

AMERICAN THEATRE / st. louis

# PLAYBILL

*"THE WORLD OF SUZIE WONG"*

November 14-19, 1960





# FOR THE WINE OF YOUR LIFE . . .

## MAXIM'S OF PARIS

- BEAUJOLAIS
- BLANC MARINE
- ST. JULIEN
- MEDOC
- GRAVES
- ROSE'
- BARSAC

From the wine cellars of the internationally renowned Maxim's of Paris our wine experts have selected these outstanding vintage wines to grace America's tables with the *very best* that France has to offer. Next time try Maxim's of Paris . . . for the WINE OF YOUR LIFE!

\$1.99 Fifth

Case 12 Fifths

\$21.99

People's 9-0-5

Phone

FOrest 1-5510

WORLD'S LARGEST LIQUOR CHAIN

FREE CASE DELIVERY CITY OR COUNTY

*Exciting  
Diamond  
Creations*

bewitchingly beautiful, truly distinctive in design and unexcelled, these Mennemeyer creations are perfect as gifts of individuality and elegance. Express your love with Diamonds by giving her the finest—chosen from Mennemeyer's unique selections, said by many to be the finest in the entire Midwest.

**Mennemeyer's**  
JEWELERS AND DIAMOND IMPORTERS  
ARCADE BLDG. / 6th Floor

MAin 1-8452

Open Monday Evenings  
'til 8 P.M.  
Saturdays  
'til Noon

Registered Jeweler  American Gem Society

*Soft Lights, good food and relaxing atmosphere*



# Rose's

## ITALIAN Restaurant

Authentic Italian Dishes by  
Jasper Bonventre

### *Charcoal Broiled* **STEAKS**

*Most Delicious Salad in Midwest*

**RAVIOLI      SPAGHETTI**

**BAKED LASAGNE**

**VEAL PARMIGIANO**

**CHICKEN CACCIATORE**

**VEAL SCALLOPINI**

**PIZZA**      Served After 9 P.M. Only



**Cocktails**

**IMPORTED  
WINES**

MEMBER OF  
**the  
Diners  
Club**

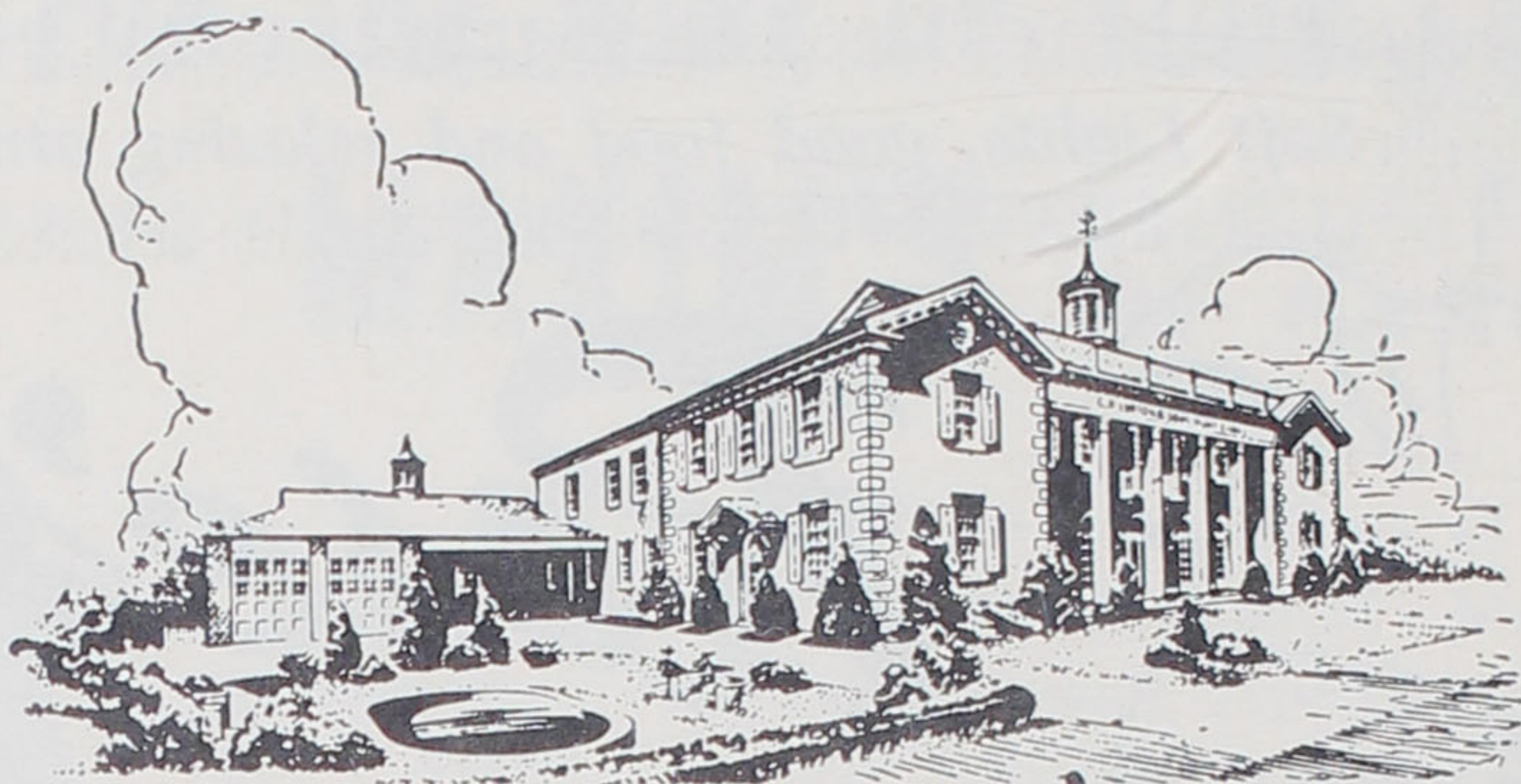
**AMERICAN EXPRESS**  
CREDIT CARDS  
*Honored Here*

3 minutes from Downtown Hotels  
10 minutes from West End Hotels  
For Reservations Phone MA. 1-3333

