

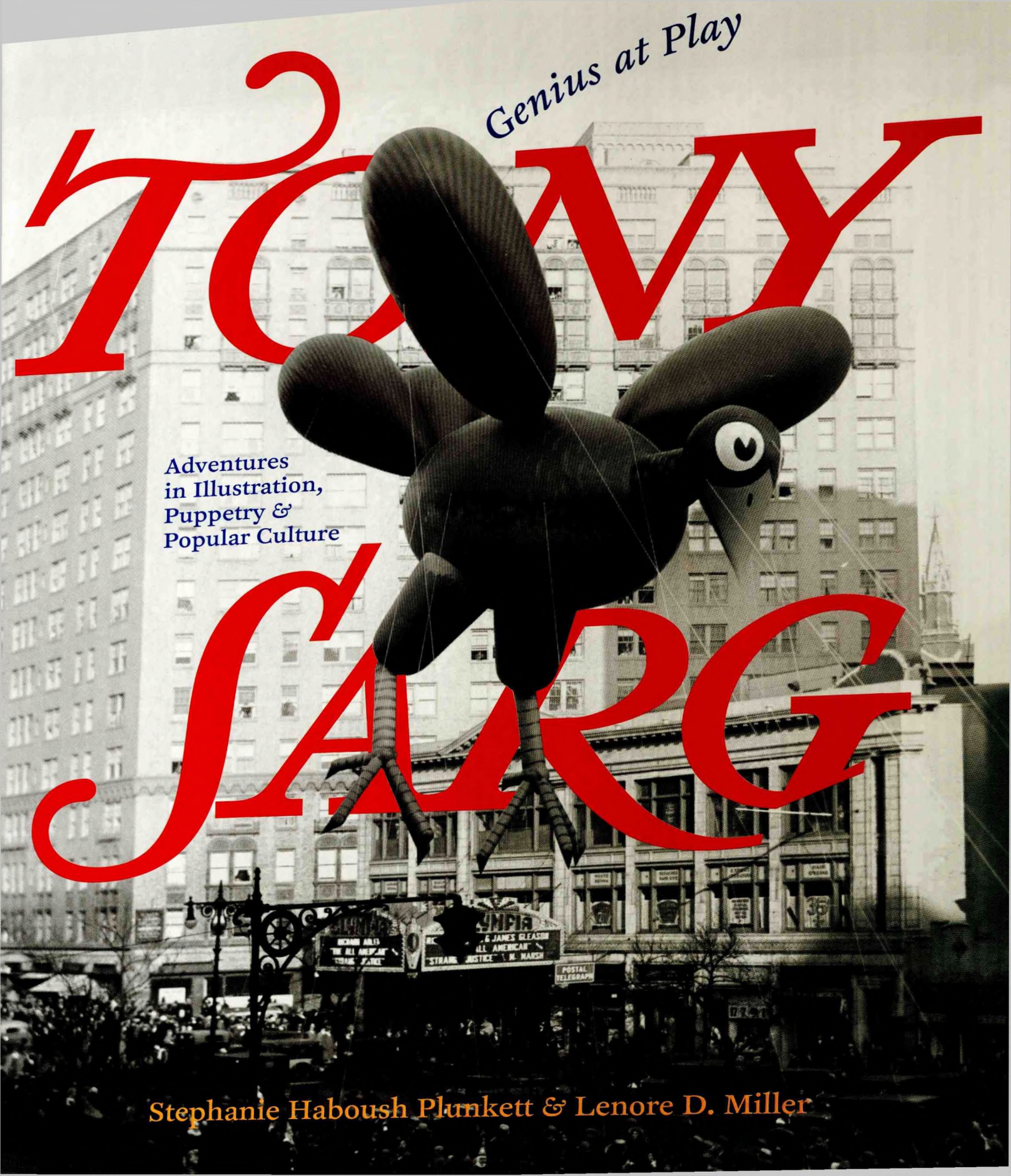
*Genius at Play*

**TOBY**

*Adventures  
in Illustration,  
Puppetry &  
Popular Culture*

**SARG**

**Stephanie Haboush Plunkett & Lenore D. Miller**



# Contents

*Acknowledgments* 6

*About the Norman Rockwell Museum* 7

*Introduction: Tony Sarg and the Invention  
of American Popular Culture* 9

JOHN BELL

**I**

*An Officer and an Artist: Tony Sarg's Beginnings* 23

STEPHANIE HABOUSH PLUNKETT AND LENORE D. MILLER

**2**

*The Old Curiosity Shop: Tony Sarg's London* 33

STEPHANIE HABOUSH PLUNKETT AND LENORE D. MILLER

**3**

*Man about Town: Tony Sarg's New York* 47

STEPHANIE HABOUSH PLUNKETT AND LENORE D. MILLER

**4**

*Moving Images: Tony Sarg's Animations* 65

STEPHANIE HABOUSH PLUNKETT AND LENORE D. MILLER

**5**

*Father of Modern American Puppetry: Tony Sarg's Marionettes* 69

DARIN E. JOHNSON

**6**

*Balloons over Broadway: Tony Sarg's Creations for Macy's* 87

STEPHANIE HABOUSH PLUNKETT AND LENORE D. MILLER

TONY SARG'S NANTUCKET

7 *Island Adventures and the Famous Sea Monster Hoax* 101  
GEORGE KORN

8 *Treasures from the Nantucket Historical Association* 119  
MICHAEL R. HARRISON

9 *The Big Stage: Tony Sarg's Illustrated Maps, Interior Designs,  
and World's Fair Commissions* 145  
STEPHANIE HABOUSH PLUNKETT AND LENORE D. MILLER

IO *Commercial Whimsy: Tony Sarg's Product Designs and Endorsements* 167  
STEPHANIE HABOUSH PLUNKETT AND LENORE D. MILLER

II *Humor, Fantasy, and the Turning Page: Tony Sarg's Books* 189  
STEPHANIE HABOUSH PLUNKETT AND LENORE D. MILLER

*Notes* 213

*Index* 216

*About the Authors* 221