

# GOODSPEED MUSICALS

# GUIDE TO THE THEATRE

student



**GOODSPEED  
MUSICALS**

The Max Showalter Center for  
Education in the Musical Theater

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**HOW TO SUCCEED IN BUSINESS  
WITHOUT REALLY TRYING**

Goodspeed Opera House  
September 24 - November 28, 2010

MUSIC & LYRICS BY  
**FRANK LOESSER**

BOOK BY  
**ABE BURROWS,  
JACK WEINSTOCK AND  
WILLIE GILBERT**

BASED UPON THE BOOK BY  
**SHEPHERD MEAD**

SCENIC DESIGN BY  
**ADRIAN W. JONES**

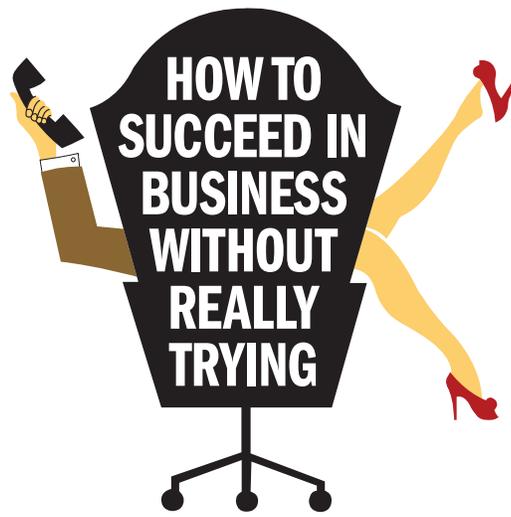
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*Student Guide to the Theatre*  
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The Student Guide to the Theatre is intended for use with the corresponding  
Teacher's Instructional Guide.

# ABOUT THE SHOW

## The Story

J. PIERREPONT FINCH, an ambitious window washer, stands on a scaffold outside the headquarters of World Wide Wickets perusing his guidebook to corporate success entitled *How to Succeed in Business Without Really Trying*. Following the book's instructions, he presents himself at the World Wide Wicket Company to ask for a job. Finch bumps into J.B. Biggley, and not knowing that he is the president of the company, proceeds to ask him for a job. Biggley criticizes him for his stupidity and angrily stomps off. This interaction is observed by the pretty secretary Rosemary Pinkleton who is instantly in love with Finch. She promises him that she will talk to her friend Smitty who is secretary to the personnel manager. Before she can do so, Finch meets Mr. Bratt, the Director of Personnel, and succeeds in securing a position in the mailroom.

Finch is eager to be promoted out of the mail room, but he quickly finds that there is an obstacle to this part of his objective. Bud Frump, his fellow mailroom worker, is the nephew of Biggley's wife and, like Finch, he too is eager for a promotion.

Frump has his eye on the eager Finch, but Finch works with an unmatched devotion to the internal mail system of the building. Finch befriends Mr. Twimble, the head of the mailroom, who chooses Finch to replace him in the position, but he modestly declines and suggests the position should be given to the more experienced Bud Frump, his arch enemy.

Finch's self-sacrifice does not go unnoticed, and before long he finds himself promoted to a junior executive post in the Plans and Systems department under Mr. Gatch. Rosemary is thrilled at how quickly Finch is moving up and although she is persistent, her attempts to get him to date her go unnoticed.

At the end of the day, Finch speaks with Miss Jones, Biggley's secretary, and learns about Biggley's allegiance to his college, Old Ivy. At the elevator he runs into Rosemary, and with Smitty's guidance they make plans for dinner.

The next morning, Saturday, Biggley comes by the office to pick up his golf clubs and encounters Finch (who had entered moments earlier spreading empty coffee cups and other pieces of trash around him) slumped over his desk pretending to be asleep. Biggley is impressed that Finch has worked through the night. Finch "unconsciously" hums the Groundhog song from Old Ivy and the two reminisce about their Alma Mater (which Finch never attended) and their team's rival, the Chipmunks. After this, Biggley

gives Finch his own office and a secretary, Hedy La Rue - Biggley's mistress. Through his clever scheming, Finch is again promoted to Head of Plans and Systems.

Finch attends a party for the new Head of Advertising who, by the end of the night, has been fired and replaced by none other than Finch. Also, Rosemary becomes Finch's new secretary and fiancée.

As the Vice-President of Advertising, Finch needs to come up with a bright idea for a campaign. Frump offers an idea for a TV giveaway game show named "World Wide Wicket Treasure Hunt." He does not tell Finch that he already suggested this idea to his uncle himself and been rejected.

Finch assigns Hedy a leading role in the presentation as the World Wide Treasure Girl and the project is given the go ahead. Biggley and Finch secretly decide that the prizes shall be hidden in World Wide Wicket's ten major American branches. On the premier telecast Hedy reveals to the whole country where the prizes are and the entire program falls into ruins.

In a meeting with the company's chairman, Mr. Womper, Finch signs a letter of resignation and tells them all that he is going back to his job as a window washer. At these words Womper becomes interested, because he too started out as a window washer. Womper and Finch become fast friends and Finch "innocently" pins the whole Treasure Hunt idea on Frump. A foiled Frump is led away.

Some days later, Biggley, still president, assures his employees that World Wide Wickets is stronger than ever thanks to the brightness and energy of one man - J. Pierrepont Finch. Womper announces that he is retiring as Chairman of the Board and appoints Finch as his successor.



