

THE IMPERIAL THEATRE

SHUBERT THEATRE CORPORATION, LESSEE
DIRECTION MESSRS. LEE AND J. J. SHUBERT

PROGRAM • PUBLISHED • BY • THE • NEW • YORK • THEATRE • PROGRAM • CORPORATION

FIRE NOTICE: Look around now and choose the nearest exit to your seat. In case of fire, walk (not run) to that exit. Do not try to beat your neighbor to the street.

JOHN J. DORMAN, Fire Commissioner.

BEGINNING
MONDAY EVENING,
SEPTEMBER 19, 1932



MATINEES
THURSDAY AND
SATURDAY

MAX GORDON

PRESENTS

CLIFTON WEBB
CHARLES BUTTERWORTH
TAMARA GEVA and PATSY KELLY

IN

THE NEW HOWARD DIETZ REVUE

"FLYING COLORS"

Words and Music by HOWARD DIETZ and ARTHUR SCHWARTZ

Production Designed and Lighted by NORMAN-BEL GEDDES

Dances and Ensembles Staged by ALBERTINA RASCH

Costumes Designed by CONSTANCE RIPLEY

AL GOODMAN and His Orchestra

(Program Continued on Fourth Page Following)

AFTER THEATRE, GO TO

Childs

SUPPER . . . DINNER

21 Restaurants in the Theatre District

OPEN ALL NIGHT



Opened
9/15/32
(Monday)

Closed: 2/25/33

Howard Dietz
Arthur Schwartz
Directors

Features
Agnes de Mille
Warren Leonard



For Fall—filmy, flattering
GOLD STRIPE STOCKINGS
 in **NOMAD**

a stunning new **GOLD STRIPE** shade
 \$1.00 \$1.35 \$1.65

on sale at 9 Gotham shops
 and over 1000 stores in
 the metropolitan district



ACT I.

CELEBRATION The Company
LOST IN A CROWD Charles Butterworth and Others
TWO-FACED WOMAN Tamara Geva and Girls
A RAINY DAY Clifton Webb
JUST AROUND THE CORNER Jay Wilson, George Kirk, Philip Loeb
MOTHER TOLD ME SO

Dorothy Dodd, Aida Conkey, Carol Renwick, Rosalie Trego, Katherine Laughlin, Teddy West, Florence Chumbecos, Katherine Mullowny, Irene McBride, Lillian Duncan, Virginia Whitmore, Wilma Roelof, Phyllis Cameron, Enis Early, Evelyn Monte, Ruth Gormley, Francis Nevins, Nancy Dolin, Maxine Darrow, Janet Carver.

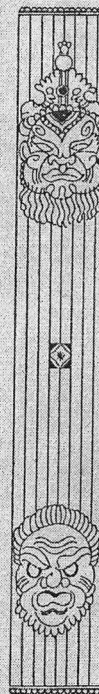
ON THE AMERICAN PLAN Clifton Webb, Patsy Kelly and Others
A SHINE ON YOUR SHOES Buddy and Vilma Ebsen

A CHRISTMAS CARD George Kirk, David Johns, George Magis, George Raymond, William Miley, Morrie Siegel, Lloyd Ericson, John Walsh
SISTER ACT Clifton Webb, Charles Butterworth, Philip Loeb

BON VOYAGE
 Lessie Bevis Patsy Kelly
 Uncle Norman Philip Loeb
 Papa Jay Wilson
 Mama Helen Carrington
 Cousin Carrie June Blossom
 Mr. Oliver George Kirk
 Mrs. Oliver Vilma Ebsen
 Junior Larry Adler
 Jo-Jo Imogene Coca

Passengers, Steward, Porter, etc.
 Scene: The S.S. Paresis Sailing Pier

(Program Continued on Second Page Following)



