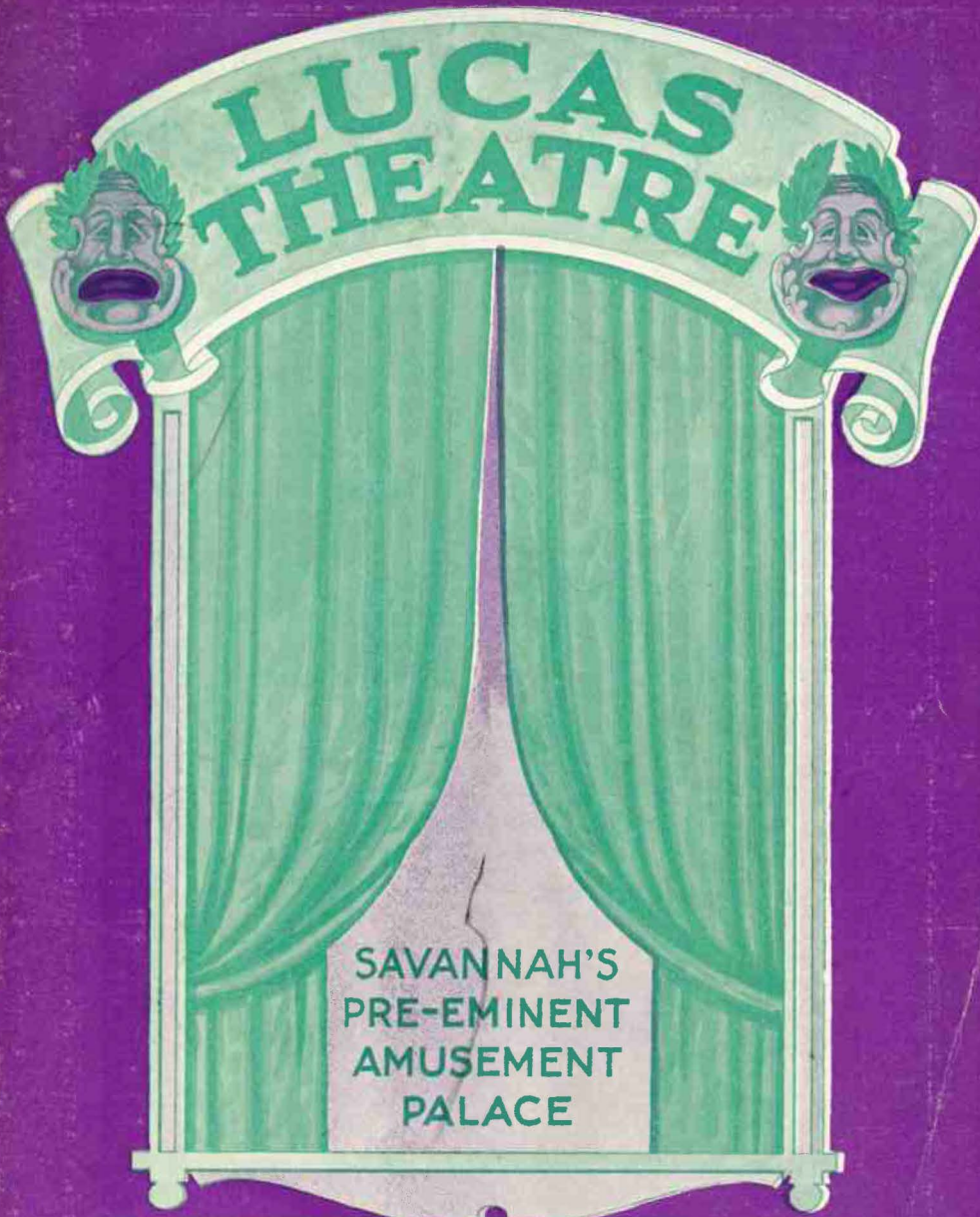


LUCAS THEATRE

A stylized marionette logo for the Lucas Theatre. It features a green archway with the words "LUCAS THEATRE" in green, block letters. On either side of the arch are green marionette heads with large, open mouths. Below the arch are two green curtains hanging from a rod. The entire logo is set against a purple background.

