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## **Marty Weiser papers**

Special Collections

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**Descriptive Summary**

**Title:** Marty Weiser papers

**Date (inclusive):** 1930s-1980s

**Date (bulk):** 1935-1988

**Collection number:** 201

**Creator:** Weiser, Marty

**Extent:** 24 linear feet of papers.1 artwork

**Repository:** Margaret Herrick Library. Academy of Motion Picture Arts and Sciences.

**Languages:** English

**Access**

Available by appointment only.

**Publication rights**

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**Preferred Citation**

Marty Weiser papers, Margaret Herrick Library, Academy of Motion Picture Arts and Sciences.

**Acquisition Information**

Gift of Bernard Weiser, 1990

**Biography**

Martin B. (Marty) Weiser was an American film publicist long associated with the Warner Bros. Publicity Department. Hired as an office boy for Warner Bros.' New York publicity office, he went on to work in the studio's "exploitation" department, becoming its West Coast director in 1940. During the 1950s he started the publicity firm Weiser and Thomas, followed by the Marty Weiser Company. Weiser joined the Arthur P. Jacobs Company for the remainder of the decade. He returned to Warner Bros. in 1961 and remained with the company until his death in 1988.

**Collection Scope and Content Summary**

The Marty Weiser papers span the years 1925-1988 and encompass approximately 24 linear feet. The collection consists of publicity-related material, including advertising budgets, clippings, correspondence, and press releases for hundreds of films, primarily Warner Bros. releases. There is correspondence, both personal and professional, pressbooks, clippings, and photographs. There is publicity material on film personalities, entities with which Weiser corresponded for exploitation and publicity purposes, and for subjects such as outdoor advertising, including billboards and skywriting. Companies with substantial representation include Arthur P. Jacobs, Lippert, Warner Bros., and Weiser's own company.

**Arrangement**

Arranged in the following series: 1. Production files, subseries A-B as follows: A. Produced; B. Unproduced; 2. Television files; 3. Subject files; 4. Graphic Arts.

**Indexing Terms**

Weiser, Marty , 1911-1988--Archives.  
publicists

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