



Smithsonian

Archives of American Art

A Finding Aid to the Abril Lamarque Papers, 1883-2001, bulk 1904-1999, in the Archives of American Art

Rosa M. Fernandez and Megan Burdi

Funding for the processing and digitization of this collection was provided by
The Walton Family Foundation and the Terra Foundation for American Art.

2016 August 3

Table of Contents

Collection Overview	
Administrative Information	1
Biographical Note	2
Scope and Content Note	3
Arrangement	4
Names and Subjects	
Container Listing	
Series 1: Biographical Material, 1917-2001	6
Series 2: Correspondence, 1922-1990	8
Series 3: Writings, 1925-1981	10
Series 4: Workshops, circa 1940-circa 1985	12
Series 5: Financial Records, 1924-1989	14
Series 6: Abril Lamarque Creations, circa 1940-circa 1945	15
Series 7: Subject Files, 1904-1996	16
Series 8: Printed Material, 1883-1989	18
Series 9: Scrapbooks, 1920-1959	22
Series 10: Original Artwork, circa 1914-1988	23
Series 11: Photographic Material, circa 1920-circa 1985	25
Series 12: Unprocessed Addition, circa 1883-2001	27

Collection Overview

Repository:	Archives of American Art
Title:	Abril Lamarque papers
Date:	1883-2001 (bulk 1904-1999)
Identifier:	AAA.lamaabri
Creator:	Lamarque, Abril, 1904-1999
Extent:	6.8 Linear feet
Language:	The collection is in English and Spanish.
Summary:	<p>The papers of Cuban born cartoonist, caricaturist, graphic designer, illustrator, and art director Abril Lamarque papers date from 1883-2001, with the bulk of the material ranging from 1904-1999, and measure 6.8 linear feet. His papers contain biographical material; correspondence; writings; files on the many seminars and workshop he taught; scattered financial records; files concerning his business Abril Lamarque Creations; subject files; clippings; printed illustrations of his comics, designs, illustrations, and other work; seven scrapbooks; two sketchbooks, sketches and drawings by him, and artwork by others, including his sister, his brother, Paul Hoffmaster, Enrique Riverón, and H. Portell Vilá; and photographs and negatives depicting Lamarque, Lamarque at work, Lamarque's magic shows, examples of advertising, and friends and colleagues. There is a 0.4 linear foot unprocessed addition to this collection donated in 2023 that includes biographical information, condolence letters, sketches, printed material regarding Lamarque, teaching material, printed material regarding Karol Kozlowski, photographs of Lamarque, and misc. Materials date from circa 1883-2001.</p>

Administrative Information

Acquisition Information

Martha Lamarque Sarno and Lita M. Elvers assembled and donated their father's papers to the Archives of American Art, Smithsonian Institution, in 2001. Sarno donated a small addition in 2023.

Available Formats

The collection was digitized in 2016 and is available via the Archives of American Art's website. The collection was scanned in its entirety, with the exception of duplicates and blank pages. Printed materials may have their covers, titles, copyright information, and/or relevant pages scanned.

Processing Information

The Abril Lamarque papers were processed by Rosa M. Fernandez, July, 2002. In 2016, the collection was prepared for digitization, and the arrangement and description was revised by Megan Burdi. The

collection was scanned in 2016. Funding for the processing and digitization of this collection was provided by The Walton Family Foundation and the Terra Foundation for American Art.

Preferred Citation

Abril Lamarque papers, 1883-2001, bulk 1904-1999. Archives of American Art, Smithsonian Institution.

Restrictions

This collection is open for research. Access to original papers requires an appointment and is limited to the Archives' Washington, D.C. Research Center.

Terms of Use

The Archives of American Art makes its archival collections available for non-commercial, educational and personal use unless restricted by copyright and/or donor restrictions, including but not limited to access and publication restrictions. AAA makes no representations concerning such rights and restrictions and it is the user's responsibility to determine whether rights or restrictions exist and to obtain any necessary permission to access, use, reproduce and publish the collections. Please refer to the [Smithsonian's Terms of Use](#) for additional information.

Biographical Note

Eduardo Abril Lamarque (1904-1999) was a Cuban born cartoonist, caricaturist, graphic designer, illustrator, and art director who worked primarily in New York City.

Eduardo Abril Lamarque was born in Cuba on August 28, 1904. His parents sent him to the United States in 1916 when he was twelve to study English and business administration. He lived with an American family in Brooklyn. At age 15, Lamarque's first cartoon was published in the Boy Scout section of the *New York World-Telegram and Evening Mail*. Four years later he created *Bla-Bla*, a comic strip that appeared regularly in the *New York Daily News*. He is credited with creating, in the early 1920s, the first Spanish language comic strip that was not translated from English. The title cartoon character, *Monguito*, was a hapless soul, fully dressed in business suit and hat, who kept getting into sticky situations. Lamarque produced hundreds of these strips which were picked up by the New York based United Feature Syndicate and published daily in Spanish language newspapers throughout Latin America and the United States.

When he was twenty, Lamarque returned to Cuba to work as the artistic director for the Havana newspaper *Lunes de Diario de Cuba*. He also published a booklet designed to teach the elements of caricature drawing. Lamarque returned to New York and was hired by the *New York World Telegram and Evening Mail* as a caricaturist. He produced political cartoons and caricatures for the paper, introducing his "radiocatures", which involved providing instructions on the radio for filling in a grid in the newspaper to produce a caricature of well-known figure in the news.

In 1927, at the age of 23, he became the first art director of Dell Publishing Company - a magazine empire that included *Film Fun*, *I Confess*, *War Stories*, *Modern Screen*, *Popular Song*, *Spotlight*, *Radio Stars*, *Theatrical Page*, *Ballyhoo*, and *Modern Romances*. He continued working there for 14 years.

