

LYCEUM THEATER

*Exclusively High Class
Attractions*

M.E. WOLFF .. Manager

Our Annual
NOVEMBER
Sale of Woolens

Prices are radically lower than they were a year ago. This Annual Event also offers greater stocks, and features the favorite fabrics of the season. Coatings, Skirtings, and medium weight Dress fabrics, for indoor wear

at

**Important Reductions from Prevailing
Low Market Prices**

AMONG THE FAVORITES ARE:

Evora Superior	Velour de Laine
Chinchilla	Poplins
Broadcloths	Duvet de Laine
Epingles	Silvertone Coatings
Marvella	Fancy Plaid
Plaid Back Coatings	Stripes
	Serges

MCCURDY & COMPANY
INC.

PROGRAM

WEEK OF NOVEMBER 15th, MATINEES WEDNESDAY
AND SATURDAY

THE VANDERBILT PRODUCING CO., Inc.
Presents

"IRENE"

A Musical Comedy

By James Montgomery

Music by Harry Tierney

Lyrics by Joseph McCarthy

Staged by Edward Royce

(Cast of Characters)

Donald Marshall	Rollin Grimes, Jr.
Robert Harrison	Hal Taggart
J. P. Bowden	Ralph Soule
Lawrence Hadley	Howard Freeman
Clarkson	Earl Redding
Irene O'Dare	Dale Winter
Helen Cheston	Mildred M. Miller
Jane Gilmour	Bessie Gros
Mrs. Marshall	Marjorie Dalton
Eleanor Worth	Dorothy Whitmore
Mrs. O'Dare	Florence Mack

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



Dining Furniture to Suit Every Taste.

Inspection

Invited

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

Rochester's

Home Store

This is Children's Book Week

Designated by the American Library Association and the Scout organizations to advance the cause of more and better books for children, in the homes.

Special displays in the Boys' and Girls' Book Room show every new and standard book your boys and girls ought to read.

A splendid time to look over these books and select your Christmas gifts.

Scrantom, Wetmore & Co.

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



Spick and Span from the Cleaning Man

Smart, trim attire raises a person both in their own opinion and in the estimation of others. A departure from dress indifference to exacting neatness has changed the whole outlook on life for many.

Occasional Dry Cleaning saves a suit or more a year. Complete restoration of that first newness is assured when you send your garments to us.

'Phone, our auto will call.

Wm. C. Brown & Co.

Cleaners and Dyers Wardrobe Service
64 Clinton Ave. South

Stone 2465

Telephones

Main 2647

"IN THE LONG AGO!"

The lords and ladies of the land began the use of hand illumined cards to carry the season's greetings.

Each year more and more Holiday messages have gone forth until now they are the real medium for spreading the Christmas Spirit—the cheer—sunshine of one's soul.

You would not take exception to the rule, the good cause.

That's why our suggestion is in order—

A Personal Engraved Greeting Card

That's why we're reminding you of the

CARHART GARDEN OF GREETING CARDS

CARHART THE CARD MAN

67 CLINTON AVE. SOUTH (Next to Victoria Theatre)

PROGRAMME—Continued.

Mrs. Cheston Jane Kearney
Mme. Lucy Raymond Crane

Ladies of the Ensemble—Tempey Evans, Estelle Francesca, Anita Francesca, Evelyn Martin, Virginia Gunsel, Dorothy Wright, Helen Reeves, Nanette Gilbert, Betty Levy, Eugenie Davis, Phyllis Burckhardt, Katherine Stair, Lillian Redding, Nella Cline, Rita Case, Lillian E. Lucey, Dorothy Matney, Bessie Carey.

Gentlemen of the Ensemble—Ray Moore, William Boren, Kay Tudor, Robert Norman, Stuart Brodie, Leo McDonald, Frank Wheeler, George Wharton.

ACT I.

Scene 1. The Veranda, Donald Marshall Home, Long Island.

Scene 2. The O'Dare Home, Ninth Avenue, New York City.

