



BY SPECIAL ARRANGEMENT

*The Most Important
Engagement in the History of*

'LOEW'S STATE

Broadway at 45th Street

The World Premiere

WEDNESDAY, JUNE 30th

OF METRO-GOLDWYN-MAYER'S
OUTSTANDING ACHIEVEMENT...

THE MUCH HERALDED
MOTION PICTURE EVENT

The Happiest Musical Ever Made...

IRVING BERLIN'S

EASTER PARADE

STARTING

JUDY GARLAND • FRED ASTAIRE

PETER LAWFORD • ANN MILLER

COLOR BY *Technicolor*

Screen Play by Sidney Sheldon, Frances Goodrich
and Albert Hackett

Original Story by Frances Goodrich
and Albert Hackett

Lyrics and Music by IRVING BERLIN

Musical Numbers Directed by ROBERT ALTON

Directed by CHARLES WALTERS

Produced by ARTHUR FREED

A METRO-GOLDWYN-MAYER PICTURE

DOORS OPEN 9:30 A. M.

New York Times, 6/27/48

BY SPECIAL ARRANGEMENT

THE MOST IMPORTANT ENGAGEMENT IN THE HISTORY OF

Loew's State
Broadway at 48th Street

THE WORLD PREMIERE ON WEDNESDAY (Shows Open 10 A.M.)

OF METRO-GOLDWYN-MAYER'S
OUTSTANDING MOTION PICTURE EVENT



The Happiest Musical Ever Made is

IRVING BERLIN'S
**EASTER
PARADE**

COLOR BY *Technicolor*

Starring

JUDY GARLAND · FRED ASTAIRE

FROM M-G-M...
The Grandest
Love Story
Ever Told!!

PETER LAWFORD · ANN MILLER

Screen Play by Sidney Sheldon, Frances Goodrich and Albert Hackett

Original Story by Frances Goodrich and Albert Hackett

Lyrics and Music by
IRVING BERLIN

Musical Numbers Directed by
ROBERT ALTON

Directed by **CHARLES WALTERS** • Produced by **ARTHUR FREED**

A METRO-GOLDWYN-MAYER PICTURE



New York Times, 6/30/48

BY SPECIAL ARRANGEMENT
THE MOST IMPORTANT ENGAGEMENT IN THE HISTORY OF

LOEW'S STATE

Broadway at 45th Street

WORLD PREMIERE

Today 10 A.M.

OF METRO-GOLDWYN-MAYER'S
OUTSTANDING ACHIEVEMENT

The Happiest Musical Ever Made Is

IRVING BERLIN'S

EASTER PARADE

JUDY GARLAND & FRED ASTAIRE

PETER LAWFORD • ANN MILLER

COLOR BY

Technicolor

Screen Play by SIDNEY SHELSON, FRANCES GOODRICH and ALBERT RACKETT • Original Story by FRANCES GOODRICH and ALBERT RACKETT

Lyrics and Music by
IRVING BERLIN • ROBERT ALTON

A Metro-Goldwyn-Mayer Picture

Directed by

CHARLES
WALTERS • FREED

Produced by

ARTHUR

17 BIG SONGS!

7 NEW

IRVING BERLIN song
hits plus 10 of
your most beloved
Berlin favorites!

Here:

"Easter Parade"
"Steppin' Out With
My Baby"
"It Only Happens When
I Dance With You"
"Better Luck Next Time"
"A Fella With An
Umbrella"
"A Couple Of Swells"
and many more!
(Available on M-G-M Records)

**THE GRANDEST LOVE
STORY EVER TOLD...**

Judy pours out her heart in glorious
love songs...and inspires a romantic
triumph...in his greatest dancing
ever and tender and thrilling in
Irving Berlin's melodies.

'Easter Parade,' With Berlin's Hit Tunes, Astaire's Nimble Feet, at Loew's State

EASTER PARADE, screen play by Sidney Sheldon, Frances Goodrich and Albert Hackett, based on a story by Miss Goodrich and Mr. Hackett; music and lyrics by Irving Berlin; dances staged and directed by Robert Alton; directed by Charles Walters; produced by Arthur Freed for Metro-Goldwyn-Mayer.