SAVANNAH'S
PRE-EMINENT
AMUSEMENT
PALACE

Direction: Savannah Enterprises, Inc.
Management: Ernest Morrison



"Say it with Flowers"

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and
Anniversaries*

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Nursery Phone

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LUCAS THEATRE

SAVANNAH'S PRE-EMINENT AMUSEMENT PALACE

Direction SAVANNAH ENTERPRISES, INC.

Management: Ernest Morrison

In introducing stock at the Lucas Theatre the management is convinced that it is responding to a manifest public demand. The new policy, therefore, is inaugurated with the assurance that the theatre's patrons will welcome the opportunity of enjoying the standard productions of the stage, presented by a company of carefully selected artists.

The management is not unmindful of the fact that the success of the innovation is dependent upon the character of entertainment offered. To merit the approval of Savannah's discriminating public will call forth the best efforts of the Lucas Players.

The Lucas Theatre, the equal in beauty, appointments and comfort of any in the country, provides an ideal setting for the high order of attractions it will be the aim of the management to present.

The program will be changed twice weekly, on Mondays and Thursdays. Under the arrangement whereby this will be possible, two entirely different companies will be seen at the Lucas every week, with each of them presenting an entirely new production.

SCALE OF PRICES

Evenings

Orchestra	55c and 75c
Balcony	30c and 55c
Box Seats	75c and 99c

Matinee

Orchestra	50c
Balcony	25c and 35c
Box Seats	55c and 75c

(These prices includes tax.)

BOX OFFICE REGULATIONS

Open continuously from 10:00 A. M. to 10:00 P. M. Seats on sale one week in advance. Reservations can be made by phone (716) and tickets will be held until two hours preceding time of performance. Requests by mail for reserved seats, accompanied by remittance, will receive immediate attention, according to priority of application.

PHYSICIANS

And others who anticipate being summoned during the performance are requested to acquaint the Box Office with the location of their seats, so that they may be promptly notified if any message is received for them.

LOST ARTICLES

Should be reported at once to the Box Office, or to the Superintendent. Articles found in the theatre may be left at the Box Office, where a receipt will be given therefor.

TO PATRONS

It is desired that the comfort of visitors to this theatre be studied in every detail. Complaints of incivility or inattention should be at once reported to the Superintendent. Patrons will find the mezzanine delightfully pleasant and restful before performances and between the acts. Local and long distance public telephones.

Evening performances begin promptly at 8:15. Matinees at 3:00. Doors are open half an hour earlier.

DANN MALLOY

Possibly the most important member of any Stock organization is the Stage Director. Directly upon his shoulders rests the responsibility for the proper presentation of every play, even to the most minute details. The management of the Lucas Theatre has engaged Mr. Dann Malloy, a well known and prominent New York Stage Director to come to Savannah to stage all the plays that will be presented by the Lucas Players.

Mr. Malloy is well known in the stock field, as he has been the chief stage director for some of the best Stock Companies in the United States, such as Gotham Theatre, Brooklyn, N. Y., Lyceum Theatre, Troy, N. Y., Princess Theatre, Toronto, Ontario, and others. Mr. Malloy has also been stage director for such Broadway producers as A. H. Woods, Henry W. Savage, David Belasco, Wagenals & Kempner. Mr. Malloy has assisted in staging such plays as THE GIRL IN THE LIMOUSINE, ALONG CAME RUTH, THE WILLOW TREE, THE GIRL OF THE GOLDEN WEST, and many others that could be enumerated if space permitted.

Besides directing the technical portion of the LUCAS PLAYERS' productions, Mr. Malloy will also be seen in some of the leading comedy parts throughout the summer.