# ABOUT THE SHOW

## The Characters

### WHAT IS THAT???

**window washer:** someone who washes windows for a living, especially on skyscrapers.

**promoted:** moved up in position or rank

**alumnus:** a person who has attended or has graduated from a particular school, college, or university.

**rival:** one of two or more trying to get what only one can have.

**weaselly:** misleading or sneaky

**archenemy:** a principal or chief enemy.

**principal role:** a performer who has many lines and often has at least one solo. Principal roles are the main characters in the story.

**ensemble:** a group of actors, singers, or dancers who perform together on stage.

**understudy:** actors who play the principal roles when the regular actor is sick or for some reason cannot perform.

**swing:** substitutes for the understudies when they must take over for a lead role. Swings must learn many parts so they are ready to fill in for whomever is needed.

**company:** the cast and crew of a show and any other staff who work on the show.

**J. PIERREPONT FINCH:** A young bright-eyed **window washer** who gets hired at World Wide Wickets as a mailroom clerk. Through a series of clever schemes, Finch befriends all the right people and is **promoted** through the ranks of the company to eventually become Chairman of the Board. While he makes his way to the top of World Wide Wickets, a secretary, Rosemary, falls in love with Finch and they get married.

**ROSEMARY PILKINGTON:** A pretty secretary at World Wide Wickets who, upon meeting Finch, is determined to marry him. Finch repeatedly ignores Rosemary's attempts to date him, but they eventually become a couple and get married.

**J. B. BIGGLEY:** The President of World Wide Wickets. Biggley is a devoted **alumnus** of Old Ivy College and fires the new Head of Advertising because he is a graduate of a **rival** school. Biggley is Bud Frump's uncle and although he is married, he has a mistress, Hedy La Rue, who works as a secretary at the company.

**BUD FRUMP:** A **weaselly** mailroom clerk at World Wide Wickets who uses his Uncle J. B. to move up in the company. Frump is Finch's **archenemy** and tries to ruin his plans to be promoted.



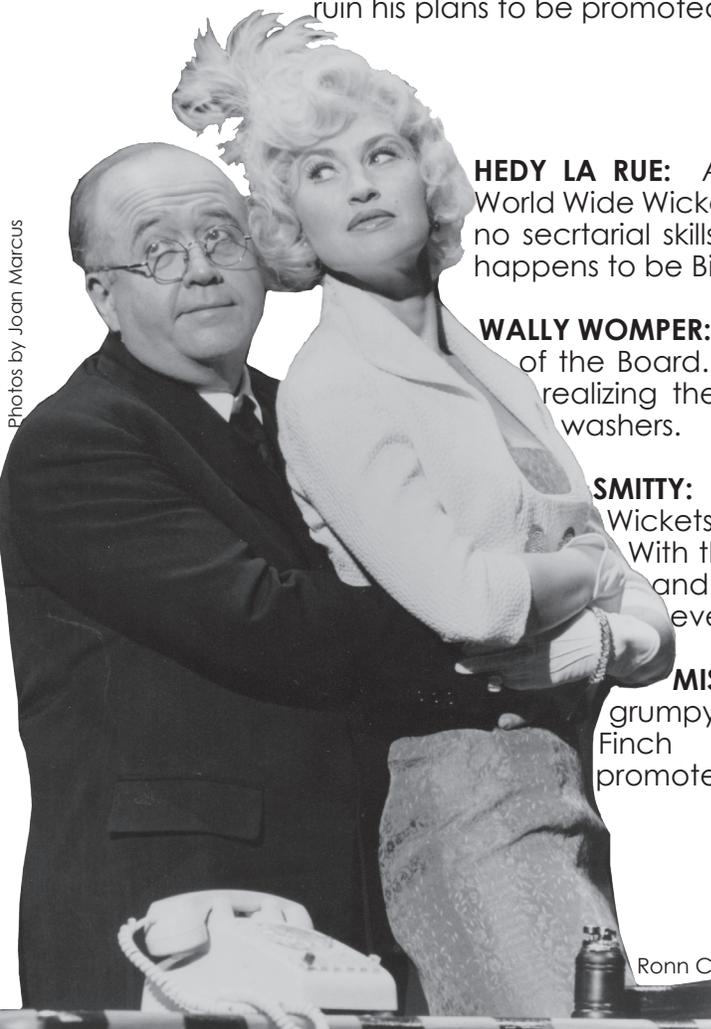
Sarah Jessica Parker as Rosemary Broadway, 1996

**HEDY LA RUE:** A voluptuous new secretary at World Wide Wickets. Although she has absolutely no secretarial skills, Hedy was hired because she happens to be Biggley's mistress.

**WALLY WOMPER:** World Wide Wicket's Chairman of the Board. Womper befriends Finch after realizing they both started out as window washers.

**SMITTY:** A secretary at World Wide Wickets and Rosemary's best friend. With the help of Smitty, Rosemary and Finch start dating and eventually get married.

**MISS JONES:** Biggley's grumpy secretary who befriends Finch and helps him get promoted.



Ronn Carroll and Luba Mason as Biggley and Hedy Broadway, 1995

*Did You Know...*  
Ronn Carroll, pictured left, who played J. B. Biggley in the 1995 Broadway revival, is playing the same role for the Goodspeed production.

# WHAT IS THAT???

# BEHIND THE SCENES

## Design

**costume designer:** the person responsible for all the costumes seen on stage. He or she creates drawings which are then sewn into outfits for the actors.

