



Billy Rose



Presents

The
**SILVER
SCREEN**

ENTIRE SHOW STAGED AND LIGHTED BY

John Murray Anderson

Costumes & Scenery By RAOUL PENE DU BOIS

Dances By MARJERY FIELDING

Music By DANA SUESSE

Lyrics By BILLY ROSE





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**HOTEL
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46th Street, West of Broadway
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CHARLES L. ORNSTEIN, *Manager*

BILLY ROSE PRESENTS:

**The
 Silver
 Screen
 1906-1941**

NOBLE SISSLE'S ORCHESTRA

Mr. Sissle Conducting
 Billy Banks, *Vocalist*

Toastmaster CARLYLE BLACKWELL

I

THE BIRTH OF GLAMOUR

THE MACK SENNETT BATHING BEAUTIES

Virginia Cheneval	Renee Cettal	Mitzi Haynes
Lynne Arlen	Kathryn Case	Mildred Cheneval
Betty Boyce	Marjorie Noble	Grace Linn
Puddy Smith	Virginia Schoonmaker	

THE FAT MAN ACE NEWELL

THE GLAMOUR GIRLS

Anita Arden	Dorothy Pinto
Mary Dowell	Dorritt Merrill
Frances Smith	Ruth Joseph

THE "KEYSTONE COPS"

William Quentmeyer	Edward Reardon
George Holmes	Walter Nagle

THE ATHLETIC GIRLS

THE MANGEAN SISTERS

II

THE BIRTH OF SEX

(a)

THE VAMPIRE NITA NALDI

THE MEN

William Quentmeyer	Eddie Reardon	George Holmes
	Milton Moore	

THE SIRENS

Anita Arden	Dorothy Pinto	Ruth Joseph
Mary Dowell	Dorritt Merrill	Frances Smith

(b)

THE LADY KNOWN AS LULU JUNE MANN

THE BANDIT ROSS WYSE, JR.

and

ENSEMBLE

DIVERTISSEMENT

ROSS WYSE, JR., AND JUNE MANN



III

THE BIRTH OF BEAUTY

"GLAMOUR GIRL"

Lyrics by Billy Rose Music by Dana Suesse
 Sung by

EDWARD REARDON

THE FIRST LADIES OF THE SCREEN

MISS GLORIA SWANSON	RUTH JOSEPH
MISS MARY PICKFORD	FRANCES SMITH
MISS MARION DAVIES	DORRITT MERRILL
MISS NORMA SHEARER	DOROTHY PINTO
MISS JOAN CRAWFORD	ANITA ARDEN
MISS GRETA GARBO	MARY DOWELL

THAT MAN JOLSON

William Quentmeyer	George Holmes	Walter Nagle
THE PRIMA DONNA		DELLA LIND

THE THEME SONGS

"CHARMAINE"

KATHRYN CASE and MARJORIE NOBLE

"THE PAGAN LOVE SONG"

RENEE CETTAL and MITZI HAYNES

"RAMONA"

PUDDY SMITH and BETTY BOYCE

"FALLING IN LOVE AGAIN"

MILDRED CHENEVAL and VIRGINIA CHENEVAL

"ST. LOUIS BLUES"

LYNNE ARLEN and GRACE LYNN

DIVERTISSEMENT

DOCTOR ROCKWELL "IN HOLLYWOOD"

IV

BIRTHDAY

THE COCOANUT GROVE

"COLOSSAL, TREMENDOUS, TERRIFIC"

Lyrics by Billy Rose Music by Dana Suesse
 Sung by

THE "DIAMOND HORSESHOE" QUARTET

THE TOASTMASTER CARLYLE BLACKWELL

THE GUESTS OF HONOR

LILA LEE
 GILDA GRAY
 CHARLES KING
 MAE MURRAY
 GEORGES FONTANA
 JOE E. HOWARD
 THE "DISNEY" DANCERS

and

ENTIRE COMPANY

(The masks used by the "Disney" Dancers by arrangement with Mr. Andre Charlot)

ARTHUR A. BARKOW	General Stage Manager
ROBERT KAPLAN	Stage Manager
MARY GRANT	Asst. to Raoul du Bois
FRANK FELDER	Master Electrician
CHARLES WAKEFIELD	Master of Properties

Costumes by Brooks Costume Co.
 and supervised by Jewel Carter

Lighting equipment by Century Lighting, Inc.; Draperies and curtains by I. Weiss & Sons, Inc.; Costume fabrics by Dasians, Inc.; Scenery by Triangolo Studios; Shoes by Herbert's Theatrical Shoe Co.; Masks by Pitta Studios and Dean Powell; Wigs by D. Lerch; Portraits by John Decker; Photos by Murray Kornum; House Photographer Hale Haberman; Technical assistance by Carlton Winckler



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For specific details concerning any party you may have in mind please communicate with sales department, Circle 6-6500.

BILLY ROSE'S DIAMOND HORSESHOE

MR. ROSE'S PERSONAL STAFF

JAMES A. SIRO	Manager
NICHOLAS BLAIR	Associate Producer
MICHEL MOK	Press Representative
JAMES COLLIGAN	Asst. to Mr. Rose
DANIEL DANNENBERG	Secretary to Mr. Rose
BEN COULD	Promotion Manager
PAUL FRANZETTI	Chef de Cuisine
LEON LUSARDI	Maitre d'Hotel
MILTON BLACKSTONE	Advertising Director