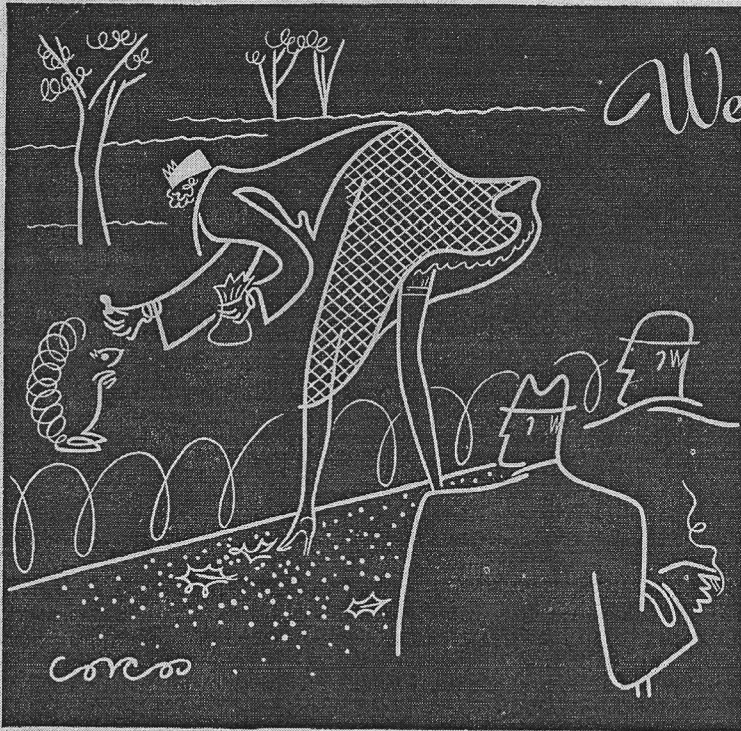
Figured any way
 you get **9** minutes
 of real cigar
 enjoyment in each



3	2	4
4	3	2
2	4	3

BETWEEN THE ACTS 10 FOR 15¢
 LITTLE CIGARS

"South Sea"
 "Sleep, Zzz"



*Wear Kayser --
you owe it
to your
audience*

KAYSER
HOSIERY • GLOVES
UNDERWEAR

At all smart shops
and the Kayser stores
473 Fifth Ave., opp. Library
584 Mad. Ave., near 57th St.

© 1932, JULIUS KAYSER & CO.

ALONE TOGETHER Clifton Webb and Tamara Geva
Sung by Jean Sargent

THE HARVEY WOOFER FIVE POINT PLAN..... Charles Butterworth

LOUISIANA HAYRIDE..... Clifton Webb, Tamara Geva,
black Monette Moore, Bobby Johns, Consuello Harris, Jackie Godfrey, Mildred Davenport, Lucille Wilson, Leonore Cox, Winnie Johnson, Muriel Cook, Dolores Townsend, Elsie Burrows, Myrtle Quinland, Billie Yarbo, Wilhelmina Gray, Vera Bracken, Alfreda Allman, Lucille Cole, Dora White, Elida Webb and Boys.



*— moved later
and replaced
here w/ "Reds"*

(Program Continued on Second Page Following)





ACT II.

REPRISE Ensemble
 FATAL FASCINATION Charles Butterworth and Patsy Kelly
 MEIN KLEINE AKROBAT Clifton Webb and Girls
 SERVICE (By George S. Kaufman and Marc Connelly),
 Charles Butterworth and Philip Loeb
 VALSE FINALETTO—"My Heart Is Part Of You,"
 Clifton Webb, Albertina Vitak
 IT WAS NEVER LIKE THIS Buddy and Vilma Ebsen,
 Imogene Coca, Larry Adler
 THE SURGEON'S DEBUT
 Dr. Eric Trevelyan Clifton Webb
 Harold Jasper, the patient Charles Butterworth
 Miss Maris, the nurse Imogene Coca
 Dr. Kaufman, the interne Philip Loeb
 Mrs. Balfour-Chatfield Helen Carrington
 Katherine June Blossom
 Fanny Jean Sargent
 Photographer, Attendant, Musicians, etc.
 Scene: An Operating Room.
 NOW THAT THE PARTY IS OVER Tamara Geva
 THE SALESMAN
 Mr. Tillinghast Charles Butterworth
 Mrs. McVitty Patsy Kelly
 Scene: The Living Room of Mrs. McVitty's House.
 SMOKIN' REEFERS Jean Sargent and Ensemble
 (Note: A "reefer" is a narcotic cigarette, made from the mariahuana weed, frequently smoked in the tropics and recently popular in Harlem.)

(Program Continued on Second Page Following)



CONCENTRATION

is one of the first requirements of quality product advertising—particularly in the Metropolitan area. The New York Magazine Program takes a place of first importance because it concentrates on the New York Theatre Market—thereby selecting the spending power from the whole New York Market.