**scenic designer:** the person responsible for the scenery on stage. He or she designs the background and atmosphere for the entire production.

**set model:** a miniature version of what will become the full set of a show. Set models help the designer visualize how the set will actually look on stage.

**costume renderings:** drawings of the costume designer's designs. These drawings help the designer visualize the clothing the actors will wear on stage.



The many costumes of Miss Hedy La Rue

### 1960s Fashion

Women's fashion of the early 1960s mirrored the first lady, Jacqueline Kennedy. They wore pillbox hats, pastel colored suits, stiletto-heeled shoes, short boxy jackets with oversized buttons. Menswear was bright and colorful with slim-fitting suits and skinny ties.

For mor information about 1960s fashion visit:  
<http://www.fiftiesweb.com/fashion/sixties-fashion.htm>

Costume Renderings  
by Gregory Gale

### 1960s Decor

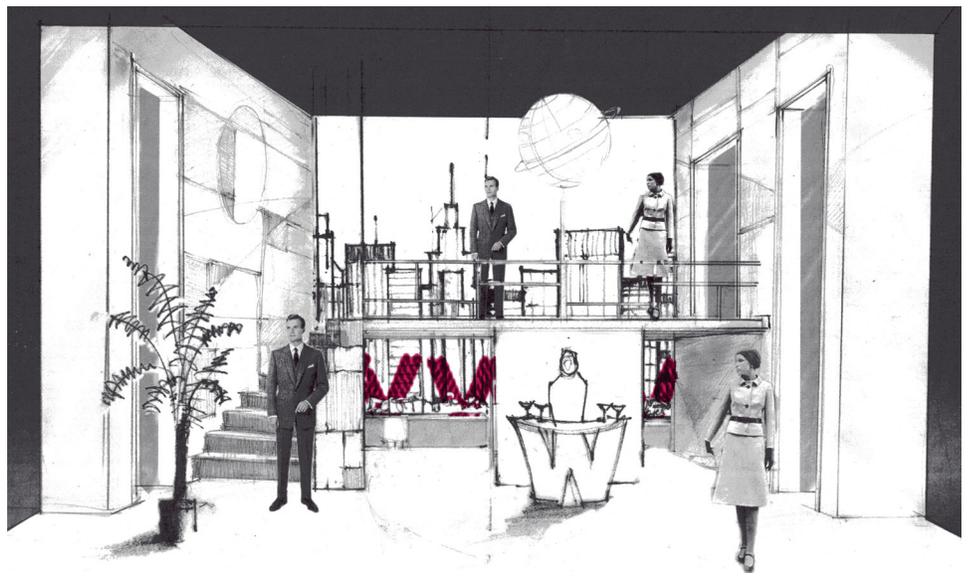
Many designers in the 1960s were influenced by the rapid industrialization taking place in society. Furniture was no longer cozy and warm, but instead it was metallic, sleek, bold, geometric and minimal.



Set Model & Rendering  
by Adrian W. Jones

### Did You Know...

All the sets and costumes are created, built and sewn right here at Goodspeed in our very own production shops.



# BEHIND THE SCENES

## Music



FRANK LOESSER (1910-1969), **composer** and **lyricist** for *How to Succeed*, has been called the most versatile of all Broadway composers. He never studied music formally. Although his father was a distinguished German-born teacher of classical music and his older brother was a renowned concert pianist, he refused to study classical music in favor of pop music. Loesser first taught himself the harmonica and then the piano in his early teens.

Intrigued by word play, Loesser began writing songs, sketches and radio scripts. In 1939 he made his composing debut when he wrote the music and lyrics for the title song of the film *Seventeen*. He gained acclaim through the dozens of popular hits that he wrote for Hollywood musicals. One of the most familiar of these standards is Loesser's 1948 Academy Award winner, "Baby, It's Cold Outside" from the movie *Neptune's Daughter*. Visit this link to see the video: <http://www.youtube.com/watch?v=iHYqKEAehPU>.

After being convinced to move to New York, Loesser's Broadway career took off. He wrote the **scores** for five musicals: *Where's Charley?*, *Guys and Dolls*, *The Most Happy Fella*, *Greenwillow* and *How to Succeed in Business Without Really Trying*, thus proving to be more than just another pop tune writer from Hollywood.

### "Coffee Break"

Frank Loesser wrote the song "Coffee Break" as a satirical criticism of caffeine addiction in the work place. "Coffee Break" is a dance number sung by Bud Frump and Smitty in the style of an "ominous cha cha rhythm."

Sheet music for the vocal line and piano accompaniment of "Coffee Break". The vocal line includes lyrics: "Like she said! If I can't take my". The piano part includes dynamics like *ff* and *pp*.

Sheet music for the vocal line and piano accompaniment of "Coffee Break". The vocal line includes lyrics: "cof-fee break, my cof-fee break, ... If". The piano part includes dynamics like *f* and *pp*.

**FRUMP**  
If I can't take my coffee break  
My coffee break, my coffee break,  
If I can't take my coffee break,  
Something within me dies...

**ALL**  
Lies down and something within me dies!

**SMITTY:**  
If I can't make three daily trips  
Where shining shrine benignly drips,  
And taste cardboard between my lips,  
Something within me dies...

**ALL**  
Lies down and  
Something within me dies!

## WHAT IS THAT???

**composer:** the person who writes the melodies and music of the songs.

**lyricist:** the person who writes the words that go with the composer's music.

**score:** a written form of a musical composition including parts for voice and all other instruments.

**overture:** the beginning music in a musical which usually contains parts from songs that will be heard throughout the show.

