



# Guide to the Margaret Fishback Papers, 1863-1978 and undated

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## Summary

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**Collection Title:**

Margaret Fishback papers, 1863-1978 and undated

**Creator:**

Fishback, Margaret, 1904-1985

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Abstract:**

Margaret Fishback was an advertising copywriter for Macy's, Cecil & Presbrey, Warwick & Legler, Young & Rubicam, Doyle Dane Bernbach, and a number of freelance clients. A poet, columnist, and author of prose work, she contributed frequently to national magazines and published several books. The Margaret Fishback Papers span the years 1863 through 1978 and document Fishback's dual careers in advertising and writing as well as her personal life. The collection includes correspondence, layouts, drafts, galley proofs, radio scripts, working copy of advertising text, poetry, prose, published material, appointment books, scrapbooks, photographs, and other materials. Clients represented in the papers include Borden's, Chef Boy-Ar-Dee, Clairol, General Foods, Gourmet Foods, Gimbels, Macy's, Martex, Moore-McCormack Lines, Norcross, Norsk, Pabst, and Simmons Beautyrest.

**Extent:**

52 Linear Feet  
About 35,700 items

**Language:**

Material in English

**Collection ID:**

RL.00397

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1gp75>

**Preferred Citation**

[Identification of item], Margaret Fishback Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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## Background

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### Scope and Content

The Margaret Fishback Papers span the years 1863 through 1978 and document Fishback's dual careers in advertising and writing as well as her personal life. The collection includes correspondence, layouts, drafts, galley proofs, radio scripts, working copy of advertising text, poetry, prose, published material, appointment books, scrapbooks, photographs, and other materials. Clients represented in the papers include Arrow, Borden's, Chef Boy-Ar-Dee, Clairol, General Foods, Gimbels, Gourmet Foods, Macy's, West Point Pepperell (Martex), Moore-McCormack Lines, Norcross, Norsk, Pabst, Simmons Beautyrest, and Wrigley. Materials that predate Fishback's birth consist of a small collection of 19th-century prints and illustrations.

The collection is organized into three series: **Personal Files**, **Writings**, and **Advertising**.

The **Personal Files Series** chiefly documents Fishback's personal life through personal correspondence, datebooks, diaries, and photographs. Also included are a number of items collected by Fishback such as etiquette books, newspaper clippings, church bulletins, and travel memorabilia. Biographical data, chiefly news articles, provide secondary source material about Fishback and her family.

The **Writings Series** documents Fishback's writing career, containing her published works as well as a large amount of work in unpublished form. Writings include articles and light poetry written for national news and general-interest publications such as *Collier's*, *Liberty*, *Life*, *Look*, the *New York Times*, *New Yorker*, *Saturday Evening Post*, and *Time*. Writings also include Fishback's contributions to women's magazines such as *Cosmopolitan*, *Family Circle*, *Glamour*, *Good Housekeeping*, *Judge*, *Mademoiselle*, *McCall's*, *War Brides*, *Woman's Day*, and *Woman's Home Companion*. A large number of Fishback's poems were reprinted as compilations; Fishback also compiled her own work in several scrapbooks. Materials represent Fishback's writings for children, including a promotional booklet for Martex and an English translation of a German poetry book. In addition to general prose and poetry, this series also includes materials collected and produced for a column entitled "Woman-Talk," which Fishback wrote for *Liberty* from 1943 to 1947. Also included are short stories, greeting card work, letters to magazine and newspaper editors, speeches for various events such as author talks and advertising conventions, and other miscellaneous writings. General files document the administrative aspects of Fishback's writing career. These files contain correspondence, chiefly between Fishback and various editors and publishers, as well as financial and legal materials.

The **Advertising Series** documents Fishback's advertising work for R.H. Macy and Co. Department Store, as well as work for advertising agencies and freelance work. Included in this series are advertisements in various stages of production: notes, drafts, proofs, and tear sheets. Administrative materials, such as correspondence, often accompany the advertisements. Also represented in this series is evidence of Fishback's professional affiliations, particularly with the Advertising Women of New York (AWNY). Materials generated or collected in the process of preparing for speaking engagements with professional societies are also included. The series also includes a small collection of trade literature, chiefly books on advertising topics written by other authors.