Scene 3. The Veranda. Two days later.

ACT II.

Scene 1. The Tenement. Two months later.

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.

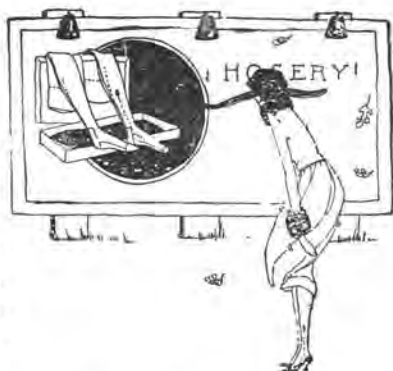
HOTEL ROCHESTER RESTAURANT

ROCHESTER, N. Y.

MILTON ROBLEE, Manager

What Kind of Hosiery Do You Wish, Madam?

We can give you whatever kind you desire at whatever price you wish to pay, for our Hosiery stocks are fairly filled with fabrics and colors, styles and sizes, to cater to every whim and fancy of your taste.



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.



FREE TRIAL
CONVENIENT TERMS
SERVICE

In Last Week's
Saturday Evening Post
See Page 69

Phone or call for your
copy of the booklet
"For an Easier and
shorter washday."

L. G. Beers
ELECTRIC STORE
60 CLINTON AVE. S. ROCHESTER N.Y.
Phones: Stone 6763, Main 3445

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 Avenue at Main St.

*Two Offices Conveniently
Located to Serve You*

- Scene 2. The Garden of Bowden's Home, New York City.
Scene 3. The Tenement. After Midnight.
Scene 4. The same as scene 2.

Summary of Musical Numbers

Orchestra under direction of Carleton Burtau.

Act 1.

THE OPENING	Ensemble
"HOBBIES"	Miss Whitmore and Ensemble
"ALICE BLUE GOWN"	Miss Winter
"CASTLE OF DREAMS"	Miss Whitmore and Ensemble

The Little Piano with the Big Tone—Extremely Plain and Good Looking.

A shipment of these wonderful little instruments just received come in and let us deliver yours tomorrow.



The Very Piano for that small space in the Living Room.

Astonishingly low monthly terms.

WHEN YOUR WANTS ARE MUSICAL COME TO

LEVIS MUSIC STORE
EVERYTHING IN MUSIC AND MUSICAL INSTRUMENTS
39-41 SOUTH AVENUE

Hotel Seneca

With the opening of the Fall Season, many new innovations will be introduced.

SPECIAL CATERING TO
PRIVATE PARTIES

Please make early reservations

C A D I L L A C



THE PHAETON

Christmas is Coming

—and what better or more useful present could you make to the whole family than a new Type 59 Cadillac?