**reprise:** when a song or part of a song is repeated later in the show.

**orchestra pit:** the area located in front of or beneath the stage in a theatre. It is designed to accommodate the orchestra which accompanies musicals or other performances

Did You Know...  
2010 marks Loesser's  
100th birthday.  
For more information  
visit  
<http://frankloesser.com/>



The cast of Goodspeed's *How to Succeed* performing "Coffee Break"

Photo by Diane Sobolewski

# PAGE TO STAGE

## Adaptation

**“Adaptation:** a transition or conversion from one medium to another (for example, book to musical). Adaptation implies a process that demands rethinking, reconceptualization and understanding of how the nature of drama differs from the nature of all other literature.”

Take for example a book. Most novels are comprised of first or third person narration mixed with dialogue. When adapting a novel for the stage, the playwright must convert all of the dialogue into script and stage directions. Take a look below to study how a passage from Shepherd Mead's book, *How to Succeed in Business without Really Trying* was adapted into a scene from the musical. Make sure to note what was added, subtracted or left the same from the original book.

### How to Succeed In Business without Really Trying

by Shepherd Mead  
Original Book, 1952  
p. 41-42



By the time you have reached a position of real responsibility you will probably be in the one window stage, and will be able to say good-by forever to the steno pool.

You are ready to have your own private secretary. Choose her carefully! Many a rising young man has been broken by careless or frivolous choice of secretaries. A Secretary is NOT a Toy. She will be a girl selected for her ability, at one thing or another, and she will only too often be skillful with the typewriter, and perhaps even shorthand. She will be entrusted to your care as a helpmate in your work, and should not be used for pleasure, except in emergencies.

*Does She Belong to Another?* If the young lady assigned to you is so attractive that you feel things are too good to be true, tread carefully.

Ask yourself this question: Does she belong to another?

It may be that one of the really big men in the company has become Interested-In-Her-Career, and has given her to you as a secretary. He will want to be sure she is kept busy during the day. Keep her busy! But keep your distance.

### How o Succeed In Business Without Really Trying

by Abe Burrows, Jack Weinstock and Willie Gilbert  
Adapted Musical, 1962  
ACT I, Scene 9

#### BOOK VOICE

Choosing a secretary can be fraught with peril. Take a good look at the young lady who has been assigned to you. If she is so attractive that you feel things are too good to be true, be very careful. It may be that one of the big men in the company is "Interested-In-Her-Career." There is a simple test for this. Check on her secretarial skill. The smaller her abilities, the bigger her Protector.

Miss La Rue, let's try some dictation. Take a letter.

(Flips open steno pad.)  
Shoot!

(Speaks slowly.)  
This is to Mr. Gatch. Dear.... Mr..... Gatch.... Pursuant.... to....  
our....discussion... of...

Wait a minute!  
(FINCH stops.)  
You trying to catch a train?

What are you taking this down in?

Longhand. It's safer. I make up for it when I type.

Oh, you type fast?

Like a jackrabbit. Twelve words a minute

Uh...by the way, Miss La Rue...Hedy...what was your last position?

I was in the tobacco business. But then Mr. Biggley...

Mr. Biggley...

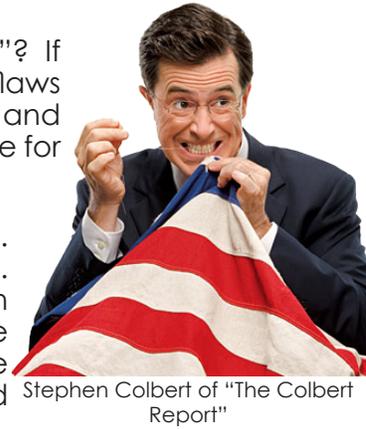
He got me interested in wickets, so I matriculated myself into business school, and, well, here I am.

# PAGE TO STAGE

## Satire

**“Satire:** a literary work in which human vice or folly is attacked through irony, mockery, or wit.”

Have you ever watched “Saturday Night Live,” “The Colbert Report” or “The Daily Show”? If so, chances are you’ve seen a satire. These shows criticize politics and identify human flaws and vices related to entertainment and current events through the use of exaggerated and sensationalized news stories. Even before television, satire has been a popular literary style for centuries in the form of essays, pamphlets, theatre and political cartoons.



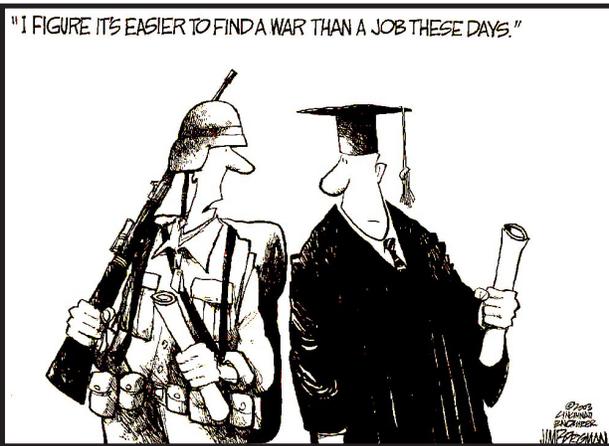
Stephen Colbert of “The Colbert Report”

The purpose of satire is to correct a behavior that is believed to be morally unacceptable. At the basis of every good traditional satire is a sense of moral outrage or indignation. The satirist believes that a certain behavior is objectionable and needs to be exposed. In

order to expose this bad behavior, the satire encourages everyone to see the people involved as ridiculous, to laugh at them and to render them objects of scorn.

