

# LYCEUM THEATER

*Exclusively High Class  
Attractions*

M.E. WOLFF, Manager

**"When you hit a man  
hard enough  
to really hurt  
him you skin  
your own  
knuckles"**

The public struck for 3-cent street car fares, fought 6-cent fares and now pays anywhere from 7 to 10 cents.

The public's strike against present prices will force retail merchants to stop buying, jobbers to quit business, manufacturers to close factories.

Prices are highest when idleness is greatest.

Advertising will make the public understand and point the way to restored confidence, better business and more work.



**H.C. Goodwin Inc.**

Complete Advertising and Sales Service  
310 - 11 - 12 - 13 Insurance Bldg.  
Rochester, N. Y.

WEEK OF FEBRUARY 14th

Matinees Wednesday and Saturday

F. Ray Comstock & Morris Gest

Present

The *Most Perfectly Acted* Comedy  
of the Year

“ADAM  
and  
EVA”

By Guy Bolton and George Middleton

Played for one solid year at the Longacre Theatre, N. Y.

SEATS THURSDAY

FEATURING ALL THIS WEEK

## Particularly Attractive Petticoat Values



Eppo Petticoats, All-Jersey, All-messaline and Jersey top with taffeta flounce, in very good qualities, and in the most desirable color combinations.

Priced specially ..... **\$5.95**



Eppo Petticoats of All-Jersey, Messaline, and Jersey tops with taffeta bottom, excellent qualities. Nearly every plain shade, and a good selection of color combinations. Priced specially.....

**\$7.95**

**MCCURDY & COMPANY**  
INC.

# PROGRAM

THURSDAY, FRIDAY AND SATURDAY

February 10th, 11th and 12th

Matinee Saturday

GEO. M. COHAN'S PRODUCTION

Of Cohan and Harris' Great Success

## "The Acquittal"

A New Play in Three Acts by Rita Weiman

Staged by Sam Forrest

Production Under the Personal Supervision of Mr. Cohan



## DINING CHAIRS

That You Can Depend Upon

Did you ever buy a set of dining room chairs whose joints became loose and wobbly after a short time in use? If so, you won't make the same mistake a second time. You won't make this mistake the first time either if you buy our specially constructed lock-joint dining chair. This chair does not depend upon the glue to hold at the joints, and it costs only slightly more than the ordinary weak chair.

We are showing a complete line of dining chairs, embracing over 150 styles in all the Period and modern designs.

Everything for the Home at "Rochester's Home Store"

MAMMOTH  
ASSORTMENTS

H.B. GRAVES CO.  
78 STATE ST., ROCHESTER, N.Y.

WE FURNISH  
HOMES COMPLETE





## Clean Garments

The cleansing of garments materially increases the life of the fabric.

In many instances the life of garments can be doubled through keeping them clean. The accumulated grit and soil wears out the fabric in the suit just the same as the accumulated grit wears out the bearings in an automobile or a sewing machine.

Let us talk over with you your cleansing and dyeing problems.

### Wm. C. Brown & Co.

Cleaners and Dyers      Wardrobe Service  
64 Clinton Avenue South

Stone 2465      Telephones      Main 2647

*Stone 2124—H. C. Goodwin, Inc., Advertising—Main 224.*

### EVENINGS WITH GOOD BOOKS

Entertaining, Economical, Educational

A good book costs less than is spent on the average evening's pleasure, and afterwards gives several enjoyable evenings to each grown-up member of the family.

But this is not all. It then goes into the library and is read again and again, becoming an old and valued friend.

The Big Book Store has collected for you one of the largest stocks of worth while books in the country. Come in and browse and you will find why more and more people are enjoying "more evenings with good books."

## Scrantom, Wetmore & Co.

There's a pleasure in dining here

The foods are so excellent, the service so deft, the atmosphere so genial, that we confidently make the prediction that your dinner here will be but the beginning of a long acquaintance.

---

## HOTEL ROCHESTER RESTAURANT

ROCHESTER, N. Y.