Hannah Brown.....	Judy Garland
Don Hewes.....	Fred Astaire
Jonathan Harrow 3d.....	Peter Lawford
Nadine Hale.....	Ann Miller
Francis.....	Jules Munshin
Mike, the Bartender.....	Clinton Sundberg
Esale.....	Jeni LeGon

With seventeen Irving Berlin songs to record and with Fred Astaire, Judy Garland and Ann Miller itching to exercise their accomplished legs and adequate vocal chords, it's no wonder that the slim story line on which "Easter Parade" is spun is almost completely lost in the shuffle. But don't give that loss a second thought for the new Metro-Goldwyn-Mayer musical, which opened yesterday at Loew's State, is at its best when the boy and girls are on their toes. And since the song and dance routines are plentiful and varied in tempo and design the picture runs its close to two-hour course with only an occasional slip from high to low gear.



Fred Astaire in "Easter Parade"

Fred Astaire, who has no peer, is dancing at the top of his form and let's hope that he'll never again talk about retiring as he did after "Blue Skies," which came out in 1946 and co-featured a singer named Crosby. Maybe Mr. Astaire has turned his feet to more intricate steps in previous pictures, but for sheer simplicity and poetry of motion his dancing in "Easter Parade" would be difficult to equal, much less better. In solo and in tandem with either Miss Garland or Miss Miller the incomparable Astaire glides effortlessly through numerous routines. His opening number, dancing out an Easter shopping mission for his sweetheart, is gay and debonair and involves an intriguing contest with a small boy in a toy shop over the possession of the last remaining stuffed bunny.

If the screen play were something more original than a conventional backstage romance, "Easter Parade" easily could have been a great musical instead of just a good one. For Mr. Astaire also is acting with consummate naturalness and the warmth of his personality more than compensates for some of the dog-eared things the script has him do. Although Judy Garland gets the top billing, she also gets stiff competition from the long-legged Ann Miller, who does an especially graceful ballroom dance with the master. Miss Garland is a competent trouper, nimble on her feet and professionally sound vocally, but somehow we feel that Miss Miller pairs better with Astaire.

Technicolor and Irving Berlin's score, including seven new songs, serve as sturdy props. The camera colors are particularly soothing and the music is always pleasant, though it might be mentioned that the new numbers are not each as fetching as "A Couple of Swells." The last is one of the best numbers in the show, with Astaire and Miss Garland decked out in rag-tag splendor. It provides a sprightly and engaging prelude to the finale, which finds Miss Garland an object of attention in the "Easter Parade" just as Astaire promised her she would be when he took her out of a cabaret chorus the year before after his partner deserted him for a Ziegfeld show.

The straight performers in "Easter Parade" are few, but Peter Lawford is pleasant as the fellow who is around when the principals chose to misunderstand each others romantic intentions, and Jules Munshin has a very funny routine as a dining-room captain with a secret salad formula. "Easter Parade" may not strike the perfect balance between song-dance interludes and story, but it's an appealing show just the same.

T. M. P.

Detroit Free Press, 7/11/48

BY SPECIAL ARRANGEMENT
FRIDAY, JULY 16th
ADAMS THEATER

PRESENTS

METRO-GOLDWYN-MAYER'S
OUTSTANDING ACHIEVEMENT...THE MUCH
HERALDED MOTION PICTURE EVENT

The Happiest Musical Ever Made...

IRVING BERLIN'S

EASTER PARADE

starring

JUDY GARLAND • FRED ASTAIRE

PETER LAWFORD • ANN MILLER

COLOR BY *Technicolor*

Screen Play by Sidney Sheldon, Frances Goodrich and Albert Hackett
Original Story by Frances Goodrich and Albert Hackett

Lyrics and Music by
IRVING BERLIN

Musical Numbers Directed by
ROBERT ALTON

Directed by **CHARLES WALTERS** • Produced by **ARTHUR FREED**
A METRO-GOLDWYN-MAYER PICTURE



Starts
THURSDAY

COOLED TO YOUR COMFORT
ADAMS
THEATRE
GRAND CIRCUS PARK

THE HAPPIEST MUSICAL
EVER MADE!

JUDY FRED
GARLAND ASTAIRE

IRVING BERLIN'S
**EASTER
PARADE**

PETER ANN
LAWFORD MILLER



LAST TIMES
TODAY!

"FIGHTING
FATHER DUNNE"

"BUSH
CHRISTMAS"

Detroit Free Press, 7/16/48

NOW

THEATER
ADAMS

GRAND CIRCUS PARK
COOLED TO YOUR COMFORT

Happiest Musical Ever Made!
IN **TECHNIKOLOR**

JUDY GARLAND • FRED ASTAIRE
in IRVING BERLIN'S

**"EASTER
PARADE"**

MATINEE
PRICE
TILL 6:30
P. M.