In 1940-1941, Lamarque established Abril Lamarque Creations, a design firm that specialized in elegant and functional household objects and jewelry in a modernist tradition. His signature piece was the Pallettray, a serving tray modeled after an artist's palette and hand-finished in exotic woods.

Between 1941 and 1946, Lamarque became the first art director for the Sunday edition of the *New York Times* and redesigned the *New York Times Magazine* and the *New York Times Book Review*. Throughout his career, Lamarque designed and redesigned countless magazines and journals, including *American Weekly*, *New York News*, *Metropolitan Life*, *Popular Science*, *This Week*, *US News-World Report*, and others.

In 1948, Lamarque established a successful graphic design studio in New York that provided a full spectrum of design services, including annual reports, posters, product labeling, corporate publications, advertising, logos, package

designs, and brochures. His clients included Barcardi Company, Con Edison, Ericsson Telephone, General Cable, Berlitz School, Lipton, Monsanto, and numerous magazines. In 1958, he was given the National Award for Graphic Design in packaging. His design for the annual American Red Cross poster was selected for the 1948 national Red Cross campaign.

His success and high demand as a publication art director, consultant, and designer was attributed to innovative design principles he based on the German Bauhaus School and its philosophy that promoted functional design principles. Lamarque reduced these principles to a set of guidelines suitable for page design and applied them successfully to a wide variety of publication and print layouts.

Lamarque's teaching experience began in the early 1940s with seminars and workshops he conducted for the publishing industry. He joined the faculty of New York University School of Continuing Education in 1958, where he taught until 1963, and later joined the Crowell Collier Institute and taught publication design workshops across the United States and Canada. He also gave workshops and courses at Oklahoma State School of Journalism.

Lamarque was a long-time member of the Society of Illustrators, Society of Art Directors, the Dutch Treat Club, National Press Club, and New York University Club. He was also an amateur magician and member of the Society of American Magicians. He performed magic acts for the annual Christmas party of the Society of Illustrators. Abril Lamarque died in 1999 at the age of 94.

Scope and Content Note

The papers of Cuban born cartoonist, caricaturist, graphic designer, illustrator, and art director Abril Lamarque papers date from 1883-2001, with the bulk of the material ranging from 1904-1999, and measure 6.8 linear feet. His papers contain biographical material; correspondence; writings; files on the many seminars and workshops he taught; scattered financial records; files concerning his business Abril Lamarque Creations; subject files; clippings; printed illustrations of his comics, designs, illustrations, and other work; seven scrapbooks; two sketchbooks, sketches and drawings by him, and others, including his sister, his brother, Paul Hoffmaster, Enrique Riverón, and H. Portell Vilá; and photographs and negatives depicting Lamarque, Lamarque at work, Lamarque's magic shows, examples of advertising, and friends and colleagues.

Biographical materials include of materials related to Abril Lamarque's many professional and personal associations, including the Art Directors Club, the International Brotherhood of Magicians, the National Press Club, the New York University Club, the Society of American Magicians, and the Society of Illustrators. Material types include membership cards, documents, event posters, and yearbooks. Also included are some personal documents, information on Abril Lamarque and his family, Lamarque's collection of humorous business cards, and eulogies written about Lamarque.

Correspondence is generally scattered, but includes letters to and from illustrators and artists including Ernesto Garcia Cabral, Paul Hoffmaster, Conrado Massaguer, and Lamarque's brother, Juan Abril Lamarque. Some letters are illustrated. Also included is business correspondence, subjects and correspondents including the Dell Publishing Company, the *New York Times*, and correspondence related to workshops and lectures, including his work at Iowa State University and Oklahoma State University.

Writings chiefly document Lamarque's career in graphic and publication design, and consist of articles, an unpublished draft on publication design, manuals, and book reviews. Also included are scripts for magic shows performed by Lamarque. Writings by others are present, and include limericks written about Lamarque by friends and an autobiography of Lamarque's wife, Milagros Abril Lamarque.

The Workshops series consists of advertisements, press releases, handbooks, publication design layout examples, and other materials related to Lamarque's career in teaching publication design workshops and seminars. Also present within the collection are various financial materials. Abril Lamarque Creations materials document Lamarque's design firm, active 1940-1941, which focused on the design and manufacture of modern decorative accessories for the home, such as serving trays, cigarette holders and jewelry. Photographs, drawings, and advertisements in this series document the product design and sales.

The collection includes several subject files concerning the Bacardi Company, the Dell Publishing Company, and Cuban caricaturist and publisher Conrado Massaguer. Files on Massaguer include illustrations, posters, magazines, clippings, and articles. The Subject Files also include materials collected about Mexican caricaturist Ernesto García, self-taught Polish painter Karol Kozlowski, and several other illustrators and political figures of interest to Lamarque.

Printed materials make up the bulk of the collection. Found are numerous examples of his design work for the *New York World-Telegram and Evening Mail*, the *New York Daily News*, the *New York Times*, *US News-World Report*, Dell Publishing Company, and others; as well as cartoons, caricatures, and illustrations by Lamarque. Clippings of the comic strip *Monguito* and editions of the Havana newspaper *Lunes de Diario de Cuba* are present. Printed material also includes posters, including Lamarque's designs for the "Aluminum for Britain" project, which he was asked to discontinue by the U.S. State Department. Also found in this collection are graphic design and illustration clippings collected by Lamarque.

Also found within the collection are seven scrapbooks containing clippings and articles, illustrations, scattered letters, photographs, invitations, artwork, and other materials detailing Lamarque's extensive artistic career and his amateur magic performances.

