

Whitney Theatre Souvenir Program



*On Whitney at
Putnam Ave.
Opposite The Country Club*

A COMING ATTRACTION !



OPENING SHORTLY, RIGHT NEXT DOOR TO THE
WHITNEY THEATRE

A NEW DRUG STORE, OWNED AND OPERATED BY

Wm. M. Dick

PHARMACIST

COMPLETE DRUG STORE SERVICE



FRO-JOY PRODUCTS SERVED EXCLUSIVELY
AT OUR FOUNTAIN AND LUNCHEONETTE

ENJOY THE SHOW

with

PEACE OF MIND

YOUR SAFETY ASSURED

BY ULTRA MODERN CONSTRUCTION
AND ADEQUATE INSURANCE
PROTECTION

Consult us on your Insurance Problems



A. C. Hershatter & Co.

Incorporated

35 Center Street New Haven, Conn.

Telephones 5-4165 — 5-4166

MARQUEE

By

CLAUDE NEON of Conn.

Incorporated



BRIDGEPORT, CONN.

To You.....

*The Whitney Extends
"A Cordial Greeting and
a Warm Welcome"*

*Sincerely
Franklin E. Ferguson
Manager*



*Where
you will
meet your
friends!*

Policy

A flexible policy that will enable the Whitney to bring to you the latest trends and newest ideas in entertainment.

Above all else our policy is to please you.

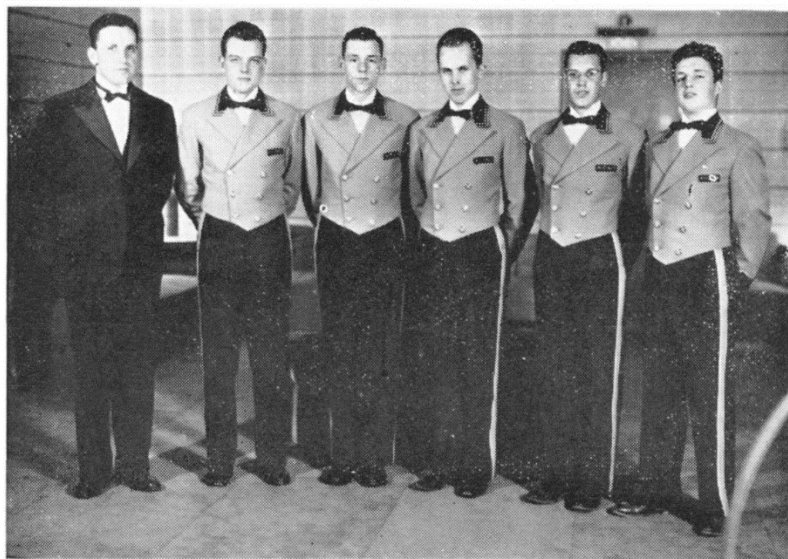
There will be

MATINEE DAILY AT 2 P.M. — ONE COMPLETE SHOW
SATURDAY AND SUNDAY — CONTINUOUS FROM 2 P.M.
DOORS OPEN — MAT. 1:30 P.M. — EVENINGS AT 6:30 P.M.

Prices . . .

ENTIRE ORCHESTRA	—	ENTIRE LOGES
MATINEE 20c		MATINEE 25c
EVENINGS 25c		EVENINGS 35c
CHILDREN ALWAYS 10c—Mat. Prices till 4 P.M. Sat. & Sun.		

Our Staff . . .



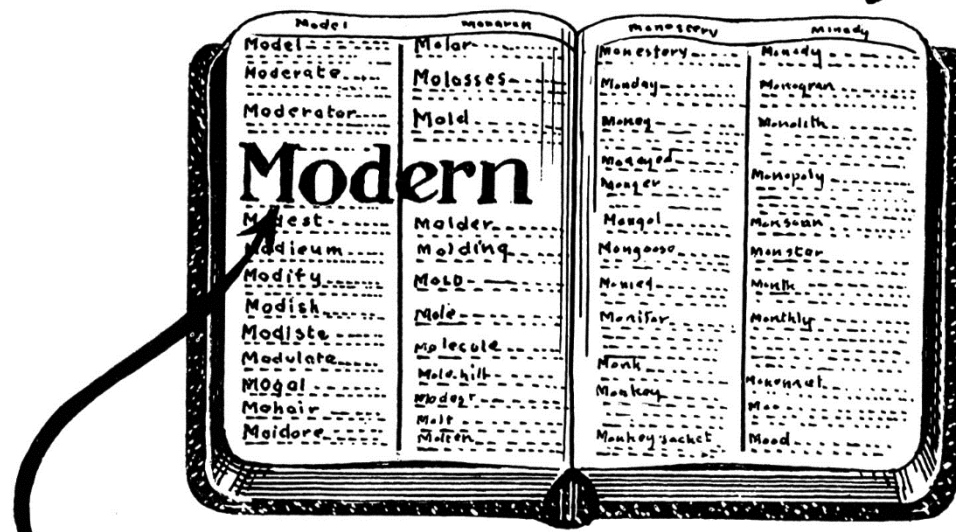
The Whitney Introduces

Hans Hugerth
Jack Fryer
James Grassie
Charles Fulton
Clifford Gilmond
Charles Smith