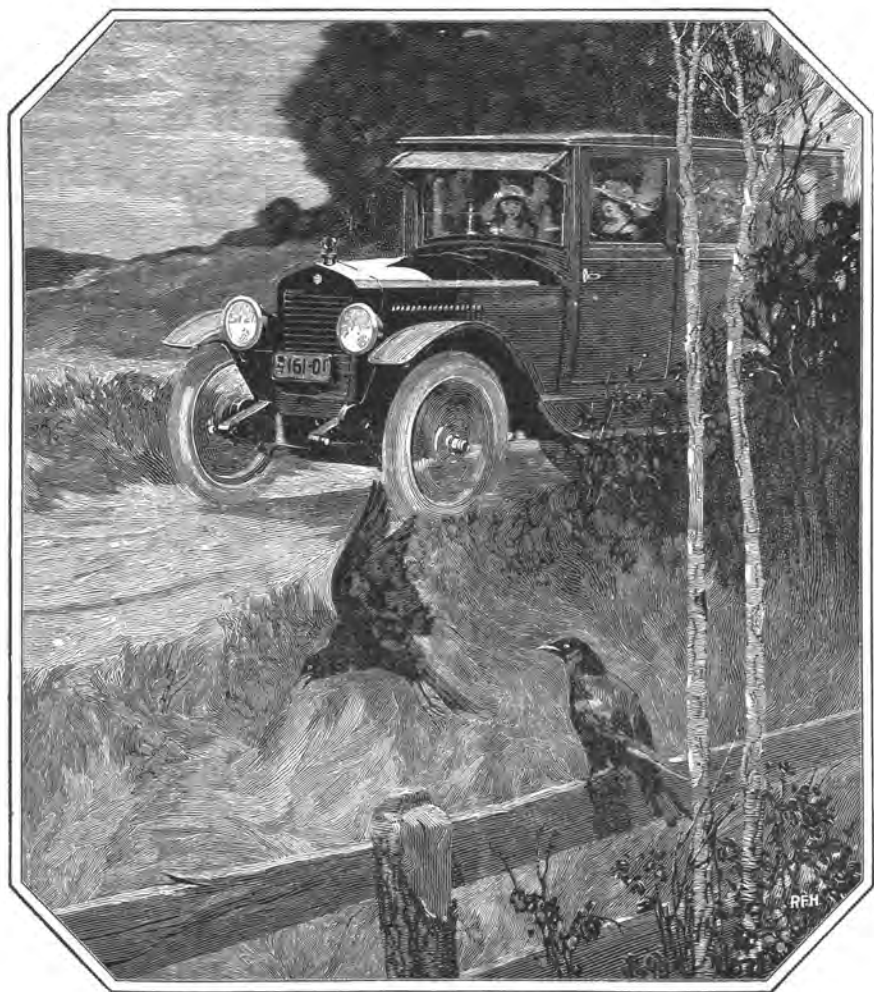
May we talk it over with you?

Thank you.

MABBETT MOTOR CAR COMPANY, Inc.

157-167 Court Street

“Twixt South and South”



Even those who choose Essex because of supreme performance ability, are captivated by its notable beauty of design, its luxurious fittings, and quiet riding ease.

ALLING & MILES, Inc.

80-82-84 Stone Street—Near Court

(231)



Investment Securities

Hibbard, Palmer & Miller

Members New York Stock Exchange
Chicago Board of Trade

100 Powers Bldg.

Rochester, N. Y.

"THE TALK OF THE TOWN" Raymond Crane,
Miss Miller, Miss Gros and Company
"TO BE WORTHY OF YOU" Miss Winter and Ensemble
FINALE Company
Act 2.
THE OPENING Ralph Soule and Ensemble
"WE'RE GETTING AWAY WITH IT" .. Mr. Crane, Mr. Grimes,
Mr. Taggart, Miss Gros and Miss Miller.
"IRENE" Miss Winter and Company
"TO LOVE YOU" Mr. Soule and Miss Winter
"SKY ROCKET" Miss Winter and Company
"LAST PART OF EVERY PARTY" Miss Miller,
Miss Gros and Ensemble

HAVE YOU SEEN THE EDEN ELECTRIC WASHER?

We are conducting a demonstration of this Electric Washing Machine at our offices, 34 Clinton Avenue North. We invite you to inspect this machine and will be glad to have you tell us what you think of it compared with other washing machines with which you are familiar.

Our own faith in this Electric Washer is such that we gladly send it out on trial. We will also send an operator to assist with the first washing if desired.

COME, WE WANT YOU TO KNOW THE EDEN WASHERS.

ROCHESTER GAS & ELECTRIC CORPORATION

Bell, Main 3960

34 CLINTON AVENUE NORTH

Home, Stone 3960

Get Acquainted With The New Meat Market

just opened on Clinton Avenue side in connection with Grocery.

Here you will find fresh meat, poultry, vegetables and fruits of first quality, and a service that will satisfy.

A good place to keep in mind when making plans for that Thanksgiving dinner.

Sibley, Lindsay & Curr Company

"THERE'S SOMETHING IN THE AIR" Ensemble
FINALE

All the gowns, hats and wraps for this production designed by
LUCILE, LTD.

