

UNCOMMON MUSICALS

Forget Your Troubles

2009/10 SEASON





Greg MacKellan



Stephanie Rhoads



Lauren Hewitt



**“It’s a lovely day today,
So whatever you’ve got to do
You’ve got a lovely day to do it in,
that’s true...”**

These simple words of optimism are from one of the giants of Broadway songwriting, Irving Berlin. Has there ever been a time in recent memory when the escape afforded by musical theatre has been more needed?

With daily reminders of turmoil and economic uncertainty, we hope 42nd Street Moon will be **a place for you to experience the sweet joy that a visit to vintage Broadway musicals can offer.** To that aim, in 2009/10 we’re concentrating on the greats: Cole Porter, George and Ira Gershwin, Jerome Kern, Oscar Hammerstein, Moss Hart, Harold Rome, Guy Bolton, Howard Lindsay, Russel Crouse and of course Mr. Berlin. On our musical menu for this season, you’ll find some uncommon rediscoveries along with seldom-seen classics.

It’s a whole new “Moon” now — scripts are gone, and shows are staged with choreography, costumes and props. The response from our loyal audiences to these changes has been overwhelmingly positive. Won’t you come join us for our 17th season? And why not share the spirit and verve of high quality, affordable live performance with your friends and neighbors — bring them along!

We are here to help you **renew your energy, clear your thoughts, and lighten your heart.** So please, “leave your troubles outside” — join us for our 09/10 season!

Greg MacKellan and Stephanie Rhoads
Artistic Directors

Lauren Hewitt
Managing Director

2009/10 SEASON AT A GLANCE

5 MAINSTAGE SHOWS

Call Me Madam (1951: Berlin, Lindsay & Crouse)

Destry Rides Again (1959: Rome & Gershe)

Jubilee (1935: Porter & Hart)

Lady, Be Good! (1925: Gershwins, Bolton & Thompson)

Very Warm for May (1939: Kern & Hammerstein)

3 SPECIAL EVENTS

2009 Gala

*We’re in the Money:
Hollywood Sings Away the Blues*

Dorothy Fields Salon

Ira Gershwin Salon



Forget
verve Your temptation
escapade jazz
Troubles
madcap

Call Me Madam

Music and Lyrics by **Irving Berlin**
Book by **Howard Lindsay** and **Russel Crouse**
Directed by **Dyan McBride**

September 23 – October 18, 2009

Dynamo...

International cabaret and concert star **Klea Blackhurst** returns to Moon to star as Ambassador Sally Adams, the "Hostess With the Mostes' on the Ball." Washington's most vivacious — and unconventional — party-giver is sent to represent the U.S. in the tiny duchy of Lichtenburg. It's not long before her down-to-earth and decidedly unorthodox manner surprises and charms the local citizenry — especially the handsome Prime Minister. A trio of U.S. congressmen, an errant princess, a devious protocol director, and a young press attaché complicate the new Ambassador's incumbency.

The dynamite Irving Berlin score features
You're Just in Love, It's a Lovely Day Today,
Something to Dance About,
The Ocarina, and *The Best Thing for You.*



Starring Klea Blackhurst as Ambassador Sally Adams.



Dynamo Temptation

Destry Rides Again

Music and Lyrics by **Harold Rome**
Book by **Leonard Gershe**

October 28 – November 15, 2009

Temptation...

Hollywood's classic western is transformed into a whoopin', shootin', rip-roarin' firecracker of a musical. Bottle-neck is a town filled with gamblers, bullwhip-toting bad guys, saloon girls and drunkards all intent on maintaining their wild ways. The new sheriff, Tom Destry, intends to keep the peace without using a gun. Frenchy, the dance hall girl at the Last Chance Saloon, is sent to compromise his morals and lead him astray. In a classic tangle of law vs. vice, *Destry Rides Again* takes a dark turn and moves toward a riveting climax.

