



The New York Public Library  
Billy Rose Theatre Division

Guide to the

**Leo Morgan Paramount Publix and Strand Theatre materials**

1926-1947

\*T-Mss 1996-048

Compiled by Robyn Hjermsstad, 2015

## Summary

**Creator:** Morgan, Leo

**Title:** Leo Morgan Paramount Publix and Strand Theatre materials

**Date:** 1926-1947

**Size:** 5 linear feet (12 boxes)

**Source:** Gift of Wendy Whetsel and Dale Silverglaze, 1996.

**Abstract:** Leo Morgan was an American theater and television producer. The Leo Morgan Paramount Publix and Strand Theatre materials date from 1926 to 1947 and contain photographs, programs, and public relations files for East Coast theaters owned by the Paramount Publix Theatre Corporation; and photographs of productions staged at the Strand Theatre in Brooklyn, where Morgan worked from 1939 to 1947.

**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 Robyn Hjermsstad, 2015

## Creator History

Leo Morgan (d. 1983) was an American theater and television producer. He worked for multiple theaters owned by Paramount's Publix Theatre Corporation, including the Metropolitan Theater in Boston, the Orpheum Theatre in Minneapolis, and the Paramount Theatre in New York City. In 1939,

Morgan was hired as an assistant producer for Warner Brothers' Strand Theatre in Brooklyn, and was promoted to head producer in 1941. Throughout his career, Morgan staged several vaudeville and big band productions and, in 1941, his article "Staging the Band Show" was published in *Billboard*.

In 1949, Morgan was hired by the William Morris Agency to assist television booking agent and show consultant Harry Kalcheim. Between 1952 and 1957, Morgan produced *The Colgate Comedy Hour*, *The All Star Revue*, *Caesar's Hour*, and *The Dinah Shore Chevy Show*.

## **Scope and Content Note**

The Leo Morgan Paramount Publix and Strand Theatre materials date from 1926 to 1947 and contain photographs, programs, and public relations files for East Coast theaters owned by the Paramount Publix Theatre Corporation; and photographs of productions staged at the Strand Theatre in Brooklyn, where Morgan worked from 1939 to 1947.

Photographs date from 1927 to 1947 and depict stage settings, vaudeville shows, jazz concerts, and other live performances at the Paramount Theatres in both Brooklyn and Manhattan; The Rivoli Theatre; the Metropolitan Theatre in Boston; and the Strand Theater in Brooklyn. The photographs are labeled with the date, show title, and, sometimes, the performers or the theater in which the performance was staged. Photographs that date from 1941 to 1947 document concerts at the Strand Theatre featuring big bands and band leaders, such as Cab Calloway, Glen Gray, Shep Fields, Frankie Masters, Sammy Kaye, Phil Spitalny, Charlie Barnett, and Ina Ray Hutton. Programs document performances at The Rivoli and Paramount Theatres in New York City between 1926 and 1928.

Public Relations files are arranged alphabetically by subject and contain manuals, memorandums, bulletins, and other materials regarding the publicity of Publix Theatres. The files document seasonal, weekly, and other specific types of advertising campaigns; and contests, such as baby popularity contests, bathing beauty contests, dance contests, and movie star identity contests.

**Arrangement:** The collection is arranged by format.

## **Key Terms**

### **Subjects**

Big bands  
Theater -- Public relations  
Vaudeville

### **Genre/Physical Characteristic**

Photographs

### **Occupations**

Theatrical producers and directors

### **Names**

Paramount Publix Corporation

## Container List

### Photographs

- b. 1 f. 1-6 1927-1931
- b. 2 f. 1-6 1927-1934
- b. 3 f. 1-7 1929-1932
- b. 4 f. 1-7 1930-1931
- b. 5 f. 1-7 1930-1933
- b. 6 f. 1-7 1932-1938
- b. 7 f. 1-2 1941-1947
- b. 7 f. 3-5 Programs 1926-1928

### Public Relations Files

- b. 7 f. 6-9 A 1928-1935
- b. 8 f. 1-8 A-B 1933-1935
- b. 9 f. 1-15 B-C 1930-1935
- b. 10 f. 1-12 C 1930-1935
- b. 11 f. 1-20 H-R 1920s-1936
- b. 12 f. 1-10 R-T 1927-1935