



The New York Public Library
Billy Rose Theatre Division

Guide to the

Frank Cruickshank papers

1904-1946

*T-Mss 2012-075

Compiled by Matthew Snyder, 2014

Summary

Creator: Cruickshank, Frank

Title: Frank Cruickshank papers

Date: 1904-1946

Size: 1.89 linear feet (5 boxes)

Source: Unknown.

Abstract: Frank Cruickshank was a theatrical press agent active from the turn of the twentieth century until the mid-1940s. The Frank Cruickshank papers, dating from 1904 to 1946, contain press releases and clippings regarding the productions Cruickshank promoted on behalf of the Shubert Theatre Organization. They also hold show handbills and a small set of letters.

Access: Some collections held by the Dance, Music, Recorded Sound, and Theatre Divisions at the New York Public Library for the Performing Arts are held off-site and must be requested in advance. Please check the collection records in **the NYPL's online catalog** for detailed location information. For general guidance about requesting offsite materials, please consult: <https://www.nypl.org/about/locations/lpa/requesting-archival-materials>

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Processing note: Compiled by Matthew Snyder, 2014

Creator History

Frank Cruickshank was a theatrical press agent active from the turn of the twentieth century until the mid-1940s. He did publicity work for the Shubert Theatre Organization, promoting productions at the Winter Garden Theatre in New York and for Shubert venues in Philadelphia. Cruickshank also promoted the touring versions of Broadway plays and musicals.

Scope and Content Note

The Frank Cruickshank papers, dating from 1904 to 1946, primarily contain press releases and clippings regarding the productions Cruickshank promoted on behalf of the Shubert Theatre Organization. They also contain show handbills and a small set of letters.

The press releases are for original productions at the Winter Garden Theatre or theaters in Philadelphia, and for touring versions of the same shows. Clippings are among the press releases. Among the theatrical productions represented in the press releases are three features for Al Jolson: *The Whirl of Society* (1912), *Big Boy* (1925-1928), and *Hold On To Your Hats* (1940). Other plays, musicals, and revues promoted by Cruickshank include *Take It From Me* (1919), *Life Begins At 8:40* (1934), *George White's Scandals* (1931), *Good News* (1927), *Passing Show* (1923 and 1926), *Greenwich Village Follies* (1928), and *Yokel Boy* (1940-1941). Cruickshank also promoted attractions such as *Ballet International*, the *Mordkin Ballet*, Victor Herbert's opera *The Enchantress* (featuring Kitty Gordon), and the film *The Green Pastures* (1936).

Most press releases and clippings are arranged by production, but some are arranged in subjects such as "Special Women" (stars of stage and screen), *Chorus Girls*, *Dancers*, and the Winter Garden Theatre. Also present is a general file of press releases and handbills for various productions.

The letters date from 1904 to 1946. Most are from presenters and booking agents regarding touring productions. Some of these contain weekly financial statements or contracts. Other letters are from aspiring actors looking for work. Some contain photographs. There is also one personal letter to Cruickshank.

Arrangement: The collection is in two divisions: Letters and Publicity.

Key Terms

Genre/Physical Characteristic

Clippings (information artifacts)
Letters (correspondence)
Photographs
Press releases

Subjects

Musical Revues and Comedies -- New York (State) -- New York
Revues -- New York (State) -- New York
Theaters -- New York (State) -- New York
Theaters -- Pennsylvania

Occupations

Publicists

Names

Jolson, Al, 1886-1950
Shubert Theatre (Organization : New York, N.Y.)
Shubert Theatre (Organization : Philadelphia, Pa.)
Winter Garden Theatre (New York, N.Y. : 1634 Broadway)

Container List

- b. 1 f. 1 Letters 1904-1946
 - Publicity
 - General
- b. 1 f. 2-3 Handbills 1920s-1930s
MWEZ + n.c. 18,011
- b. 1 f. 4-5 Handbills 1920s-1930s
MWEZ + n.c. 18,012
- b. 1 f. 6 Press Releases undated
- b. 2 f. 1 *Abie's Irish Rose* 1943
- b. 2 f. 2-3 Ballet International 1944-1945
- b. 2 f. 4 *Big Boy* 1925-1928
- b. 2 f. 5-6 Chorus Girls 1922-1930, undated
- b. 5 f. 1 Chorus Girls 1922-1932, undated
- b. 2 f. 7 Dancers 1927-1934
- b. 2 f. 8 *Doctor De Luxe* undated
- b. 2 f. 9 *The Enchantress* 1911
- b. 5 f. 2 *The Enchantress* 1911
- b. 2 f. 10 *Fifty Million Frenchmen* circa 1930
- b. 3 f. 7 *George White's Scandals* 1931
- b. 2 f. 11 *The Girl of My Dreams* 1911
- b. 2 f. 12 *Good News* 1927
- b. 2 f. 13 *The Green Pastures* 1936
- b. 2 f. 14 *Greenwich Village Follies* 1928
- b. 3 f. 1 *Hold On To Your Hats* 1931
- b. 3 f. 2-3 *Life Begins at 8:40* 1934, undated
- b. 5 f. 3 *Live Power Show* 1930s
- b. 3 f. 4 Mordkin Ballet 1937
- b. 3 f. 5 *The New Moon* 1929
- b. 5 f. 4 *A Night In Paris* undated
- b. 3 f. 6 *Passing Show of 1923* 1923
- b. 5 f. 5 *Passing Show of 1923* 1923
- b. 3 f. 8-9 Special Women 1925-1933, undated
- b. 3 f. 10 *Spice of 1922* 1922
- b. 3 f. 11 *The Student Prince* undated
- b. 4 f. 1 *Take It From Me* 1919
- b. 4 f. 2 *Three Twins* circa 1909
- b. 4 f. 3-4 Winter Garden Theatre 1921-1922
 - b. 4 f. 5 *The Wonder Bar* 1931
- b. 4 f. 6-8 *Yokel Boy* 1939-1940
- b. 5 f. 6 *Yours Truly* late 1920s