In roles immortalized by Jimmy Stewart and Marlene Dietrich on film and Andy Griffith and Dolores Gray on Broadway are Moon favorite **Steve Rhyne** and popular San Francisco singer **Connie Champagne**. Harold Rome's score includes rousing numbers such as *Are You Ready, Gyp Watson?*, *I Say Hello, Anyone Would Love You*, and *Ev'ry Once in a While*.



Starring
Connie Champagne
as Frenchy.



Jubilee

Music and Lyrics by **Cole Porter**
Book by **Moss Hart**
Directed by **Greg MacKellan**

November 25 – December 13, 2009

Escapade...

Oh, what high jinks abound in **Cole Porter** and **Moss Hart's** smart, cheeky, and ultra-moderne 1935 hit! The Royal Family of a "fictional European country" (read: England) uses the threat posed by an impending revolution as an excuse to abandon the throne and pursue their private dreams. Off they go on an adventure with parody versions of a host of recognizable 1930s celebrities (Noel Coward, Elsa Maxwell, Johnny Weissmuller, Ginger Rogers), who show the disguised monarch and his family the time of their royal lives.

Cole Porter's amazing score includes *Begin the Beguine*, *Just One of Those Things*, *Why Shouldn't I?*, *A Picture of Me Without You*, and *The Kling-Kling Bird on the Divi-Divi Tree*. **Megan Cavanagh** and **Michael Patrick Gaffney** star as the Queen and King.

zzzef Escapade

Lady, Be Good!

Music by **George Gershwin**
Lyrics by **Ira Gershwin**
Book by **Guy Bolton** and **Fred Thompson**
Directed by **Dyan McBride**

March 31 – April 25, 2010

Jazz...

Our **Ira Gershwin** celebration kicks off with one of the earliest Gershwin hits. Fred and Adele Astaire originally starred in this farce about a brother-and-sister vaudeville team, Dick and Susie Trevor, who, through a series of madcap adventures find themselves rocketing from the state of the dispossessed to wealth and popularity among the Long Island haut monde.

The Gerhswins rocketed Broadway into the Roaring Twenties with their dazzling score featuring hot jazz and cool blues in numbers such as *Fascinating Rhythm*, *Little Jazz Bird*, *So Am I*, *The Half-of-It-Dearie Blues*, and *Lady, Be Good*.



Very Warm for May

Music by **Jerome Kern**

Book and Lyrics by **Oscar Hammerstein II**

Directed by **Greg MacKellan**

May 6 – May 24, 2010

Madcap...

The first show in our **Jerome Kern Celebration** spotlights Kern's final Broadway score. A giddy romp, Oscar Hammerstein II's script takes the old "barn musical" plot and turns it on its head. This time, the show in the barn is an avant-garde musical being rehearsed by a bohemian bunch led by an eccentric director. Equally strange is Winnie Spofford, the amiably screwball Long Island matron who sponsors the troupe on her estate.

The real star of **Very Warm for May** is Kern and Hammerstein's beautiful and sophisticated score, which features the timeless *All the Things You Are* (heard in a stunning arrangement unique to the musical), *All in Fun*, *In the Heart of the Dark*, *Heaven in My Arms*, and *In Other Words, Seventeen*.



Madcap



SPECIAL ANNOUNCEMENT

THE JEROME KERN & IRA GERSHWIN CELEBRATION

2009/10 marks the beginning of an exciting project for 42nd Street Moon: a multi-year celebration of the musicals of composer Jerome Kern and lyricist Ira Gershwin!



JEROME KERN (1885–1945)

Considered by many musical theatre historians to be the father of American Musical Theatre, Jerome Kern had an acclaimed career that spanned the years 1904–1945. He wrote over 700 songs, the scores for 51 musicals in New York and London and 10 original films. His style matured from the simple sweetness of his Princess Theatre Shows to the complexity of *Show Boat* and the experimental style of his 1930s Broadway shows.