**FREE PARKING** Across Street  
Open 11:30 a.m. to 1:00 a.m. Daily



**TENTH and FRANKLIN**

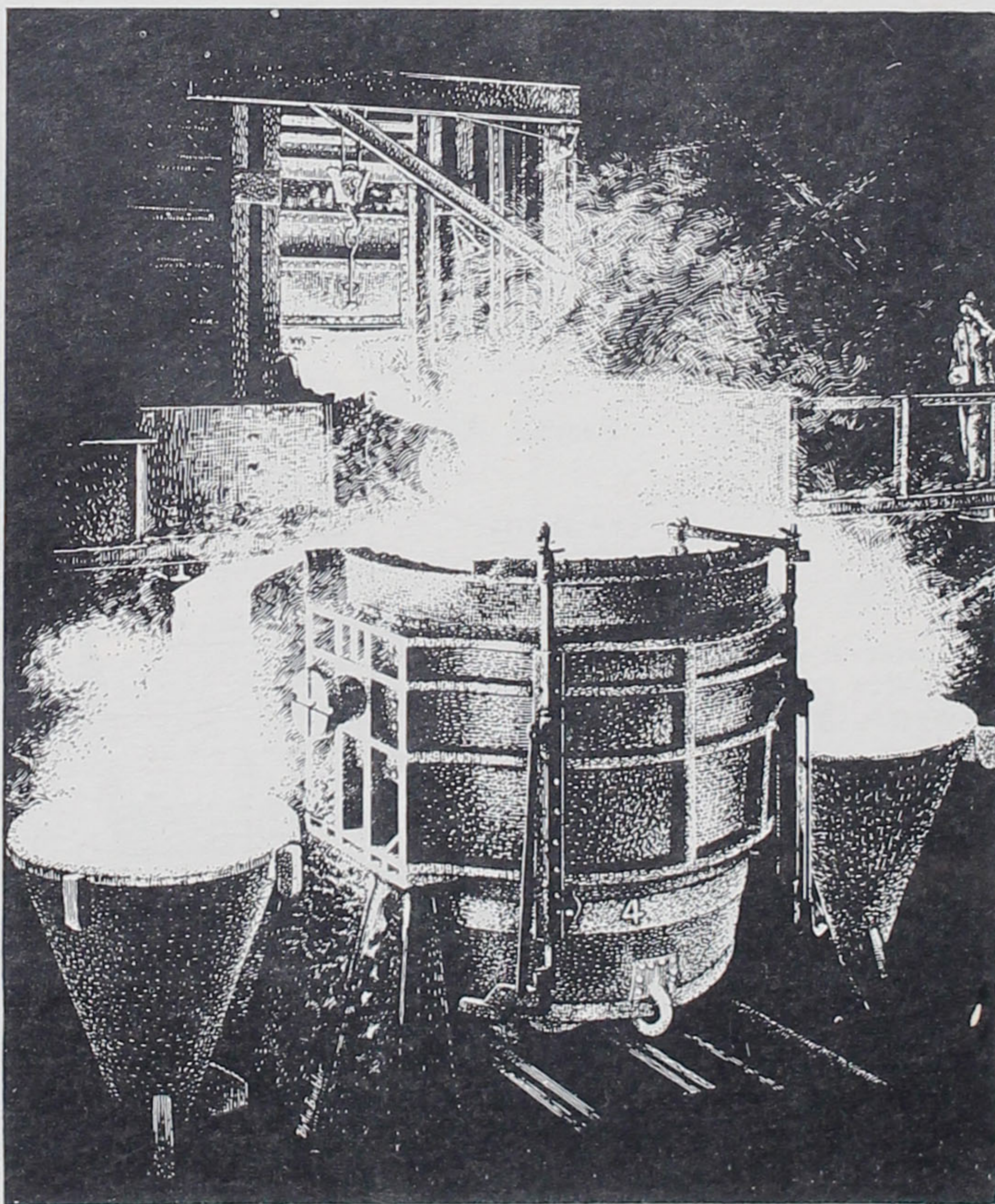


# Lupton Chapel

the excellence in service

7233 Delmar Boulevard  
PArkview 1-1870

MEMBER OF NATIONAL SELECTED MORTICIANS



**QUALITY STEEL  
FOR  
CONSTRUCTION  
AND  
INDUSTRY**

**LACLEDE  
STEEL COMPANY**  
Arcade Building  
St. Louis 1, Missouri

# American Theatre

JOHN G. CELLA  
*President*

EDWARD W. STEINHAUER  
*Manager*

---

NOVEMBER 14-19, 1960

---

● PROGRAMME ●

AVESA Productions

Presents

THE  
JOSHUA LOGAN

Production of

THE WORLD OF

# SUSIE WONG

A New Play by  
PAUL OSBORN

Based on the novel by  
RICHARD MASON

with

FLAVIA HSU

ROBERT CARLE

and

JOEL THOMAS

Yoshi Naka

Helen England

Mary Mon Toy

Richard Lederer

Entire Production Under the Personal Direction of

NEIL HARTLEY

# Welcome Back!

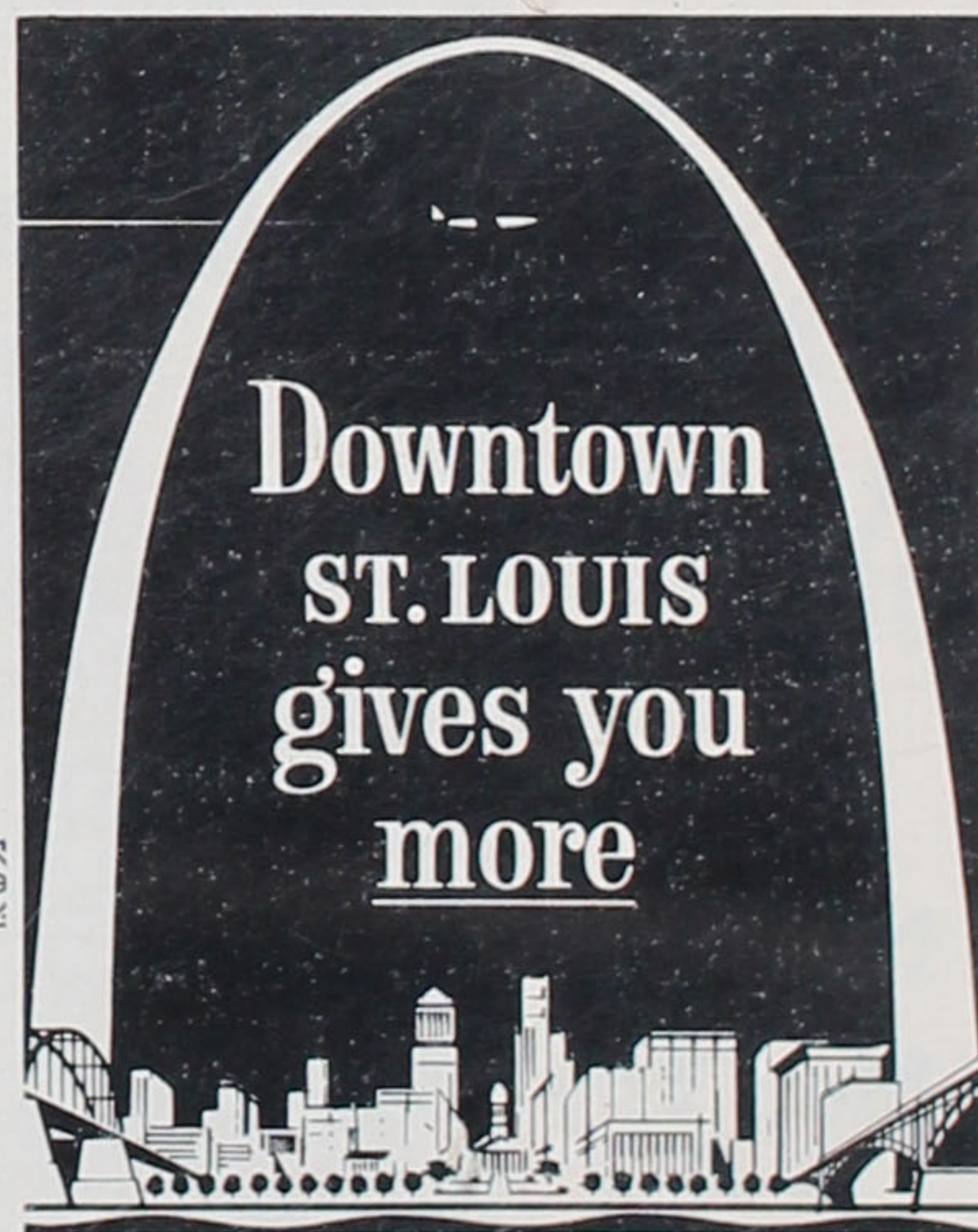
**We're proud the American Theater has  
moved *back* to Downtown St. Louis**

*The beautifully modernized American is just one  
of the many new and exciting things beginning  
to take place downtown.*

*Come to the American Theater often and, while you're  
downtown, watch the progress that's going to be made  
in the months and years ahead.*

*Make coming downtown a habit (a good habit) once again.*

*Find out for yourself why downtown St. Louis  
actually does give you more  
. . . why downtown is once  
again becoming St. Louisans'  
favorite place to shop, to eat,  
to be entertained and to work.*



**DOWNTOWN IN ST. LOUIS, INC.**

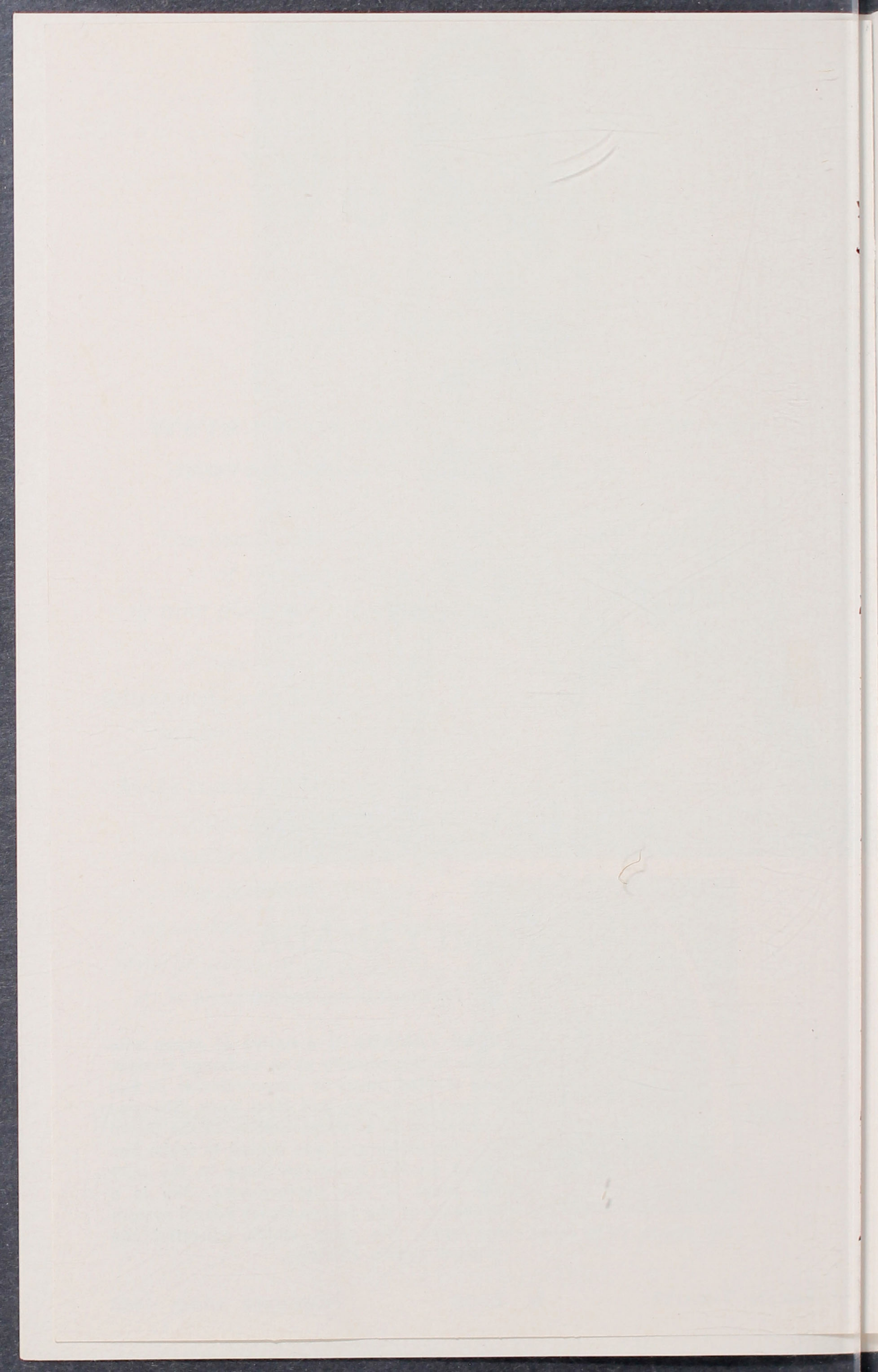


SUZIE WONG  
*will be played by*

## ROMI YAMADA

*who has been featured in  
this role for the past six months*

**ROMI YAMADA** is a native of Japan who came to this country as an exchange student and studied music at conservatories in San Francisco, Boston and New York. She was discovered by a representative of the David Merrick office and was signed to make her debut on the American stage in the part she plays at this performance. She is a graduate of the Sacred Heart School system in Japan, the same which educated the present Crown Princess.







before or after the theatre, it's . . .

# Tony's

just a few minutes from the theatre

826 N. BROADWAY

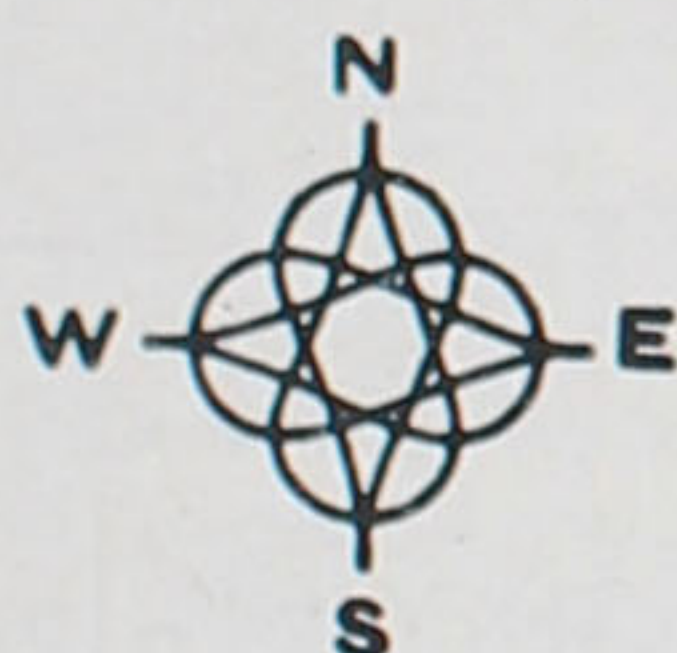
ST. LOUIS 2, MO.

