



The New York Public Library  
Billy Rose Theatre Division

Guide to the

**Bernard Simon papers**

1964-1974

\*T-Mss 2012-046

Compiled by Matthew Snyder, 2014

## Summary

**Creator:** Simon, Bernard

**Title:** Bernard Simon papers

**Date:** 1964-1974

**Size:** 2.7 linear feet (7 boxes)

**Source:** Unknown.

**Abstract:** Bernard Simon was a theatrical press representative and provider of theatrical management services. The Bernard Simon papers, dating from 1964 to 1974, document Simon's promotional and/or management work on behalf of 29 touring or original Broadway and Off-Broadway productions.

**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

Bernard Simon was a theatrical press representative and provider of theatrical management services. Active from the 1930s to the early 1970s, he was a press representative for over 30 Broadway and Off-Broadway productions. From the mid-1960s onward, he provided promotional, production, and management services for touring productions of Broadway and Off-Broadway plays and musicals.

## Scope and Content Note

The Bernard Simon papers, dating from 1964 to 1974, document Simon's promotional and/or management work on behalf of 29 touring or original Broadway and Off-Broadway productions. They contain handbills; press releases; cast and creator biographies; production and cast photographs; program copy; advertisements; and letters to presenters and vendors.

Touring productions represented in the papers include 1776, Barefoot in the Park, Fiddler On The Roof, George M, Hadrian VII, Never Too Late, No No Nanette, Plaza Suite, Promises, Promises, Rosencrantz and Guildenstern Are Dead, and Zorba.

The single file of letters are from Simon's office to presenters and vendors, many of them form letters. They include a boilerplate of Simon's standard promotional contract with producers.

**Arrangement:** The papers are in two divisions: Letters and Production Files. Production files are arranged alphabetically by title.

## Key Terms

### Genre/Physical Characteristic

Advertisements  
Letters (correspondence)  
Photographs  
Press kits  
Press releases  
Programs

### Occupations

Producers (managers)  
Publicists

### Subjects

Theater -- United States -- 20th century

## Container List

- b. 1 f. 1 Letters 1971-1972
- Production Files
- b. 1 f. 2-4 *1776* circa 1970
- b. 1 f. 5 *The Absence of a Cello* 1968
- b. 1 f. 6-7 *Applause* 1972
- b. 2 f. 1-3 *Barefoot in the Park* circa 1967
- b. 2 f. 4 *Black Comedy* circa 1968
- b. 2 f. 5 *Cabaret* 1970
- b. 3 f. 1-2 *Cactus Flower* circa 1969
- b. 3 f. 3-4 *Company* circa 1972
- b. 3 f. 5 *Dinny and the Witches* 1959-1960
- b. 3 f. 6-7 *Fiddler on the Roof* 1971
- b. 4 f. 1 *Forty Carats* circa 1970
- b. 4 f. 2 *George M!* circa 1969
- b. 4 f. 3 *Hadrian VII* circa 1970
- b. 4 f. 4 *Happiness is Just a Little Thing Called a Rolls Royce* 1968
- b. 4 f. 5 *I Do! I Do!* 1969
- b. 4 f. 6 *The Impossible Years* circa 1967
- b. 4 f. 7 *Luther* 1964-1965
- b. 5 f. 1 *LUV* circa 1967
- b. 5 f. 2 *Never Too Late* 1965
- b. 5 f. 3-4 *No, No, Nanette* 1974
- b. 5 f. 5-6 *Plaza Suite* 1970
- b. 6 f. 1 *The Price* circa 1969
- b. 6 f. 2-3 *Promises, Promises* 1970
- b. 6 f. 4 *Rosencrantz and Guildenstern are Dead* circa 1969
- b. 6 f. 5 *Sleuth* 1970
- b. 7 f. 1-2 *Spofford!* circa 1968
- b. 7 f. 3 *Your Own Thing* circa 1969
- b. 7 f. 4 *Zorba* circa 1969