The Bad Seed
by
Maxwell Anderson

The dramatization of William March’s novel, The Bad Seed

Tony® Award & Oscar® Nominated

Broadway Revival 2014-2015 Season
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Christine and Colonel Kenneth Penmark are living in a small Southern town, enjoying a quiet and peaceful life with their adorable and charming daughter, Rhoda.

While Christine’s husband is away on business, Claude Daigle, a classmate of Rhoda’s, drowns off the pier while on a school trip. Seemingly unfazed by the tragedy, Rhoda quietly asks for a peanut-butter sandwich and a glass of milk.

When confronted about her questionable behavior concerning the little boy’s death, Rhoda simply responds: “Why should I feel sorry? It was Claude Daigle got drowned, not me.”

The little boy’s death rocks Christine’s quiet, idyllic world as she begins to uncover secrets long buried by her subconscious—and unlocks the mystery of a murder that hits a little too close to home.
TIMELINE

1954  *The Bad Seed* novel, written by William March, is published.

1954  Maxwell Anderson adapts the book for the stage.

1954  Dec 8th play opens on Broadway at “Street Theatre” (now Richard Rodgers Theatre) less than a year after its publication.


1955  **Tony® Award:**

    *Best Actress in a Play*, Nancy Kelly (Winner)

1955  *The Bad Seed* novel is nominated for the “National Book Award For Fiction”.

1956  *The Bad Seed* debuts as a movie.

1956  **Academy Award:** The Bad Seed (film)

    *Best Actress in a Leading Role*, Nancy Kelly (Nomination)

    *Best Actress in a Supporting Role*, Eileen Heckart (Nomination)

    *Best Actress in a Supporting Role*, Patty McCormack (Nomination)

    *Best Cinematography*, Black-and-White. (Nomination)

1957  **Golden Globe:**

    *Best Performance by an Actress*, Eileen Heckart (Winner)

    *Best Performance by an Actress*, Patty McCormack (Nomination)

1985  *The Bad Seed* is remade as a television movie.

2014-15  Season  *The Bad Seed* plans to open on Broadway.
The Bad Seed • www.thebadseedbroadway.com

The Springfield Daily News
Saturday, November 13, 1954

HIGHLIGHTS

"...an emotionally-charged audience of first-nighters gave a rousing ovation that shook those ancient rafters....An exciting and highly-moving drama that drives with deceptive ease toward a terrifying conclusion." W. Harley Rudkin

Murder in Pigtailed Holds First-Nighters Spellbound

Enthusiastic Audience Gives Rousing Ovation to World Premiere of Maxwell Anderson's 'The Bad Seed' at Court Square

By W. HARLEY RUDKIN

It has been all action and a recordtry excitement for the Springfield audience who have a new villain to be on the lookout for this season. In the production, the cast from left to right, have been explained to be seen in the lobby of a local theater. The audience has been described as "sensational." The play's premiere was a success, with the audience coming in to see what happened when they were all being emotionally-charged by the audience of first-nighters that shook those ancient rafters. In the first scene, the audience is given a rousing ovation that shook those ancient rafters.

The News-Herald

The scene of drama was played off a stage in the lobby and the audience was3 disturbed by the dramatic action. The crowd was in suspense as the play evolved, and the audience was held spellbound by the suspenseful action.

W. Harley Rudkin

The News-Herald

For the first time, it was nothing short of sensational. As a play, "The Bad Seed" is something of a shocker to the audience, but it was a hit with the audience. No one was disappointed by anything. The audience was made up of all ages, and the audience was not only interested in the play, but also in the suspenseful action.

Patty McCormack

W. Harley Rudkin

The Springfield Daily News
"...a double-decker rouser- a sock melodrama and an absorbing study in crime. The second act affords an absorbing crescendo.

Either as a thriller or a unique assertion of the heredity versus environment question, 'The Bad Seed' will absorb you. There's a single word for this play: Wow.” Richard L. Coe
Bucks County Playhouse Review
September, 1956

HIGHLIGHTS

“As a work of purely theatrical excitement, it is beautifully carpentered, suspensefully acted, craftily sustained. ‘The Bad Seed is that wonderous (sic) thing in the theatre, a solid, respectable hit...Everyone makes a lot of money out of it....Everyone who sees it becomes a salesman for the show....’”

Tom Trenkle

FROM: Tom Trenkle
BUCKS COUNTY PLAYHOUSE
New Hope, Pa., Tel. 2046

MARY SINCLAIR IN TOP SUSPENSE THRILLER AT BUCKS
Michael Ellis will present "a genuine, fourteen..." below chiller" at the Bucks County Playhouse in New beginning Monday, September 17. This was critic W. description in the New York Herald Tribune, and he was "Thrilling entertainment. As a work of purely the it is beautifully carpentered, suspensefully acted. With a top cast headed by Mary Sinclair, who has g playing at Bucks County this year with her perform "I'm and Sympathy", "The Bad Seed" has won every where it has played, and is now also opening as a critica comment.

Adapted from William March's powerful novel by Maxell Anderson, "The Bad Seed" is that serious a solid, respectable hit in New York and on the ro into an outstanding movie. Everyone makes a lot of stock theatres do well with it, actors love the role the theatre is a stronger institution because of its dissover by a mother that her child is not the lik seems to be. The movie advertisements, in fact, a be acted during the last fifteen minutes, as grip brooks Atkinson of the New York Times said the with reserve and skill...an extraordinarily ligh and a superior hit of theatre...a shattering st Post's Dick Goo called it "a double-decker ruse and an absorbing study in crime. There's a singe Wow!" William Hawkins of the New York World Telegr
CRITICAL HIGHLIGHTS

“Written with reserve and skill... an extraordinary literate horror story and a superior bit of theatre... a shattering story.”