Original artwork includes drawings, sketches, prints, and design by-products by Abril Lamarque. Artwork by Lamarque includes silkscreens of dictators; drawings and printing plates for *Monguito* comics; page banners for *Film Fun* and other publications; and design paste-ups. Artwork created by others found within the series includes caricatures of Lamarque, sketches by Juan Abril Lamarque, and prints by Paul Hoffmaster.

Photographs included in the collection document Abril Lamarque's life and career, and show Lamarque with friends and colleagues, and performing as an amateur magician for both children and adult audiences.

There is a 0.4 linear foot unprocessed addition to this collection donated in 2023 that includes biographical information, condolence letters, sketches, printed material regarding Lamarque, teaching material, printed material regarding Karol Kozlowski, photographs of Lamarque, and misc. Materials date from circa 1883-2001.

Arrangement

The collection is arranged as twelve series.

Missing Title:

- Series 1: Biographical Material, 1917-2001 (0.5 linear feet; Box 1, OV 12)
- Series 2: Correspondence, 1922-1990 (0.5 linear feet; Box 1, OV 12)
- Series 3: Writings, 1925-1981 (0.3 linear feet; Box 2, OV 13)
- Series 4: Workshops, circa 1940-circa 1985 (0.4 linear feet; Box 2, OV 13)
- Series 5: Financial Records, 1924-1989 (4 folders; Box 2)
- Series 6: Abril Lamarque Creations, circa 1940-circa 1945 (6 folders; Box 2, OV 13)
- Series 7: Subject Files, 1905-1996 (0.5 linear feet; Box 4, OV 14)
- Series 8: Printed Material, 1883-1989 (1.5 linear feet; Box 3, 4, 6, and 11, OV 15-17)
- Series 9: Scrapbooks, 1920-1959 (1 linear foot; Boxes 7-9, OV 10)
- Series 10: Original Artwork, circa 1914-1988 (0.5 linear feet; Box 4, OV 18)
- Series 11: Photographic Material, circa 1920-circa 1985 (0.5 linear feet; Box 5, OV 19)
- Series 12: Unprocessed Addition, circa 1883-2001 (0.4 linear feet; Box 20)

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Art -- Study and teaching
Art directors -- New York (State) -- New York
Caricatures and cartoons
Designers -- New York (State) -- New York
Graphic arts
Illustrators -- New York (State) -- New York
Latino and Latin American artists
Magicians -- United States

Types of Materials:

Drawings
Scrapbooks

Names:

Abril Lamarque Creations
Art Directors Club (New York, N.Y.)
Bacardí Corporation (Puerto Rico)
Dell Publishing Company
García Cabral, Ernesto, 1890-1968
Hoffmaster, Paul
International Brotherhood of Magicians
Iowa State University
Kozłowski, Karol, 1885-1969
Lamarque, Juan Abril
Lamarque, Milagros Abril
Massaguer, Conrado Walter, 1889-1965
National Press Club (U.S.)
New York Daily News (Firm)
New York Times
Oklahoma State University
Portell-Vilà, Herminio, 1901-1992
Riverón, Enrique
Society of American Magicians
Society of Illustrators (New York, N.Y.)
United States. Department of State
University Club (New York, N.Y.)

Occupations:

Cartoonists

Container Listing

Series 1: Biographical Material, 1917-2001

0.5 Linear feet (Box 1, OV 12)

Scope and Contents: This series contains information about Lamarque and his family, including personal documents, biographical sketches, and a 1985 transcribed interview with Abril Lamarque's wife, Milagros, detailing the couple's first years together in New York. Humorous business cards collected by Lamarque are included in this series. Also found in is substantial material on professional organizations to which Lamarque belonged from 1937 until his death in 1999. These include the Art Director's Club, Dutch Treat Club, The International Brotherhood of Magicians, National Press Club, New York University Club, the New York University Faculty Club, the Society of American Magicians, and the Society of Illustrators. Material types include membership cards, yearbooks, event information, and posters.

Arrangement: This series is arranged by material type.

Available Formats: This series has been partially scanned. In some cases, printed materials have had their covers, title pages and relevant pages scanned.

Box 1, Folder 1	Personal documents, 1917-1945
Box 1, Folder 2	Information on Abril Lamarque and family, circa 1940-2001 Notes: Oversized material separated to OV 12.
Box 1, Folder 3	Eulogies and obituaries for Abril Lamarque, circa 1999
Box 1, Folder 4	Abril Lamarque Associates blank share certificates, circa 1930s-circa 1940s
Box 1, Folder 5	Humorous business and calling cards, circa 1945-circa 1980
Box 1, Folder 6	Membership cards- Art Directors Club, 1943-1976
Box 1, Folder 7	Membership cards- The International Brotherhood of Magicians, 1937-1940
Box 1, Folder 8	Membership cards- National Press Club, 1947-1980
Box 1, Folder 9	Membership cards- New York University Clubs and Associations, 1959-1989
Box 1, Folder 10	Membership cards- Society of American Magicians, 1932-1992
Box 1, Folder 11	Membership cards- Society of Illustrators, 1943-1969
Box 1, Folder 12	National Society of Art Directors, 1943-1976
Box 1, Folder 13	Dutch Treat Club, 1973-1988 Notes: Oversized material separated to OV 12.

Box 1, Folder 14	Dutch Treat Club Yearbooks, 1946, 1972-1975
Box 1, Folder 15	Dutch Treat Club Yearbooks, 1977-1981
Box 1, Folder 16	Dutch Treat Club Yearbooks, 1982-1986
Box 1, Folder 17	Dutch Treat Club Yearbooks, 1987-1990
Box 1, Folder 18	Society of American Magicians, 1937-2000 Notes: Oversized material separated to OV 12.
Box 1, Folder 19	Society of American Magicians Memos, circa 1945
Box 1, Folder 20	Society of Illustrators, 1942-1975
Box 1, Folder 21	Society of Illustrators posters, 1945-circa 1975 Notes: Oversized material separated to OV 12.
Box OV 12	Oversized material scanned with Box 1, Folders 2, 13, 18, and 21.