*How to Succeed* is written in the style of a satire. The characters and plot are not intended to be realistic, but they are instead meant to exaggerate certain aspects of life in order to point out problems with society and the business world such as nepotism (favoring family members when making employment decisions), sexual harassment and infidelity.

### CHARACTERISTICS OF SATIRE AS USED IN *HOW TO SUCCEED*



Political cartoon commenting on war and the current job crisis.

company hoping to be hired, one would expect that they would not receive a job. It is ironic that Finch actually does get hired at World Wide Wickets despite the fact that he nearly knocks over the company’s President and has no relevant education or experience.

**DRAMATIC IRONY:** An outcome of events opposite to what was, or might have been expected. If a window washer entered a big

**PARADOX:** An opinion or statement that is contrary to commonly accepted opinion. In the song “The Company Way,” Twimble explains to Finch that he is perfectly complacent with his place in the company and has stayed in the mailroom for so long because he never challenges company policy or suggests new ideas. Although he’ll never rise up to the top, at least he won’t be fired. Twimble’s opinion is paradoxical to the norm because most people would try to make suggestions and come up with new ideas in order to be promoted.

**COLLOQUIALISM:** An informal expression that is more often used in casual conversation than in formal speech or writing. *How to Succeed* utilizes colloquialisms to reflect the speech of regular people. By not formalizing the dialogue, the characters become simplified as is the aim in a satire.

**ANTI-CLIMAX:** A decline viewed in disappointing contrast with a previous rise in the plot. Finch suffers an anti-climax when his brilliant “Treasure Hunt” idea goes down in flames after Hedy reveals to the country where the treasure is hidden.

**EXAGGERATION:** An overstatement or enlarging beyond the truth. Many of the characters in *How to Succeed* are exaggerated. For example, Frump is depicted as child-like to point out his dependence on his uncle Biggley, and Hedy La Rue is depicted as a voluptuous air-head to show that it is only her beauty and connection to Biggley that got her the job.

**BURLESQUE:** A literary or dramatic work that seeks to make fun of something by means of mockery or comic imitation. As president of World Wide Wickets, one would expect Biggley to be extremely intelligent, well-spoken, confident and in control. Instead, he is burlesqued and represented as just the opposite – he knits to calm his nerves, he mumbles in gibberish, and he is prone to fold under his wife’s demands.



Biggley (Rudy Vallee) watches as Finch (Robert Morse) practices his knitting.

Photo by Friedman-Abeles

# FOCUS

## The 1960s

THE 1960s WAS A DECADE OF CHANGE. People were forced to examine their most cherished beliefs, their most comfortable traditions, and make choices that would better society. *How to Succeed In Business Without Really Trying* was written and set in the Sixties - a time with no Internet, cell phones or ipods. People had to use typewriters instead of computers and memos were handwritten, not emailed. The business world was dominated by men. Women and minorities held little power in corporations and industry. It is important to study the decade in which *How to Succeed* is set in order to better understand how the characters act and why things are the way they are.

### THE ECONOMY

*"Before applying for a job, make sure you have chosen the right company. It is essential that the company be a big one. It should be at least big enough so that nobody knows exactly what anyone else is doing."* - HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING

**BIG BUSINESS:** World Wide Wickets is a depiction of 1960s typical "big business." Big Business is a term used to describe large corporations in either an individual or collective sense. These commercial enterprises are organized and financed on a scale large enough to influence social and political policies. Corporations such as Exxon Mobil, Wal-Mart and General Motors can all be classified as "big business." While *How to Succeed* simply examines the inner-workings of such a corporation, in the real world, an individual business is affected by the economy as a whole. By taking a closer look at the world outside the World Wide Wickets bubble, you will get a better picture of what goes on inside the company.

**RECESSION AND EXPANSION:** As the 1960 presidential election campaign got underway, the 1960-1961 recession began. John F. Kennedy was undeterred by the economic downfall and promised "to get America moving again" by increasing the economic growth rate and decreasing the unemployment rate. Once Kennedy was elected, he began work on enforcing a number of measures including increasing the minimum wage and providing tax cuts for businesses. With the help of President Johnson's continued efforts, the US experienced its longest uninterrupted period of economic expansion in history during the 1960s.

### WOMEN

*"The problem lay buried, unspoken, for many years in the minds of American women. It was a strange stirring, a sense of dissatisfaction, a yearning that women suffered in the middle of the twentieth century in the United States. Each suburban wife struggled with it alone. As she made the beds, shopped for groceries, matched slipcover material, ate peanut butter sandwiches with her children, chauffeured Cub Scouts and Brownies, lay beside her husband at night--she was afraid to ask even of herself the silent question--'Is this all?'"* - Betty Friedan, *THE FEMININE MYSTIQUE*

After seeing *How to Succeed* it is clear that women were treated much differently in the 1960s compared to today. No woman at World Wide Wickets holds any position other than secretary. As noted in the song "A Secretary is Not a Toy," the secretaries are treated as objects of desire instead of as professionals and colleagues. Although this was not always the case in companies, women definitely held much less power in the workplace than they do today.

