

San Francisco, California Theatre. Coriolanus. Newspaper playbill from the San Francisco Figaro, 4 April 1873

This 1873 playbill shows some of the ways that Victorian theaters advertised Shakespeare's plays. John McCullough, the proprietor and manager of the California Theatre, played Coriolanus -- and gave himself top billing. The scenery and new music, written for this production, also get strong mentions. It's worth noting that the most expensive seats, private boxes at \$10 cost the same as a month's rent in a furnished room advertised elsewhere in the playbill.