



The New York Public Library
Billy Rose Theatre Division

Guide to the

Bob Ullman publicist files

bulk 1950s-1960s

*T-Mss 2012-049

Compiled by Valerie Wingfield, 2014

Summary

Creator: Ullman, Bob

Title: Bob Ullman publicist files

Date: bulk 1950s-1960s

Size: 2.9 linear feet (7 boxes)

Source: Donated by Bob Ullman, date unknown.

Abstract: Bob Ullman (1923-) was a publicist for over thirty years who promoted productions on Broadway, Off-Broadway, and for regional theatres, as well as individual performers. The collection, dated from the 1950s through the 1960s, holds biographical sketches, clippings, contact sheets, die cuts, film strips, handbills, negatives, photographs, playbills, press releases, and wood ad mats.

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Creator History

Bob Ullman (1923-) was a publicist who promoted theatrical productions on Broadway, Off-Broadway, and for regional theatres as well as individual performers from the 1950s through the 1970s. His agency, Bob Ullman Public Relations, was located in Manhattan.

His clients during the 1960s included the productions *Just an Evening* starring Anne Jackson and Eli Wallach; the musical *The Boys from Syracuse*; *West Side Story* starring Chita Rivera, *Doubletalk* the two-act play starring Clarence Williams III, and the performing artist Bobby Short.

Ullman is retired and currently resides in New York State.

Scope and Content Note

The collection, dated from the 1950s to the 1960s (bulk dates 1960s), documents Bob Ullman's career as a publicist in the theatrical entertainment industry. The collection contains biographical sketches, clippings, contact sheets, die cuts, film strips, handbills, negatives, photographs, playbills, press releases, and wood ad mats.

Biographical sketches provide information about the performers delivered to the media through press releases. This biographical data may have been culled from the biographical data sheets that each performer was required to provide.

The clippings are aggregated from newspapers and include critical reviews about the productions, publicity about the actors, nominations for awards, interviews, and production news.

Press releases sent to the media gave general information about the productions, the production schedules, production costs, and cast information.

The photographs released to the media were official photographs approved by the production companies. The files hold only black and white pictures of the actors, the productions, and other events. These photographs (mostly 8" x 10") are images of the dramatic or musical play in production, images of the actors or other artists, and occasionally images from their personal lives outside of the theatre. The collection holds multiple images of Chita Rivera's marriage to Tony Mordente. Rivera, a breakout star from *West Side Story*, received much coverage in the media as documented in the collection.

Other performers featured in the photographs include cast members from *The Boys from Syracuse*, Clarence William III co-starring in the two-act play *Doubletalk*; Anne Jackson and Eli Wallach starring in the play *Just an Evening*; and Bobby Short at several performance venues.

Arrangement: The collection is arranged by artist or production.

Key Terms

Genre/Physical Characteristic

Clippings
Handbills
Photographs
Playbills
Wood ads

Geographic Names

New York (N.Y.)

Subjects

Public relations
Theater -- New York (State) -- 1960-1970

Occupations

Publicists

Container List

- b. 1 f. 1 Anderson, Maxwell 1958
- b. 1 f. 2-12 Ballet Ballads 1961
 - Boys From Syracuse
- b. 1 f. 13 1962-1963
- b. 2 f. 1-6 1962-1963
 - b. 2 f. 7 Clostin Case
 - b. 2 f. 8 Come Share My House 1960
 - b. 2 f. 9 Comic Strip
 - b. 2 f. 10 Compulsion 1957
 - b. 2 f. 11 Count to Ten 1960
 - b. 2 f. 12 Critic's Choice 1962
- b. 2 f. 13-17 Doubletalk 1964
 - b. 3 f. 1 Epstein, Alvin 1960
 - b. 3 f. 2 Fiorello circa 1964
 - b. 3 f. 3 Glass Rooster 1964
 - b. 3 f. 4 Golden Six 1961
 - b. 3 f. 5 Goodman, Dody 1957
 - b. 3 f. 6 Griffin, Merv 1963
 - b. 3 f. 7 Handful of Fire 1958
 - b. 3 f. 8 Imaginary Invalid circa 1963
- b. 3 f. 9-11 Just an Evening 1962
 - b. 3 f. 12 McDowall, Roddy 1962
 - b. 3 f. 13 McMahon, Ed 1958
 - b. 3 f. 14 My Fair Lady
- b. 4 f. 1-2 Nightcap 1958
 - b. 4 f. 3 Oh Dad, Poor Dad 1963
- b. 4 f. 4-5 Red Eye of Love 1961
- b. 4 f. 6-10 Rosemary and the Alligators 1960
 - b. 4 f. 11 Shoestring 1958
- b. 4 f. 12-14 Short, Bobby 1962
 - b. 5 f. 1-2 Signs Along a Cynic Route 1962
 - b. 5 f. 3-8 Sketchbook 1960
- b. 5 f. 9-11 Stewed Prunes 1960
 - b. 5 f. 12 Stockwell, Dean 1958
- Taboo Revue
- b. 5 f. 13-15 1960
- b. 6 f. 1-3 1960
 - b. 6 f. 4 (A) Thousand Clowns 1964
- b. 6 f. 5-7 Ticket of the Leave Man 1961

- b. 6 f. 8 Tonight at 8:30
- b. 6 f. 9-11 To Dasmascus 1961
- b. 6 f. 12 (A) Tree Grows in Brooklyn 1956
- b. 6 f. 13 Village Vanities 1962
- b. 6 f. 14-17 West Side Story 1960
- b. 7 f. 2 What A Day 1959
- b. 7 f. 2-3 White Rose and the Red 1962
- b. 7 f. 4 Write Me a Murder 1961
- b. 7 f. 5-7 Assorted Photographs, Playbills and Press Releases 1960s