MILTON ROBLEE, Manager

### PROGRAM—Continued

#### CAST OF CHARACTERS

(In the order of their first appearance)

BARTON .....	FRANKLIN HALL
NELLIE .....	VIOLET PEARL MEEHAN
MADALEINE WINTHROP .....	CHRYSTAL HERNE
DR. HAMMOND .....	WILLIAM WALCOTT

# Martyn

*Higher Class  
Day and Evening Gowns*

Showing an extensive  
array of Spring Finery

HATS—HOSIERY—SLIPPERS

"The Martyn label denotes supremacy in dress"

41 EAST AVENUE



# STOCKINGS

THAT FIT AND WEAR

Every pair has reinforced heels and toes, double sole, and garter tops which prevent runs.

FROM WEAVER TO WEARER - DIRECT TO YOU!

# Rochester's Underwear Stores

92 MAIN ST. EAST ROWE & CRONIN CO. 342 MAIN ST. EAST  
ROCHESTER, N. Y.

Stone 2124—H. C. Goodwin, Inc., Advertising—Main 224.

# COMMON SENSE

SOME ARTICLES SAVE SO MUCH IN  
TIME AND LABOR THAT IT IS A DOWN-  
RIGHT EXTRA VAGANCE NOT TO  
HAVE THEM.

Gainaday Washers  
Gainaday Ironers  
Royal Cleaners

Main 3445

**L. & B. Beers**  
**ELECTRIC STORE**  
60 CLINTON AVE. S. ROCHESTER, N.Y.

Stone 6763



Act NOW—don't let the curtain drop on your good resolution to start an interest-bearing account at the

## UNION TRUST COMPANY

*INTEREST  
begins on  
the first  
of each  
month.*

State Street Office—Twenty-five State St.  
East Avenue Office—East Ave. at Main St.

*Two Offices Conveniently  
Located to Serve You*

### PROGRAM—Continued

EDITH CRAIG.....	ANN MASON
JOE CONWAY.....	WILLIAM HARRIGAN
KENNETH WINTHROP.....	GEORGE PARSONS
ROBERT ARMSTRONG.....	PIERRE WATKIN
CLAFLIN .....	ARTHUR V. GIBSON
M'CARTHY .....	WILLARD F. BARGER

Hear These  
NEW EDISON RECORDS

For the  
NEW EDISON PHONOGRAPH

No. 50717—\$1.35

Margie—Medley Fox Trot—Max Fells' Della Robbia Orchestra.  
Baby Dreams—Jimmie-Elisabeth Spencer and Mixed Chorus.

No. 50710—\$1.35

Avalon—Fox Trot—Harry Badermans' Jass Orchestra.  
Jene Sais Pa Pa—Fox Trot—Harry Radermans' Jass Orchestra.

No. 50709—\$1.35

Honey Dew Waltz—Lewenberg's Riverside Orchestra.  
Japanese Sandman—Fox Trot—Max Fells' Della Robbia Orchestra.

## Hotel Seneca

What a pleasure to enjoy a  
dance after the play.

"Only next door"

SPECIAL CATERING TO  
PRIVATE PARTIES

Please make early reservations

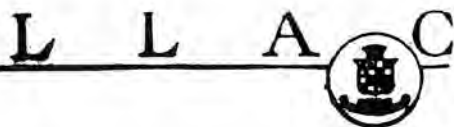


# C A D I L L A C

---



**TYPE 59 CADILLAC MODELS**  
On Exhibition at the Automobile  
Show, in Building Number 5.



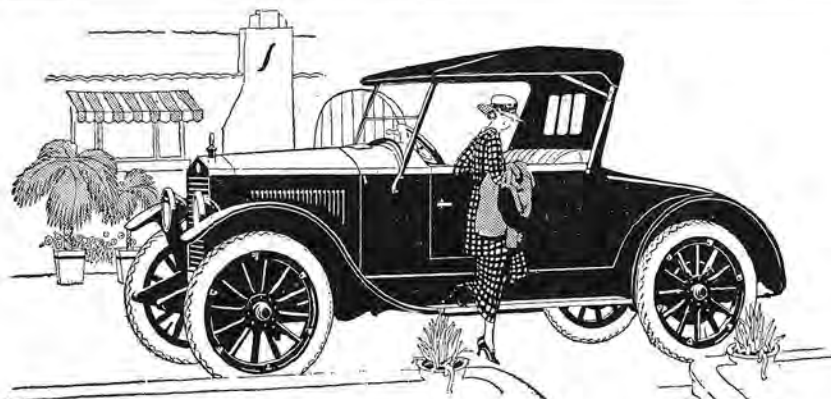
### FRIENDS

The Cadillac owner finds his car to be a steadfast and faithful friend. It gives him constancy in performance—and he gives it back constancy in friendship. That is one reason why the average Cadillac owner can see no other car on earth save the Cadillac.