Miss Mildred Florence, playing leading roles with the Lucas Players, is possibly the youngest stock star in America. She is also conceded to be one of the most beautiful of all stock actresses, and possesses a piquant personality that is most magnetic, charming and captivating. She has been featured with such well known stock organizations as the Blaney Producing Co., and Keith's Union Hill Stock Company, and has scored a distinct success in every city where she has appeared. That Savannah will be very much in love with her clever work is a foregone conclusion.



Mr. John A. Lorenz, leading man with the Lucas Players, is one of the most polished performers appearing in stock productions. In fact he is known as "The Beau Brummell of Stock," he being a very smart dresser, with his stage attire always up-to-the-minute and correct in every detail. He has been featured with leading stock companies in various cities, and has just recently met with tremendous success in New York, Philadelphia and Chicago.

COMING ATTRACTIONS

The following celebrated stage successes will be presented by the Lucas Players in the order named:

WITHIN THE LAW
SMILIN' THROUGH
TURN TO THE RIGHT
NOTHING BUT THE TRUTH
THE HOTTENTOT
EYES OF YOUTH
SCANDAL
SHE WALKS IN HER SLEEP
DAWN O' THE MOUNTAINS
THE RUINED LADY
CAPPY RICKS
POLLY WITH A PAST

WHY NOT PRINT YOUR AD. HERE?
THE COST? LESS THAN YOU THINK.

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have our representative call on you.

FIRST HALF OF WEEK—MONDAY, TUESDAY, WEDNESDAY
May 29th, 30th and 31st

MATINEE TUESDAY

THE LUCAS PLAYERS

PRESENT

“Adam and Eva”

A COMEDY IN THREE ACTS

Produced under the direction of Dann Malloy

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CAST OF CHARACTERS

Adam Smith	John Lorenz
Eva King	Mildred Florence
James King	Robert Smiley
Doctor Delemater	Howard Ricker
Uncle Horace	Dann Malloy
Lord Andrew Gordon	Eugene Ordway
Clinton De Witt	Walter Austman
Julie De Witt	Gertrude Walters
Aunt Abbey	Edith Bowers
Corinthia	Jean Green

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SYNOPSIS

Act 1

Home of James King on Long Island.

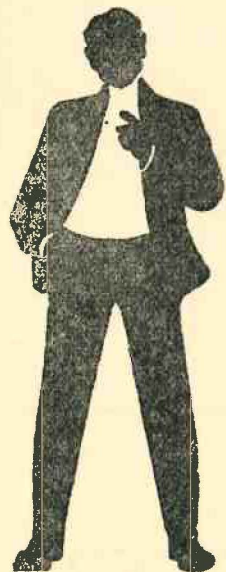
Act 2

The same. A few weeks later.

(Curtain will descend to denote lapse of one hour.)

Act 3

The King farm in New Jersey.



—Mr.
Business
Man!

YOU have here a few suggestions of things you can use to advantage in your business.

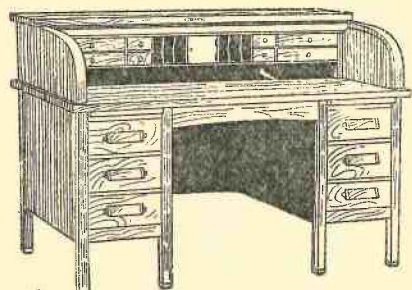
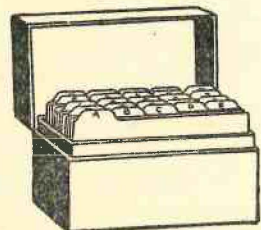
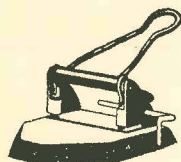
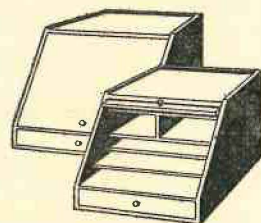
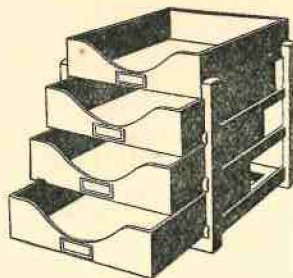
AT the BYCK store there are Twenty Thousand things made to aid you in conducting business; all of the commonplace necessities; most of the rare things so often difficult to find, and many new ideas of which you may not have heard.