PETE SMITH SPECIALTY
"HAVE YOU EVER WONDERED"
Plus
"LITTLE TINKER"
In Color

from
MGM

17 OF IRVING BERLIN'S
GREATEST SONGS ...
Including
"EASTER PARADE"
"STEPPIN' OUT WITH MY
BABY"
"IT ONLY HAPPENS WHEN
I'M WITH YOU"
"BETTER LUCK NEXT TIME"
"A FELLA WITH AN
UMBRELLA"
"A COUPLE OF SWELLS"
"AVAILABLE ON MGM
RECORDS"

AT REGULAR PRICES

STAR GAZING

'Easter Parade' Steps High, Wide, Handsome

—BY HELEN BOWER—

AMERICANS are fond of exclaiming that "There ought to be a law."

There OUGHT to be a law against so much as another whisper of retirement by Fred Astaire.

Two years ago he decided to retire from stage and screen. If he'd stuck to that awful decision we wouldn't have "Easter Parade" in Technicolor at the Adams Theater, with Judy Garland co-starred as his dancing partner.

"Easter Parade," ladies and gentlemen, is a dancing musical with Irving Berlin songs that makes a droop out of the best of its predecessors.

For the first time since Adele Astaire became Lady Cavendish and went to live in England in the late '20s Brother Fred has in Miss Garland a comparably perfect dancing partner.

The way he dances with Judy Fred must know this, too. It's the way he and Adele danced to the George Gershwin music of "Lady, Be Good!" on the New Detroit Theater stage in 1925.

* * *

PETITE AND brunet like Adele, Judy also has the same instinct for bright comedy.

In fact, I must keep on saying that when the song and dance days have run their course for her I want to see Judy in some straight roles.

She's the only actress I can think of on stage or screen who has the understanding of subtle comedy which so deliciously distinguished the late Minnie Maddern Fiske and still sparkles in Jane Cowl, whom Judy resembles more than a little.

* * *

Smooth Story, Too

TO GET back to "Easter Parade," Frances Goodrich and Albert Hackett have written a story with enough Pygmalion-Galatea-Cinderella touches to be agreeably familiar.

As Nadine Hale, Ann Miller walks out on Don Hewes (Astaire) to star in a stage musical. Despondently drinking in a little cafe, Don boasts that he can pick out any girl and make her as good a dancer as Nadine.

Hannah Brown (Miss Garland) is the girl. The "Easter Parade" angle works into the story without requiring Berlin's title tune for more than a little background.

SEVENTEEN BERLIN songs keep Astaire and Miss Garland dancing almost all the time, which is wonderful.

Miss Miller is no terpsichorean slouch, either. Her style, as confined to this film, is ballroom. Her big solo number is "Shakin' The Blues Away," with "Magazine Cover" her starring production number.

Of the new Berlin numbers, "It Only Happens When I Dance With You" gets dancing reprises. "Better Luck Next Time" is Judy's torch tune. "Drum Crazy" gives Astaire his trickiest routines, though he is terrific in "Steppin' Out With My Baby."

* * *

IN HOBO costumes and make-up Fred and Judy clown "A Couple of Swells."

With Peter Lawford, as Jonathan, playboy friend of all concerned, Judy sings "A Fella With An Umbrella." This and "Better Luck Next Time" should be most likely to stay in the public ear.

Forgotten melodies good to hear again are "Michigan," "Everybody's Doing It," "Snooky Ookums" and "Alabama Choo Choo."

From beginning to end "Easter Parade" paces right along. It's especially joyous whenever Astaire is in view, which luckily is most of the time. It would give a lift to a 10-ton truck.

Detroit Free Press
7/16/48

Detroit Free Press, 7/16/48

ADAMS **ASTAIRE** **RAVENS** **ADAMS**

NOW! **COOLED TO YOUR COMFORT** **IRVING BERLIN'S** **COOLED TO YOUR COMFORT** **NOW!**

JUDY GARLAND ★ FRED ASTAIRE **PETER LAWFORD ★ ANN MILLER**

GLITTERING IN **TECHNICOLOR**

AT REGULAR PRICES

MATINEE PRICE TILL 6:30 P. M.

from MGM



Fred Astaire Returns in Fine Form

"EASTER PARADE," based on a story by Frances Goodrich and Albert Hackett; music and lyrics by Irving Berlin, with dances staged and directed by Robert Alton. Directed by Charles Walters and released through Metro-Goldwyn-Mayer. At the Adams Theater.

