



The New York Public Library
Billy Rose Theatre Division

Guide to the

Bernard Simon papers

1964-1974

*T-Mss 2012-046

Compiled by Matthew Snyder, 2014

Summary

Creator: Simon, Bernard

Title: Bernard Simon papers

Date: 1964-1974

Size: 2.7 linear feet (7 boxes)

Source: Unknown.

Abstract: Bernard Simon was a theatrical press representative and provider of theatrical management services. The Bernard Simon papers, dating from 1964 to 1974, document Simon's promotional and/or management work on behalf of 29 touring or original Broadway and Off-Broadway productions.

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Creator History

Bernard Simon was a theatrical press representative and provider of theatrical management services. Active from the 1930s to the early 1970s, he was a press representative for over 30 Broadway and Off-Broadway productions. From the mid-1960s onward, he provided promotional, production, and management services for touring productions of Broadway and Off-Broadway plays and musicals.

Scope and Content Note

The Bernard Simon papers, dating from 1964 to 1974, document Simon's promotional and/or management work on behalf of 29 touring or original Broadway and Off-Broadway productions. They

contain handbills; press releases; cast and creator biographies; production and cast photographs; program copy; advertisements; and letters to presenters and vendors.

Touring productions represented in the papers include 1776, Barefoot in the Park, Fiddler On The Roof, George M, Hadrian VII, Never Too Late, No No Nanette, Plaza Suite, Promises, Promises, Rosencrantz and Guildenstern Are Dead, and Zorba.

The single file of letters are from Simon's office to presenters and vendors, many of them form letters. They include a boilerplate of Simon's standard promotional contract with producers.

Arrangement: The papers are in two divisions: Letters and Production Files. Production files are arranged alphabetically by title.

Key Terms

Genre/Physical Characteristic

Advertisements
Letters (correspondence)
Photographs
Press kits
Press releases
Programs

Occupations

Producers (managers)
Publicists

Subjects

Theater -- United States -- 20th century

Container List

- b. 1 f. 1 Letters 1971-1972
- Production Files
- b. 1 f. 2-4 *1776* circa 1970
- b. 1 f. 5 *The Absence of a Cello* 1968
- b. 1 f. 6-7 *Applause* 1972
- b. 2 f. 1-3 *Barefoot in the Park* circa 1967
- b. 2 f. 4 *Black Comedy* circa 1968
- b. 2 f. 5 *Cabaret* 1970
- b. 3 f. 1-2 *Cactus Flower* circa 1969
- b. 3 f. 3-4 *Company* circa 1972
- b. 3 f. 5 *Dinny and the Witches* 1959-1960
- b. 3 f. 6-7 *Fiddler on the Roof* 1971
- b. 4 f. 1 *Forty Carats* circa 1970
- b. 4 f. 2 *George M!* circa 1969
- b. 4 f. 3 *Hadrian VII* circa 1970
- b. 4 f. 4 *Happiness is Just a Little Thing Called a Rolls Royce* 1968
- b. 4 f. 5 *I Do! I Do!* 1969
- b. 4 f. 6 *The Impossible Years* circa 1967
- b. 4 f. 7 *Luther* 1964-1965
- b. 5 f. 1 *Luv* circa 1967
- b. 5 f. 2 *Never Too Late* 1965
- b. 5 f. 3-4 *No, No, Nanette* 1974
- b. 5 f. 5-6 *Plaza Suite* 1970
- b. 6 f. 1 *The Price* circa 1969
- b. 6 f. 2-3 *Promises, Promises* 1970
- b. 6 f. 4 *Rosencrantz and Guildenstern are Dead* circa 1969
- b. 6 f. 5 *Sleuth* 1970
- b. 7 f. 1-2 *Spofford!* circa 1968
- b. 7 f. 3 *Your Own Thing* circa 1969
- b. 7 f. 4 *Zorba* circa 1969