

A History of the Play

kindly furnished by our Costumier Messrs B. J Simmons & Co.

"The New Moon" followed "Show Boat," at Drury Lane Theatre, and was produced at Easter, 1929. The leads were played by Miss Evelyn Lane and Mr. Harry Welchman, Mr. Gene Gerard, Miss Vera Pearce, Mr. Edmund Willard and Mr. Ben Phillips. Our firm had, for many years, been the principal costumiers to Drury Lane Theatre, and the management were very kindly disposed towards us and our work. This was demonstrated in rather a peculiar way on the day before the Good Friday of 1929. This was the date fixed for the Dress Parade and "The New Moon" opens with an afternoon scene of about the 1790 period. Sir Alfred Butt had ordered a set of ladies' dresses for this scene from a Paris house. When they arrived on the stage, he described them as "impossible", and turned round to me and asked me if, by any chance, we could supply the necessary costumes for their first full dress rehearsal on the following Tuesday night. Knowing full well that the shops were closed on Good Friday and the City again on the Saturday, I knew what our task would be, but there was no declining an order from such a powerful management as Drury Lane, and we had to set to, and keep our people at it in order to deliver the dresses, the exact replicas of which have been seen by hundreds of amateurs during the last few years.

The music, libretto, costumes and scenery enabled this production to be favoured for the period for which it was intended to occupy the stage at Drury Lane, and, subsequently our firm acquired the whole of the existing wardrobe, the greater portion of which we had ourselves made in the first instance. Wherever it has been played in the amateur world, "The New Moon" has proved to be a popular success, there being plenty of dancing and chorus work, and the music by Sigmund Romberg being very tuneful and attractive.