

History of the Play kindly furnished by our Costumier Messrs B. J Simmons & Co.

This ever popular Musical Comedy was first produced in this country at the Shaftesbury Theatre, on April 12th, 1898, and from the moment Mr. Kerker (the Composer) took his seat in the orchestral chair, his clever music, suggestive of the Continental School with a Viennese "catch," took hold of the audience, and the run of this play did not end until no less than 697 performances had been given.

Amongst the exceptionally gifted cast, were the following:-

"Violet Gray," Miss Edna May; "Blinky Bill," Mr. Frank Lawton (whose whistling solo created a furore).

The work was taken on tour, and there have been very few months in which a touring company has not been somewhere "on the road" ever since. "The Belle of New York" has literally been performed all over the world and only a few months ago we were asked to quote for a wardrobe to go out to the Far East.

The Lyceum Theatre was the scene of a revival (which we dressed) and this opened on June 24th, 1914, but only ran for 151 performances, owing to the outbreak of the Great War in August.

The only West End revival of any consequence since the War was the one at Daly's Theatre, afterwards transferred to the Winter Garden, and here again, our services were requisitioned. Miss Kathleen Burgess played "The Belle," and vivacious Miss Lama Hubbard "Fifi."

Old and young alike seem to find an attraction in this supposedly "old-fashioned" Musical Comedy, and during the present season there has been a great demand for the old favourite. Actually, we have three wardrobes for it, all out at one and the same time during February, so that the work is as popular as ever. The tunefulness running through the whole work has a great appeal to all.