**MABBETT MOTOR CAR COMPANY, Inc.**

**157-167 Court Street**

**“Twixt South and South”**



## Its Riding Ease Is a Distinctive Essex Appeal

Isn't the unusual degree of favor Essex finds among women a most natural consequence of its fine appearance and obvious quality, together with its practical independence of repair and adjustment needs?

They find in it all the performance, comfort and riding ease that they formerly knew only in the big, high-priced cars. And in addition they have such prized advantages as lightness, handling ease, safety and economy.



*Prices f. o. b., Detroit*

Touring . . . .	\$1595
Roadster . . . .	1595
Cabriolet . . . .	2100
Sedan . . . .	2450

## ALLING & MILES, Inc.

80-82-84 Stone Street—Near Court

# Hibbard, Palmer & Miller

Members

New York Stock Exchange

POWERS BUILDING

ROCHESTER, N. Y.

## PROGRAM—Continued

AINSLEY .....JOHN ROWAN  
WILSON .....OTTO NIEMEYER  
HEDGES .....GEORGE BEDELL  
BURKE.....EDWARD HARRIGAN

The scenes of the play occur at the Winthrop home in an American city.

ACT I—Living room. Late afternoon.

ACT II—Madaleine's apartments. Half hour later.

ACT III—Same as Act I. Evening of same day.

## There Are Homes Wherein Washday Has No Terrors. Why?

Why? Because such homes have electrically-operated combination washing and wringing machines. These machines banish the soul-trying, nerve-racking physical labor common to washday in homes where the washing, rinsing and wringing are done by hand.

With the Eden Electric Washing and Wringing Machine you can do the washing in one-third of the time, and the clothing will not only be washed better, but it will last longer. Between 2 and 3 cents' worth of electricity will do the washing for an average family. Demonstrations given in the home and trial period allowed.

PHONE FOR ONE NOW

**ROCHESTER GAS & ELECTRIC CORPORATION**

Bell, Main 3960

34 CLINTON AVE. N.

Home, Stone 3960

## NOTION SALE THIS WEEK

In time to meet the needs of the spring sewing campaign comes the Notion Sale.

With its long list of useful and necessary little articles for the sewing basket and its hundreds of items that are so important to dressmakers it offers an opportunity for the replenishing of these supplies at the least outlay.

Make your plans to come here this week for the Notions, with the idea of laying in a good stock of the things you lack and will need during the next few months.

Aisle I.

**Sibley, Lindsay & Curr Company**

*Stone 2124—H. C. Goodwin, Inc., Advertising—Main 224.*

# FRED'K. A. OTTO

## Dancing Master

---

**SOCIAL DANCING EVERY EVENING**

**CLASSES FOR BEGINNERS**

**Monday and Friday 8:15 P. M.**

**Assistant Instructors give individual attention**

**Private Lessons by Appointment—Phone**

---

**Bell 'Phone Main 5383**

**R. B. I.  
AUDITORIUM**

**WEST SIDE  
DANCING ACADEMY**



SPECIAL ENTERTAINMENT  
AT

## *The Odenbach Restaurant*

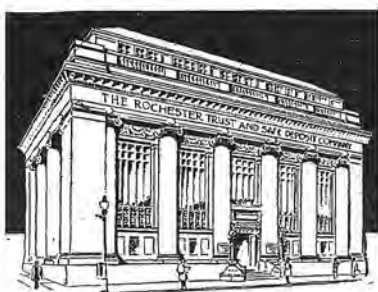
EVERY NIGHT THIS WEEK

Visit Rochester's Big Auto Show, then dine at The Odenbach. Special features have been engaged for your entertainment, in addition to Kraetke's Famous New York Orchestra which will render appropriate concerts each night during the dinner hour, and for  
**AFTER-THEATRE DANCING ON THE BALCONADE**

PROGRAM—Continued

### EXECUTIVE STAFF FOR MR. COHAN

Company Manager.....Joseph W. Spears  
Business Manager.....James W. Pyne  
Stage Manager.....Arthur V. Gibson



This institution looks forward to serving the business men and other residents of Rochester during 1921, with a clear understanding of the present day problems and opportunities.