New York Times

“(it) gains in size of terror as it goes along... sets your spine tingling.”

New York World Telegram and Sun

“A superb shocker - a melodramatic smash!”

Walter Winchell
BOX OFFICE RETURNS
‘BAD SEED’ PAYS $1,200; 317G RETURN ON 78G

The Playwrights Co. has paid another $1,200 dividend on its 1954-55 production of “The Bad Seed.” That brings the total profit payoff on the late Maxwell Anderson’s dramatization of the William March novel to $317,000 thus far. On the basis of the customary 50-50 split between backers and management, that gives the former a 203% profit on their $78,000 investment.

According to an accounting of last June 30, there is an additional balance of $51 available for distribution. The Playwrights Co. was recently dissolved, but Victor Samrock, who was general manager, is in charge of distribution of remaining assets.
Box Office Returns

Historical

MAXWELL ANDERSON • ROBERT ANDERSON • ELMER RICE • ROBERT E. SHERWOOD • ROGER L. STEVENS • JOHN P. WHARTON

VICTOR SAMROCK • Business Manager
WILLIAM FIELDS • Press Representative

1345 BROADWAY
(S. W. Corner 46th St.)
NEW YORK 36

For Wednesday release, Dec. 15, please

BOX-OFFICE CONFIRMS "THE BAD SEED" AS FIRST DRAMATIC SMASH OF THE SEASON

Maxwell Anderson's "The Bad Seed," starring Nancy Kelly, has scored a solid hit at the box-office as well as with the press. In its first six performances last week at the 46th St. Theatre (five performances and a preview), it grossed $23,946.19. There were standees at both the matinee and evening performances on Saturday. Several reviewers called it "the first dramatic smash of the season" and the Saturday Review termed it "the best play of the season." Besides assuring Miss Kelly a top place among the theatre's younger emotional stars, "The Bad Seed" also catapulted 9-year-old Patty McCormack into the front-rank of child performers. As for Mr. Anderson, "The Bad Seed," which he adapted from William March's novel, will from all present indications prove to be his biggest hit since the unforgettable "What Price Glory?", written with Laurence Stallings and
"BAD SEED" IS TOP GROSSING STRAIGHT PLAY;

SEATS ON SALE AT 46th ST. THROUGH APRIL 9

For the second week in a row Maxwell Anderson's "Bad Seed," starring Nancy Kelly, is maintaining its lead as the top-grossing straight play in town at the 46th St. Theatre. Last week it grossed $35,282.09, overtaking "The Teahouse of the August Moon" by $313. The Playwrights' Company has placed "Bad Seed" tickets on sale at the 46th St. Theatre through April 9.
HISTORICAL
The Playwrights' Company

Maxwell Anderson
Robert Anderson
Eleanor Rice
Robert E. Sherwood
Roger L. Stevens
John P. Wharton

present

PRIOR TO BROADWAY

probably the Playhouse Theatre, 68-72 St.

NANCY KELLY

in

THE DRAMATIC SENSATION

The Bad Seed

A New Play by MAXWELL ANDERSON

Adapted from the best-selling novel by WILLIAM MARCH

with

LUella HENRY EILEEN THOMAS
GEAR • JONES • HECKART • CHALMERS

Staged by REGINALD DENHAM
Setting and Lighting by GEORGE JENKINS

SHUBERT THEATRE
WASHINGTON

1 Week Beginning Monday, November 15

MATINEES WEDNESDAY & SATURDAY

Evenings - Orch. $3.50; Balc. $2.75; $2.50; $1.50; 2nd Balc. $1.00
Matinees - Orch. $3.00; Balc. $2.75; $2.25; 2nd Balc. $1.00
(Tax Included)

The Bad Seed • www.thebadseedbroadway.com
The Playwrights' Company presents

NANCY KELLY
The Bad Seed

by
MAXWELL ANDERSON

Adapted from the best-seller by WILLIAM MARC

with
HARRY EILEN THOMAS PATTY
JONES \ HECKART CHALMERS MCCORMACK

and

Staged by REGINALD DENHAM

Scenery and Lighting by GEORGE JENKINS

Costumes by J. A. HUPF

NOTICE TO PUBLIC:
This is the first announcement of ticket information for "THE BAD SEED". Good seats are available at all prices if you act at once.

PRICES:orch. divans (first 8 rows) $3.75; orch. $1.00; mezz. $1.00; bal. $1.50. Orch. 14@, 2@, 2@, 1@. Mezz. Wed. & Sat. Orch. divans (first 8 rows) $4.50; orch. $3.50; mezz. $2.50; bal. $2.50. 1@. Orchestra. Night: Orch. divans (first 8 rows) $6.00; orch. $5.50; mezz. $4.50; bal. $4.00, $3.00, $2.50, $2.00. All prices include tax.

Please make checks or money orders payable to 46th STREET THEATRE, Envelope self-addressed stamped envelope and list several alternate dates.

Opening WEDNESDAY EVE. DEC. 8
46th STREET THEATRE
222 W. 46th St, New York 36, N.Y.
A scene from Maxwell Anderson's dramatization of "The Bad Seed," opening Wednesday at a tortured mother who learns her beloved child has inherited a homicidal tendency fro