Large-format print materials have been removed from their original series locations and relocated to **Oversize Materials**. Relocated items have been replaced in the Detailed Description of the Collection by dummy folders enclosed in brackets.

## Biographical/Historical

### Margaret Fishback

Date	Description
1900 Mar. 10	Born Margaret Fishback, Washington, D.C.
1917	Graduated from Central High School (Washington, D.C.)
1921	A.B. degree, Goucher College (Baltimore, Md.)
1921	Teacher, English and History, Columbia Junior High School (Washington, D.C.)
1922	Organizational Department, Tamblin and Brown (New York, N.Y.)
1926-1930	Divisional copywriter, R. H Macy & Co. (Macy's)

Guide to the Margaret Fishback Papers, 1863-1978 and undated

<b>Date</b>	<b>Description</b>
1930-1942	Institutional advertisement writer, Macy's
1932	Published I Feel Better Now, Verses
1933	Published Out of My Head
1935	Published I Take It Back
1935 June 14	Married Alberto Gastone Antolini, chief rug buyer, Macy's
1937	Published One to a Customer: Collected Poems
1938	Published Safe Conduct: When to Behave--And Why
1940	Published Time for a Quick One
1940-1942	Copy Chief, Macy's
1942 Jan. 25	Son Anthony Frederick (Tony) Antolini born
1943-1947	Wrote "Woman-Talk" column in Liberty magazine
1945	Published Look Who's A Mother!
1948-1950	Copywriter, Cecil & Presbrey
1951	Copywriter, Warwick & Legler
1956	Divorced Alberto Antolini
1958	Copywriter, Young & Rubicam
1959 Oct. 1-1961	Copywriter, Doyle Dane Bernbach

<b>Date</b>	<b>Description</b>
1963	Published My Little Library: Dolls, Games, Rhymes
1963	Published Poems Made Up to Take Out
1968	Published The Animal Parade (translated from German)
1969	Published A Child's Book of Natural History
1985 Sept. 25	Died, Camden, Me.

Margaret Fishback Antolini was an advertising copywriter and author of light verse and prose. She was known for her wry, cynical attitudes towards domesticity, and her marriage to Alberto Gastone Antolini in 1935 prompted headlines such as "Sneerer at Love Engaged to Wed" ( The New York American, 17 April 1935). The couple had one son, Tony. Fishback lived in several New York City neighborhoods, settling in Murray Hill in 1941, where she would remain until at least 1976. She spent most summers in Thomaston, Maine.

Fishback contributed light verse and prose to a number of national publications, including Collier's, Cosmopolitan, Glamour, Good Housekeeping, Harper's Bazaar, Look, Mademoiselle, New York Times, Reader's Digest, Saturday Evening Post, and Woman's Day. She authored several compilations of light verse, an etiquette book called Safe Conduct: When to Behave--and Why, and two children's books. Common themes in Fishback's work include New York City, womanhood, marriage, and career. Fishback also frequently based her writings on stories and advertisements in newspapers. She published primarily under her maiden name, but also occasionally under her married name and the pseudonyms "Marne" and "Marnie."

Fishback was described in a 1932 New York newspaper article as "the highest-paid advertising woman in the world" . In addition to her advertising work for Macy's and various advertising agencies, she also did extensive freelance work. Fishback contributed to advertising campaigns for Arrow Shirts, Borden's, Chef Boy-Ar-Dee, Clairol, DuPont, Gimbels, Great Atlantic & Pacific Tea Company (A&P), Hanes Hosiery, Martex, Norsk, Pabst Blue Ribbon, Seagram's, Simmons Beautyrest, and Wrigley, among several others. She was also a member of the professional society Advertising Women of New York (AWNY).

## Biographical/Historical

### Chronology of Major Published Work

Date	Description
1932	I Feel Better Now, Verses
1933	Out of My Head
1935	I Take It Back
1937	One to a Customer: Collected Poems
1938	Safe Conduct: When to Behave-- And Why
1940	Time for a Quick One
1945	Look Who's A Mother!
1963	My Little Library: Dolls, Games, Rhymes
1963	Poems Made Up to Take Out
1968	The Animal Parade (translated from German)
1969	A Child's Book of Natural History

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## Administrative Information

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### Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University  
Durham 27708  
[askRL@duke.edu](mailto:askRL@duke.edu)  
URL: <https://library.duke.edu/rubenstein/>

### **Access Restrictions**

Collection is open for research.