CENtral 1-7007

## CAST

(In order of appearance)

Robert Lomax .....	ROBERT CARLE
Suzie Wong .....	FLAVIA HSU
Chinese Officer .....	CLIFFORD ARASHI
Chinese Vendor .....	FRANK ORTIZ
Chinese Soldier .....	NICK PADULA
Sailors .....	ED GARRABRANDT, PHIL CUSACK
Ah Tong .....	YOSHI NAKA



LET US HELP YOU

## EXPERIENCE COUNTS!

CHARLES B. PODMANICZKY  
in the travel business since 1936  
LOUISE GOULDING  
in the travel business since 1943

# TRIPS UNLIMITED, Inc.

4658 Maryland

FOrest 1-1176



1/4 Carat—\$52.50    1/2 Carat—124.50  
3/4 Carat—199.50    1 Carat—299.50  
Others up to \$9,000

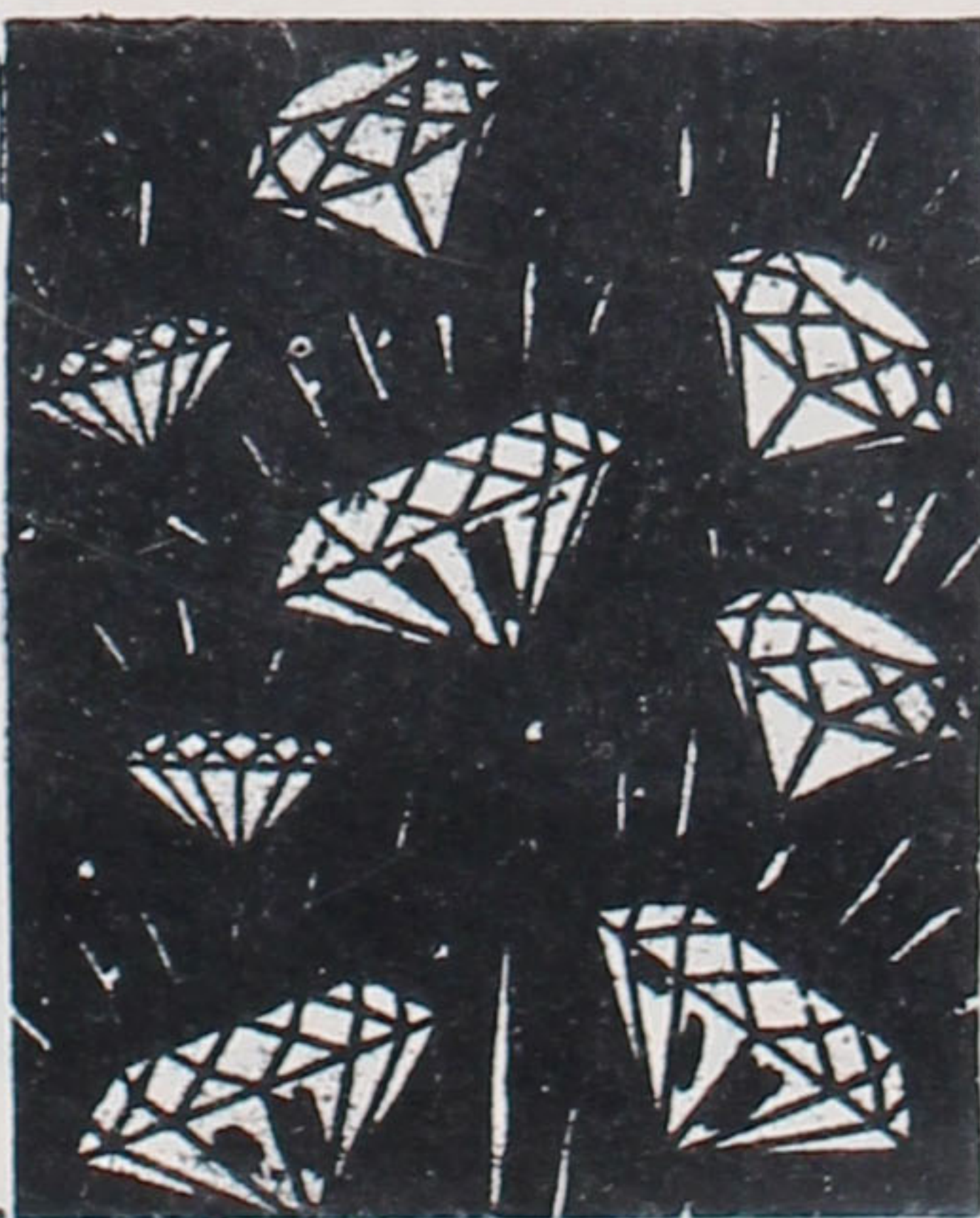
### Diamonds Are A Girl's Best Friend

Choose her diamond from our loose stones, then we'll mount it. 14 Kt. Gold Mounting included. Terms if desired. No interest or carrying charge. Open Mon. and Thurs. until 8:30.

## The Diamond Shop

720 Locust

CHestnut 1-1062



寿  
和  
亭

# KOTOBUKI

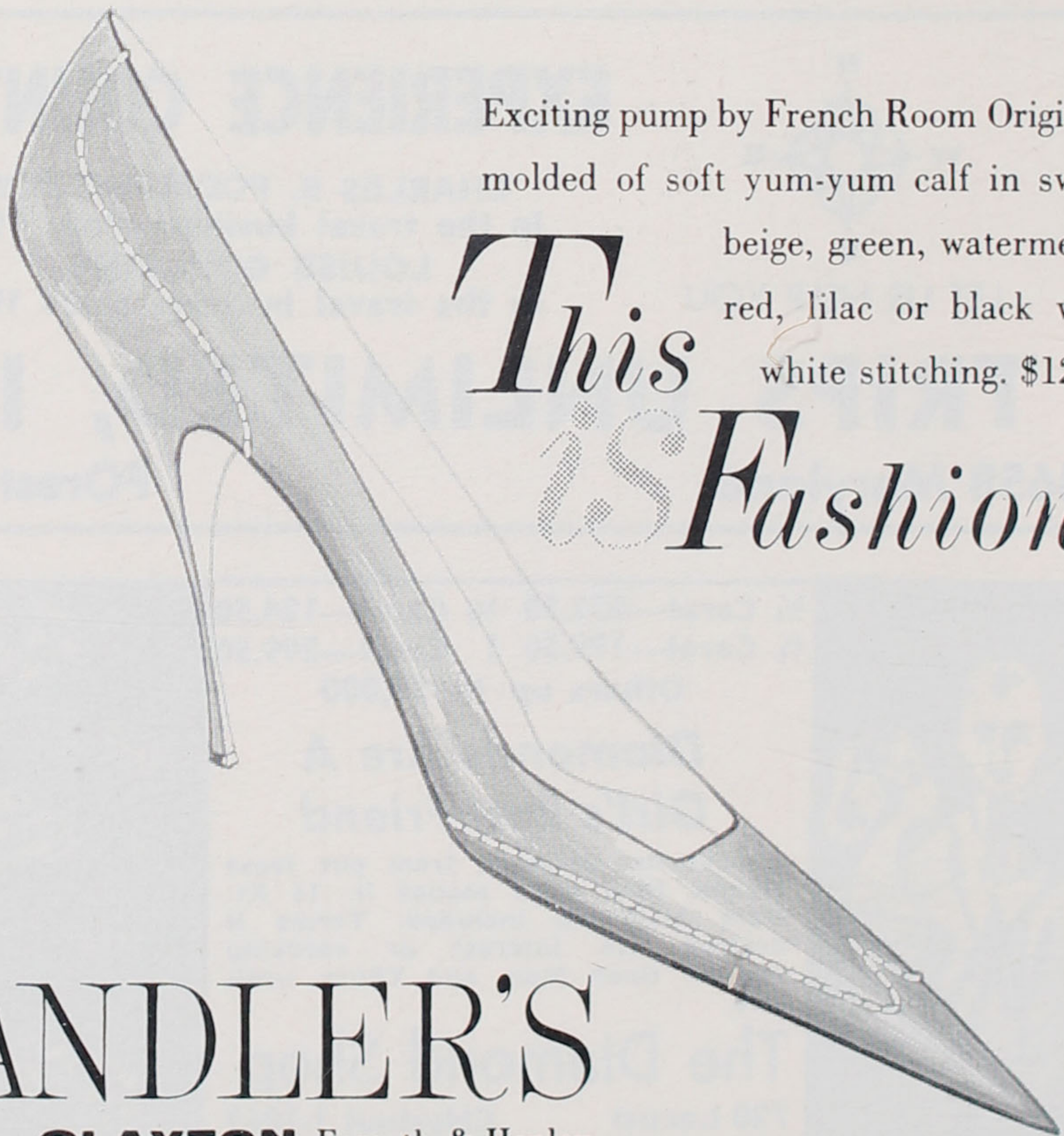
Japanese Restaurant

TEMPURA BAR and LOUNGE  
TATAMI DINING ROOMS

4287 OLIVE STREET . . . . . GASLIGHT SQUARE  
JEfferson 5-7840

Hours: Tues.-Sat. from 5 p.m.  
Sunday, noon to 8 p.m.  
Closed Mondays

British Sailor .....	DAVID KITCHEN
Typhoo .....	GIA LIH LEE
Gwenny .....	EDNA K. LAW
Wednesday Lulu .....	DEBBIE SUZUKI
Minnie Ho .....	MARY MON TOY
Fifi .....	ERIN MURPHY
George O'Neil .....	RICHARD LEDERER
Kay Fletcher .....	HELEN ENGLAND
Ben Jeffcoat .....	JOEL THOMAS
C. P. O. ....	KARL FREDERICKS
Jack .....	JACK GIANINO
Chuck .....	EDMUND SHAFF



Exciting pump by French Room Originals  
molded of soft yum-yum calf in sweet

*This* beige, green, watermelon  
red, lilac or black with  
white stitching. \$12.98  
*is Fashion!*

# CHANDLER'S

Fashion Corner **CLAYTON** Forsyth & Hanley

**NOW OPEN**

*Authentic Italian Gourmet Dining  
In An Old World Atmosphere*

**KEMOLL'S NEW FLORENTINE ROOMS**

Our newest addition accommodates 150  
persons—offering such Italian delicacies as

Cannelloni—Veal Saltimbocco  
Rolled Bracciole with Home made Green Noodles  
A Variety of Fresh Clam Dishes Also Aged Charcoal Broiled Steaks

**KEMOLL'S**

**ITALIAN  
RESTAURANT**

4201 N. GRAND

CE. 1-2705

CLOSED SUNDAYS

**UNDERSTUDIES**

Suzie Wong, Erin Murphy; Robert Lomax, Edmund Shaff; Kay Fletcher,  
Erin Murphy; Minnie-Ho, Gia Lih Lee; Ben Jeffcoat, Karl Fredericks; George  
O'Neil, Karl Fredericks; Gwenny, Debbie Suzuki; C. P. O., British Sailor, Jack  
Gianino; Ah Tong, Chinese Officer, Frank Ortiz.