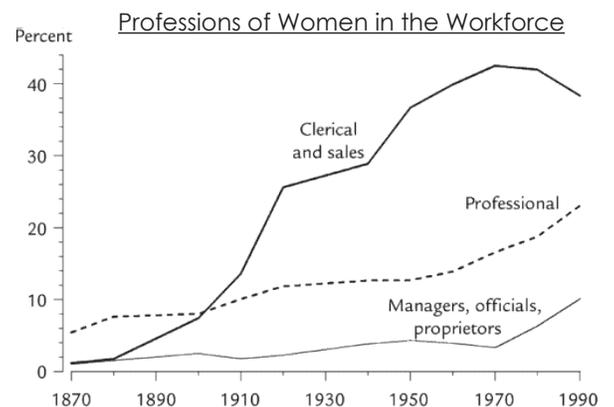
During the 1960s, women were treated as a minority. Although they made up more than 50% of the population, women were often as invisible and powerless as any true minority. In 1963, thanks to Betty Friedan's book *The Feminine Mystique*, the limited roles that women were asked to play in society were questioned and women were challenged to push beyond these limitations. The Women's Liberation Movement began as women were empowered to change their attitudes about themselves. Many women, for the first time, saw themselves as completely equal to men, and they began to insist that men treat them as equals in the workplace and at home.



#### Top Ten Fortune 500 Companies

1960	2010
1. General Motors	1. Wal-Mart Stores
2. Exxon Mobil	2. Exxon Mobil
3. Ford Motor	3. Chevron
4. General Electric	4. General Electric
5. U.S. Steel	5. Bank of America
6. Mobil	6. ConocoPhillips
7. Gulf Oil	7. AT&T
8. Texaco	8. Ford Motor
9. Chrysler	9. J.P. Morgan Chase
10. Esmark	10. Hewlett-Packard

The leading sectors in the 1950s – automobiles, chemicals, and electrically powered consumer durables – were overpowered by the housing and computer industry in the 1960s. Big business dominated the domestic economy as in 1962 when the five largest industrial corporations accounted for over 12% of all assets in manufacturing. By 1965, General Motors, Standard Oil and Ford had larger incomes than all the farms in the U.S.



# FOCUS

## Getting a Job

### WHAT IS THAT???

**Company President:** also known as the CEO or Chief Executive Officer, the President is the highest individual in command of an organization. Typically the company president or CEO reports to the Chairman of the Board.

**junior executive:** a low-ranking position in an organization or profession.

**personnel:** the group of people employed by a business.

**Vice-President of Advertising:** the person who manages a company's advertising program. They develop the strategies and materials which promote and help to sell a product.

**Chairman of the Board:** the highest ranking officer in a firm's board of directors who has executive authority over the entire company.

J. Pierpont Finch's rise to the top at World Wide Wickets is a unique and unlikely case. With a little help from his trusty handbook, *How to Succeed in Business Without Trying*, Finch manages to weasel his way into the company and work his way up to the very top in no time at all.

If you're looking to rise to the top of the business world in reality, Finch's handbook is probably not the best source of advice. Instead of using manipulation and schemes, try using these keys to success.

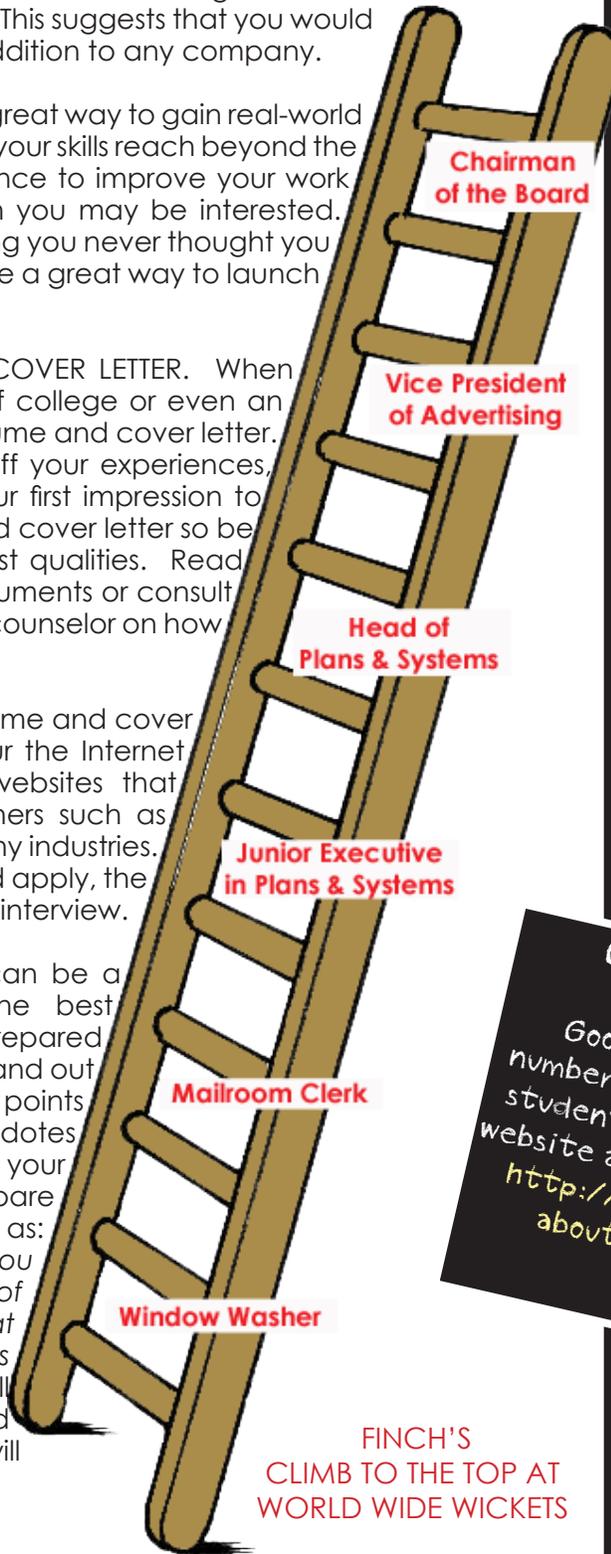
1. **GO TO COLLEGE.** Employers, in and out of the business world, look for college graduates with a well-rounded background and a record of academic achievement. This suggests that you would be an intelligent and hard-working addition to any company.