FOR INFORMATION CONCERNING PROGRAMS,
TIMES OF SHOWINGS, ETC. DIAL 2-3333



*You're right
Mr. Webster!*



Is the Word! . . .

And Modern in every detail is the Whitney we now present to the discriminating residents of our community. It is the ultimate in modern theatre construction . . . It sets a new standard in theatre design.

It's individual appointments for your greater comfort and pleasure are many . . . It's intimate details will delight and amaze you.

Yet with full confidence that the Whitney possesses the excitement and thrill of a streamlined theatre . . . The Whitney maintains above all else, "an atmosphere of rare beauty and charm."

WHEN IN NEED OF

G L A S S

CALL

J. GOLDBERG & SONS, INC.

Mirrors - Plate Glass and Bent Glass - Glass for Table Tops
Metal Store Front Construction

523-529 STATE STREET

Drive in Service Safety Glass for windsheilds while you wait

ALL GLASS IN THIS THEATRE FURNISHED BY US

ALL LIGHTING EFFECTS

In This Theatre

Designed By

FREDERICK M. HILL

Professional Electrical Engineer

37 WHITNEY AVENUE
NEW HAVEN, CONN.



This Theatre Has The
Most Modern Summer and Winter
Complete Air Conditioning
SYSTEM

Controls are Entirely Automatic

Designed By

PAUL D. HARRIGAN

Professional Air Conditioning Engineer

37 WHITNEY AVENUE
NEW HAVEN, CONN.

**The GEORGE-HOWARD
Company**

Ventilation and Air Conditioning

ENGINEERS & MANUFACTURERS

107 WATER STREET

Telephone 6-0624



Manufacturers of
LABELED FIRE DOORS, FIRE DOOR HARDWARE
KALAMEIN DOORS and SHEET METAL PRODUCTS

The Lobby . . .



"Spacious and swank"

Here, vari-colored fluorescent lighting reveals the full beauty of rich carpeting, blending harmoniously with copper toned walls.

The Grand Lounge . . .



*"It's very atmosphere that of
Relaxation"*

A congenial place for everyone . . . where you may meet your friends, or just, enjoy a few carefree moments . . . designed for complete comfort with but one thought in mind *Relaxation*

Our Best Wishes for the Success of this Fine New Play House

F L O W E R S



A complete Flower Service for every Occasion
WEDDINGS — RECEPTIONS — FUNERALS

THE COUNTRY CLUB FLORIST

John C. Robinson

WHITNEY THEATRE BUILDING

Telephone 2-3930

WILLIAM G. ROBERT

SHEET METAL WORKS

Air Conditioning, Duct Work, Skylights,
Cornices, Roofing, Furnace Heating and
Repairing, Blow Piping, Ventilating

96 COMMERCE STREET

Telephone 7-3265

NEW HAVEN, CONN.

R. W. FOOTE

ARCHITECTS

157 CHURCH STREET
NEW HAVEN, CONN.

Hamden and East Haven High School
Designed by This Firm

The Auditorium

"From the stage — capturing the full effectiveness of the modern treatment of light playing on the fluted ceilings, and richly papered walls."



Designed for perfect reception of sound . . .
comfortable roomy seats spaciouly arranged,
affording unobstructed vision of the
screen, extra leg room and greater *Comfort*

AFTER THE SHOW —



DINE AND DANCE

at the

COUNTRY CLUB GRILLE

William and Frank McKeon, Props.

1232 WHITNEY AVENUE

Telephone 2-0942

MUSIC BY COUNTRY CLUB GRILLE ORCHESTRA

PRIME MEATS

FANCY GROCERIES

FRESH FROSTED FRUITS,

VEGETABLES, FISH



Where Quality is considered

We are never undersold

**EAST ROCK QUALITY
FOOD MARKET**

Member Universal Stores, Inc.