IRA GERSHWIN (1896–1983)

Ira Gershwin's timeless songs are part of the fabric of American popular culture in the 20th century. His 40-year career encompassed Broadway and London musicals, motion pictures, Tin Pan Alley hits and the opera *Porgy and Bess*. Gershwin's composer-colaborators included his brother George Gershwin, Vernon Duke, Harold Arlen and Jerome Kern.

Our celebration of these great American songwriters begins in the spring of 2010 with Ira Gershwin's earliest Broadway hit, **Lady, Be Good!** (see page 7) and Jerome Kern's final Broadway musical, **Very Warm for May** (see page 8).

Coming up in 2010/11 will be Kern's Princess Musical **Oh, Boy!** and back-to-back productions of Gershwin's **Of Thee I Sing** and its sequel, **Let 'Em Eat Cake**.

Watch the 42nd Street Moon website for announcements of the other exciting shows and concerts that will spotlight the artistic legacy of these two Broadway giants in 2011/12 and 2012/13.

Our
Fundraising Gala
and 2 Salon
Evenings!

3 SPECIAL EVENTS!

SALON EVENINGS

In 2009/10, we begin a special series of “Salon Evenings” at the Alcazar Theatre, intimate performances where Moon performers and special guest stars will celebrate in story and song the life and works of musical theatre composers and lyricists.



DOROTHY FIELDS SALON TUESDAY, OCTOBER 13, 2009 – 7 PM

Our first evening salutes the word of lyricist and librettist Dorothy Fields. In her 45-year career, Ms. Fields wrote lyrics to the music of Jerome Kern, Cy Coleman, Jimmy McHugh, Harold Arlen, Albert Hague, Arthur Schwartz, Harry Warren and others. Her catalogue of brilliant song hits includes *I Can't Give You Anything But Love* • *On the Sunny Side Of the Street* • *A Fine Romance* • *I'm In the Mood For Love* • *The Way You Look Tonight* • *Make the Man Love Me* • *Big Spender* • *If My Friends Could See Me Now*

IRA GERSHWIN SALON THURSDAY JANUARY 28, 2010 – 7 PM

The prelude to our multi-year salute to the shows of Ira Gershwin, this evening will celebrate the quieter of the two Gershwin Brothers. Ira's career spanned the 20th century, and brought the world a dazzling array of songs written with his brother George as well as Harold Arlen, Kurt Weill, Jerome Kern, Vernon Duke, and others, including *Fascinating Rhythm* • *Embraceable You* • *The Man That Got Away* • *My Ship* • *I Can't Get Started* • *The Saga of Jenny* • *Who Cares?* • *Long Ago and Far Away* • *The Man I Love* • *Someone to Watch Over Me*



TWO GREAT SHOWS IN THE BEAUTIFUL ALCAZAR THEATRE.

Include both Salon Evenings in your subscription order for only \$100!
Single tickets will sell for \$70/each show.
Subscribers receive a \$40 discount!

THE ANNUAL 42ND STREET MOON FUNDRAISING GALA

WE'RE IN THE MONEY!

Hollywood Sings Away
the Depression Blues

One Night Only — June 22, 2009
Alcazar Theatre

Need some quick relief from economic anxiety? Hollywood had the answer in the 1930s! The musical films of the talking picture era (1929–39) were tough, sophisticated, bizarre and persistently cheerful. The harsh realities of the Depression and were often mocked or dismissed, but also reflected upon in achingly beautiful ballads. The whimsical, eccentric and enchanted world of '30s movie musicals played a vital role in helping the United States cope with the harsh realities of a world gone suddenly haywire.

For one magical evening in June, we'll celebrate these musicals and the songwriters who created them (Cole Porter, Harry Warren, Jerome Kern, Ralph Rainger, Leo Robin, Dorothy Fields, Johnny Mercer, Irving Berlin, the Gershwins, Harry Revel and others). Songs include *Thanks for the Memory*, *Jeepers Creepers*, *Hooray for Hollywood!*, *Pennies from Heaven*, *Sing You Sinners*, *Some Like It Hot*, *That Old Feeling*, *Remember My Forgotten Man*, *The Way You Look Tonight*, *Cheek to Cheek*, *Isn't It Romantic?* — and pre-code novelties like *Marahuana*, *Jazz Up Your Lingerie*, *There's a Riot in Havana*, and *Breakfast Table Love*.