2. **GET AN INTERNSHIP.** Internships are a great way to gain real-world experience and show employers that your skills reach beyond the classroom. It also gives you the chance to improve your work ethic and test out a career in which you may be interested. You may find you love doing something you never thought you would like or vice versa. Internships are a great way to launch you on the right career path.

3. **WRITE AN IMPRESSIVE RESUMÉ AND COVER LETTER.** When you're looking for your first job out of college or even an internship, it is vital to perfect your resume and cover letter. Both of these act as tools to show off your experiences, interests and abilities. You make your first impression to an employer through your resumé and cover letter so be very careful to demonstrate your best qualities. Read about proper formation of these documents or consult with a guidance counselor or career counselor on how to best express your qualifications.

4. **APPLY, APPLY, APPLY.** Once your resume and cover letter are written, you can now scour the Internet for job listings. There are many websites that post industry-specific listings and others such as monster.com that have listings for many industries. The more you search for openings and apply, the more chances you'll have to land an interview.

5. **NAIL THE INTERVIEW.** An interview can be a nerve-racking experience, but the best remedy for those nerves is to be as prepared as possible. Know your resume inside and out and be able to elaborate on your bullet points with relevant explanations or anecdotes that reveal something unique about your abilities and qualifications. Also, prepare answers to standard questions such as: *Tell me about yourself. Why are you interested in this job? What are some of your strengths and weaknesses? What makes you a good candidate for this position?* Chances are, if you can roll off these answers in an articulate and confident manner, your interview will be a success.



**Get Involved**  
Goodspeed offers a number of internships for students. Check out the website and start applying!  
<http://goodspeed.org/about.aspx?id=218>

FINCH'S  
CLIMB TO THE TOP AT  
WORLD WIDE WICKETS

## WHAT IS THAT???

**Broadway:** a street located in Manhattan, New York, but the word also refers to theatrical performances presented in one of the 40 large professional theatres with 500 seats or more located in the Theatre District, New York.



**Tony Awards:** recognize achievement in live American theatre at an annual ceremony in New York City. The awards are for Broadway productions and performances.

**Pulitzer Prize:** a U.S. award for achievements in newspaper and online journalism, literature and musical composition. It was established by Hungarian-American publisher Joseph Pulitzer and is administered by Columbia University in New York City.

# FUN AND GAMES

## Interesting Facts

- *How to Succeed* opened on **Broadway** at the 46th Street Theatre on October 14, 1961 and ran for 1,417 performances.
- *How to Succeed* won the 1962 **Pulitzer Prize** for Drama – only the fourth awarded to a musical.
- The musical won multiple **Tony Awards** including Best Musical, Best Book of a Musical, Best Director of a Musical and Best Musical Director.
- The musical *How to Succeed* is based on Shepherd Mead's satirical handbook about rising to the top of the business world, called *How to Succeed in Business Without Really Trying: A Dastard's Guide to Fame and Fortune*. The book became a bestseller in 1952.
- In 1955, playwright Willie Gilbert and neurosurgeon Jack Weinstock adapted Mead's book for the stage. In 1960, agent Abe Newborn brought the script to producers Ernie Martin and Cy Feuer who were soon convinced that it could be made into a musical.
- Hugh Lambert was hired as the show's choreographer after Cy Feuer saw his work in an industrial show. The number he saw went into *How to Succeed* as "Pirate Dance," but the creative team soon found out that the only thing he could do was that number. Although Lambert was spared from being fired, Bob Fosse was hired for "Musical Staging" and choreographed every other number in the show.
- Rudy Vallee, who played J. B. Biggley in the original Broadway production, caused lots of trouble for the show's production team. He complained about his small salary, small dressing room and the fact that his expenses were not reimbursed. Vallee also insisted on adding his own twist to Loesser's songs, claiming that they were "extremely simple."
- Loesser almost kicked Rudy Vallee out of the production after an argument over the money he would earn from recording the cast album (royalties).
- During auditions for replacement cast members, Bob Fosse would have the hopefuls sing "Yankee Doodle Dandy" while pretending to stick feathers in their hats and performing elementary steps in time to the tune. He called it moving, not dancing and used this method to weed out actors with two left feet.

Check It Out!