**ROCHESTER TRUST**  
*and Safe Deposit*  
**COMPANY**

Main Street West and Exchange

When, in an emergency, you must be assured of obtaining complete riding ease, you can rely on our drivers to carry their passengers to their destination with a minimum of discomfort.



**Rochester Taxicab Co.**  
Stone 310      Main 375



## The Early Buyer Gets The Car

Keep this fact in mind when you visit the auto show this week at Exposition Park.

Also note that the best cars are the best advertised.

Furthermore, remember we plan, prepare and place advertising.

## H. C. Goodwin, Inc.

COMPLETE ADVERTISING AND SALES SERVICE

310-11-12-13 Union Trust Building

19 West Main Street

Rochester, New York

# Are You A Business Man?

If you are you will appreciate the value of telling more than six thousand buying citizens of Rochester your story, every week, in this space. Remember this: You are reading this page because your mind is at ease— because you have plenty of time. What you read will leave an impression for these reasons.

After building in your mind's eye how well your advertisement would look in this space, glance about you. With very few exceptions the other people in the theater are reading this program and among them you see some very desirable prospects.

How much does it cost? Less than you could send one-sixth the number of letters as there are people here. There is no waste circulation. You pay only for what you get.

The publisher's representative will call on you at your request and tell you some interesting points about this program. Just call:

**H. C. GOODWIN, Inc.**

Main 224

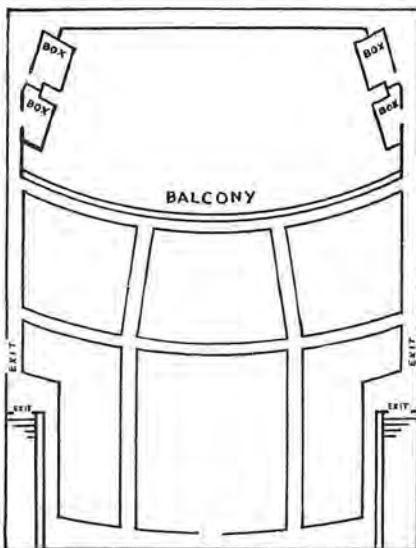
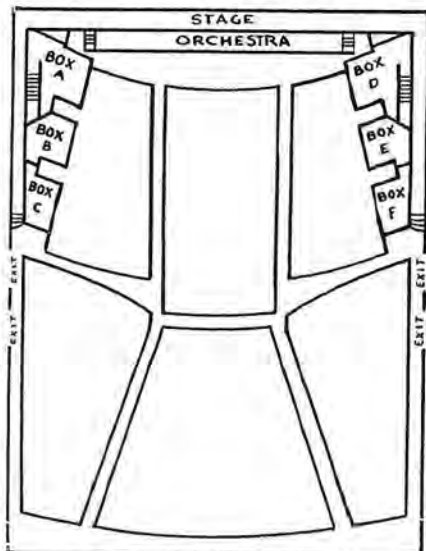
Stone 2124

**311-12-13 Union Trust Building**

## NOTICE

Look around and choose the nearest exit to your seat. In case of excitement, walk, don't run, to that exit. Do not try to beat your neighbor to the street.

**R. ANDREW HAMILTON,**  
Commissioner of Public Safety



## LYCEUM THEATRE COMPANY

M. E. Wolff, President.  
Rufus K. Dryer, Vice-President.  
F. W. Zoller, Secretary and Treasurer.

### DIRECTORS

F. W. Zoller, Rufus K. Dryer,  
W. R. Corris, Jr., M. E. Wolff.

### BUSINESS STAFF

M. E. Wolff, Manager.  
W. R. Corris, Jr., Representative.  
Louis Brandt, Ticket Agent.  
Fred L. Reintsch, Musical Director.  
John Tierney, Stage Manager.  
Chas. Heitsman, Master of Properties.  
Arthur Freeman, Advertising Agent.

