



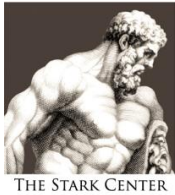
THE STARK CENTER

**The H.J. Latcher Stark Center for Physical Culture & Sports**  
The University of Texas at Austin

## **William Taft Collection** **1880-1989**

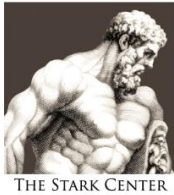
### **Abstract**

This collection consists of Dr. William H. Taft's research about physical culture figure Bernarr Macfadden. The research was used for several articles and a book manuscript. First hand accounts of Macfadden from correspondence with family members and employees combine with books and articles to form the foundation for Taft's writings.



## **SUMMARY INFORMATION**

<b>Size of Collection:</b>	3 boxes (4.5 linear feet)
<b>Creator:</b>	Dr. William H. Taft
<b>Acquisition Info:</b>	Unknown
<b>Accruals:</b>	No accruals are expected.
<b>Language(s):</b>	English,
<b>Processed By:</b>	Emily Landis, 2019.
<b>Conservation Notes:</b>	No conservation was needed.



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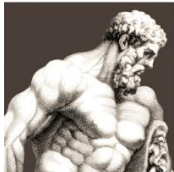
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## **INFORMATION FOR RESEARCHERS**

### **Preferred Citation**

William Taft Collection, The H.J. Lutchter Stark Center for Physical Culture & Sports, The University of Texas at Austin.

### **Separated Material**

Books were separated from the collection and cataloged separately. You can search for books through University of Texas at Austin Library catalog at [lib.utexas.edu](http://lib.utexas.edu).

## **BIOGRAPHICAL INFORMATION**

Dr. William Taft (1915-2011) was a professor at the University of Missouri from 1956 to 1981 where he taught journalism as the associate dean of the graduate program. The author of 12 books Taft also wrote articles and book reviews. Most of his writings described the history of 20<sup>th</sup> century journalists, American magazines and state newspapers. In addition to his unpublished book about Bernarr Macfadden, Taft also wrote three articles about Macfadden.

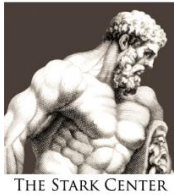


## **SCOPE AND CONTENT NOTE**

The Taft collection encompasses Dr. Taft's research materials about physical culturist Bernarr Macfadden. Included in the collection are articles written by Macfadden about health and fitness, published works by other authors about his unusual life, correspondence and research notes between Taft and longtime Macfadden employee Dr. Schubel, and correspondence between Taft and other employees and Macfadden family members in addition to Taft's research notes is also included.

Taft divided a large part of his research into folders that corresponded with either chapters of his book or certain topics he planned to address in the manuscript. This method of organization was retained since it shows cases his original plan for the book, while the other materials were organized according to subject.

The collection is divided into two series. Series one has Taft's research notes, which are divided into four subseries. Articles "Glorify the Body" and "Macfadden Reveals Secret of Prolonged Youth at 87," were found in "How to Reduce" Booklet from Macfadden Institute of Dietetics, and moved to appropriate folders.



## COLLECTION INVENTORY

### Series 1: Research, 1880-1989, undated

This series consists of 4 subseries: 1.1, “Portrait in Paradox: Bernarr Macfadden” manuscript chapters; 1.2, Topical; 1.3, Materials from Dr. Schubel; and 1.4, General.

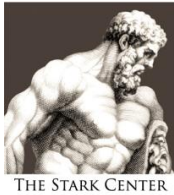
#### Subseries 1.1: “Portrait in Paradox: Bernarr Macfadden” manuscript chapters, 1893-1989, undated

Folder Title	Box Number	Folder Number
Chapter 1: An unusual Man, Ahead of his Time, 1967-1968, undated	1	1
Chapter 2: Macfadden, the Individualist, undated	1	2
Chapter 3: Enter, Mr. America, 1966, undated	1	3
Chapter 4: Weakness is a Crime, 1893, 1942, 1966-1967, undated	1	4
Chapter 5: Look Out, Medical Charlatans! 1899-1915, 1919- 1930, 1938-1942, undated	1	5
Chapter 6: Physical Culture: Sense and Nonsense, 1905-1941, undated	1	6-8
Chapter 7: Home is Where the Health is, 1900, 1908-1912, 1920-1939, 1940, 1949, 1955, undated	1	9