THEY are all here awaiting your command.

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Why shouldn't you?"

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SECOND HALF OF WEEK—THURSDAY, FRIDAY, SATURDAY
June 1st, 2nd and 3rd

MATINEE THURSDAY AND SATURDAY

THE LUCAS PLAYERS

PRESENT

“Civilian Clothes”

A COMEDY IN THREE ACTS
BY THOMPSON BUCHANAN

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CHARACTERS

As you meet them

Billy Arkwright	C. Russell Sage
Nora	Cora Lee Clifton
General McNerny	Orin Shear
Jack Rutherford	Harry Lyons
Florence Lanham	Hazele Burgess
Elizabeth Lanham	Emily Taft
Mrs. Lanham	Edna Bern
Archibald Lanham	J. B. Marsh
Sam McGinnis	Jack Hayden
Belle Henderson	Peggy Dunbar
Mrs. Smythe	Rita Davis
Zack Hart	John Lyons
McGinnis, Sr.	Chas. Mylott

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SYNOPSIS

- ACT I. Living room of the Lanham home in Louisville.
- ACT II. Dining room of the Lanham home. One month later.
(The curtain will be lowered for 30 seconds to denote the
passing of an hour.)
- ACT III. A parlor in a New Orleans hotel. 24 hours later.

Stage direction by Jack Hayden.
Scene painting by Herman Walraff.
Miss Burgess' first and second act gowns by Bendel.
Miss Burgess' last act suit by Schneider-Anderson.

THE PROGRAM

It is the intention of the publishers to make the Lucas Theatre Program the best and most complete ever published in Savannah.

The program, as seen to-day, will develop into a twenty-four page booklet. It will contain the usual explanatory matter, together with high-class advertisements and other articles so arranged as to afford interesting reading matter for the audience.

The management of the theatre anticipates a patronage of at least twelve thousand persons each week, and this publication offers an excellent medium through which a message may be conveyed directly to the public.

For space and advertising rates, apply to



"The City Hall is next to Bycks' "

If you cannot call, detach and mail the coupon below:

M. S. & D. A. BYCK CO.,

Savannah, Ga.

Please send your Advertising Solicitor to see me in reference to space and advertising rates in the Lucas Theatre Program.

Signed _____

Address _____

ABOUT RESERVATIONS

You can select the seat or seats you prefer for any matinee or evening performance, and have that location permanently reserved for you without extra cost.

This is the policy followed by patrons of High Class Stock Productions in other cities, and the Lucas wants its patrons to have every accommodation and courtesy enjoyed by people who patronize this form of entertainment elsewhere.

The plan is simply that you select the seats you desire for any matinee or evening performance, for any day or evening of the week. If the seats are available they will be regularly set aside for you every week.

Fill out the form below and know that you will always have your choice of seats when visiting the Lucas.

Savannah, Ga.,-----192-----

Treasurer, Lucas Theatre: Orchestra
Balcony

Please reserve for me seats_____in section_____Row_____

Seats No.----- for every----- Matinee Evening It is agreed that there is to be no extra charge for this service, also that if for any reason I am not going to use above seats on any date same are regularly set aside for me, I will notify you at least two hours in advance of the designated performance. I further agree to pay for reservations held for me and not used, in the event I fail to notify you of my intention not to use them fully two hours in advance of performance designated. It is further understood that if I fail to use seats for three successive dates, this reservation may be cancelled by you.

Address _____

Phone _____

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