### **Use Restrictions**

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

### **Acquisition Information**

The Margaret Fishback Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift from Anthony Antolini in 2005.

### **Processing Information**

Processed by Angela McClendon and Stacy Lavin, March 2007

Encoded by Angela McClendon

Completed May 2007

Accession 2005-0015 is described in this finding aid.

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## **Related Materials**

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### **Related Material**

Materials related to this collection may be found in other Hartman Center collections, including the **Nan Findlow Papers**, **Rena Bartos Papers**, **Lucile Turnbach Platt Papers**, **Sidney A. Olson Papers**, **David B. McCall Papers**, and **Garrett Orr Papers**.

## Separated Material

A set of Fishback's published books, listed below, has been cataloged separately and is available in the Duke David M. Rubenstein Rare Book & Manuscript Library. Individual titles can be found in the online library catalog. Duplicate copies of these books have remained with the collection.

- 1 I Feel Better Now, Verses (1932)
- 2 Out of My Head (1933)
- 3 I Take It Back (1935)
- 4 One to a Customer: Collected Poems (1937)
- 5 Safe Conduct: When to Behave--And Why (1938)
- 6 Time for a Quick One (1940)
- 7 Look Who's a Mother! (1945)
- 8 Poems Made Up to Take Out (1963)
- 9 The Animal Parade (1968)

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## Names and Subjects

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- New York (N.Y.) -- Social life and customs -- History -- 20th century
- Women -- New York (State) -- New York
- Appointment books
- Clippings (information artifacts)
- Advertising copy
- Advertising -- Social aspects
- Advertising -- History -- 20th century
- Women in advertising
- Radio scripts
- Scrapbooks
- Scripts (documents)
- Layouts (printer matter)
- Photographic prints
- Proofs (printed matter)
- Galley proofs
- Women in the advertising industry -- New York (State)
- Tear sheets
- Women authors
- Women authors, American -- 20th century
- Etiquette
- Humor in advertising
- Advertising executives

- Advertising agencies
- Advertising agencies -- New York (State) -- New York
- Advertising agencies -- United States -- History
- Wm. Wrigley Jr. Company
- Young & Rubicam
- Pabst Brewing Company
- West Point Pepperell (Firm)
- Fishback, Margaret, 1904-1985
- Borden Company
- Advertising Women of New York
- Chef Boy-Ar-Dee (Firm)
- Doyle Dane Bernbach Inc.
- Clairol, inc.
- General Foods Corporation
- John W. Hartman Center for Sales, Advertising & Marketing History
- Gimbel Brothers
- Moore-McCormack Lines, Inc.
- Macy's (Firm)

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## Collection Inventory

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### Personal Files Series, 1863-1976 and undated

**Physical Description:** 11 boxes

**Scope and Contents note**

This series chiefly documents Fishback's personal life through personal correspondence, datebooks, diaries, and photographs. Also included are a number of items collected by Fishback such as etiquette books, newspaper clippings, church bulletins, and travel memorabilia. Biographical data, chiefly news articles, provide secondary source material about Fishback and her family. Materials that predate Fishback's birth consist of a small collection of 19th-century prints and illustrations.

The series is arranged into six subseries--**Biographical Data;**

**Correspondence; Datebooks, Calendars, Diaries, and Address Books;**  
**Etiquette Materials; Photographs;** and **Other Papers**--and alphabetically therein.

Large-format materials have been removed to Oversize Materials. Where entire folders have been removed, their logical location in the container list has been indicated by dummy folders enclosed in brackets that indicate the physical

location. Where single items have been removed, the relocation has been enumerated within parentheses.

### **Biographical Data Subseries, 1931-1970 and undated**

#### **Scope and Contents note**

Materials, chiefly news clippings, providing biographical information about Margaret Fishback, husband Alberto Antolini, son Tony Antolini, and other family members. The bulk of the Fishback clippings pertain to her marriage to Antolini in 1935.