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Chapter 8: Anthony Comstock vs. Bernarr Macfadden, 1900-1913, 1924-1929, 1937, 1940, undated	1	10-11
Chapter 9: Natural Healing: Damnable Dangerous Doctrine, 1911, 1916, 1918-1937, 1940, 1951, 1964-1968, undated	1	12-13
Chapter 10: Walk Your Way to Health, 1901, 1923, 1928, 1933-1937, 1940, 1963, 1972, undated	1	14
Chapter 11: True Story – True or False? 1923-1929, 1932-1941, 1964-1969, undated	1	15-16
Chapter 12: Graphic or Pornographic? 1926, 1963, undated	1	17
Chapter 13: Death of Graphic, 1849, 1899, 1905-1907, 1923-1940, 1950-1951, 1967, undated	1	18
Chapter 14: Liberty's Decade Under Macfadden, 1923-1928, 1932-1939, 1963-1970, undated	1	19
Chapter 15: The Great Miscellany, 1907, 1915, 1920-1941, 1958, 1964-1966, undated	1	20-21
Chapter 16: Macfadden Forced Out of Firm, 1925-1928, 1941-1946, 1956-1957, 1964, undated	2	1
Chapter 17: Macfadden the Politician, 1917-1937, 1940, 1948, undated	2	2-3



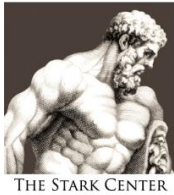
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Chapter 18: Macfadden Creates His Own Religion, 1918, 1927, 1944-1946, 1967-1969, undated	2	4
Chapter 19: Prudery (Potpourri Chapter), 1905-1909, 1921-1929 1939, undated	2	5
Chapter 22: The Summing, 1924-1932, 1941, 1949, 1955, 1964-1967, 1989, undated	2	6
Possible Chapter 23, 1905 1925-1939, 1949, 1964, undated	2	7

**Subseries 1.2: Topical, 1907-1972**

<b>Folder Title</b>	<b>Box Number</b>	<b>Folder Number</b>
Personalities, 1917-1920, 1930-1937, undated	2	8
Government responsibility, 1918,	2	9
Political, 1912-1919, 1923	2	10
Food, 1923	2	11
Medical, 1908-1915, 1921, undated	2	12
Exercise, 1918, 1921	2	13
Health, 1907-1919, 1932, undated	2	14
Bernarr Macfadden Family, 1919, 1927, undated	2	15
Prudery, 1910, 1919, undated	2	16



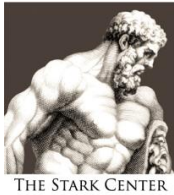


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Training, undated	2	17
Sex, 1920-1922, undated	2	18
Education, 1920, 1929-1939, 1963-1967, undated	2	19
Macfadden the Traveler, 1938, undated	2	20
Illustrations, 1968-1972, undated	2	21
Macfadden's MS, Latest Copies, 1966-1972, 1989, undated	2	22
Place in History, 1928-1933, 1946-1948, 1960-1970, undated	2	23
Macfadden Data, 1894, 1924, 1961-1973, undated	2	24-25
Youth = Power, undated	2	26

**Subseries 1.3: Materials from Dr. Schubel, 1968-1970, undated**

<b>Folder Title</b>	<b>Box Number</b>	<b>Folder Number</b>
Notes, 1969, undated	3	1-2
Correspondence, 1968-1969, undated	3	3
Dr. Schubel & Wife Biographical, 1970, undated	3	4
Dr. Schubel – Personal, undated	3	5

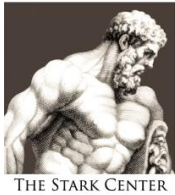


**Subseries 1.4: General, 1880-1976, undated**

<b>Folder Title</b>	<b>Box Number</b>	<b>Folder Number</b>
William Taft's Notes, undated	3	6
Correspondence, 1966-1972, undated	3	7-8
Articles/Book Excerpts/ Newspaper Clippings, 1907-1935, 1941, 1949, 1966-1976, undated	3	9-10
Macfadden Biography by V. R. Emanuel with Introduction by Fulton Cursler, undated	3	11
Frauds Exposed by Anthony Comstock, 1880	3	12
List of Bernarr Macfadden Publications, undated	3	13
Bibliographic Resources, undated	3	14-15
Various Materials, undated	3	16-17

**Series 2: Writings/Reviews, 1967-1973, undated**

<b>Folder Title</b>	<b>Box Number</b>	<b>Folder Number</b>
Published Articles, 1967-1968, undated	3	18
"Portrait in Paradox: "Bernarr Macfadden" Manuscript Peer Review Materials, 1973, undated	3	19



## **SUBJECT HEADINGS**

### **Organizations**

Bernarr Macfadden Foundation, Inc.

### **People**

Macfadden, Bernarr.

Schubel, George

### **Subjects**

Bernarr Macfadden Family

Education

Exercise

Fitness Walking

Food

Government responsibility

Health

Macfadden the Traveler

Medical

Periodicals - -Publishing

Personalities

Physical Culture

Political

Prudery

Sex

Training

Wellness - - Fasting