



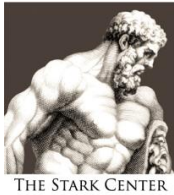
THE STARK CENTER

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

William Taft Collection 1880-1989, undated

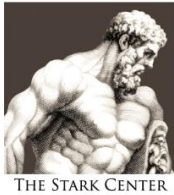
Abstract

This collection consists of Dr. William H. Taft's research about physical culture figure Bernarr Macfadden. The research was used for several articles and an unpublished manuscript titled "Portrait in Paradox: Bernarr Macfadden." 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

Size of Collection:	3 boxes (4.5 linear feet)
Creator:	Taft, William H. (William Howard), 1915-2011
Acquisition Info:	Unknown
Accruals:	No accruals are expected.
Language(s):	English,
Processed By:	Emily Landis, 2019. Revised by Caroline Jones, June 2024.
Conservation Notes:	No conservation was needed.



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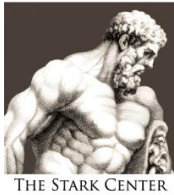
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INFORMATION FOR RESEARCHERS

Preferred Citation

William Taft Collection, The H.J. Lutcher 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.

BIOGRAPHICAL INFORMATION

Doctor William Howard (Bill) Taft was born on October 24, 1915, in Mexico, Missouri. He was named after former President William Howard Taft. He established the Department of Journalism at the University of Memphis before becoming a professor at the University of Missouri in 1956. He taught journalism and retired in 1981 as the Associate Dean of the Missouri School of Journalism Graduate Program. Taft served as Executive Director of Kappa Tau Alpha, a national journalism honors society, and was honored by the Association of College Honor Societies for his dedication to journalism education.

During his career he wrote 12 books and authored many articles and book reviews. Most of his writings focused on journalism, American magazines, and the history of Missouri newspapers. Bernarr Macfadden was a subject of interest to him. In addition to his unpublished manuscript about Macfadden, he also wrote three articles about him. Taft died on February 21, 2011, in Columbia, Missouri, at the age of 95.

Sources:

Applebaum, Ally. "William Taft, Historian and Journalism Educator, Dies at 95." Last modified on May 20, 2020. <https://journalism.missouri.edu/2011/02/william-taft-historian-and-journalism-educator-dies-at-95/>.

Reynolds, Carolyn. "Dr. William Howard "Bill" Taft." Accessed June 17, 2024. https://www.findagrave.com/memorial/68526243/william_howard_taft.

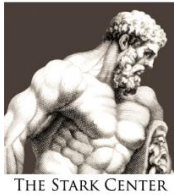


SCOPE AND CONTENT NOTE

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 unpublished manuscript, "Portrait in Paradox: Bernarr Macfadden," or certain topics he planned to address in the manuscript. This method of organization was retained since it shows 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 the booklet *How to Reduce* from the Macfadden Institute of Dietetics and moved to appropriate folders.



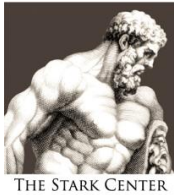
COLLECTION INVENTORY

Series 1: Research, 1880-1989, undated

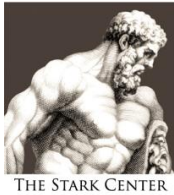
This series consists of 4 subseries: 1.1, “Portrait in Paradox: Bernarr Macfadden” manuscript chapters; 1.2, Topical; 1.3, Materials from Dr. Schubel; and 1.4, General.

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: <i>Physical Culture</i> : 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



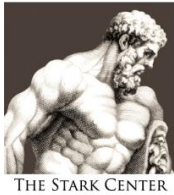
Chapter 8: Anthony Comstock vs. Bernarr Macfadden, 1900-1913, 1924-1929, 1937, 1940, undated	1	10-11
Chapter 9: Natural Healing: Damnable Dangerous Doctrine, 1911, 1916, 1918-1937, 1940, 1951, 1964-1968, undated	1	12-13
Chapter 10: Walk Your Way to Health, 1901, 1923, 1928, 1933-1937, 1940, 1963, 1972, undated	1	14
Chapter 11: <i>True Story</i> – True or False?, 1923-1929, 1932-1941, 1964-1969, undated	1	15-16
Chapter 12: <i>Graphic</i> or Pornographic?, 1926, 1963, undated	1	17
Chapter 13: Death of <i>Graphic</i> , 1849, 1899, 1905-1907, 1923-1940, 1950-1951, 1967, undated	1	18
Chapter 14: <i>Liberty's</i> 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



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, undated

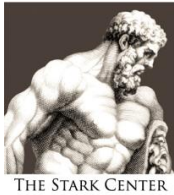
Folder Title	Box Number	Folder Number
Personalities, 1917-1920, 1930-1937, undated	2	8
Government responsibility, 1918	2	9
Political, 1912-1919, 1923	2	10
Food, 1923	2	11
Medical, 1908-1915, 1921, undated	2	12
Exercise, 1918, 1921	2	13
Health, 1907-1919, 1932, undated	2	14
Bernarr Macfadden Family, 1919,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



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

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

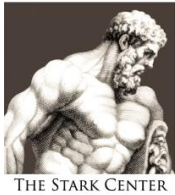


Subseries 1.4: General, 1880-1976, undated

Folder Title	Box Number	Folder Number
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

Folder Title	Box Number	Folder Number
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

Comstock, Anthony, 1844-1915

Emanuel, V. R. (Victor Rousseau), 1879-1960

Macfadden, Bernarr, 1868-1955

Oursler, Fulton, 1893-1952

Schubel, George

Taft, William H. (William Howard), 1915-2011

Subjects

Education

Exercise

Fitness Walking

Food

Government liability

Health

Periodicals - -Publishing

Personality

Physical education and training

Sex

Training

Fasting