[Return to Table of Contents](#)

Series 2: Correspondence, 1922-1990

0.5 Linear feet (Box 1, OV 12)

Scope and Contents: This series contains scattered personal and business correspondence. Some of the letters are in Spanish; a few are illustrated. Found are several letters and telegrams from the Dell Publishing Company and its owner, George T. Delacorte, Jr., regarding payments and other office matters. Illustrated letters from Lamarque's brother, Juan Abril Lamarque, a painter and graphic designer who came to New York in the 1930s and worked as art director of *El Norte* and other Spanish language magazines, are also part of this series. Illustrated cards and letters from artist Paul R. Hoffmaster are also found. Additional letters are from artists and friends, including Ernesto García Cabral and Conrado Massaguer.

Correspondence from Ohio State University is with Harry Heath, associate professor in the Department of Technical Journalism and concerns design workshops and seminars taught by Lamarque. Later correspondence with Heath while he was director of the School of Journalism and Broadcasting at Oklahoma State University concerns a gift of Lamarque's personal papers on the subject of design.

Arrangement: This series is arranged by correspondent.

Available: This series has been scanned in its entirety.

Formats:

Box 1, Folder 22	Cabral, Ernesto Garcia, circa 1930-circa 1940
Box 1, Folder 23	Dell Publishing Company, circa 1928-1940
Box 1, Folder 24	Hoffmaster, Paul R., circa 1947-1974
Box 1, Folder 25	Iowa State University, 1961-1976
Box 1, Folder 26	Juhass, Joseph, 1939
Box 1, Folder 27	Lamarque, Juan Abril, circa 1940-circa 1985
Box 1, Folder 28	Massaguer, Conrado, 1922-1949
Box 1, Folder 29	Miscellaneous business correspondence, 1950-1985 Notes: Oversized material separated to OV 12.
Box 1, Folder 30	Miscellaneous correspondence, A-B, circa 1950-1976
Box 1, Folder 31	Miscellaneous correspondence, C-D, 1924-1980
Box 1, Folder 32	Miscellaneous correspondence, R-S, 1926-circa 1970
Box 1, Folder 33	Miscellaneous correspondence, unidentified, 1969
Box 1, Folder 34	Miscellaneous illustrated letters, 1923-1924 Notes: Oversized material separated to OV 12.

Box 1, Folder 35	New York Times, 1942-1964 Notes: Oversized material separated to OV 12.
Box 1, Folder 36	Official Detective Group, R.G.H. Publishing, 1989
Box 1, Folder 37	Oklahoma State University, circa 1962-1975
Box 1, Folder 38	Oklahoma State University, 1976-1986
Box 1, Folder 39	Oklahoma State University, 1987-1989
Box 1, Folder 40	Oklahoma State University, 1990
Box 1, Folder 41	Workshops, 1944-1968
Box OV 12	Oversized material scanned with Box 1, Folders 28, 34, and 35.

[Return to Table of Contents](#)

Series 3: Writings, 1925-1981

0.3 Linear feet (Box 2, OV 13)

Scope and Contents: This series houses copies of *Primer Curso de Caricatura*, a primer on how to draw the *Monguito* character's poses and facial expressions, published in Havana in 1925 and other published and unpublished writings by and about Lamarque, including book reviews and design articles written by Lamarque, and an unpublished draft of a book on publication design. The series also contains scripts for Lamarque's magic shows and a journal which primarily documents business matters. Also found are writings by others, including an autobiographical essay by Milagros Abril Lamarque, and limericks written about Lamarque by friends. Researchers may also find writings by Lamarque in Series 10: Scrapbooks.

Arrangement: This series is arranged by author and material type.

Available Formats: This series has been partially scanned. Duplicates and blank pages have not been scanned. In some cases, printed materials have had their covers, title pages, and relevant pages scanned.

Box 2, Folder 1	Articles by Abril Lamarque, 1946
Box 2, Folder 2	Articles by Abril Lamarque, circa 1955 to circa 1970 Notes: Oversized material separated to OV 13.
Box 2, Folder 3	Editor's Notebook articles by Abril Lamarque, circa 1952-1953
Box 2, Folder 4	Unpublished draft on publication design, chapters 1-4, circa 1940-circa 1950
Box 2, Folder 5	Unpublished draft on publication design, chapters 5-10, circa 1940-circa 1950
Box 2, Folder 6	Unpublished draft on publication design, chapters 11-14, circa 1940-circa 1950
Box 2, Folder 7	Unpublished draft notes, circa 1942
Box 2, Folder 8	NACS Manuals by Abril Lamarque, 1966-1977
Box 2, Folder 14	Limericks about Lamarque by others, circa 1950-1981
Box 2, Folder 9	Book Primer Curso de Caricatura, by Abril Lamarque, 1925
Box 2, Folder 10	Book reviews by Abril Lamarque, circa 1959 Notes: Oversized material separated to OV 13.
Box 2, Folder 11	Business journal and notes, 1948-1969
Box 2, Folder 12	Scripts and notes for magic shows, circa 1954-circa 1972
Box 2, Folder 13	Autobiography by Milagros Abril Lamarque, circa 1940s
Box 2, Folder 15	Writings by others, 1946-1982

Box OV 13

Oversized material scanned with Box 2, folder 10.

[Return to Table of Contents](#)

Series 4: Workshops, circa 1940-circa 1985

0.4 Linear feet (Box 2, OV 13)

Scope and Contents: This series contains files about Lamarque's publication design seminars and workshops for New York University's School of Continuing Education and the Society of National Associated Publications. The Workshop series contains articles, design examples, promotional materials, slides, handbooks written by Lamarque, and testimonials and reviews of the workshops.