MAGICAL MUSIC IN JUNE!

Tickets on sale April 15, 2009
Invitations will be mailed May 15.





Megan Cavanagh,
Dyan McBride &
Justin Torres
in *High Spirits*



42nd Street Moon is one of a handful of companies in the nation whose mission is to present classic and rarely seen musicals by the great 20th century songwriters. 42nd Street Moon seeks to preserve and vivify the art of the American musical by bringing these forgotten — and often literally lost — musicals back to the stage in intimate productions. Theatre music is as uniquely American as jazz, to which it is inextricably bound as the source of “The Great American Songbook.” Many a tune that has become a “jazz standard” was first heard in one of these wonderful musicals. So, come on along and listen to the lullaby of Broadway!

WHY SUBSCRIBE?

- ✓ **SAVE! SAVE! SAVE!** A subscription can save you up to \$42 on single ticket prices!
- ✓ **BE IN THE KNOW.** Subscribers are notified of special events before the general public and receive priority seating.
- ✓ **NEVER WORRY** about a lost ticket. We'll replace it. No questions asked.
- ✓ **EASY TICKET EXCHANGES.** Just give us 24 hours notice to switch your tickets to another performance of the same show at the same time of day for no additional fee. Or switch to an upgraded performance time for a nominal fee.
- ✓ **BRING YOUR FRIENDS.** As a subscriber, you can get additional single tickets without the single ticket fee.
- ✓ **KEEP YOUR SEATS.** Subscribers get to pick their favorite seats and keep them for every performance throughout the season, and from season to season when they renew their subscription each year.
- ✓ **WE'VE GOT YOUR BACK!** No matter what your needs, we guarantee personal service from a small, caring staff.

BACKER'S CLUB

Did you know that ticket sales account for less than HALF of what it takes to present a show from the Golden Age of Broadway? We rely upon a circle of friends of people just like you to help us make up the difference. All donations are tax-deductible, and what better way to watch your gift at work than by experiencing live musical theatre you won't see anywhere else? Starting at the Princess Theatre level, 42nd Street Moon donors receive recognition in our program, as well as preferred seating.

Princess Theatre: \$100 – \$249
 Alvin Theatre: \$250 – \$499
 New Amsterdam Theatre: \$500 – \$999
 St. James Theatre: \$1,000 – 2,499
 Majestic Theatre: \$2,500 – \$4,999
 Imperial Theatre: \$5,000 – \$9,000
 Palace Theatre: \$10,000 & Above

GET INVOLVED!

PREVIEW PACKAGES! Get the skinny before the critics! Check out the great savings available for **Series 1, 2, and 3!**

OPENING NIGHTS Our opening night series include post-show receptions (including complimentary champagne with appetizers by L'Olivier!) with the cast and creative team. **Series 4**

TALKBACK SUNDAYS 42nd Street Moon's most popular series! Artistic Director Greg MacKellan takes you “behind the music” along with members of the cast and creative team, and talks about the history of the original musical, as well as an insider view on the current production, including exclusive details on how it was directed, choreographed, and staged. **Series 5 or 11**

FAMILY MATINEE This is the best deal in town for kids and parents alike. Each main-stage show will feature a 1pm Saturday matinee. Young people (*under 18*) can see the show for just \$8! We also feature a pre-show discussion with our family matinee director, an intermission contest and post-show visit with the cast for autographs. **Series 9**

DINNER AND A SHOW! NEW! Our second Thursday subscription series offers the chance for a sit-down dinner at San Francisco's L'Olivier restaurant with 42nd Street Moon Artistic Director Greg MacKellan. Greg will give you the inside scoop on the evening's performance and answer all your musical theatre questions while you enjoy delicious French cuisine and a glass of fine wine. *There is a dinner fee of \$33 per performance (an additional \$165 per subscription) — price includes a glass of fine wine and gratuity. Limited space available!* **Series 7**

GROUP SALES Groups of 10 or more save a bundle at 42nd Street Moon, as much as 15% over single ticket prices and with each 15 tickets we'll give you one free!