### HOUSE NOTICES

**Box Office Open 9 A. M. to 9 P. M.**

Matinees begin at 2:15, and evening performances at 8:15 promptly.

Seats for this theater may be obtained by mail, telegraph or telephone Main or Stone 135, and will be held until such time as agreed upon when order is given. If not called for then, they will be sold.

Ladies' Parlor and Toilet Rooms. Orchestra Circle, right of Main Entrance.

Smoking Room and Gentlemen's Parlor and Lobby, first door to right. Smoking positively forbidden in any part of the Lobbies of this Theater.

Free Check Rooms for cloaks, coats and umbrellas in Lobby, left of Dress Circle Entrance.

Wet Umbrellas not allowed in Orchestra Circle, Orchestra or Balcony.

Parties finding lost articles in any portion of the Theater, will please leave them at the Box Office.

No fees of any kind allowed to ushers or attaches of this Theater.

Patrons will please report to the manager in person or by letter, instances of inattention or misdemeanor on the part of the attaches of this Theater.

Special attention is called to the safety of the Theater. Located on the ground floor with exits on all four sides, provided with an asbestos curtain covering entire proscenium so that in cases of fire on the stage it would be impossible to communicate to auditorium. The Balcony and Gallery have iron stairs on both sides, leading to the walk which together with main entrance built of iron and brick, will be opened at the close of each performance, or sooner if necessary. The side doors in the Orchestra Circle will also be opened at the close of every performance.

The asbestos or fire curtain will be raised upon the entrance of the orchestra. The stage is equipped with water curtain sprinkler system, stand-pipes and coils of hose connected directly with the Holly water service.

Ladies, excepting those occupying seats in the last row, must remove their hats during the performance. It is hoped the ladies will assist us in this respect.

**RED LIGHTS IN THIS THEATER  
INDICATE EXITS.**

Haines Bros. Pianos used in this Theater.

James Conolly Co.,  29 N. Water Street

# IF

( IN BUSINESS )

If your prices are below those established by the competition of stores that make a profit and satisfy their trade, people will come to you until some other store advertises a lower price. No store has a monopoly on cut prices.

If your service is right, your salespeople courteous and helpful to your customers, your deliveries prompt, people will trade with you quite regularly.

If your prices are fair, if your service good and if the quality of your merchandise such as to give the value expected from the claims you make, people will trade with you all the time and recommend you to their friends.

If you would have people coming to your store in constantly increasing numbers, ask them to come, invite them, advertise to them.

If you make a favorable impression in the presentation of your advertisement, the results are positive.

If you advertise in this program the impression will be favorable.

Telephone for rates.

