

**The New York Public Library  
Billy Rose Theatre Division**

**Advertising and Publicity Originals  
ca. 1901-1978**

**\*T-VIM 2010-025**

## Summary

- Title:** Advertising and Publicity Originals , ca. 1901-1978
- Size:** 1.5 linear feet (1 box)
- Preferred citation:** Advertising and Publicity Originals Collection, Billy Rose Theatre Division, The New York Public Library.

## Scope and content note

Art originals of advertising and publicity materials, possibly used for posters, advertisements and brochures for theatrical productions, such as *Artists and Models*, a revue, produced by the Messrs. Shubert, ca. 1924; *The Harem* by Ernest Vajda, adapted by Avery Hopwood, produced by David Belasco, ca. 1924; there are several printed items, such as publicity brochures and advertising proofs.

One cartoon is signed "D. Roberts, B'ham., Eng." and was used on a poster for a vaudeville production of *In a Cycle of Mirth*, undated, with Ben Beyer; there is also an ad paste-up for the musical *Kiki*, music by Zoel Parenteau, written by André Picard, ca. 1920s, with a drawing signed by J. C. Fireman.

## Container list

<u>Box</u>	<u>Fol</u>	
1	1	<i>Artists and Models</i> (Revue), ca. 1920s (Produced by the Messrs. Shubert; 4 items: brown palette logo, color publicity brochure, with photographic reproductions, b&w printed palette-shaped handbill pasted to board, Winter Garden Theatre; color printed (on 2 sides) palette-shaped handbill, Winter Garden Theatre.)
	2	<i>A Case of Libel</i> by Henry Denker, ca. 1963 (Longacre Theatre; color; possibly poster design on yellow transparent paper with oversheet attached.)
	3	<i>Company</i> (Musical), book by George Furth; music and lyrics by Stephen Sondheim, ca. 1970 (Color; possibly poster design with "N.Y. Drama Critics Award Best Musical 1970" and Judith Crist quote; oversheet attached.)
	4	<i>The Effect of Gamma Rays on Man-in-the-Moon Marigolds</i> by Paul Zindel, ca. 1969 (Cleveland Play House; color and ink; possibly poster design.)
	5	<i>The Elocution of Benjamin Franklin</i> by Steve J. Spears, 1978 (Alcazar Theatre, San Francisco; 3 ad mockups with review quotes: b&w on paper taped to board.)
	6	<i>Fine Feathers</i> by Eugene Walter, 1913 (Produced by H.H. Frazee; color; possibly poster design.)
	7	<i>[A Day in the Death of] Joe Egg</i> by Peter Nichols, 1969 (Cleveland Play House; color and ink; possibly poster design.)
	8	<i>The Little Teacher</i> by Harry James Smith, 1918 (Produced by Cohan and Harris; color; possibly poster design.)
	9	<i>Of Thee I Sing</i> (Musical), music by George Gershwin; book by George S. Kaufman, Morrie Ryskind; lyrics by Ira Gershwin, ca. 1931 (Produced by Sam H. Harris; color design on paper.)
	10	<i>Sweet and Low</i> (Revue) by David Freedman, ca. 1930 (2 items: b&w and some color, with some handwritten notes, with 1 figure in top hat and tails; b&w printed sheet with 3 figures in top hats and tails.)
	11	<i>The Fortune Hunter</i> by Winchell Smith, ca. 1909 (Produced by Cohan and Harris; color; possibly poster design.)
	12	<i>In a Cycle of Mirth</i> (Vaudeville) by and with Ben Beyer, undated (2 items: ink cartoon signed "D Roberts, B'ham., Eng." used for poster; also segment of poster.)
	13	<i>Joseph and His Brethren</i> by Louis N. Parker, ca. 1913 (Produced by Liebler & Co.; 3 color designs; possibly for poster designs.)
	14	<i>Kiki</i> (Musical), music by Zoel Parenteau; written by André Picard, ca. 1920s (Produced by David Belasco; 7 items (possibly for tour): ad paste-up (b&w; signed by J. C. Fireman); b&w proof; publicity brochure with color tinting; ad copy.)
	15	<i>Lover's Lane</i> by Clyde Fitch, ca. 1901 (Produced by William A. Brady; color; possibly poster design; crease in center.)
	16	<i>Turn to the Right</i> by Winchell Smith, John E. Hazzard, ca. 1916 (Produced by Winchell Smith and John Golden; 3 color designs; possibly poster designs.)
	17	<i>The Willow Tree</i> by J. H. Benrimo and Harrison Rhodes, ca. 1917 (Produced by Cohan and Harris; color; possibly poster design; crease/crack in center.)
18- 19		<i>The Harem</i> by Ernest Vajda; adapted by Avery Hopwood, ca. 1924 (Produced by David Belasco; 3 color designs; possibly poster designs; 2 are creased in the center.)