



The New York Public Library  
Billy Rose Theatre Division

Guide to the

**Henry Luhrman publicity files**

1976-1988

\*T-Mss 1993-021

Compiled by Diana Bertolini, 2015

## Summary

**Creator:** Luhrman, Henry

**Title:** Henry Luhrman publicity files

**Date:** 1976-1988

**Size:** 15.79 linear feet (38 boxes)

**Source:** Unknown.

**Abstract:** Henry Luhrman (circa 1942-1989) was an American press agent working in theatre and cabaret. The Henry Luhrman publicity files are from productions, cabaret performances, venues, and for individuals that Luhrman publicized.

**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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**Preferred citation:** Henry Luhrman publicity files, \*T-Mss 1993-021. Billy Rose Theatre Division, The New York Public Library.

**Processing note:** Compiled by Diana Bertolini, 2015

## Creator History

Henry Luhrman was born in 1941 or 1942 in Cincinnati, Ohio, where he was educated at Cincinnati Country Day School. He studied acting at Carnegie Mellon University and graduated from Columbia University's School of General Studies in 1966. After briefly pursuing an acting career, Luhrman shifted his interests to the publicity side of the theatre industry. His first Broadway credit was as a press assistant on *Sweet Charity* (1966), but he quickly moved into the role of press representative for his

next Broadway show, the comedy *Mike Downstairs* (1968). He continued as a press representative and press associate for the next six years, working on several shows, including *Happy Birthday, Wanda June* (1970); *To Live Another Summer, To Pass Another Winter* (1971); *On the Town* (1971); *The Grass Harp* (1971); *Grease* (1972); *A Funny Thing Happened on the Way to the Forum* (1972); and *Irene* (1973).

In 1974 he formed his company, Henry Lührman Associates, and continued to represent Broadway productions such as *Good News* (1974), *Knock Knock* (1976), *Your Arm's Too Short to Box with God* (1976), *I Love My Wife* (1977), *Sugar Babies* (1979), *Lolita* (1981), *Colette* (which closed during its pre-Broadway tryout in 1982), *Mayor* (1985), and *Romance / Romance* (1988). He represented several Off-Broadway productions, including *In the Nick of Time* (1967), *Dames at Sea* (1968), *What the Butler Saw* (1970), *Greater Tuna* (1982), and *Tent Meeting* (1987). Lührman also represented special events such as the American Music Theatre Festival, and cabaret performances at such venues as Astor's at the St. Regis, Rainier's at the Sheraton-Centre, and the King Cole Room.

Henry Lührman died in New York, New York on April 11, 1989.

## Scope and Content Note

The Henry Lührman publicity files are from productions, cabaret acts, and for individuals that Lührman publicized. Publicity files include press releases, clippings, reviews, programs, brochures, contact sheets, tour schedules, business correspondence, agreements, headshots, resumes, production photographs, and publicity photographs. They also occasionally include general production materials, such as sheet music from the musical *Mayor*. Productions include *Colette*, *The Custom of the Country*, *The Faithful Brethren of Pitt Street*, *The Importance of Being Earnest*, *Kennedy at Colossus*, *Mayor*, *Split Second*, *Sugar Babies*, and *You Can't Take it With You*. Cabaret performers documented here include Edie Adams, Kaye Ballard, Orson Bean, Vivienne Blaine, Ann Hampton Callaway, Nell Carter, Barbara Cook, Vic Damone, Loretta Devine, Jane Powell, Debbie Reynolds, and Mel Tormé. Sometimes cabaret publicity files are listed by the performer's name, and sometimes by the venue's name.

**Arrangement:** This collection is arranged alphabetically by production name, individual's name, or venue name.

## Key Terms

### Genre/Physical Characteristic

Clippings (information artifacts)  
Photographs  
Press releases  
Programs (documents)  
Publicity materials  
Scores

### Subjects

Musicals  
Musicals -- Production and direction -- New York (State) -- New York  
Nightclubs -- New York (State) -- New York

Publicity -- United States  
Theater -- New York (State) -- New York  
Theater -- Public relations  
Theater -- United States -- 20th century