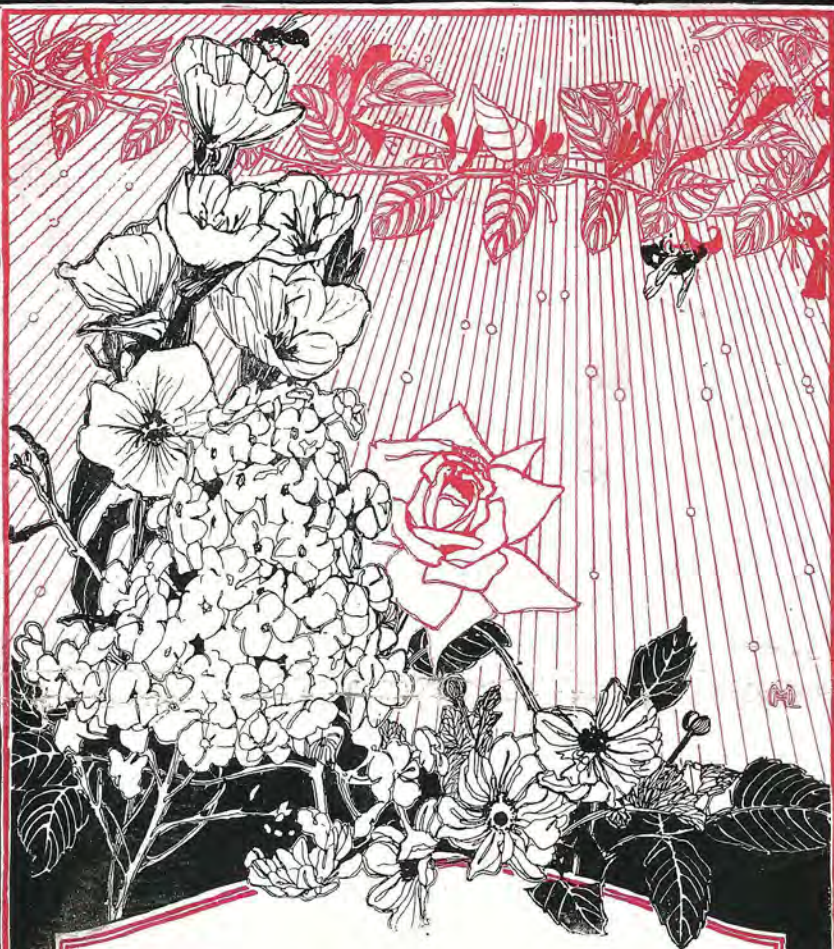
**H. C. GOODWIN, Inc.**

Main 224

Stone 2124

311-12-13 Union Trust Building





## *Say It With Flowers*

For after all no story can be more completely told than when said with flowers.

**J. B. KELLER SONS, Florists**  
25 CLINTON AVE. NORTH

STONE 506

Phone orders have prompt attention

MAIN 2189





GEO. M. COHAN  
PRESENTS

The Great Cohan & Harris Sensation

# *The Acquittal*

BY RITA WEIMAN

WILLIAM HARRIGAN—CHRYSTAL HERNE—GEORGE PARSONS

A MASTERPIECE  
*in*  
PLAY CONSTRUCTION

**LYCEUM THEATRE, Rochester**  
**3 NIGHTS BEGINNING Thursday, FEBRUARY 10th**  
MATINEE SATURDAY

GEO. M. COHAN  
Presents  
**THE ACQUITTAL**  
*A New Play in Three Acts by RITA WEIMAN*

Here's a new idea—brand new—a murder mystery play that begins where others end, the acquittal of the man suspected. Who did commit the crime then? Who is guilty of the murder of one of the country's greatest philanthropists, Andrew Prentice? Who could have wanted the death of such a man? Was he poisoned or was the overdose of strychnine taken in his medicine accidentally? Two women may know. One man is determined he will know, at any cost, no matter who has to be sacrificed. Love and loyalty, a woman's plea, her desperate fight, nothing stops him. Yet the truth is unearthed unexpectedly in a sensational series of revelations.

"The Acquittal" will keep you on the edge of your chair until the final curtain. Then you'll want to stay and see it again. The Superb Company presenting "The Acquittal" includes:

William Harrigan	Chrystal Herne	George Parsons
Franklyn Hall	Ann Mason	William F. Walcott
Pierre Watkin	Violet Meehan	Arthur V. Gibson
Willard F. Barger	John Rowan	Otto Neimeyer
Phillip Harrigan	George Bedell	Eric Francis

ONE YEAR  
AT THE  
COHAN and HARRIS  
THEATRE  
NEW YORK

SIX MONTHS  
AT THE  
GEO. M. COHAN  
GRAND  
CHICAGO

## NEW YORK MORNING PAPERS' PRESS COMMENTS OF "THE ACQUITTAL"

*New York Times:* "Electric with Suspense and Expectation."

*New York Tribune:* "Helds interest until the fall of the last curtain."

*Morning World:* "Amazingly Effective."

*Herald:* "Strongest Emotional Acting, most Finished Artistry of an Excellent Season."

*Morning Sun:* "The most natural of all the Season's Mystery Plays."

*Journal of Commerce:* "Whole play is Novel and Gripping."

*New York American:* "A play that will keep a modern New York Audience good for three hours IS--SOME PLAY."

