

**The New York Public Library  
Humanities and Social Sciences Library  
Manuscripts and Archives Division**

*The New Yorker*  
**Public Relations Department  
Materials**

**William Stingone  
1997**

## Summary

**Main Entry:** *New Yorker*.

**Title:** Public Relations Department Materials. 1932-1988

**Size:** .33 lin. ft. (1 box)

**Source:** Gift of Sara Barrett, October 30, 1992

**Restrictions:** None

**Description:** The *New Yorker* Public Relations Department materials include miscellaneous memos and correspondence; promotional brochures and artifacts, illustrated by prominent *New Yorker* artists, sent to advertisers; tearsheets of advertisements; typescripts of copy for "Inside the New Yorker," a weekly public relations newsletter; and corrected galleys of "Talk of the Town" for the issue of October 14, 1985.

## Scope & Content Note

The *New Yorker* Public Relations Department materials include miscellaneous memos and correspondence; promotional brochures and artifacts, illustrated by prominent *New Yorker* artists, sent to advertisers; tearsheets of advertisements; typescripts of copy for “Inside the *New Yorker*,” a weekly public relations newsletter consisting of press releases describing future articles, reactions to past articles, sales, and authors; and corrected galleys of “Talk of the Town” for the issue of October 14, 1985. The “Inside the *New Yorker*” copy is accompanied by notes from William Shawn to Mr. Spellman or Mr. Richter. In the notes, Shawn rejects or approves the copy proposed for publication. The memos include a copy of William Shawn’s resignation letter of February 12, 1987, and a memo dated March 8, 1985 announcing the magazine’s merger with Advanced Publications Inc.

## Container List

### Box

- 1 Advertisements Tearsheets, 1932, 1963, 1965
- Artifacts
- “Inside the *New Yorker*” copy and memos, September 1983-November 1985
- Memos and Correspondence, nd., 1984-1987
- Promotional Brochures
- “Talk of the Town,” October 14, 1985, corrected galleys