**Occupations**

Press agents  
Publicists

**Names**

Henry Lührman Associates

## Container List

- b. 1 f. 1-8 *40s in the 80s* 1979-1984
- b. 1 f. 9 Adams, Edie undated
- b. 2 f. 1-3 American Music Theatre Festival 1984
- b. 2 f. 4-7 *Bittersuite* 1987
- b. 2 f. 8 The Brasserie 1984
  - Colette*
  - b. 2 f. 9 1981-1982
- b. 3 f. 1-8 1981-1982
- b. 4 f. 1-7 *The Custom of the Country* 1985
- b. 4 f. 8-9 *Dreamgirls* 1982
  - Pertains to publicity only for Loretta Devine and Ben Harney.
- b. 5 f. 1-2 *The Faithful Brethren of Pitt Street* 1988
- b. 37 f. 4 *Frankenstein* 1977
  - Greater Tuna*
  - b. 5 f. 3-7 1982-1983
  - b. 6 f. 1-7 1982-1983
- b. 37 f. 5 *Heaven on Earth* 1984
- b. 7 f. 1-6 *Hey, Ma!* 1984
- b. 11 f. 6 *Hollywood Opera* 1985
- b. 8 f. 1-11 *The Importance of Being Earnest* 1985
  - Kennedy at Colonus*
- b. 8 f. 12-13 1984
- b. 9 f. 1-2 1984
  - b. 9 f. 3 *A Kurt Weill Cabaret* 1985
  - b. 9 f. 4 *Laughing Stock* 1984
  - b. 9 f. 5 Lollobrigida, Gina undated
  - b. 9 f. 6 *The Maestro* 1984
    - Mayor*
    - b. 9 f. 7-8 1985
- b. 10 f. 1-5 1985
- b. 11 f. 1-4 1985
  - b. 11 f. 5 *Max's Millions* 1985
  - b. 11 f. 7 Reynolds, Debbie undated
  - b. 11 f. 8 Saviola, Camile 1985
    - See also *Hollywood Opera*.
- Sheraton Centre Hotel
- b. 12 f. 1-2 Cafe Fontana 1976-1983
- b. 12 f. 3-11 Rainier's 1977-1984
  - b. 38 f. 1 Rainier's 1983

Sheraton Centre Hotel (cont.)

La Ronde

- b. 13 f. 1-11 1978-1981
- b. 14 f. 1-10 1981-1983
- b. 15 f. 1-3 1983-1984
- b. 15 f. 4 General 1980-1984

*Split Second*

- b. 15 f. 5-6 1980-1984
- b. 16 f. 1-9 1984

St. Regis Hotel 1976-1984

Astor's at the St. Regis 1980-1983

- b. 16 f. 10-13 1980-1981
- b. 17 f. 1-14 1981-1983

King Cole Room 1976-1984

- b. 18 f. 1 Adler, Larry 1979
- b. 18 f. 2 Afternoon Tea 1980
- b. 18 f. 3 Bean, Orson, Phyllis Newman, and Charles Repole 1979-1980
- b. 18 f. 4 *From Rodgers and Hart with Love* 1981
- b. 18 f. 5 *Guys and Dollars, with Vivian Blaine and Swen Swenson* 1980
- b. 19 f. 1 *Hail, Prince!* 1980
- b. 19 f. 2-4 *Hooray for Hollywood!* 1983-1984
- b. 19 f. 5 *It's Delightful...It's De-Lovely...It's Cole Porter!* 1980-1981
- b. 20 f. 1 Landis, Kathleen 1982
- b. 20 f. 2 Norvo, Red 1980
- b. 20 f. 3 *One Touch of Crawford* 1980
- b. 20 f. 4 Reed, Marjorie 1981
- b. 20 f. 5-6 *Rhapsody in Gershwin* 1980
- b. 21 f. 1 Scott, Hazel 1980

*The Sounds of Rodgers and Hammerstein*

- b. 21 f. 2-4 1980-1981
- b. 37 f. 6-7 1983
- b. 21 f. 5 Strouse, Chares 1979
- b. 22 f. 1 Sunday Brunch 1981
- b. 22 f. 2 *Thank Heaven for Lerner and Loewe* 1981
- b. 22 f. 3 *They Say It's Wonderful* 1981
- b. 22 f. 4-5 *This Must Be Love* 1983
- b. 23 f. 1-6 General 1976-1983
- b. 24 f. 1-3 St. Regis Grill 1982-1984

*Sugar Babies*

Original Production and Show in General

- b. 24 f. 4-12 1977-1982
- b. 25 f. 1-7 1979

Sugar Babies (cont.)

Original Production and Show in General (cont.)

- b. 33 f. 8-10 1979-1983
- b. 26 f. 1-7 1980-1988
- b. 27 f. 1-6 1981-1983
- b. 28 f. 1-7 1983-1986, undated
- b. 38 f. 2-3 undated
- Carol Channing and Robert Morse Tour 1980
- b. 33 f. 11-13 Biographies, Correspondence, and Playbill Copy  
Cities
- b. 33 f. 14-17 Atlanta, Georgia - Boston, Massachusetts
- b. 34 f. 1-4 Boston, Massachusetts - St. Louis, Missouri
- b. 34 f. 5-9 Clippings
- b. 35 f. 1-5 Photographs
- b. 36 f. 1-2 Photographs
- Ann Miller and Mickey Rooney Tour
- b. 29 f. 1-8 Hartford, Connecticut - Grand Rapids, Michigan 1984 December - 1985 April
- b. 30 f. 1-5 Cleveland, Ohio - Syracuse, New York 1985 April - 1985 May
- b. 31 f. 1-8 Omaha, Nebraska - Chicago, Illinois 1985 July - 1985 September
- b. 32 f. 1-8 Des Moines, Iowa - Seattle, Washington 1983 October - 1985 December
- b. 33 f. 1-7 Vancouver, British Columbia - Hershey, Pennsylvania 1985 December - 1986  
May
- b. 36 f. 3-11 *Tent Meeting* 1987
  - b. 37 f. 1 *Treasure Island* 1984
  - b. 37 f. 2 *You Can't Take it With You* 1983
  - b. 37 f. 3 *Ziegfeld Follies* 1983