1935 STATE STREET

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Dependable Cleaning plus

A personal interest in the care and
preservation of your entire wardrobe

1234 WHITNEY AVENUE

Telephone 2-0918

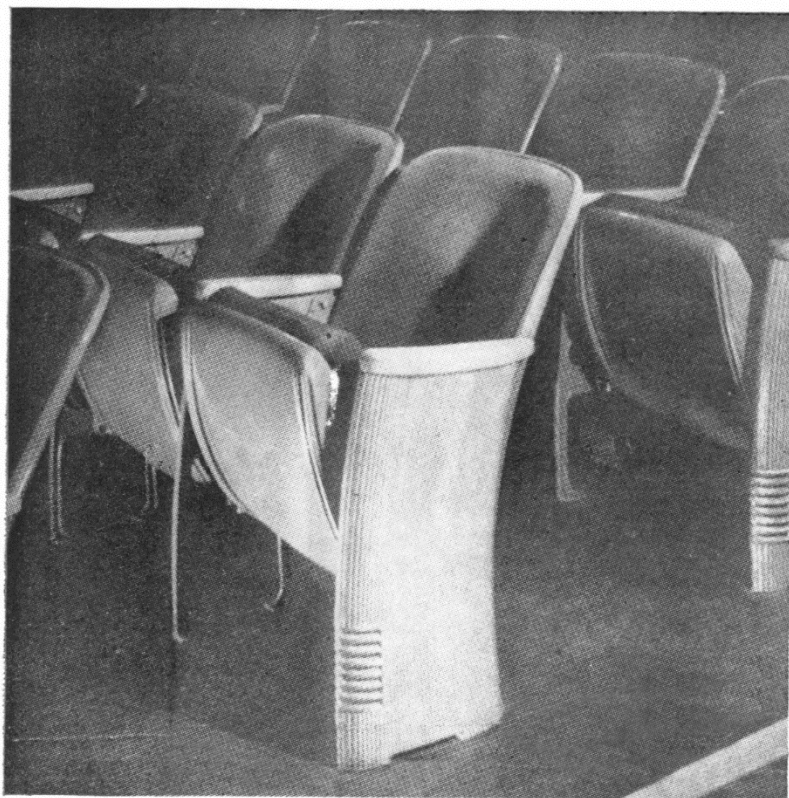
Exclusive Insured Mothproofing



There is a Howard Near You.

Bodiform Chairs ...

"The last word in comfort"



In the Auditorium:

A 22 inch spacious, richly upholstered chair—inviting and restful!

In the Loge:

A chair custom built — roomy luxurious—truly the last word!

*Staggered Seating:

A new innovation in seating arrangement designed to afford perfect vision from every seat.

*Ample Leg Room:

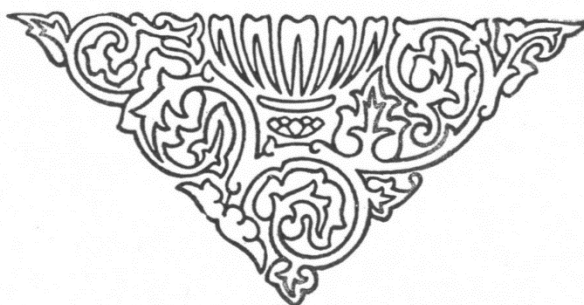
Provided by extra wide spacing of each row of seats.

*Features to be found only in the Whitney Theatre

The Loges ...

"A perfect sight line — spacious custom built chairs

all in a setting of luxury plus"



THURSDAY EVENING --

Dedication Program

APRIL 25th, 1940



Unit 1 — OVERTURE

"A Medley Of Modern Music"

JOE MILLER Conducting the Taft
Colonade Room Orchestra

Unit 2 — "THE STAR SPANGLED BANNER"

Unit 3 — WHITNEY NEWS OF THE WORLD

from . . . "Here — There and Everywhere"

Unit 4 — GRANTLAND RICE

Sport Pictorial

Unit 5 — DEDICATION OF THE NEW WHITNEY THEATRE

Franklin Ferguson, Manager

Introduces

Unit 6 — WHITNEY STAGE PRESENTATION

★ **JOE MILLER & HIS TAFT COLONADERS**
(Courtesy of The Hotel Taft)

featuring

★**BETTY DANIELS** — ★**GARY COLE**

★**JOHNNY BOND** — ★**VERNON HUNT**

AND OTHERS

and . . .

"**THE 4 TWO'S**" . . . **8 YALE BOYS**

presenting "A Collegiate Medley"

Unit 7 — ★ RUDY VALLEE

TALKS TO YOU DIRECT FROM HOLLYWOOD

"Greetings from the Motion Picture Capitol"

Unit 8 — THE WHITNEY FEATURE PRESENTATION

"**THE GREAT VICTOR HERBERT**"

Allan Jones — Mary Martin — Walter Connolly

Unit 9 — ★ JOHN BARRYMORE

Greets You From N. Y's Belasco Theatre

EXIT