**ST. LOUIS PHOTO  
SUPPLY COMPANY**

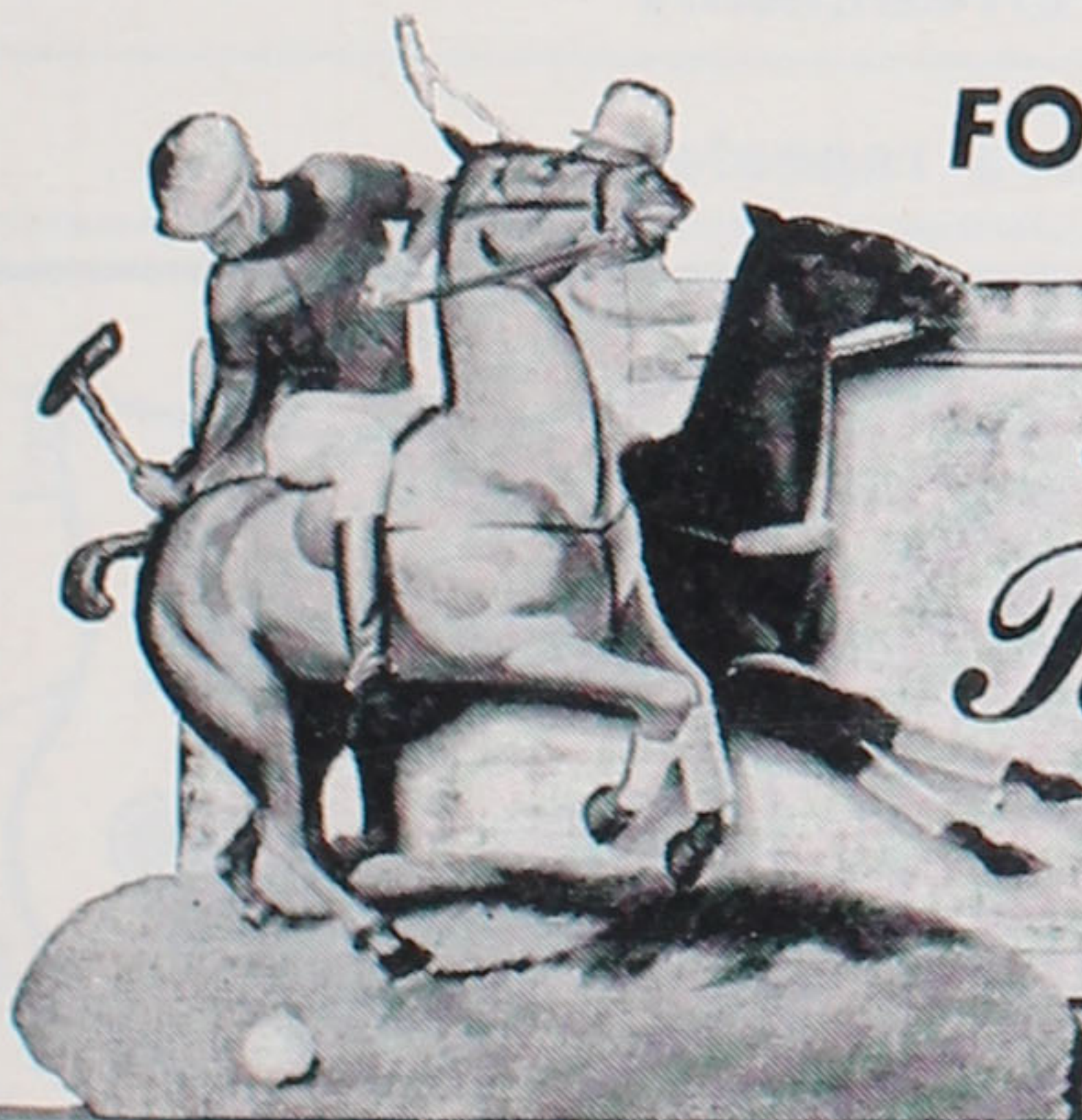
3400 LINDELL BLVD.



*Cameras and Accessories*  
NEW — USED — TRADES

*Photo Albums and Frames*

*Rental Service*



**FOR THE MOST DISCRIMINATING**

Great Game — Great Bourbon

**Bardenheier's  
BOURBON**



General Outdoor

Six years old 90 proof—Seven years old 100 proof—Bottled in bond. Bardenheier's  
Kentucky Bourbon Company, Bardstown, Kentucky.

THE NEW LOOK! COMPLETELY REMODELLED



**AMEDEO FIORE'S**

**1st.  
IN ST. LOUIS**  
"The Original"

**Melrose**

**PIZZERIA**

**FINEST  
WINES**

**COCKTAILS**

Since 1945 . . . ONE OF ST. LOUIS' FINER RESTAURANTS

nationally famous **ITALIAN DISHES - PIZZA**  
for special

**char-broiled steaks**

**picturesque decor**

**5910 Natural Bridge**

**EV. 3-8899**

**Free Parking**

**Open daily and Sunday, 5 p.m. until 2 a.m.**

**American Express**

## SYNOPSIS OF SCENES

The action of the play takes place in Hong Kong.  
The time is the present

### ACT I

Scene 1: A Chinese Ferry

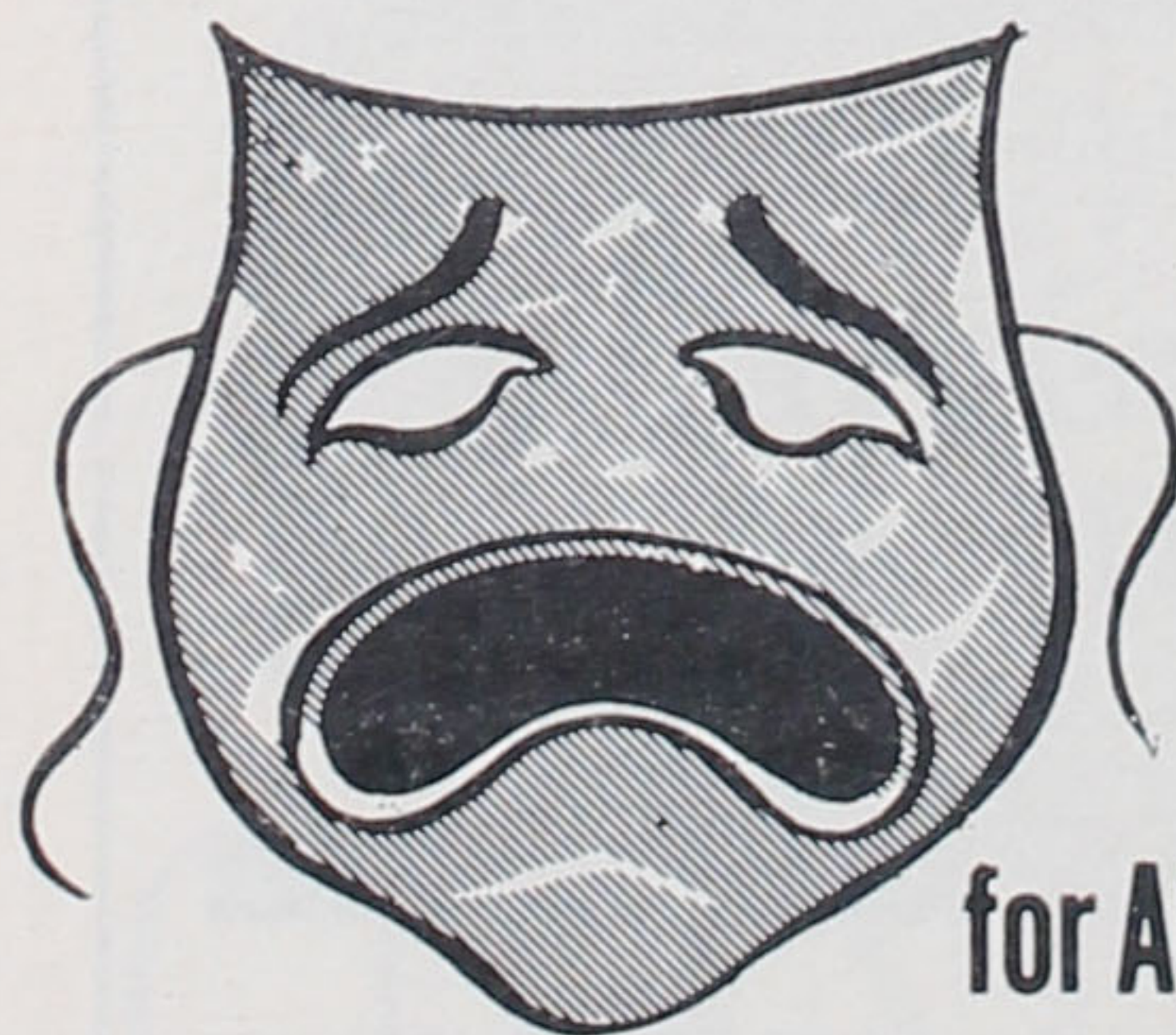
Scene 2: A Street in Hong Kong — a few hours later

Scene 3: A Room at the Nam Kok

Scene 4: The Bar at the Nam Kok

Scene 5: Robert's Room — a month later

**PALSSO'S**  
**AMERICAN BAR**  
across the street  
for the finest in quality refreshments  
try us once . . .  
you'll always come back for a repeater



**On the spot Relief**  
for **ACID INDIGESTION • HEARTBURN**

**ALWAYS CARRY TUMS for the TUMMY**

**SMOKEY JOE'S**



*St. Louis' Only  
Authentic  
Greek Cuisine*

LISTED NATIONALLY BY  
GOURMET MAGAZINE

**Shish Ke Bab - Dolma - Stifado  
Steaks - Lobster Tail - Lamb Chops**  
ALSO FINE AMERICAN DISHES  
Imported & Domestic Wines & Liquors

# Grecian Terrace

in  
**Gaslight  
Square**

4255 OLIVE  
AT BOYLE

free parking in rear on  
our lighted lot



## ACT II

- Scene 1: A Street in Front of the Nam Kok Hotel—2 weeks later
- Scene 2: Robert's Room
- Scene 3: A Street in Front of the Nam Kok Hotel—3 weeks later
- Scene 4: Robert's Room
- Scene 5: The Bar at the Nam Kok Hotel
- Scene 6: Robert's Room

# RICE BOWL SHANGRI-LA

Exotic and Authentic Chinese dishes culled from the widest reaches of the Orient. Superb Cantonese Dinners and Appetizers. Prime Charcoal Broiled Steaks—Chicken—Seafood—After Theatre snacks — 15 minutes from downtown.

The South Side's Newest  
and Finest Restaurant,  
Your Hostess—Miss Lee  
3157 S. Grand PR 3-3544



F O R M E N . . .