UNDER 30 YEARS OLD? Experience the thrill of Broadway during its heyday! If you're under 30 years old, you receive an additional 20% off our regular subscription price. There's not a better deal in town. Check out the savings and learn that ANYTHING (still) GOES!!!

Bring your theatre-going experience up a notch!! Enhance your subscription by choosing one of these entertaining, educational programs.



Opening Nights



Talkback Sundays



Family Matinee



Dinner and a Show — NEW!

PHOTOS: Cover and pages 4-8: DavidAllenStudio.com
 Call Me Madam Page: Klea Blackhurst photo by Bill Westmoreland;
 Destrý Page: Connie Champagne photo by Kent Taylor Photography;
Special Announcement Page: Ira Gershwin courtesy of the Ira and Leonore Gershwin Trusts; **Special Events Page:** Ira Gershwin courtesy of the Ira and Leonore Gershwin Trusts; **Why Subscribe Page:** High Spirits photo Robert Millard www.MillardPhotos.com

GRAPHIC DESIGN: Susan Weeks

SUBSCRIPTION OPTIONS

LOW-COST FIRST AUDIENCE PREVIEW — \$90 for all subscriptions

Series # 1 (7 pm), the first Wednesday of each production is the first show out of the box, in front of an audience. If you like surprises this is the ultra low-cost option for you!

PREVIEWS — \$120 for all subscriptions

Series # 2 or 3 (8 pm), the first Thursday or Friday performances of the run. Those on a budget can beat the opening night crowds!

WEEKENDS — \$168 Regular / \$152 Senior & Students

Series # 4—Opening Night, 5—Talk-Back, 10, 11—Talk-Back, 15 or 16, Saturday (6 pm) or Sunday (3 pm) performances during the run.

EARLY CURTAIN WEDNESDAYS — \$152 Regular / \$132 Senior & Students

Series # 6 or 12, two Wednesday, 7 pm curtain performances

STANDARD MID-WEEK — \$152 Regular / \$132 Senior & Students

Series # 7, 8, 13 or 14 (8 pm) Thursday or Friday nights after the first week.

SATURDAY FAMILY MATINEE — \$152 Regular / \$132 Senior & Students / \$40 under 18

Series # 9, the early 1pm Saturday Matinee is the second week of each show's run. Young people can see all the shows in the season for just \$40 (\$8 a show) and participate in special pre-show discussion and, intermission contests and games, and a post-show visit with the cast.

ADD ON THE SALON SERIES AT A GREAT SUBSCRIPTION PRICE

Two great shows in the beautiful Alcazar Theatre. Single tickets will sell for \$70. Get both shows, a \$140 value for \$100.

For returning subscribers, we must receive your renewal by May 15, 2009 in order to guarantee your same seats. Subscription tickets can only be exchanged by the patron of record.