*Commercial:* "A marked success in every respect."

*Morning Telegraph:* "A Decisive Hit."

\*\*\*\*\*

## NEW YORK EVENING PRESS COMMENTS OF "THE ACQUITTAL"

*Mail:* "He would be a captious person indeed, who could find so much as half a flaw in the whole production."

*Globe:* "'The Acquittal' is the sort of entertainment that America likes most heartily."

*Evening World:* "Baffling and Fascinating."

*Evening Journal:* "One of the best Mystery plays of the Season."

*Evening Telegram:* "Took First Nighters by Storm."

*Evening Post:* "Ingenuous in conception and dramatic in suspense and mystery."







Geo. M. Cohan  
*Presents the Great  
Cohan & Harris Success*

**"The  
Acquittal"**  
*by Rita Weiman*

A Masterpiece *in* Play Construction

*White*



*New York Times :*

"Electric with Suspense and Expectation."

*New York Tribune :*

"Holds interest until the fall of the last curtain."



*N Y. Morning World:*  
"Amazingly Effective."

*N. Y. Herald:*  
"Strongest Emotional Acting, most  
Finished Artistry of an Excellent  
Season."







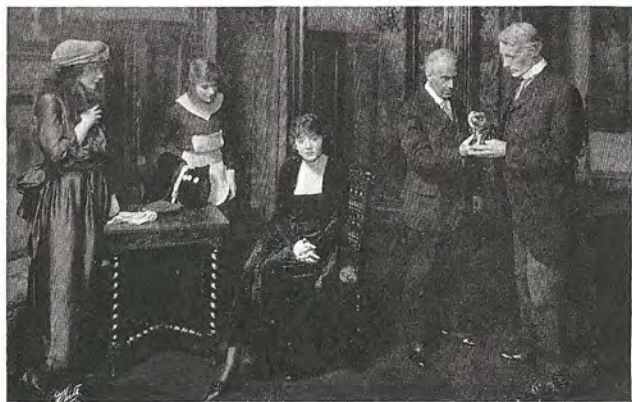
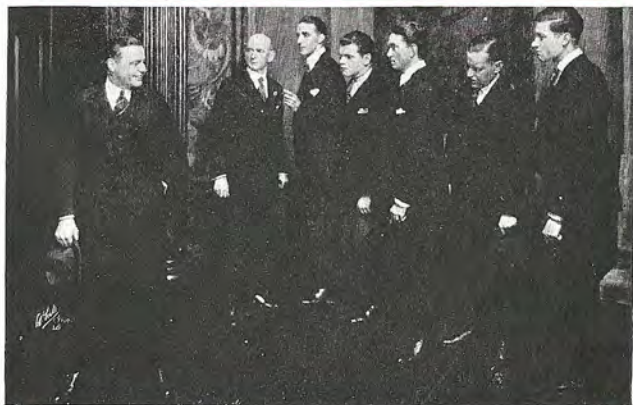


*N. Y. Morning Sun :*

"The most natural of all the Season's Mystery Plays."

*N. Y. Journal of Commerce :*

"Whole Play is Novel and Gripping."







*N. Y. American:*

"A play that will keep a modern New York Audience good for three hours IS—SOME PLAY."

*N. Y. Commercial:*

"A marked success in every respect."



*N. Y. Morning Telegraph:*  
"A Decisive Hit."

*N. Y. Evening Mail:*

"He would be a captious person, indeed, who could find so much as half a flaw in the whole production."





*N. Y. Globe:*

"'The Acquittal' is the sort of entertainment that America likes most heartily."

*N. Y. Evening Post:*

"Ingenuous in conception and dramatic in suspense and mystery."



*N. Y. Evening World:*  
"Baffling and Fascinating."

*N. Y. Evening Journal:*  
"One of the best Mystery Plays of  
the Season."

*N. Y. Evening Telegram:*  
"Took First Nighters by Storm."

---

# LYCEUM THEATRE

ROCHESTER

THREE NIGHTS BEGINNING

Thursday, FEBRUARY 10th

MATINEE SATURDAY

---

DANA T. BENNETT CO.  
NEW YORK