Hannah Brown	Judy Garland
Don Hewes	Fred Astaire
Jonathan Harrow 3d.....	Peter Lawford
Nadine Hale.....	Ann Miller
Francois	Jules Munshin
Mike, the Bartender.....	Clinton Sundberg
Essie	Jeni LeGon

By JOHN FINLAYSON

IN 1946 FRED ASTAIRE announced that he would do his last movie dancing chore in "Blue Skies," and his screen retirement became an accepted fact. But here in "Easter Parade," a sprightly, well dressed, fast-moving musical, the top man of the tappers comes back with a bounce and, one is tempted to say, as agile and versatile as ever. But one cautiously recognizes that Fred is on the threshold of his 50's.

"EASTER PARADE," somewhat out of season so far as title is concerned, is nevertheless an entrancing musical which again makes clear as crystal the natural affinity the motion picture medium has for this type of entertainment. Beautifully mounted and in Technicolor and with a profusion of Irving Berlin tunes,

some new some old, the musical maintains a sprightly pace. Its make-believe story is charmingly enacted by Judy Garland and Astaire, whose dancing feet give the illusion of youth to a somewhat aging male of balding pate.

THE STORY tells of the badly smitten member of a dance team who loses his heart and head when his sleek partner, played by Ann Miller, walks out on him and upward to musical comedy success on Broadway. He hires a gawky, inexperienced chorine, played by Miss Garland, out of a night club line, just to show the haughty lady that any one could fill her slippers.

THIS CIRCUMSTANCE, of course, telegraphs the nature of a climax which brings to an end Freddie's meaningless mooning and sends a handsome stagedoor Johnny, enacted by Peter Lawford, who is in love with Miss Garland, back to Miss Miller. She has been carrying the torch for him. The story isn't exactly a hum-dinger, but it doesn't do any real damage to the Astaire-Garland specialties or the dancing of Miss Miller.

THE BERLIN tunes include the title number, a perennial favorite; "It Only Happens When I Dance With You," "Drum Crazy," which is a neat early reel specialty for the dance man; "A Couple of Swells," a swell hobo dance novelty number done by the pair; "Magazine Cover," a centerpiece for the Ann Miller talents; "I Love a Piano," Rag-time Violin," "Snooky Ookums," "Happy Easter," which has a catchy lilt even with Astaire doing the vocals, and "Alabama Choo Choo."

ONE NOTES that while the years seem to have lifted the spectacular out of the Astaire bag of tricks, they have not diminished his talents for enter-

taining terpsichore. A winning personality ameliorates his shortcomings as an actor. Miss Garland, on the other hand, performs with a trouper's sureness in all departments and is a delight to watch.

PHIL SKILLMAN

At the Piano and Solovox

LITTLE JACKIE THAYER

Impressions in Pantomime

CRYSTAL BAR

5612 Grand River

Cor. Lawton

TODAY

ABINGTON Twelfth and Seward — TR 2-0100
Open 6 P. M.—Ingrid Bergman and Warner Baxter, "ADAM HAD FOUR SONS"—George Raft, Joan Bennett, "SHE COULDN'T TAKE IT"

ACE Harper at Frontenac—WA 1-0347
Open 5:30—Cooled!—Bargain Hour Till 11—Abbott & Costello, "THE NOOSE HANGS HIGH"—Jack Carson, Ann Sothern in "APRIL SHOWERS"

ADAMS Grand Circus Park—CA 8522
"EASTER PARADE" Starring Judy Garland, Fred Astaire, Ann Miller, Peter Lawford, in Glittering Technicolor!

ADMIRAL Mack at St. Jean—VA 2-9195
FREE TO LADIES—NEXT TUESDAY WEDNESDAY AND THURSDAY, JULY 20, 21, 22 BEAUTIFUL PARMECCO CANISTER SET! DON'T MISS OUR OPENING GIFT!

ADMIRAL Mack at St. Jean—VA 2-9195
Open 3 P. M.—COOLED BY REFG. Errol Flynn, "ADVENTURES OF ROBIN HOOD" (Color) — "BLONDIE IN THE DOUGH," Penny Singleton—KIDDIE MAT. SAT.

