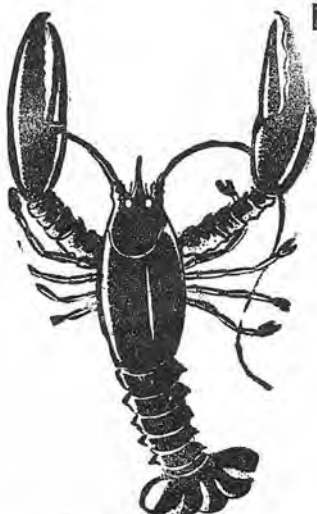
SYMBOL OF SERVICE
AND SATISFACTION
FOR 42 YEARS!



WHITING-BUICK, INC.

30 NORTH UNION STREET

Telephone BAker 4990



**New Lobster Pleasure !
Broiled Stuffed 1½ Pound**

LOBSTER

no shells to crack—

no bones to pick!

more than the usual portion
of choice, tender lobster
meat.

**If you like LOBSTER --
this is your dish.**

We know you'll enjoy it.

ROAST LONG ISLAND DUCK DINNER

½ of a 6 lb. Duck—Roasted to a delicious dark brown—with all the
usual greasy, flabby fat removed.

SPECIAL DELUXE SHORE DINNER

Good Old Fashion CLAM BAKE
Every Day and Sundays

RUND'S STEAKS

Thick, Juicy, Properly Aged

STEAKS

Sirloin, Tenderloin, Porterhouse and T-Bone

Rich in Flavor, Tender and Juicy

Prepared by skilled chefs as you like them, rare,
medium, or well done.

**Have Your Next Party,
Reception or Banquet — at Rund's
For Reservations Call HAmilton 1750**

RUND'S

48 South Ave.

(A short block from Main St.)