Arrangement: This series is arranged by material type.

Available Formats: This series has been scanned in its entirety, with the exception of blank pages and duplicates.

Box 2, Folder 16	Advertisements, 1961-1982 Notes: Oversized material separated to OV 13.
Box 2, Folder 17	Agendas, 1944-1970
Box 2, Folder 18	Announcements and press releases, 1946-1978
Box 2, Folder 19	Handbook The Abril Lamarque Editorial Layout Workshop, 1946-1969 (3 folders)
Box 2, Folder 20	Handbook for design based on American Weekly Magazine, circa 1955-circa 1985
Box 2, Folder 21	Handbook drafts and fragments, 1969
Box 2, Folder 22	Layout examples for handbooks, circa 1950-circa 1970
Box 2, Folder 23	New York University design workshops, 1958-1965 Notes: Oversized material separated to OV 13.
Box 2, Folder 24	Miscellaneous notes about Abril Lamarque workshops, circa 1945-circa 1980
Box 2, Folder 25	Reviews, 1953-1978
Box 2, Folder 26	Workshop testimonials, circa 1950-circa 1980
Box 2, Folder 27	Red Book Magazine layout examples, circa 1940-circa 1950
Box 2, Folder 28	Slides of layouts, circa 1961-circa 1964
Box 2, Folder 29	Slides of layouts, circa 1945-1970
Box 2, Folder 30	Negatives of layouts, circa 1945-circa 1980

Box OV 13

Oversized materials scanned with Box 2, Folders 16 and 23.

[Return to Table of Contents](#)

Series 5: Financial Records, 1924-1989

4 Folders (Box 2)

Scope and Contents: Financial material includes invoices, receipts, and financial correspondence related to Lamarque's time at Dell Publishing Company and ledger books of Lamarque's accounts. Also included are box inventories and shipping invoices for Lamarque's gifts to Oklahoma State University in the late 1980s.

Appraisal: This series is arranged by material type.

Available Formats: This series has been scanned in its entirety.

Box 2, Folder 31	Invoices, receipts, and financial correspondence, 1924-1956
Box 2, Folder 32	Ledgers, 1924-1962
Box 2, Folder 33	Box inventories for gifts to Oklahoma State University, 1987-1989
Box 2, Folder 34	Shipping invoices for gifts to Oklahoma State University, 1987-1989

[Return to Table of Contents](#)

Series 6: Abril Lamarque Creations, circa 1940-circa 1945

6 Folders (Box 2, OV 13)

Scope and Contents: This series consists of files on Lamarque's design firm, Abril Lamarque Creations. The series contains drawings and sketches of product designs, published advertisements from magazines and newspapers, letters from *Vogue* magazine and others concerning sale of items, and two memos regarding shipment orders to artist Enrique Riverón and his wife Noella. Also found are photographs and slides of products.

Arrangement: This series is arranged by material type.

Available Formats: This series has been scanned in its entirety, with the exception of duplicates.

Box 2, Folder 35	Advertisements, 1940-1945 Notes: Oversized material separated to OV 13.
Box 2, Folder 36	Advertisement clippings, 1945-1950
Box 2, Folder 37	Correspondence and memos, 1940-1945
Box 2, Folder 38	Drawings and sketches, circa 1940 Notes: Oversized material separated to OV 13.
Box 2, Folder 39	Photographs, circa 1945 Notes: Negatives of photographs of Abril Lamarque Creations were disposed of due to poor condition.
Box 2, Folder 40	Slides, circa 1945
Box OV 13	Oversized material scanned with Box 2, Folders 35 and 38.

[Return to Table of Contents](#)

Series 7: Subject Files, 1904-1996

0.5 Linear feet (Box 3, OV 14)

Scope and Contents: This series contains files Lamarque collected on various interests and current events, including a Bacardi family dispute in the 1990s surrounding their rum company and several humorous photographs of the company's C.E.O., José M. Bosch (Abril Lamarque's cousin). Also found is material on the Cuban caricaturist and publisher, Conrado Massaguer. Files on Massaguer include a rare 1933 edition of the New York weekly magazine, *Knickerbocker Jr.*; several covers of his celebrated magazine *Social*, published in Havana between the years 1916 and 1938; and pages from the "Ellos" section of *Social*, which featured caricatures of prominent members of Cuban high society. Included is a large color poster of one of Massaguer's most famous caricatures, "Doble Nueve," with a handwritten dedication inscribed on the right.

The subject files also include material on the Dell Publishing Company and its owner, George T. Delacorte, Jr. Also found is material on Polish self-taught painter Karol Kozlowski, which include an exhibition catalog written by Lamarque's daughter, Martha Lamarque Sarno.

Three small scrapbooks with newspaper clippings of caricatures by Mexican caricaturist Ernesto García Cabral, as well as printed material about illustrators and caricaturists Arias Bernal, Paolo Garretto, Norman Rockwell and Sirio are also found. Photographs of Abril Lamarque with Cuba's former president, Fulgencio Batista are also arranged in this series.

Arrangement: This series is arranged alphabetically by subject.

Available Formats: This series has been partially scanned. Duplicates and blank pages have not been scanned. In some cases, printed materials have had their covers, title pages, and relevant pages scanned.

Box 3, Folder 1 [Bacardi Company printed material, circa 1956-1996](#)
Notes: Oversized Materials housed in OV 14.

Box 3, Folder 2 [Bacardi Company photographs, 1953-circa 1960](#)

Box 3, Folder 3 [Batista, Fulgencio, circa 1955](#)

Box 3, Folder 4 [Bernal, Arias, circa 1930-circa 1960](#)
Notes: Oversized Materials housed in OV 14.