# EDWYN

PORTRAITS

38 North Euclid

F Orest 1-4575

Baker

W. A. Berkey

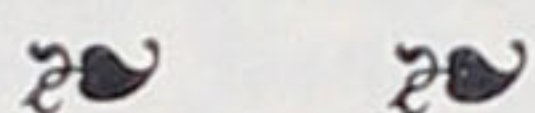
Dinkelspiel

Johnson-Handley-  
Johnson

McGuire

Milling Road

Stembridge



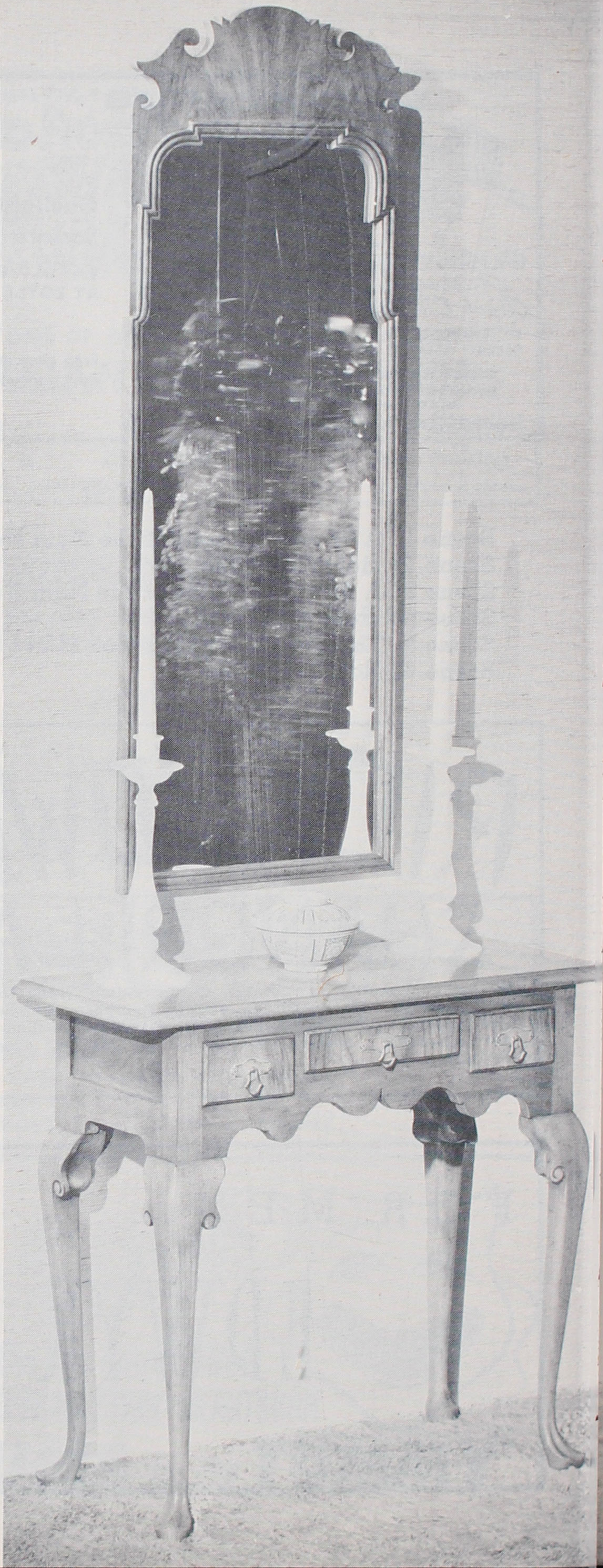
FURNITURE

ACCESSORIES

LAMPS

ANTIQUES

PAINTINGS  
AND UNUSUAL  
WALL DECOR



Undisputedly, the choice of people  
whose taste is undisputable . . . .

# Furniture Exhibitors

912 Lucas Avenue  
St. Louis, Missouri



An appointment to visit Furniture Exhibitors  
may be made with your furniture dealer,  
interior decorator or architect.

The

# Broadway

Restaurant • Cocktail Lounge

503 North Broadway  
Next to 1st National Bank

## Theatre-goers . . .

Visit our beautifully remodelled  
Dining Room and Bar

- Steaks
- Chicken
- Seafood

OUR OWN GENUINE TURTLE SOUP  
SUPERB GREEK SALAD BOWL

Open 10:30 a.m. to midnight

### STAFF FOR "THE WORLD OF SUZIE WONG"

Manager .....	GLENN ALVINE
Press Representative .....	MAURICE TURET
Production Stage Manager .....	NEIL HARTLEY
Stage Manager .....	HENRY VELEZ
Asst. Stage Manager .....	DAVID KITCHEN
Master Carpenter .....	ROBERT BEDINI
Master Electrician .....	LYLE AITON
Master Propertyman .....	JOSEPH VAN ORDEN

AMERICAN THEATRE PLAYBILL is published by Scene Publishing Co.,  
818 Olive Street, St. Louis 1, Mo. For information about advertising space  
and rates, phone MAin 1-7986.

### KIEL AUDITORIUM — CONVENTION HALL

## One Performance — Sunday, Nov. 27

7:30 P. M.

### FIRST TIME IN AMERICA



**S. HUROK**  
*presents*

*The Pageantry of  
Britain At Its Finest!*

The Regimental Band of the  
**COLDSTREAM GUARDS**  
The Pipes, Drums and Dancers of  
**THE QUEEN'S OWN  
CAMERON HIGHLANDERS**

*A Fabulous Spectacle of Marching Ceremonies  
Rousing Music and Thrilling Dances!*

## SEATS NOW ON SALE

Aeolian Box Office, 1004 Olive, St. Louis 1

Tickets:

Loges, \$5; Mezzanine, \$4, \$3; Lower Balcony, \$2.50; Upper Balcony, \$1.75

### ENTERTAINMENT ENTERPRISES



# BIG BOY'S

*food with that Southern accent*

50 miles from St. Louis on U.S. 40

WRIGHT CITY, MO.



## STAFF FOR THE THEATRE

Box Office ..... FLORENCE PEROUTKA, Treasurer;  
MARTHA HINTERSTELLER, LEE PALUCZAK  
Assistant to the Manager ..... LEROY NOBLIN  
Office Secretary ..... MEREDITH EVANS  
Orchestra Personnel Manager ..... BENJAMIN L. RADER

## STAGE

CAPPY MACHINO, Carpenter  
JOSEPH L. PEROUTKA,  
Property Man  
LEROY STONE, Electrician  
GREGORY STONE, Flyman

## CREDITS

Dresses of the Usherettes designed by Shirley Lee, a Division of  
The Forest City Manufacturing Co., St. Louis  
George Steck Pianos used exclusively RCA Products by Aeolian Company of Missouri  
Art Displays in the lounge courtesy of Martin Schweig Galleries  
Lobby Music — Radio Station KCFM

## GENERAL INFORMATION

THE EXIT indicated by a red light and sign nearest to the seat you occupy is the shortest route to the street. In the event of emergency, please walk, do not run, to that exit. Lighting matches in the theatre is dangerous and is a violation of a city ordinance.

The management suggests that regular patrons join the Playgoers of St. Louis, a non-profit organization, and thus have the same seats for every production playing in the theatre, and for all repeats desired.

THE MAIN LOUNGE is located in the lower lobby and is reached by stairs at the left of the main lobby and the orchestra foyer, and from the right of the orchestra foyer. Additional rest rooms are accessible on the stairs at the left of the balconies. The mezzanine lounge is reached by stairs to both the right and left sides of auditorium. Check rooms are at the right of the orchestra foyer and also at the left of the balcony foyer. The elevator operates to both balconies.

Patrons anticipating telephone calls are asked to leave their names and seat location with the assistant manager. Public phones are available in both lounges.

THIS THEATRE IS CLEANED AND MAINTAINED BY

COMPLETE - EFFICIENT

**Aetna**  
WINDOW  
CLEANING CO.

**JANITOR SERVICE**

Day or Night Service for Large  
or Small Buildings, Factories,  
Homes or Institutions

**Window Cleaning • Wall Washing • House Cleaning**

We Carry Workmen's Compensation and Public Liability Insurance  
1621 OLIVE STREET

Garfield 1-2245

*far East*  
*Art and Gift*  
*Imports*  
 imported  
 oriental  
 Art - Gifts  
 Foods  
 GA. 1-4966  
 123 N. 18th St.

Charming off-the-beaten-track  
**YOU-DRIVE TRIPS**  
 through FRANCE,  
 BRITISH ISLES, ALL EUROPE.  
 See your travel agent or write  
**Open Road Tours**  
 407 North 8th St., St. Louis 1, Missouri



**Real Estate Sales**  
**TAYLOR GAMBLIN**  
**REALTORS**  
 8003 MARYLAND, CLAYTON  
**PA. 6-4550**  
*"Town and Country Property"*

Continuing the excellent  
 cuisine of . . . **JIM**  
**NOW**  
**The Kelly's**  
 formerly  
**GRECIAN GARDENS**  
 (Not Expensive)  
**CATHERINE & ED KELLY**  
 Owners  
 205 South 6th at Elm  
 CE. 1-6309 GA. 1-8584



**Broadway Musicals . . .**

(A brief notation of the musical-comedy status of Broadway, with an eye on them as potential, future St. Louis attractions)

**NEW PRODUCTIONS:** *Bye Bye Birdie*, the gala, comical and very musical epic of the crisis-laden life and times of the teenager and his musical idols (tentatively scheduled for St. Louis this season) . . . *Irma La Douche*, the farcial French import starring Elizabeth Seal dealing with lechers, procurers and a hard-working prostitute . . . *Tenderloin*, the forces of evil battled by Maurice Evans in a turn of the century fight against the brothel, etc. in Manhattan's tenderloin district.

**TO OPEN SOON:** *The Unsinkable Molly Brown*, Meredith Willson's follow up to the "Music Man", dealing with Denver's famed female and starring Tammy Grimes . . . *Camelot*, the new Lerner and Loewe musical starring Julie Andrews.

**STILL RUNNING:** *La Plume De Ma Tante*, the French revue which has captured the heart of Broadway and *West Side Story*, the saga of the Harlem gang wars with music by Leonard Bernstein are two of the long-running shows still playing on Broadway (both are scheduled for St. Louis appearances this season) also: *Fiorello*, the early career of New York's fighting mayor . . . *Gypsy*, with Ethel Merman as the mother of Gypsy Rose Lee . . . *The Sound of Music*, Rodgers and Hammerstein's story of the Trapp singers . . . *Take Me Along*, the musical adaptation of O'Neil's "Ah, Wilderness," and *The Music Man* and *My Fair Lady*.

**KING SIZE APARTMENTS**  
 Open Daily 1-5, 3 Bedrooms, 1½ baths.  
 Near Schools and Transportation. Display  
 1015 North and South Rd.  
**DUKE DEVELOPMENT**  
 PA. 1-1310

## Coming Attractions . . .

(The following is a list of coming attractions for the American Theatre for the 1960-61 season, along with the engagement dates for each show. A few of these bookings are still tentative.)

**ONCE UPON A MATTRESS** (Dec. 6-17) One of off-Broadway's brightest concoctions—the old fairy tale of the Princess and the Pea, with a hint or so of premarital pregnancy and incest thrown in for the older set, all mixed with witty and imaginative lyrics and songs (by Mary Rodgers, daughter of Richard), starring Dody Goodman, Buster Keaton and Harold Lang.

**DESTRY RIDES AGAIN** (Dec. 26-Jan. 7) A musical adult western comedy, from the 1930's movie from the Max Brand book of the same name, which features a firearms-hatin' gunslinger and a brawling empress of the Bloody Gulch Saloon (a part made famous in the movies by Marlene Dietrich) plus energetic and excellent wild western dancing by Michael Kidd. Starring Monique Van Vooren.

**AT THE DROP OF A HAT** (Jan. 16-21) A two-man revue, full of wit, charm and satire, in a brilliant blending of nimble and frequently off-beat entertainment performed by the authors, two English gentlemen, Michael Flanders (lyrics) and Donald Swann (music). A London hit of three years duration and a brilliant success on Broadway.

**WEST SIDE STORY** (Jan. 23-28) A Romeo and Juliet type musical, transplanted to Manhattan's Harlem district, that draws its violence from teen age gang wars. The story of love and tragedy was written by Arthur Laurents. Leonard Bernstein did the music, and Jerome Robbins the brilliant choreography.

**SHAKESPEARE FESTIVAL** (Jan. 30-Feb. 4) Bert Lahr, a comedian of wide and varied experience, takes on the Bard himself, in a specially adapted Shakespeare Festival.