Men's Clothes designed by Finchley and tailored at
Fashion Park, Rochester, N. Y.

Shoes by I. Miller & Sons, Inc., New York and Chicago
Scenery by Sackerman Studios, Jersey City

For the Vanderbilt Producing Co., Inc.

A. W. Herman Manager
John Wilstach Business Manager

MANY business men take advantage of the time lost through using ordinary transportation, in keeping appointments, by relying on the prompt efficient, service of our cars.

Rochester Taxicab Co.
Stone 310 Main 375



Tonight—

And every night, after the theatre dancing on the balconade at the Odenbach Restaurant. Wonderful music, new floor and pleasing enviroment.

*Mid-day
Liberty Lunch
Plates
55c to 85c*

*The Odenbach
Restaurant*

Thomas Stuart	Agent
Earl Redding	Stage Manager
Ray Moore	Assistant Stage Manager
Charlie Summers	Master Carpenter
Joseph McEowen	Flyman
John Edzards	Property Master
Ernest Magalis	Electrician
R. Lewis	Assistant Electrician
Elizabeth Flynn	Wardrobe Mistress



A LIVING TRUST

If you wish to travel or to concentrate your time and energy on some one business interest, this company, under the terms of a Living Trust Agreement, will manage your property, relieving you of burdensome details and worries. Consultation invited.

ROCHESTER TRUST
and Safe Deposit
COMPANY

Main Street West and Exchange

After the show
Don't forget to visit

"The Aster"

To Get Hot Drinks and
Hot Chocolate
Beeftea, Tomato Bouillon

Selection of
Home Made Assorted
Fruit Bonbons and Cream
Carmels

60c a pound

Chocolate Carmels 44c a pound

220 E. MAIN ST.

Thanksgiving Week

Matinee Wednesday and Saturday

Special Holiday Matinee Thanksgiving Day

William Harris, Jr.

Presents



ON ITS
FIRST
ROAD
TOUR

COMEDY?
*Yes, it's full of
laughs that
make you forget
the weather.*

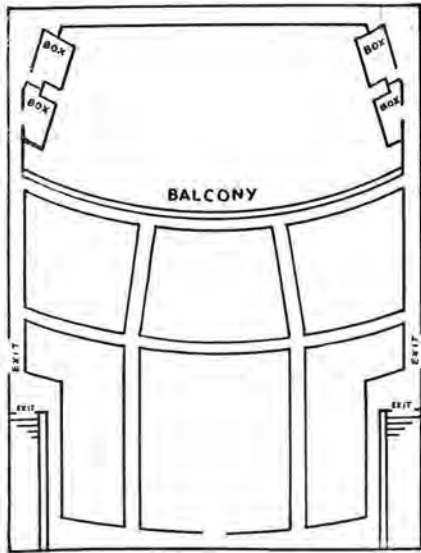
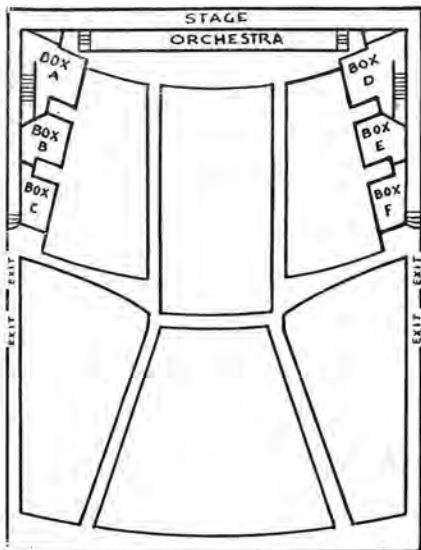
EAST IS WEST

DIRECT FROM A TWO YEAR RUN at
THE ASTOR THEATRE NEW YORK CITY

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 Galler 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.



For Thanksgiving Day

Say it with flowers—preferably chrysanthemums.

J. B. KELLER SONS, Florists

25 CLINTON AVE., NORTH

Stone 506 *Phone Orders Have Prompt Attention* Main 2189