Box 3, Folder 5 [Cabral, Ernesto García, circa 1921](#)

Box 3, Folder 6 [Cabral, Ernesto García, circa 1921](#)

Box 3, Folder 7 [Dell Publishing Company, 1927-1939](#)

Box 3, Folder 8 [Dell Publishing Company- photographs of Delacorte family, circa 1927-circa 1939](#)

Box 3, Folder 9 [Garretto, Paolo, 1931-circa 1935](#)

Box 3, Folder 10 [Kozlowski, Karol, 1984-1985](#)
Notes: Oversized Materials housed in OV 14.

Box 3, Folder 11 [Massaguer, Conrado W. articles and clippings, 1918-circa 1952](#)

Box 3, Folder 12	Massaguer, Conrado W. caricatures, circa 1913-circa 1957 Notes: Oversized Materials housed in OV 14.
Box 3, Folder 13	Massaguer, Conrado W. magazine Knickerbocker Jr., 1933 Notes: Oversized Materials housed in OV 14.
Box 3, Folder 14	Massaguer, Conrado W. front covers of Cuban magazine Social, circa 1922-circa 1933
Box 3, Folder 15	Massaguer, Conrado W. caricatures from the "Ellos" section of Social, circa 1927-circa 1939
Box 3, Folder 16	Massaguer, Conrado W. posters, 1941-1946 Notes: Oversized Materials housed in OV 14.
Box 3, Folder 17	Rockwell, Norman, 1904, 1930-1932 Notes: Oversized Materials housed in OV 14.
Box 3, Folder 18	Sirio, 1918-circa 1920
Box OV 14	Oversized material scanned with Box 3, Folders 1, 4, 10, 12, 13, 16, and 17.

[Return to Table of Contents](#)

Series 8: Printed Material, 1883-1989

1.5 Linear feet (Box 3-4, OV 15-17)

Scope and Contents: This series includes a wide variety of printed material collected by Lamarque, which features examples of his work in publication design, illustrations, comics, and caricatures; as well as examples of graphic design and illustration design from his contemporaries and historical publications. Also found are articles and clippings regarding Lamarque's career.

Arrangement: This series is arranged as 5 subseries.

Missing Title:

- 8.1: Clippings about Abril Lamarque, 1926-1988
- 8.2: Illustrations by Abril Lamarque, circa 1920-1941
- 8.3: Designs by Abril Lamarque, circa 1925-1989
- 8.4: Posters by Abril Lamarque, circa 1930-1975
- 8.5: Graphic Design and Illustration Clippings, 1883-circa 1960

Location of Originals: This series has been partially scanned. Duplicates and blank pages have not been scanned. In some cases, printed materials have had their covers, title pages, and relevant pages scanned.

Subseries 8.1: Clippings About Abril Lamarque, 1926-1988

Scope and Contents: This subseries includes magazine and newspaper articles about Lamarque's career as in illustration and publication design. Also found are programs for Lamarque's performances as a magician.

Box 3, Folder 19	About Abril Lamarque, 1926-1958
	Notes: Oversize materials separated to OV 15.

Box 3, Folder 20	About Abril Lamarque, 1958-1988
------------------	---

Box 3, Folder 21	Programs for magic show performances, 1947-1948
------------------	---

Box OV 15	Oversized materials scanned with Box 3, Folder 19
-----------	---

Subseries 8.2: Illustrations by Abril Lamarque, circa 1920-1941

Scope and Contents: This subseries includes clippings collected by Lamarque which document his illustration work for the magazine *Film Fun*, as well as illustration, advertisement, and caricature clippings from various newspapers and magazines. Also included is an extensive collection of Lamarque's Spanish-language comic strip, *Monguito*, political cartoons and caricatures by Lamarque, and Lamarque's radiocatures.

Box 3, Folder 22	Ads illustrated by Abril Lamarque, circa 1920-circa 1930
------------------	--

Box 3, Folder 23	American caricatures and illustrations, circa 1920-1934
------------------	---

Box 3, Folder 24	Ballyhoo "Ballyhoo's Who Cross Word Puzzle", circa 1920s
------------------	--

Box 3, Folder 25	Cuban caricatures and illustrations, circa 1922-circa 1940
------------------	--

Box 3, Folder 26	Film Fun caricatures, 1928-1932
Box 3, Folder 27	Film Fun "Fun at the Films" comics, circa 1928-circa 1932
Box 3, Folder 28	Film Fun "Fun at the Films" blueprints, circa 1928-circa 1932
Box 3, Folder 29	Film Fun "Fun at the Films" negative prints, circa 1928-circa 1932
Box 3, Folder 30	Film Fun illustrations, circa 1928-circa 1932
Box 3, Folder 31	Monguito, comic strips by Abril Lamarque, circa 1926-circa 1933
Box 3, Folder 32	Monguito, comic strips by Abril Lamarque, circa 1926-circa 1933
Box 3, Folder 33	Monguito, comic strips by Abril Lamarque, circa 1926-circa 1933
Box 3, Folder 34	Monguito, comic strips by Abril Lamarque, 1927
Box 3, Folder 35	Monguito, comic strips by Abril Lamarque, 1928
Box 3, Folder 36	Monguito, comic strips by Abril Lamarque, 1932
Box 3, Folder 37	Monguito, comic strips by Abril Lamarque, 1933
Box 3, Folder 38	Political cartoons, circa 1921-1941 Notes: Oversized material housed in OV 15.
Box 3, Folder 39	Radiocatures, circa 1920s
Box OV 15	Oversized material scanned with Box 3, Folder 38

Subseries 8.3: Designs by Abril Lamarque, circa 1925-1989

Scope and Contents: Included in this subseries are clippings and materials which document Lamarque's career in graphic and publication design. Materials include advertisements, airmail labels designed and sold at Woolworth's in the 1940s, as well as examples of Lamarque's publication design for books, marketing publications, newspapers, and magazines. Also included are designs for Lamarque's personal use, including Christmas cards and his personal and business letterhead.