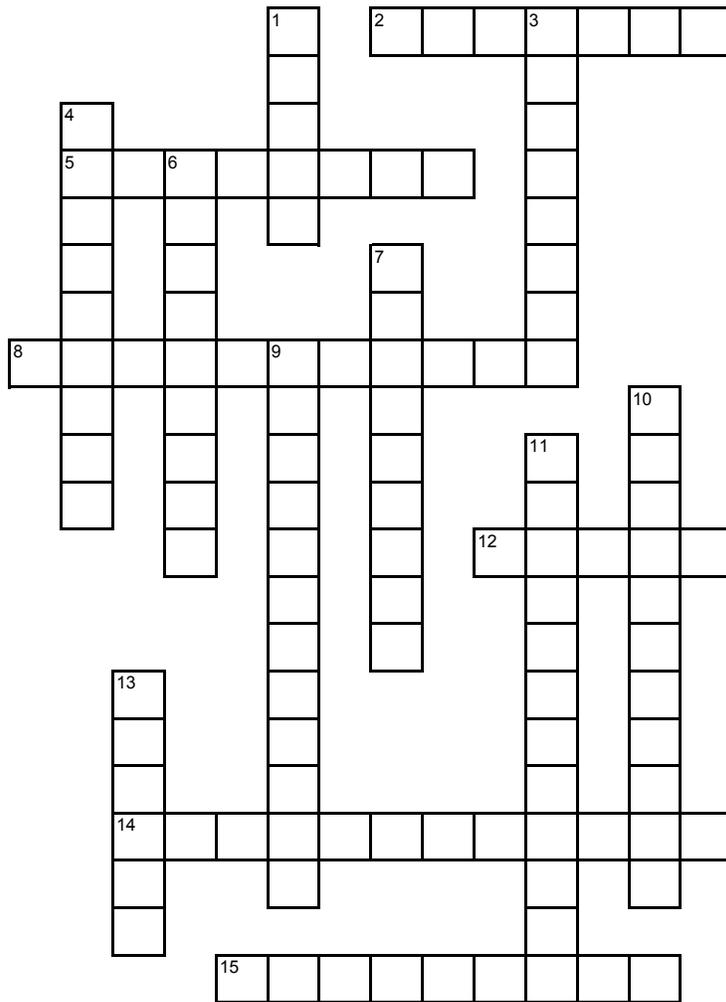
HOW TO SUCCEED was made into a movie in 1967 with many of the original cast members. Rent or borrow the movie from your local library.



Abe Burrows and Frank Loesser after winning the Pulitzer Prize.

# FUN AND GAMES

## Crossword Puzzle



### ACROSS

- 2 What Biggley's company sells
- 5 Finch's girlfriend
- 8 Department in which Finch is last employed
- 12 Biggley's relationship to Frump
- 14 Composer and lyricist of *How to Succeed*
- 15 Wally Womper's bride

### DOWN

- 1 Finch's Enemy
- 3 Biggley's secret hobby
- 4 Old Ivy's mascot
- 6 "A \_\_\_\_\_ Is Not a Toy"
- 7 Biggley's secretary
- 9 TV giveaway show, "World Wide Wicket \_\_\_\_\_"
- 10 The Chairman of the Board
- 11 Finch's original profession
- 13 The employees' favorite beverage

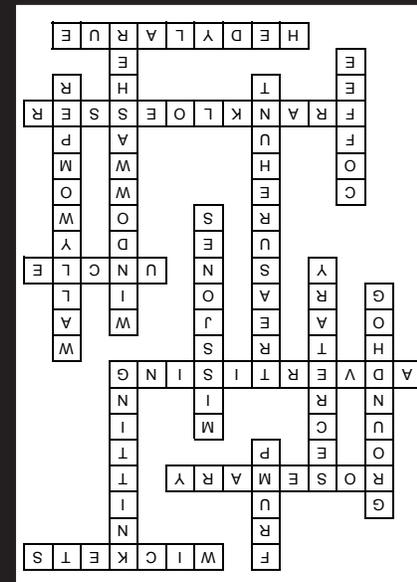
## WHAT IS THAT???

**director:** the person in charge of everything that happens onstage. The director provides the vision of how a show should be presented, works with the actors on their roles, develops the blocking (where the actors stand and move on stage), and is in charge of the rehearsals.

**producer:** the person or people who decide to put on a show and what the show is. He or she will then assemble the playwright, director, designers, actors, etc. and supervise their work.

**playwright or librettist:** the person who writes the story and the dialogue of a play, as well as many of the stage directions that the actors and director follow, to tell a story for the stage.

**choreographer:** the person who creates dances and arranges movements for a musical.



# How to Be an Awesome Audience Member

Seeing a musical at the Goodspeed Opera House is a unique and exciting experience. All the members of the production, both cast and crew, work hard to give you a great show. As an audience member, you also have an important job. You must help the performers give their best performance possible. You can do this by practicing these rules of theater etiquette:

- Do laugh when the performance is funny.
- Do applaud when the performance is over. Applause is how you say “Thank you” to the performer. The actors will bow as you applaud. That is how they say “Thank you for coming.”
- Do stand and applaud if you thought the show was outstanding.
- Don’t forget to turn off your cell phone. A ringing or buzzing phone can be very distracting. It can also be embarrassing for you if it is your phone that is disrupting the show!
- Don’t text during the performance because it distracts the actors and audience.
- Make sure to visit the restroom before the production begins.
- Don’t speak or whisper during the performance...whispering is still speaking, so only in an emergency should whispering occur.
- Remember that the Overture (introductory music) in musical theatre is part of the performance, so remain silent when the show begins.
- Don’t take pictures during the performance. It can be very distracting to the actors and it can result in an accident.
- Don’t put your feet up on the seats or kick the seat in front of you.
- Do remain in your seat for the entire performance. If you must leave, exit during intermission. In an emergency, calmly walk toward the nearest exit.

The *Student Guide to the Theatre for How to Succeed* was prepared by  
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