ALGER East Warren at Outer Drive—NI 7723
COOL COMFORT—Doors Open 5:45—Errol Flynn, Olivia de Havilland in "THE ADVENTURES OF ROBIN HOOD," Technicolor 6:00, 9:32—Walter Pidgeon, Deborah Kerr in "WINTER COMES"—7:30 and 11:15

Ann Arbor News

8/17/48

THE HAPPIEST MUSICAL
EVER MADE!
COLOR BY
TECHNICOLOR

17 IRVING BERLIN
SONG HITS!

MGM presents

IRVING BERLIN'S EASTER PARADE

JUDY
GARLAND

FRED
ASTAIRE

PETER ANN
LAWFORD-MILLER



Ann Arbor News, 8/21/48

She's on
the beam—even
in her dreams!



**AUGUST IS GREATER
MOVIE SEASON**

In the Butterfield Theatres

GOOD MOVIES WILL KEEP YOUR OWN ROMANCE RUNNING SMOOTHLY!

Ending Tonight
BARBARA STANWYCK
VAN DUSEN
in
"B. F. DAUGHTER"

STARTING
SUNDAY

MICHIGAN
Perfection in Modern Cooking

The Happiest Musical Ever Made Is



IRVING BERLIN'S
**EASTER
PARADE**

Technicolor

JUDY GARLAND & FRED ASTAIRE

PETER LAWFORD • ANN MILLER

ALSO
"PLUTO'S PURCHASE"

Paramount World Action News

The Grandest Love Story
Ever Told! Judy pours out her
heart in glorious love songs... and
brings sublime Astaire to his greatest
dancing triumph... in a musical romance
so gay and tender and thrilling as living

ENDING TONIGHT
HENRY FONDA in "FORT APACHE"

**TOMORROW! FIRST TIME AT
REGULAR PRICES!**

SHALL SUNDAY WEEKDAYS 2:30 to 5 P.M. ★ CONTINUOUS
DAILY from 1 P.M.

EXACTLY AS SHOWN
At Advanced Prices

4 SHOWS DAILY
1:00 - 3:35 - 6:10 - 8:45 P.M.
Feature 1:10 - 3:55 - 6:30 - 9:05 P.M.



in the SUN

DAVID O. SELZNICK'S TECHNICOLOR PRODUCTION

JENNIFER JONES • GREGORY PECK • JOSEPH COTTEN
LIONEL BARRYMORE • HERBERT MARSHALL • LILLIAN GISH
WALTER HUSTON • CHARLES BICKFORD • WITH A CAST OF 2500
ALSO! COLOR CARTOON
ADDED: "BOWLING ALLEY CAT" LATEST WORLD NEWS

WUGRTH
Sunday!

MGM'S GAY
MUSICAL
TECHNICOLOR
LOVE STORY!

**THREE
DARING
DAUGHTERS**

JEANETTE
MacDONALD

JOHN
ITURBI

JANE
POWELL
SONGS
PEAR
12 SONGS
INCLUDE
THE DICKY BIRD
SONG

ALSO
"THE RETURN OF THE WHISTLER"

TOMORROW!
Wm. Boyd
"BOFFY'S BOULDER"

and
Ann Dvorak
"FRIEND OF THE DEER"

TWO FIRST ACTION...
DOUBLE THRILLS...
SPARKLING MUSIC...



GENE AUTRY
"Bells Of
Capistrano"

EMILEY BURNETTE

PLUS SERIAL—"THE NEW NEVER FORGET"
EXTRA! Hearward films tell the story of Duke's life in
your favorite's greatest action film series.

WHITNEY

NOW
2
BIG
HITS
★

HILARIOUS NEWLYWEDS

in a "No Babies or
Dogs Allowed"
apartment building!

Jackie COOPER
**STORK
BITES MAN**



WED. "SIGNS OF THE WOLF"
"Trapped By Boston Blackie"

Ann Arbor News, 8/23/48

② MICHIGAN

**35c DAILY
Until 5 P.M.**

Jerry Berlin's

EASTER PARADE

The Most
Exciting Parade
of Music, Glamour
and Mirth
ever seen!

COLOR BY *Technicolor*



*Heinz
Schulz
Hoyer
and
Hoyer*



starring
Judy GARLAND • Fred ASTAIRE
Peter LAWFORD • Ann MILLER



— ALSO —
"PLUTO'S PURCHASE"
Disney Cartoon



**Continuous Daily
From 1 o'clock**