Box 3, Folder 40	Advertisements, circa 1950-circa 1985
Box 3, Folder 41	Air mail labels, circa 1940
Box 4, Folder 1	Book The Icicle File by William Cadigan and designed by Abril Lamarque, 1961
Box 4, Folder 2	Book Man the Maker by Ellen J. Garrett and designed by Abril Lamarque, 1946 Notes: (two copies)

Box 4, Folder 3	Book Man the Maker by Ellen J. Garrett and designed by Abril Lamarque, 1946
Box 4, Folder 4	Christmas cards, circa 1940-circa 1960 Notes: Oversize materials housed in OV 15.
Box 4, Folder 5	Designs for Bacardi, 1962 Notes: Oversized material housed in Box 6.
Box 4, Folder 6	Personal and business letterheads, circa 1925-circa 1980
Box 4, Folder 7	Magazines and magazine covers, 1923-1930 Notes: Oversized materials housed in OV 16.
Box 4, Folder 8	Magazines and magazine covers, 1930-1933
Box 4, Folder 9	Magazines and magazine covers, 1941
Box 4, Folder 10	Magazines and magazine covers, 1946-1989
Box 4, Folder 11	Marketing publications, circa 1960-circa 1970 Notes: Oversized material housed in Box 6.
Box 4, Folder 12	Newspapers, 1925-1988 Notes: Oversized materials housed in OV 16 and Box 6.
Box OV 16	Oversized material scanned with Box 4, Folder 7-10, 12.
Box 6	Oversized material scanned with Box 4, Folder 5, 11-12.

Subseries 8.4: Posters by Abril Lamarque, circa 1930-1975

Scope and Contents: This subseries includes posters designed by Abril Lamarque. Posters included are Lamarque's designs for "Aluminum for Britain," an advertisement for U.S. War Bonds, and an advertisement for *Monguito*, among others.

Box 4, Folder 13	"Aluminum for Britain", 1941 Notes: Oversized material housed in OV 17.
Box 4, Folder 14	"The Mad Monster of Coyote Flat," circa 1930-circa 1940
Box 4, Folder 15	Posters by Abril Lamarque, 1939-1975 Notes: Oversized material housed in OV 17.
Box OV 17	Oversized material scanned with Box 4, Folder 13 and 15.

Subseries 8.5: Graphic Design and Illustration Clippings, 1883-circa 1960

Scope and Contents: This subseries consists of examples collected by Lamarque of graphic design and illustration, including bound volumes of *Confetti*, a Cuban humor magazine.

Box 4, Folder 16 [Confetti, Cuban humor magazine \(bound volumes\), 1916-1917](#)

Box 4, Folder 17 [Publications and illustrations by John de Pol, 1956-1958](#)

Box 4, Folder 18 [John Held Jr. illustrations, circa 1920-circa 1950](#)
Notes: Oversized material housed in OV 16.

Box 4, Folder 19 [Examples of four-color printing, 1883-circa 1960](#)
Notes: Oversize materials housed in OV 16.

Box 4, Folder 20 [Miscellaneous caricatures and illustrations, 1931-circa 1945](#)
Notes: Oversized material housed in OV 16.

Box 11 Oversized material scanned with Box 4, Folder 16.

Box OV 16 Oversized material scanned with Box 4, Folders 18-20.

[Return to Table of Contents](#)

Series 9: Scrapbooks, 1920-1959

1.2 Linear feet (Box 7-9, OV 10)

Scope and Contents: This series contains seven scrapbooks with newspaper clippings, magazine articles, caricatures, illustrations, scattered letters, photographs, event invitations, and original artwork extensively documenting Lamarque's personal and professional life.

Four scrapbooks include covers for magazines Lamarque designed as well as his published caricatures and illustrations for such magazines as *Bally-hoo*, *Film Fun*, *Inside Detective*, *Modern Screen*, *Screen Romances*, and others. Scrapbook 1 includes a copy of Lamarque's first cartoon published in 1921 and correspondence from Lamarque's lawyer regarding his application for a patent for his "radiocatures," a radio broadcast that verbally transmitted his pictures and caricatures while the audience followed a diagram printed in the *Telegram-Mail*. Of special interest in Scrapbook 3 are two letters addressed to Cuban caricaturist and publisher Conrado Massaguer from *Vanity Fair* magazine expressing an interest in Abril Lamarque's artwork. Examples of Lamarque's business stationery are also found in this scrapbook. Scrapbook 4 is devoted to artwork Lamarque created for the Dell Publishing Company, including advertisements designed by Lamarque for *Ballantine Ale*, a beer company owned by George T. Delacorte, owner of the Dell Publishing Company. Scrapbooks 5 and 7 document Lamarque's interest in magic and his numerous performances as an amateur magician in connection with the Society of American Magicians and the International Brotherhood of Magicians. Scrapbook 6 contains clippings of book reviews for *Brooklyn U.S.A.*, written by John Richmond and Abril Lamarque.

Arrangement: The scrapbooks are disassembled, but the materials are arranged in original order.

Available: This series has been scanned in its entirety.

