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Draft of the Introduction of the Proposal

The play “The Gentleman Caller” was printed on very thin paper and featured many advertisements throughout the play booklet. The cover of the play is plain with only the title, roles, copyright date, and address for questions regarding the play. The booklet that the play was printed in seemed almost like a magazine to me. The advertisements and type of paper it was on made it feel like a magazine. It also featured advertisements mostly targeted for people to visit a town in New Mexico but there was also one advertisement for a shop in Colorado. Most of the advertisements were hand-drawn, a few were printed out, there were a couple of pages at the end with text advertisements that one would usually find in a newspaper.

The way the play booklet was put together made it seem as if it were a magazine or a newspaper rather than a play. The advertisements in the play’s booklet reminded me of how Amazon puts advertisements in the lock screen of the Kindle and reduces the price of the product. Maybe this version of the play was sold at a lower price but featured advertisements inside. This play might have also been sold when Ed Bullins’ performing group was low on money or even for fundraising purposes as the advertisers would have to pay money for each copy sold.

I care about justice and sustainability. The advertisements in the play, I feel, are a good way for Ed Bullins or whomever is profiting from the play to make some extra money without really hurting consumers too much. I also appreciate that the play was printed on thin paper, although that might have been a way to save money on paper, since it does its job of saving paper and reducing impact on the environment. I’m not sure how justice would match with this play, but I recall reading about Bullins’s

pride in black theater and his refusal to cast white actors in plays. I feel this might have a tinge of justice to it since at the time, most white directors refused or rarely cast black actors.