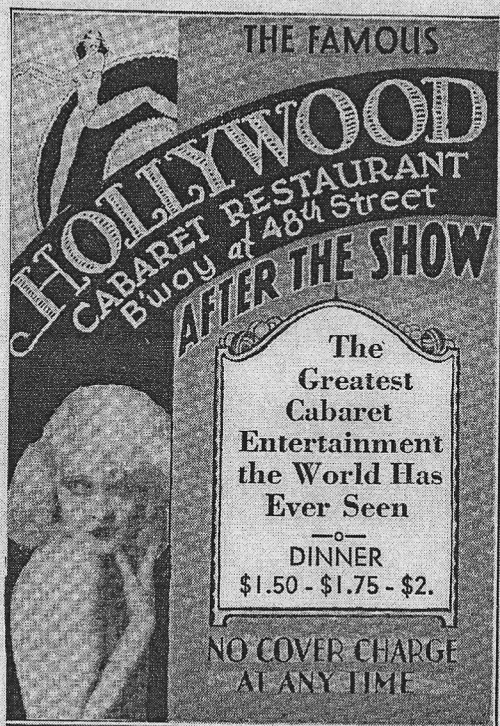
▶▶ NEW YORK THEATRE PROGRAM CORPORATION ◀◀
 108-114 WOOSTER STREET, NEW YORK CITY

THE FAMOUS
HOLLYWOOD
 CABARET RESTAURANT
 Bway at 48th Street
AFTER THE SHOW

The
 Greatest
 Cabaret
 Entertainment
 the World Has
 Ever Seen

DINNER
 \$1.50 - \$1.75 - \$2.

NO COVER CHARGE
 AT ANY TIME



JUST
 LOOK
 AT
 THIS!



for formal
 wear



Ediband "EVENING"
PATENTED

Just the bandeau you've always needed for comfort in your evening frocks . . . Effects that alluring bust contour which is so fashionable and necessary . . . In nets, laces and bridal satin—Sold at popular prices everywhere.

EDDYFORM BRASSIERE CO.

DAY AFTER DAY Clifton Webb
 ALL'S WELL Clifton Webb, Charles Butterworth,
 Tamara Geva, Patsy Kelly and Company

The sketches are by Howard Dietz, the following written in collaboration: "On the American Plan" (with George S. Kaufman), "Bon Voyage" and "The Salesman" (with Corey Ford), "Lost in a Crowd" (with Charles Sherman).

CREDITS

Vocal arrangements by Andre Kostelanetz and Bobby Dolan. Orchestration by Russell Bennett, Hans Spialek, Edward Powell and Arthur Schutt. Technical supervision by Charles Alan. All scenery built by T. B. McDonald Construction Co.; painted by Triangle Scenic Studio, Inc. Period and character costumes executed by Helen Pons Studio; modern gowns in Finale executed by Jay Thorps; other modern gowns executed by Nudelman and Conti, Inc.; costumes for "Reprise" and Miss Kelly's sport dress executed by Alison McLellan Hunter; "Shine On Your Shoes" and "A Christmas Card" costumes executed by Eaves Costume Co. Properties by Wiedhaas. Lighting equipment by Duwico; Geddes Projector Lamps by Century Lighting Equipment, Inc.; animation by National Screen Service; draperies by I. Weiss & Sons; wigs by Oscar F. Bernner; Mr. Webb's evening clothes by Anderson and Sheppard, London; hats for principals by Serge. Masks by Sam Berman. Shoes by I. Miller & Sons, Inc. Hosiery and gloves by Miss Bell.

Note: Acknowledgment to Lester Isaacs for execution of projection effects, conceived by Mr. Geddes.

STAFF FOR MR. GORDON

Ben A. Boyar General Manager
 Howard S. Benedict Press Representative
 Frank Hall Stage Manager
 Al Wyart Assistant Stage Manager
 Dan Mahoney Master Carpenter
 Frank Hughes Master Property Man
 Sam Amdurs Master Electrician
 Sadie Kelly Wardrobe Mistress



*Dietz Sketch
 Harvey
 Surgeon
 Just Around*

*"Service" by
 Connolly + Kaufman*

THE IMPERIAL THEATRE

SHUBERT THEATRE CORPORATION, LESSEE
DIRECTION MESSRS. LEE AND J. J. SHUBERT

PROGRAM PUBLISHED BY THE NEW YORK THEATRE PROGRAM CORPORATION

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JOHN J. DORMAN, Fire Commissioner.

BEGINNING
MONDAY EVENING,
FEBRUARY 20, 1933



MATINEES
THURSDAY AND
SATURDAY

MAX GORDON

PRESENTS

CLIFTON WEBB
CHARLES BUTTERWORTH
PATSY KELLY

IN

THE NEW HOWARD DIETZ REVUE
"FLYING COLORS"

Words and Music by HOWARD DIETZ and ARTHUR SCHWARTZ

Production Designed and Lighted by NORMAN-BEL GEDDES

Dances and Ensembles Staged by ALBERTINA RASCH

Costumes Designed by CONSTANCE RIPLEY

AL GOODMAN'S Orchestra, Directed by Tom Jones.