**FIVE FINGER EXERCISE** (Feb. 6-11) A tense, forceful and emotional examination of an English country house and the lack of, and warped sense of, love abounding in the inhabitants thereof. A chilling and frequently dazzling dramatic display, prepared for the stage by Sir John Gielgud; a London success for many years and a hit on Broadway of the 59-60 season.

**A RAISIN IN THE SUN** (Feb. 13-18) The Critic's Circle award winning "Best Play" of 1959—the first Broadway product by a Negro authoress, Lorraine Hansberry, is a deeply moving, absorbing family study of Negro life in Chicago, a stirring blend of riotous despair and sincerely written, heart-warming (in the true sense of the word) tenderness and love.

**A MAJORITY OF ONE** (Mar. 6-11) an im-

*EDDY SONG'S*  
**Polynesian  
room**

815 Washington Ave.  
CENTral 1-7055

**Superb Continental  
Delicacies**  
by Lee Wing and Steve Lew,  
both from "Trader Vic's" in  
Chicago's Renowned Palmer  
House

**Polynesian and  
Cantonese Cuisine**  
**Exotic Rum Drinks**  
to whet your appetite  
Delights from  
Chinese barbecue  
ovens . . .

**1/2 Block  
from the  
American**



probable-appearing story of the joining together of a Jewish widow from Brooklyn and a Japanese millionaire, becomes witty and very probable under the pen of Leonard Spigelgass, who wrote this affectionate drama on the triumphs of womanhood in a masculine world's chaos, and by the brilliant acting of the original Broadway stars — Gertrude Berg and Cedric Hardwicke—who are slated to appear here.

**BYE BYE BIRDIE** (Mar. 13-25) outstanding musical triumph of the current season, a truly comical and musical musical-comedy that racks up a few rock and roll idols in its story of the life and times of teen age entertainment.

**LA PLUME DE MA TANTE** (date to be announced), a French revue, with exceptional Gallic charm and wit transcending boundaries of national humor that is entrancing current Broadway audiences with its sharp and lively sketches.

For assured seating at all performances, join the Playgoers, CHEstnut 1-1616.

### TO PURCHASE TICKETS

The theatre box office is open daily from 10 a. m. to 9:30 p. m.  
The box office phone number is CENTral 1-7000.

In addition to the theatre box office at Ninth and St. Charles, tickets may be purchased at the following convenient points:

**FAMOUS-BARR CLAYTON, NORTHLAND and SOUTHLAND.  
STIX, BAER & FULLER WESTROADS.**

Mail orders are accepted. Announcement of attractions is generally made two weeks in advance of the play date. Leave your name with the manager, lower lobby, or phone CENTral 1-1380, to be placed on the mailing list for all information pertaining to ordering tickets by mail.

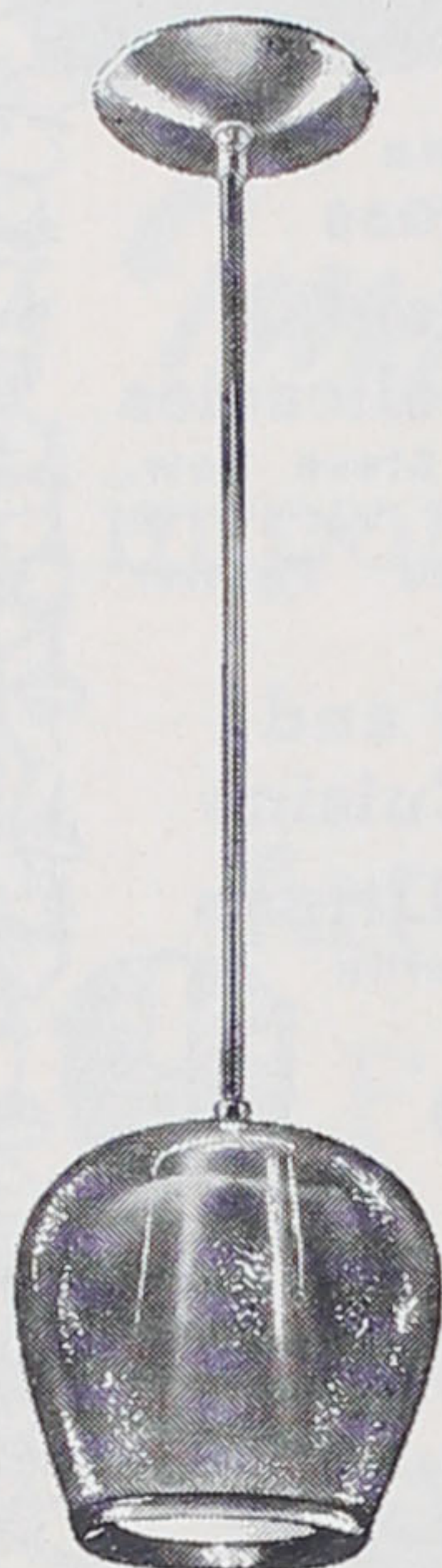
# Claremont

BY

## LIGHTOLIER

Capture in your home the new elegance of today's interior design with luxurious new Claremont fixtures. Shimmering brass combined with a new kind of textured glass captures the golden richness of vintage champagne . . . refracts light into a thousand gem-like facets. Come see the Claremont group today . . . and see how it adds suave elegance to your home.

The graceful form of a brandy snifter etched in a golden glow Use it to dramatize a hallway, stairwell or your favorite table.



## JAFFE

LIGHTING, Inc.

Downtown-823 N. 6th St.  
Clayton-34 N. Meramec

## The Stars . . .

FLAVIA HSU (*Suzie Wong*). Born in Shanghai, China, she came to the United States in 1950, graduated from Wharton High School in the Bronx, N.Y. While in San Francisco, she won the coveted title, "Miss Chinatown, U.S.A." There, she was seen by a Rodgers and Hammerstein scout, who readily recommended her for "Flower Drum Song." Instead, she snared the role of Wednesday Lulu in the New York production of "The World of Suzie Wong." Moviegoers first glimpsed Flavia in "Who Was That Lady I Saw You With?" She made her TV debut in "The Margaret Bourke-White Story," and has since decorated Dave Garroway's "Today" show, and six segments of the still unreleased "Brennan" series. The daughter of a British-Chinese dentist father and an American-German-Chinese mother, she understudied the role of Suzie in the national company, prior to her current assignment.

ROBERT CARLE (*Robert Lomax*). After having studied with Sanford Meisner at the Actor's Workshop, Mr. Carle played with many stock companies, both on the East and West Coasts, appearing in such hits as "Bells Are Ringing," "The Boy Friend" and "Redhead." He has appeared on television on the NBC Matinee Theatre, "The Secret Storm" and Robert Montgomery Presents. Mr. Carle has also been seen on the movie screens. Off-Broadway has used Mr. Carle's talents in "Purple Dust" and "End As A Man." If his face seems familiar to television fans it is because he appears in the current Shick commercial.

JOEL THOMAS (*Ben Jeffcoat*). Joel Thomas has more than one hundred stage credits and numerous television lead appearances since he started acting in 1945. His most recent stage appearance has been in the off-Broadway production of "Vincent," and before

Always the Best in  
**ENTERTAINMENT**



Direct  
From  
Chicago

## HERB MARTI

Jazz - Piano  
At Its Very  
Best!

**THE**  
*Claridge*  
**LOUNGE**

HOTEL  
CLARIDGE

18th and  
LOCUST

**NO COVER**

**NO MINIMUM**

For Reservations  
Call **CENTRAL 1-7900**  
Free Parking



that in "Ardele." In past summers, Mr. Thomas has toured in such plays as "Mr. Roberts" in the title role, "The Rainmaker," "The Moon Is Blue" and many others. Leading television programs he has appeared on are the U.S. Steel Hour and most recently on the Sunday Showcase production of "The Indestructible Mr. Gore."

MARY MON TOY (*Minnie Ho*) created the role of Minnie Ho on Broadway. Previously she danced and sang as Mamselle Honolulu in "House of Flowers." TV's Armstrong Theatre featured her in "Have Jacket — Will Travel," as did CBS in the Phil Silvers Show. She has appeared as guest singer on the Jack Paar Show, and has been a night club entertainer in New York, Miami Beach, Vegas, Louisville, Rio de Janeiro and Paris.

JOSHUA LOGAN. One of the theatre's most versatile and energetic personalities, Mr. Logan has given his generation some of its finest hours in theatre. Either as director, author or producer, and sometimes functioning in two or three of those roles at the same time, he has been responsible for such notable productions as "On Borrowed Time," "Annie Get Your Gun," "South Pacific," "Mister Roberts," "Wish You Were Here," "Fanny," "Picnic," "By Jupiter," "Finian's Rainbow," "Happy Birthday" and, recently, "Middle of the Night." For the past few years, he has concentrated on films, directing four movies that have acquired a goodly measure of success: "Picnic," "Bus Stop," "Sayonora" and "South Pacific." He was born in Texarkana, Texas, and was educated at Culver Military Academy and at Princeton University where he was one of the founders of the University Players. He is married to actress Nedda Harrigan. For the future, Mr. Logan has organized a motion picture company, Mansfield Productions, which has already scheduled a series of movies for production.

## Gene Schneider, Inc.

Interior Designers

7911 Clayton Road  
St. Louis 17, Mo.

*Member of American  
Institute of Decorators*

## Travel-Minded?

"Ask Us—We've Been There."



### Aldine Tours & Travel, Inc.

9210 Clayton Rd.

WYdown 4-7878

The

★★

St.