SERIES DATES

	Low-cost Preview	Previews	Opening Night	Talk-Back	Early Curtain Wednesday	Standard Mid-Week	Family Mat.	Weekends	Talk-Back	Early Curtain Wednesday	Standard Mid-Week	Weekends
Series #:	1	2 3	4	5	6	7 8	9	10 11	12	13 14	15 16	
Day:	WED	THU FRI	SAT	SUN	WED	THU FRI	SAT	SAT SUN	WED	THU FRI	SAT SUN	
Time:	7 pm	8 pm 8 pm	6 pm	3 pm	7 pm	8 pm 8 pm	1 pm	6 pm 3 pm	7 pm	8 pm 8 pm	6 pm 3 pm	
Madam:	Sept 23	24 25	26 27	30	Oct 1 2	3 3	4 7	8 9	10 11			
Destry:	Oct 28	29 30	31	Nov 1 4	5 6	7 7	8 11	12 13	14 15			
Jubilee:	Nov 25	n/a 27*	28 29	Dec 2 3	4 5	5 6	9 9	10 11	12 13			
Lady:	Mar 31	Apr 1 2	3 4	7 8	9 10	10 11	14 14	15 16	17 18			
Warm:	May 5	6 7	8 9	12 13	14 15	15 16	19 19	20 21	22 23			

Salon #1: Dorothy Fields Salon — Tuesday, October 13, 2009, 7 pm (see page 11 for more information)

Salon #2: Ira Gershwin Salon — Thursday, January 28, 2010, 7 pm (see page 11 for more information)

*There is no show on Thanksgiving (Thursday, Nov. 26) and those choosing Series #2 will substitute Friday, November 27, 2 pm instead.

2009/10 ORDER FORM

ORDER YOUR SUBSCRIPTION:
 Online: www.42ndstreetmoon.org
 Call: (415) 255-8207
 Fax: (415) 255-1168
 Or mail order form to:
 601 Van Ness Ave. #E3-621
 San Francisco, CA 94102

I. PERSONAL INFORMATION

NAME _____

ADDRESS _____ CITY/STATE/ZIP _____

DAY PHONE _____ EMAIL _____

Benefactor name(s) as you wish to appear in the program. I prefer my donation to remain anonymous

2. SPECIAL SEATING NEEDS:

3. CALCULATE YOUR COSTS

Option	Series #	Regular	Senior/ Students	Under 30	Add Under 18	Add Salon Series	Add Dinner (series 7)	Donation	TOTAL \$
Low-cost Preview		___ x \$90	___ x \$90	___ x \$75	n/a	___ x \$100	n/a		
Previews		___ x \$120	___ x \$120	___ x \$105	n/a	___ x \$100	n/a		
Weekends		___ x \$179	___ x \$157	___ x \$140	n/a	___ x \$100	n/a		
Early Curtain Wed		___ x \$162	___ x \$136	___ x \$120	n/a	___ x \$100	n/a		
Standard Mid-Week		___ x \$162	___ x \$136	___ x \$120	n/a	___ x \$100	___ x \$165		
Family Matinee		___ x \$162	___ x \$136	___ x \$120	___ x \$40	___ x \$100	n/a		

Find the option you are choosing on the left. Write in the series # you have selected. In each category (regular, senior, student) indicate the number of subscriptions you are buying. Indicate the number of Salon Series tickets you are buying. Indicate the number of dinners you are adding to Series 7. Please consider adding a tax-deductible donation. Total the amount.

3. PAYMENT METHOD

Visa/MasterCard American Express Check enclosed (please make payable to 42nd Street Moon)

CREDIT CARD # _____

CVV# _____ EXP. DATE _____

BILL MY CREDIT CARD FOR TOTAL AMOUNT = _____

SIGNATURE _____

BILLING ADDRESS (if different from mailing address above)

Ordering questions? Please call (415) 255-8207. **THANK YOU FOR YOUR SUPPORT!**



Mailing Address Only:
42nd Street Moon
601 Van Ness #E3621
San Francisco, CA 94102

www.42ndstreetmoon.org
Box office: (415) 255-8207

All mainstage performances are held at
THE EUREKA THEATRE
215 Jackson Street, San Francisco

All special offerings are held at
THE ALCAZAR THEATRE
650 Geary Street, San Francisco

“Those in charge of opera houses and Broadway productions should flock to 42nd Street Moon’s tiny Eureka Theater to learn how to do a better job ... **a shining example of good judgment, judicious use of available resources, and artistic excellence.**”

— Janos Gereben, *SF Classical Voice*

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