

A Guide to the Virginia Theatre Playbills, 1914-1952 SC 0366

Virginia Theatre playbills
1914-1952



Title Statement

A Guide to the Virginia Theatre Playbills, 1914-1952 SC 0366

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Profile Description

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Descriptive Summary

Unit ID

SC 0366

Unit ID

/repositories/4/resources/738

Unit Date

1914-1952

Language

English

Abstract

Comprises playbills and programs for theatrical and musical performances, weekly schedules, and signage from Harrisonburg's Virginia Theatre.

Creator

Virginia Theatre (Harrisonburg, Va.)

Creator

New Virginia Theatre (Harrisonburg, Va.)

source

Green Valley Auctions, Inc.

source

Bowman, Douglas, 1948-2023

Extent

0.25 cubic feet 7 folders

Repository

James Madison University Libraries Special Collections

Administrative Information

Access Restrictions

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Acquisition Information

Purchased at Green Valley Auctions December 5th, 2023 sale of the Doug Bowman Estate.

Preferred Citation

[identification of item], [box #, folder #], Virginia Theatre Playbills, 1914-1952, SC 0366, Special Collections, Carrier Library, James Madison University, Harrisonburg, VA.

Administrative History

Harrisonburg's Virginia Theatre (variously New Virginia Theatre) opened to the public in January 1914. Located on S. Main St., the Virginia Theatre hosted live performances including minstrels, theatrical revues, musical shows, and eventually movies. It was open under various management until it was demolished in 1990.

Scope and Contents

Comprises playbills and programs for theatrical and musical performances, minstrels, follies, musical comedies, and plays as well as weekly programming schedules and two identical signs from Harrisonburg's Virginia Theatre.

The playbills feature advertisements from local businesses including Friddle's Restaurant, Joseph Ney & Sons Company, The Dean Studio, The Kavanaugh, W.L. Figgatt, Harrisonburg, Grocery Company, Denton's, Rockingham Milling Company, Yager's Shoe Store, Valley Blox, Wetsel Seed Co., and others.

The Follies of 1952 playbill includes eight original portrait photographs of local women from whom the Follies Queen of 1952 was selected.

Related Materials

Virginia Theatre and New Virginia Theatre Playbills, 1914-1924, SC 0080, Special Collections, Carrier Library, James Madison University, Harrisonburg, Va.

Keywords

Playbills

Photographs
Playbills -- Virginia -- Harrisonburg -- 20th century
Theater -- Virginia -- Harrisonburg -- 20th century
Theater programs -- Virginia -- Harrisonburg -- 20th century
Amusements -- Virginia -- Harrisonburg -- 20th century
Minstrels -- Virginia -- Harrisonburg -- 20th century
Harrisonburg (Va.) -- History
Green Valley Auctions, Inc.
Bowman, Douglas, 1948-2023
W. E. Friddle's Restaurant

Provenance

From the estate of Doug Bowman, local collector of Harrisonburg memorabilia.

Description of Subordinate Components

Assorted playbills

Unit ID /repositories/4/archival_objects/29328

Unit Date 1914-1947

Mixed Materials [1000897624] 1 (box)

Container 1 (folder)

Mixed Materials [1000885712] OV 1 (box)

Container 1 (folder)

The Jollies of 1921 playbill

Unit ID /repositories/4/archival_objects/29330

Unit Date 1921 February 15-16

Mixed Materials [1000897624] 1 (box)

Container 2 (folder)

Scope and Contents

Presented by Harrisonburg Lodge No. 450 B.P.O.E. and described as "Everything from ragtime to grand opera."

Elks Follies of 1928 playbill

Unit ID /repositories/4/archival_objects/29329

Unit Date 1928 February 20-21

Mixed Materials [1000897624] 1 (box)

Container 3 (folder)

Scope and Contents

Also titled "The Elks Revue of 1928."

The Follies of 1952 playbill and photographs

Unit ID /repositories/4/archival_objects/29331

Unit Date 1952 February 28

Mixed Materials [1000897624] 1 (box)

Container 4 (folder)

Scope and Contents

Includes original portrait photographs of local women from whom the Follies Queen of 1952 was selected.

Weekly programming schedules

Unit ID /repositories/4/archival_objects/29332

Unit Date 1928-1935

Mixed Materials [1000897624] 1 (box)

Container 5 (folder)

"Virginia Theatre - Coming Soon" signs

Unit ID /repositories/4/archival_objects/29333

Unit Date undated

Mixed Materials [1000897624] 1 (box)

Container 6 (folder)