(Program Continued on Fourth Page Following)

AFTER THEATRE, GO TO

Childs

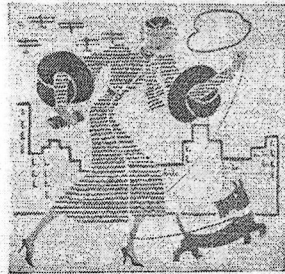
SUPPER . . . DINNER

21 Restaurants in the Theatre District
OPEN ALL NIGHT



from Jan

Final Week
Closes 2/25/33



WHATEVER YOUR POSITION IN LIFE
You'll be Glad You're Wearing

GOLD STRIPE GOTHAMETTES*

Even Scotty's wickedness can't cause a run in Gothamettes — they're run-proof — and smart! In the season's fashion colors . . . **\$1.35**

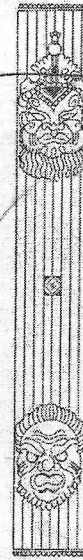
On Sale in 9 Gotham shops and over 1,000 Stores in the Metropolitan area.



Reg. U. S. Pat. Off. Pat. Nos. 182999-182914

ACT I.

CELEBRATION The Company
 LOST IN A CROWD Charles Butterworth and Others
 TWO-FACED WOMAN Irene McBride and Girls
 A RAINY DAY Clifton Webb
 JUST AROUND THE CORNER Jay Wilson, George Kirk, Philip Loeb
 MOTHER TOLD ME SO
 Dorothy Dodd, Aida Conkey, Carol Renwick, Rosalie Trego, Katherine Laughlin, Teddy West, Florence Chumbecos, Katherine Mulloony, Irene McBride, Virginia Whitmore, Wilma Kay, Phyllis Cameron, Enis Early, Evelyn Monte, Ruth Gormley, Francis Nevins.
 ON THE AMERICAN PLAN Clifton Webb, Patsy Kelly and Others
 A SHINE ON YOUR SHOES Buddy and Vilma Ebsen, Monette Moore, Larry Adler
 A CHRISTMAS CARD George Kirk, David Johns, George Magis, George Raymond, William Miley, Morrie Siegel, Lloyd Ericson, John Walsh
 SISTER ACT Clifton Webb, Charles Butterworth, Philip Loeb
 BON VOYAGE
 Lessie Bevis Patsy Kelly
 Uncle Norman Philip Loeb
 Papa Jay Wilson
 Mama Helen Carrington
 Cousin Carrie June Blossom
 Mr. Oliver George Kirk
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 Junior Larry Adler
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 Scene: The S.S. Paresis Sailing Pier



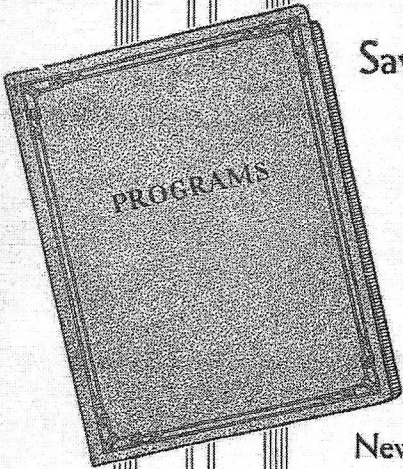
reason, great

(Program Continued on Second Page Following)

Figured any way
you get **9** minutes
of real cigar
enjoyment in each

3	2	4
4	3	2
2	4	3

BETWEEN THE ACTS 10 FOR 15¢
LITTLE CIGARS



Save Your Programs!

OUR attractive new binder, accommodating the larger size programs, will be sent postpaid upon receipt of money-order or check for \$2.00.

New York Theatre Program Corporation
108-114 Wooster Street, New York

PEDRO SE CASA ESTA NOCHE
(PEDRO CHOOSES A BRIDE) Clifton Webb and ensemble

THE HARVEY WOOFER FIVE POINT PLAN. Charles Butterworth

LOUISIANA HAYRIDE Thomas McLaughlin, Florence Chumbecos, Monette Moore, Bobby Johns, Consuello Harris, Jackie Godfrey, Mildred Davenport, Lucille Wilson, Leonore Cox, Winnie Johnson, Muriel Cook, Dolores Townsend, Elsie Burrows, Myrtle Quinlan, Billie Yarbo, Wilhelmina Gray, Vera Bracken, Alfreda Allman, Lucille Cole, Dora White, Elida Webb and Boys.

*No longer
Webb*



(Program Continued on Second Page Following)



BEFORE and AFTER THEATRE.