*Moritz*

★★

413 N. 8th St.

directly behind the  
new American

- Out-sized drinks
- Extra-fast service at Intermission
- Excellent Food
- Pleasant Surroundings

**A Downtown Landmark**

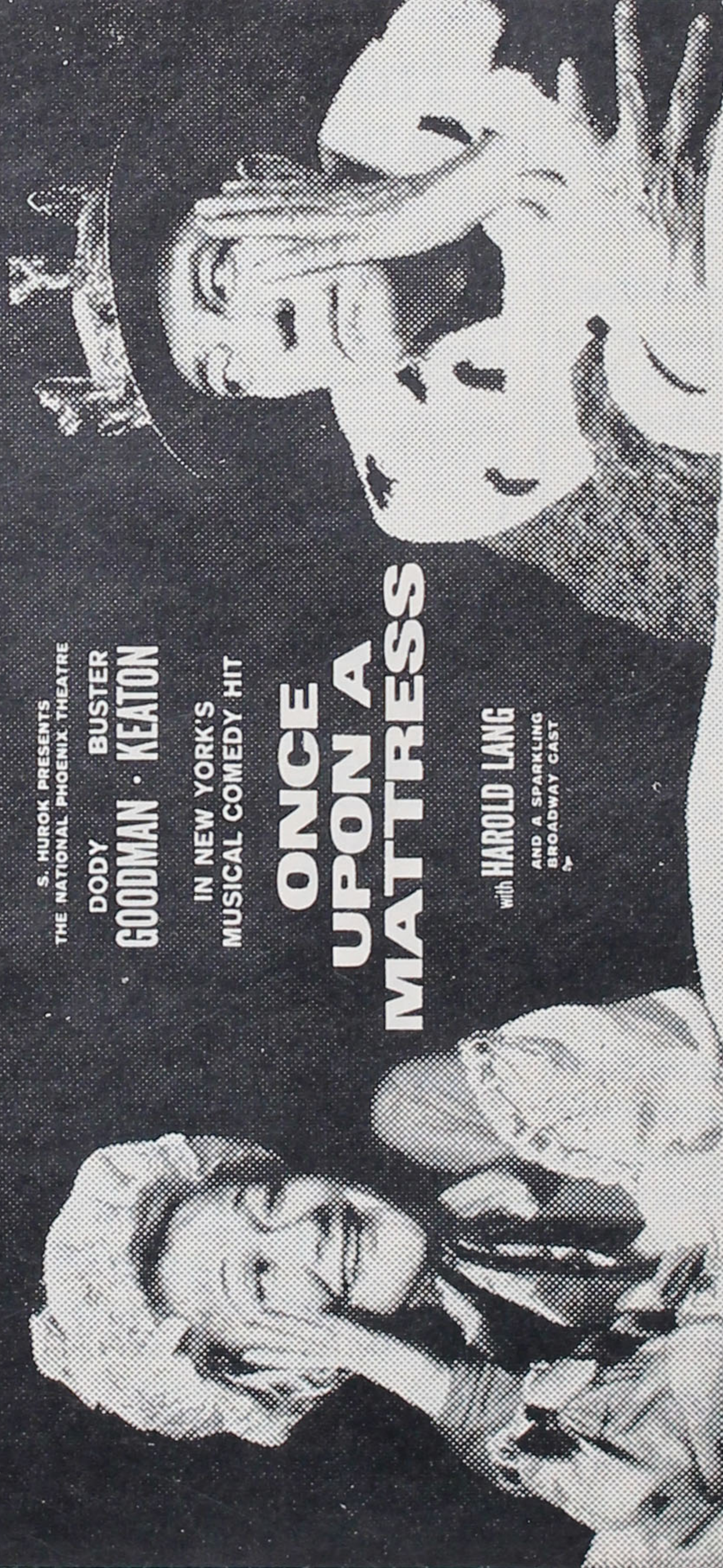
**THE LOVABLE, LAUGHABLE, MUSICAL LARK!**

S. HUOK PRESENTS  
THE NATIONAL PHOENIX THEATRE  
DODY GOODMAN · BUSTER  
KEATON

IN NEW YORK'S  
MUSICAL COMEDY HIT

# ONCE UPON A MATTRESS

with HAROLD LANG  
AND A SPARKLING  
BROADWAY CAST



**"ROWDY AND ROMANTIC!"**  
LIFE

Based on the Broadway production by  
J. Edward Hargrett, Morris Houghton, William & Jean Eckart

Gay  
Pre-holiday  
Attraction

**DECEMBER**

**6-17**

**NIGHTLY AT 8:30**

(Except Sunday, December 11, at 7:00)

**MATINEES — Wednesday, Dec. 7 — Saturdays, Dec. 10 & 17 at 2:00**

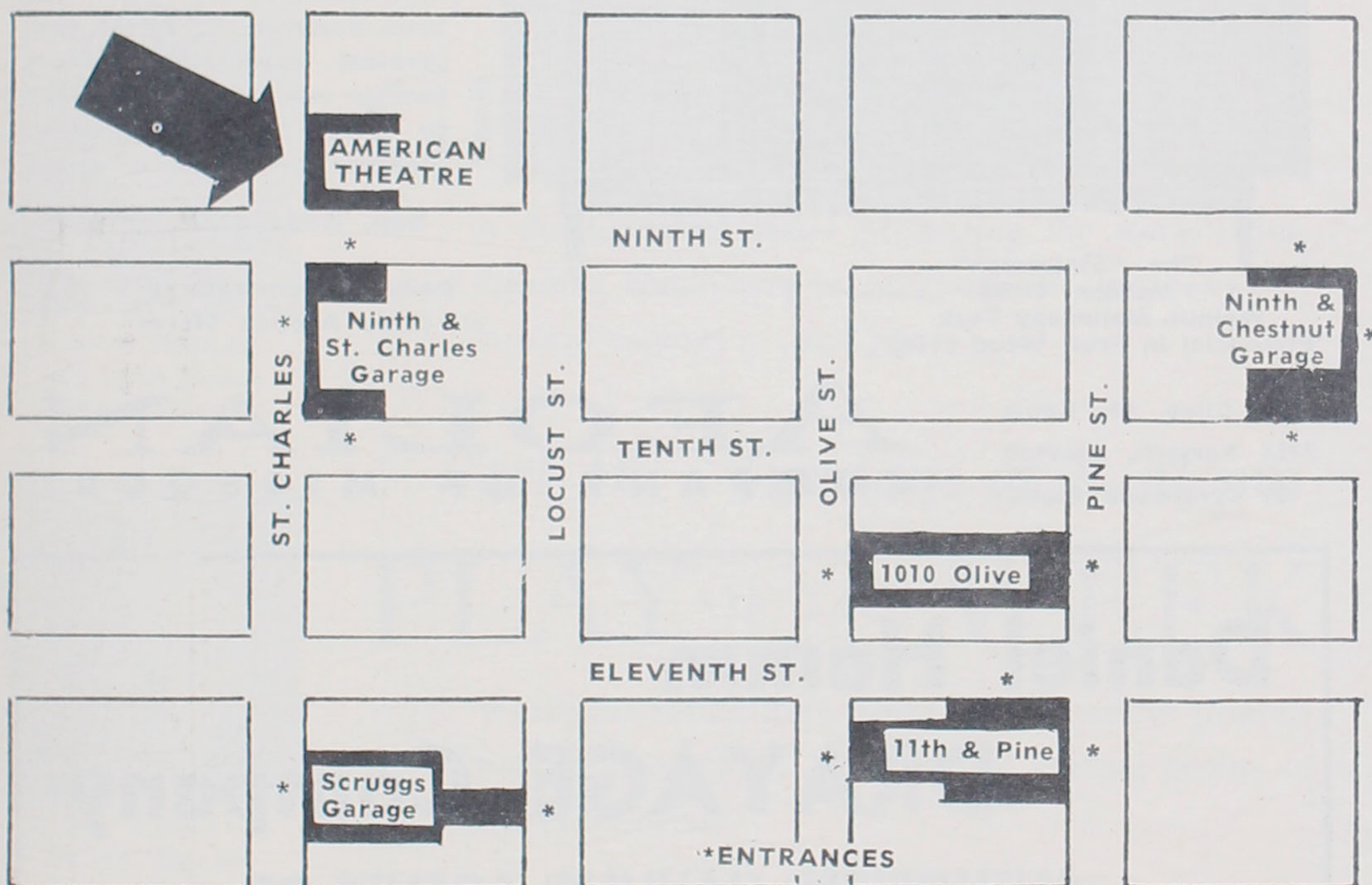
# THEATRE PARKING

There are 1,241 spaces within three blocks of the Theatre where you can park from 7:00 p.m., to midnight for .....

# 60<sup>c</sup>

Ninth-Chestnut Garage  
1010 Olive Street

Scruggs Garage  
11th and Pine

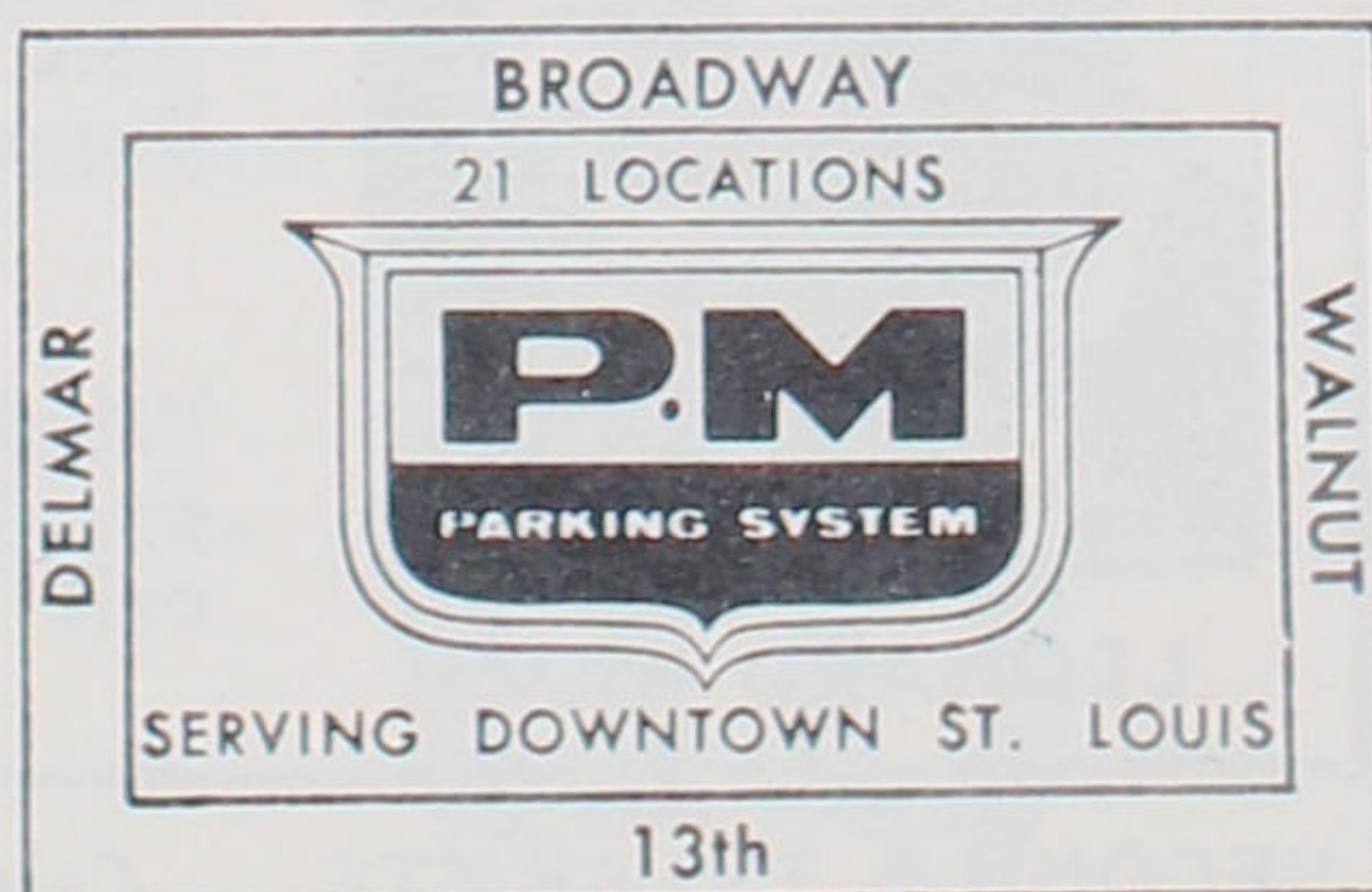


Parking across the street from the Theatre at the Ninth & St. Charles Garage at regular posted rates. **SAVE UP TO 85c** on your parking charge at this location by filling your tank with Monsanto's Lion brand gasoline — if your tank holds 8 or more gallons you will receive credit on your parking.