Formats:

Box 7, Folder 1	Scrapbook 1, 1920-1951
Box 7, Folder 2	Scrapbook 2, 1920-1939
Box 7, Folder 3	Scrapbook 3, 1924-1951
Box 8, Folder 1	Scrapbook 4, Dell Publishing Company, 1927-1930
Box 8, Folder 2	Scrapbook 5, 1936-1958
Box 9, Folder 1	Scrapbook 6, 1940-1959
Box 9, Folder 2	Scrapbook 7, 1942-1958
Box OV 10	Original artwork removed from Scrapbook 1, circa 1920-circa 1939

[Return to Table of Contents](#)

Series 10: Original Artwork, circa 1914-1988

0.5 Linear feet (Box 4, OV 18)

Scope and Contents: Original artwork by Abril Lamarque, Paul Hoffmaster, Enrique Riverón, H. Portell Vilá, and other artists is found in this series. This series includes two childhood sketchbooks belonging to Lamarque and his sister. Other artwork by Lamarque includes sketches and drawings, silkscreens of dictators, examples of original *Monguito* comics and printing plates, and hand-drawn page banners for *Film Fun* magazine. Also included are photocopies of drawings Lamarque created for his granddaughter, Cristina. Pen and ink illustrations and caricatures by Abril Lamarque's brother, Juan Abril Lamarque, are also found.

Arrangement: This series is arranged by creator and material type.

Available Formats: This series has been scanned in its entirety.

Box 4, Folder 21	Childhood sketchbooks, circa 1914-1917
Box 4, Folder 22	Drawings, 1920-1988 Notes: Oversized material housed in OV 18.
Box 4, Folder 23	Dictator silkscreens used for magic act, circa 1935-circa 1945
Box 4, Folder 24	Self-caricatures, circa 1925-circa 1945
Box 4, Folder 25	Monguito comic strip paper printing plates, circa 1920s
Box 4, Folder 26	Monguito comic strip paper printing plates, circa 1920s
Box 4, Folder 27	Metal printing plate of Monguito character, circa 1920s
Box 4, Folder 28	Hand-drawn Monguito comic strips, circa 1920s Notes: Oversized material housed in OV 18.
Box 4, Folder 29	Page Banners from Film Fun magazine and others, circa 1929 Notes: Oversized material housed in OV 18.
Box 4, Folder 30	Printing paste-ups, circa 1950-1969
Box 4, Folder 31	Printing paste-up negatives, circa 1970
Box 4, Folder 32	Artwork by Paul Hoffmaster, circa 1950-circa 1970
Box 4, Folder 33	Slides of artwork by Paul Hoffmaster, circa 1950-circa 1970
Box 4, Folder 34	Original artwork by Juan Lamarque, circa 1950-circa 1985 Notes: Oversized material housed in OV 18.
Box 4, Folder 35	Caricatures and drawings of Abril Lamarque, 1925-circa 1983

	Notes:	Oversized material housed in OV 18.
Box 4, Folder 36		Artwork by others, circa 1940-circa 1980
Box OV 18		Oversize material scanned with Box 4, Folders 21, 28, 29, 34, and 35.

[Return to Table of Contents](#)

Series 11: Photographic Material, circa 1920-circa 1985

0.5 Linear feet (Box 4, OV 19)

Scope and Contents: This series includes photographs of Abril Lamarque with his friends, colleagues, and fellow club members. Included are photos of Lamarque with members of the Dutch Treat Club; with members of the Society of American magicians and other magicians; with members of the Society of Illustrators; with colleagues Ernesto García Cabral and Conrado Massaguer; and with celebrities Jorge Mañach and Xavier Xugat; among others. Also found are photographs of Lamarque at work teaching seminars and workshops; and Lamarque's magic show performances at the Society of Illustrators annual Christmas show and the Society of American Magicians. Also included in this series are photographs and slides of advertisements, cards, slogans, and logos designed by Lamarque.

Arrangement: This series is arranged by subject.

Available Formats: This series has been scanned in its entirety, with the exception of duplicates and fragile materials. Two rolled photographs of Lamarque with classmates have not been scanned due to fragility. Contextual notes associated with these items have been scanned.

Box 4, Folder 37	Abril Lamarque, circa 1920-circa 1980 Notes: Oversize material housed in OV 19. Two rolled photographs, unscanned, housed in sol 9.
Box 4, Folder 38	Negatives of Abril Lamarque, circa 1920-circa 1970
Box 5, Folder 1	Slides of Abril Lamarque, circa 1955-circa 1970
Box 5, Folder 2	Abril Lamarque's guardians and teacher, 1924
Box 5, Folder 3	Abril Lamarque and caricaturists, 1934-circa 1939
Box 5, Folder 4	Abril Lamarque and crew of the U.S.S. Coral Sea (U.S. Navy), 1948
Box 5, Folder 5	Abril Lamarque and Dutch Treat Club, circa 1985
Box 5, Folder 6	Abril Lamarque and magicians, 1939-circa 1970
Box 5, Folder 7	Abril Lamarque and members of the Society of Illustrators, circa 1945-circa 1955
Box 5, Folder 8	Abril Lamarque with friends and colleagues, 1934-circa 1970
Box 5, Folder 9	Abril Lamarque's performances as an amateur magician, 1940-1986
Box 5, Folder 10	Abril Lamarque's performances as an amateur magician, circa 1966
Box 5, Folder 11	Negatives of performances as an amateur magician, circa 1940-circa 1966
Box 5, Folder 12	Lamarque at publication workshops and seminars, 1958-circa 1974
Box 5, Folder 13	Advertisements, circa 1960-circa 1970

Box 5, Folder 14	Advertising campaigns, circa 1950-1967
Box 5, Folder 15	Christmas card designs, circa 1940-circa 1960
Box 5, Folder 16	Dell Publishing Company offices and other organizations, circa 1927-circa 1941
Box 5, Folder 17	Western Union Messengers magic act, circa 1940s
Box OV 19	Oversized material scanned with Box 4, Folder 37

[Return to Table of Contents](#)

Series 12: Unprocessed Addition, circa 1883-2001

0.4 Linear feet

Box 20

Unprocessed Papers

[Return to Table of Contents](#)