THE BRASS RAIL

SEVENTH AVE at 49 STREET

TROMMER'S
WHITE LABEL ON DRAUGHT

Fine EATING PLACE
INTERNATIONAL FAME

"What's wrong with Mae!
"Oh...her lips are painted
with color gay!"

"Thanks for telling me
in time...LIPS THAT TOUCH
PAINT—SHALL NEVER TOUCH MINE!"

TANGEE WORLD'S MOST FAMOUS LIPSTICK
ENDS THAT PAINTED LOOK

THE GEORGE W. LUFT COMPANY, INC.

ACT II.

REPRISE Ensemble

DAY AFTER DAY Clifton Webb

SERVICE (By George S. Kaufman and Marc Connelly),
Charles Butterworth and Philip Loeb

SMOKIN' REEFERS Jean Sargent and Ensemble
(Note: A "reefer" is a narcotic cigarette, made from the marihuana weed, frequently smoked in the tropics and recently popular in Harlem.)

RIDING HABIT Florence Chumbecos and Boys

THE SURGEON'S DEBUT

Dr. Eric Trevelyan Clifton Webb

Harold Jasper, the patient Charles Butterworth

Miss Maris, the nurse Imogene Coca

Dr. Kaufman, the interne Philip Loeb

Mrs. Balfour-Chatfield Helen Carrington

Katherine June Blossom

Fanny Jean Sargent

Photographer, Attendant, Musicians, etc.

Scene: An Operating Room.

(Program Continued on Second Page Following)



"Come, come, come and make eyes with me under
the Anheuser-Busch"



Whether your after-theatre supper includes a foaming scidel or not, be sure that it does include Liederkrantz. For there's nothing quite so good as this golden-crusted cheese for a good night bite.

LIEDERKRANTZ

One of Borden's Fine Cheeses

IT WAS NEVER LIKE THIS..... Buddy and Vilma Ebsen,
Imogene Coca, Larry Adler

THE SALESMAN
Mr. Tillinghast Charles Butterworth
Mrs. McVitty Patsy Kelly
Scene: The Living Room of Mrs. McVitty's House.

*Moved
from
Act One*

ALONE TOGETHER Clifton Webb and Irene McBride
Sung by Jean Sargent

FATAL FASCINATION Charles Butterworth and Patsy Kelly

ALL'S WELL Clifton Webb, Charles Butterworth,
Patsy Kelly and Company

The sketches are by Howard Dietz, the following written in collaboration: "On the American Plan" (with George S. Kaufman), "Bon Voyage" and "The Salesman" (with Corey Ford), "Lost in a Crowd" (with Charles Sherman).

CREDITS

"Pedro Chooses A Bride" conceived by Charles Weidman; produced by Doris Humphrey and Mr. Weidman, assisted by Jose Limon. Vocal arrangements by Andre Kostelanetz and Bobby Dolen. Orchestrations by Russell Bennett, Hans Spialek, Edward Powell and Arthur Schuff. Technical supervision by Charles Alan. All scenery built by T. B. McDonald Construction Co.; painted by Triangle Scenic Studio, Inc. Period and character costumes executed by Helen Pons Studio; modern gowns in Finale executed by Jay Thorpe; other modern gowns executed by Nudelman and Conti, Inc.; costumes for "Reprise" and Miss Kelly's sport dress executed by Alison McLellan Hunter; "Shine On Your Shoes" and "A Christmas Card" costumes executed by Eaves Costume Co. Properties by Weidhaas. Lighting equipment by Duwico; Geddies Projector Lamps by Century Lighting Equipment, Inc.; animation by National Screen Service; draperies by I. Weiss & Sons; wigs by Oscar F. Bernner; Mr. Webb's evening clothes by Anderson and Sheppard, London; hats for principals by Serge. Masks by Sam Berman. Hosiery and gloves by Miss Ball. Men's Botany Wool Ties by Foreman-Steiger. Shoes by I. Miller & Sons, Inc.

Note: Acknowledgment to Lester Isaacs for execution of projection effects.

STAFF FOR MR. GORDON

Ben A. Boyar General Manager
Howard S. Benedict Press Representative
Frank Hall Stage Manager
Al Wyart Assistant Stage Manager
Dan Mahoney Master Carpenter
Frank Hughes Master Property Man
Sam Amdurs Master Electrician
Sadie Kelly Wardrobe Mistress

Kramer Pianos Used In This Theatre.



RAMESES II

THE ARISTOCRAT OF CIGARETTES

10 Cigarettes

for 20 Cents

20 Cigarettes for 35 Cents

STEPHANO BROTHERS