## Always Park at P-M Stations When You Are Downtown

### 21 LOCATIONS SERVING DOWNTOWN ST. LOUIS

- |                           |                           |
|---------------------------|---------------------------|
| Ninth—Chestnut Garage     | 1129 Locust Street        |
| Ninth—St. Charles Garage  | 1102 Olive Street         |
| Broad—Wal Garage          | 1120 Olive Street         |
| Seven—Wal Garage          | 1215 Olive Street         |
| Jefferson—Plaza Garage    | S.E. Cor. 10th & Chestnut |
| Seventh—Delmar Garage     | N.E. Cor. 10th & Chestnut |
| Scruggs Garage—           | S.W. Cor. Broadway &      |
| 1120 St. Charles          | Washington                |
| N.E. Cor. 8th & Delmar    | 512 St. Charles           |
| 1010 Olive thru 1015 Pine | 1201 Pine Street          |
| N.W. Cor. 11th & Pine     | S.E. Cor. Broadway &      |
| N.W. Cor. 4th & Olive     | Walnut                    |



AEOLIAN

ST. LOUIS

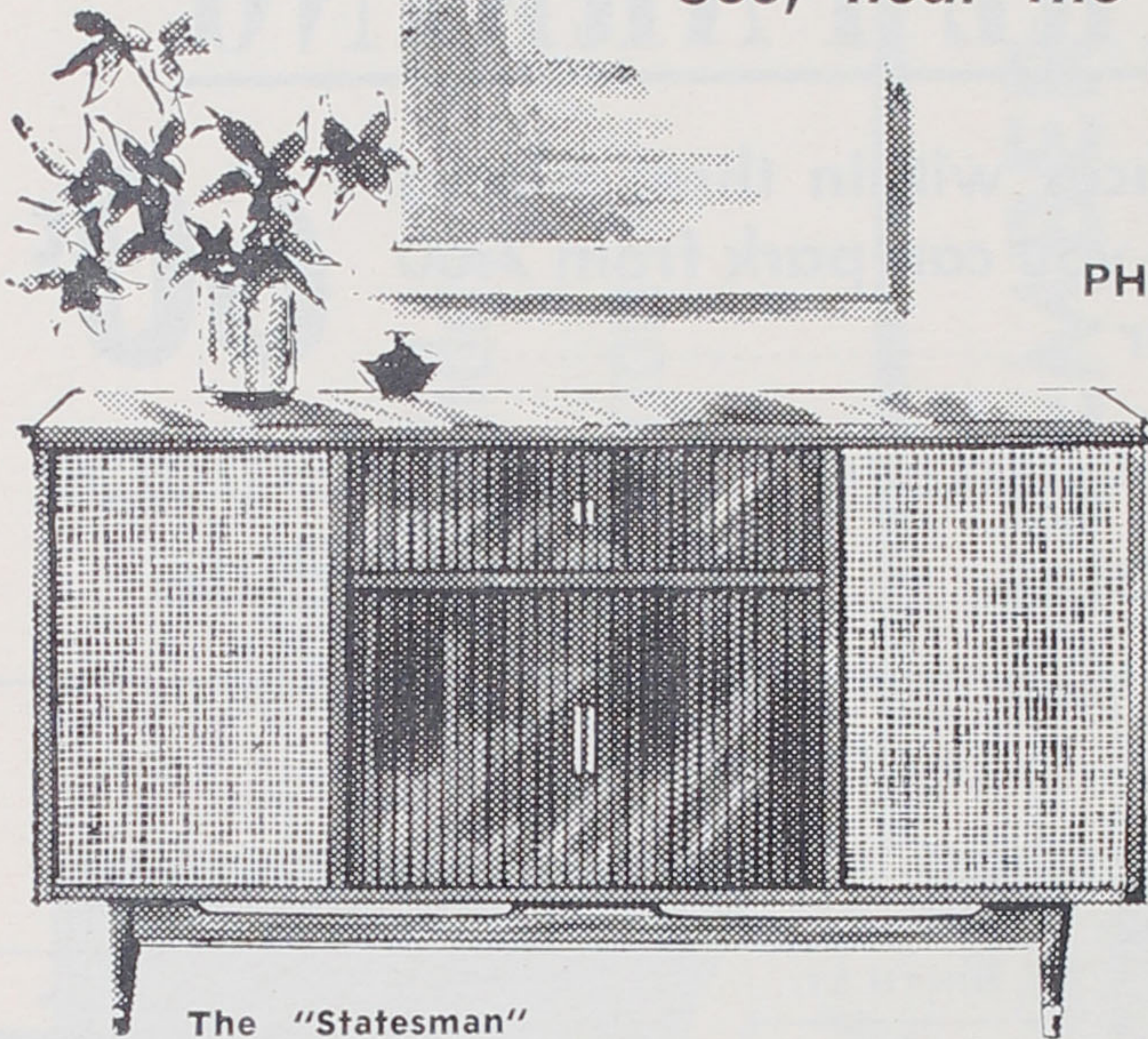
CLAYTON

CRESTWOOD PLAZA

See, hear the fabulous new 1961

# FISHER

STEREOPHONIC  
PHONOGRAPH AM/FM RADIO



## the "statesman"

With Fisher there are no barriers between you and the original performance. Every component, every part, has been designed to fulfill your greatest expectations. Every part is matched and balanced to bring for your listening pleasure perfection in sound.

See, hear and compare

Daily Demonstrations  
all three Aeolian Stores

The "Statesman"  
Modern \$1095  
Walnut, Mahogany Teak  
Provincial in Fruit Wood \$1145

1004 Olive, St. Louis  
7754 Forsyth, Clayton  
39 Crestwood Plaza

# AEOLIAN

COMPANY OF MISSOURI

## Daniel Hamm

# DRAYAGE Company

AUTHORIZED HAULING AGENTS OF  
THE AMERICAN THEATRE



LEONARD HAMM

Over forty years of dependable performance and the constant expansion of our facilities, personnel and operations have earned us an enviable reputation.

In addition to our many complete local services we are licensed haulers of all types of heavy equipment in these eight states: Missouri, Illinois, Iowa, Arkansas, Indiana, Kentucky, Ohio, Tennessee.

Whatever your  
problem . . .  
call us first!



SECOND & TYLER STS.    CHestnut 1-3722



*For those who demand the Finest*

ST. LOUIS'

# TV TRILOGY

Every Sunday . . . KPLR-TV proudly presents  
an evening of distinctive 'Television Theatre

*Part I      Sundays at 7:00 pm*

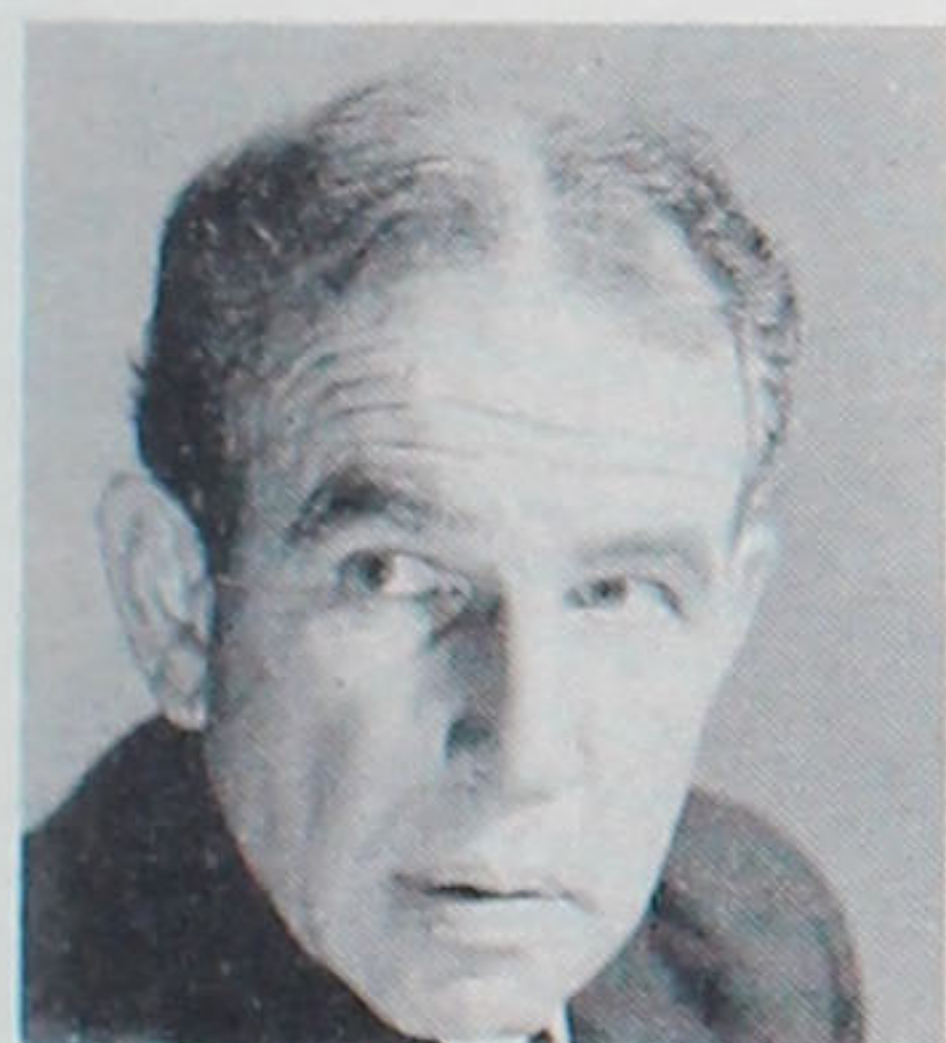


ARTHUR FIEDLER  
One of Great Music's  
celebrated conductors

## GREAT MUSIC

A distinguished series presenting the world's outstanding conductors in programs of symphony . . . musical comedy . . . and jazz.

*Part II      Sundays at 8:00 pm*



HUME CRONYN  
One of "Play of  
the Week" Stars

## PLAY OF THE WEEK

World renowned stars bring you the entire production of fine plays . . . under the guiding genius of David Susskind.

*Part III     Sundays at 10:00 pm*



DAVID SUSSKIND

## OPEN END

A fascinating excursion into mature and enlightening conversation . . . candid . . . vigorous . . . stimulating . . . with David Susskind and refreshing guests.

PRESENTED BY KPLR-TV



# THIS IS NASALIS LARVATUS

You saw him in a recent issue of LIFE . . . remember? He's the long-nosed monkey that swam so far out he couldn't get back to shore . . . had to hitch-hike.

Similarly, we've seen advertisers sink all their budgets into the ocean of mass media . . . holding back little or none for point-of-sale, mailings, dealer promotions . . . down to-earth expenditures that make mass media pay off.

We tell clients, "Don't use up all your strokes going out! Hold back a calculated reserve . . . the vital margin of safety that brings your campaign home successfully."



## FRANK BLOCK ASSOCIATES

Advertising • Public Relations  
St. Louis • New York