Margaret Fishback, 1931-1949 (Items removed to Oversize Materials, box OV1)	Box 1
Margaret Fishback, 1951-1969 and undated	Box 1
Other family members, 1941-1970	Box 1

### **Correspondence Subseries, 1918-1976 and undated**

#### **Scope and Contents note**

Includes chiefly letters to and from friends and family members, who are often indicated by various nicknames. Son Tony is referred to as "ZK," "Tuck," and "Tonino" ; husband Alberto as "A.G.A." and "Big Tony" ; brother Frederick Coleman (F.C.) Fishback as "Comie" ; a male, older Antolini as "Pie" ; among others. Fishback is often referred to as "Nip" by husband Alberto, "Peg" by son Tony, and "Marnie" by some friends.

Other notable correspondents include author and playwright W. Somerset Maugham, with whom Fishback exchanged letters in 1961; illustrator Dick Sargent; author Frank Sullivan; actress Jane (Quigley) Alexander, who asked Margaret for writing advice as a child in 1949; elected officials, and various businesses.

1918-1960	Box 1
<b>Physical Description:</b> 9 folders, 1 item removed to Oversize Materials, box OV2	
1961-1969	Box 2
<b>Physical Description:</b> 9 folders	
1970-1976 and undated	Box 3
<b>Physical Description:</b> 4 folders	

### **Datebooks, Calendars, Diaries, and Address Books Subseries, 1931-1974**

**Scope and Contents note**

Datebooks and calendars frequently offer daily records of Fishback's activities. They are available for almost every year in the date range, with multiple datebooks or calendars in certain years. Diaries tend to also record daily activities without personal reflection.

**Processing Information:**

Loose materials that had been inserted into the datebooks, including clippings, notes, letters, photographs, financial materials, and grocery lists, were removed from the books and placed either next to the book or in a second folder.

Address books, 1937-1958	Box 3
<b>Physical Description:</b> 11 folders	
Address books, 1960-1967	Box 4
<b>Physical Description:</b> 2 folders	
Datebooks and calendars, 1942-1955	Box 4
<b>Physical Description:</b> 7 folders	
Datebooks and calendars, 1956-1965	Box 5
<b>Physical Description:</b> 10 folders	
Datebooks and calendars, 1966-1970	Box 6
<b>Physical Description:</b> 11 folders	
Datebooks and calendars, 1971-1974	Box 7
<b>Physical Description:</b> 9 folders	
Desktop calendars, 1931-1949	Box 8
Diaries, 1935-1973	Box 9
<b>Physical Description:</b> 8 folders	

**Etiquette Materials Subseries, 1933-1961 and undated**

**Scope and Contents note**

Chiefly etiquette books and booklets collected by Fishback.

Advice to Young Ladies, 1933	Box 9
The Guest Is Always Right, 1944	Box 9

Hints on Etiquette, 1951	Box 9
"I Didn't Do Anything," 1933	Box 9
Schedule: "Everybody's Etiquette," 1949	Box 10

**Scope and Contents note**

A schedule of weekly presentations on various etiquette topics. Certain sessions have been highlighted in pencil by Fishback, including "Don't Be a Dance-Floor Pirate," "Is the Customer Always Right?," "Advice to City Slickers," and "Teen-Age Girls: How to Be Popular."

Slovenly Peter, or Cheerful Stories and Funny Pictures for Good Little Folks, undated	Box 10
Tiffany's Table Manners for Teen-agers, 1961	Box 10

**Photographs Subseries, 1942-1964 and undated**

**Scope and Contents note**

Chiefly candid photographs dated 1942-1944 of Margaret with young son Tony in various New York locations including Central Park and East River, as well as at their home in Thomaston, Maine.

Family photographs, 1942-1944	Box 10
Other Photographs, 1950-1964 and undated	Box 10
Photograph, 1930s	Box 39

**Other Papers Subseries, 1863-1973 and undated**

**Scope and Contents note**

Miscellaneous personal items collected by Fishback.

Booklets, 1944-1945	Box 10
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**Scope and Contents note**

Titles include: "So You're Expecting a Bundle From Heaven!" (1944), "9 of the World's Most Exciting Suspense Stories" (1945), "Is My Face Red!: Embarrassing Situations" (1945), "Happy Birthday!: Pin-up Birthday Record, Cartoons, Horoscopes, Fun Galore" (1945), and "With All My Love: 7 Tender Love Stories to Quicken the Beat of Your Heart" (1945).

Chart, "The Forms of Poetry," 1933	Box 10
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Church materials, 1940-1973 and undated	Box 10
<b>Scope and Contents note</b>	
Materials chiefly document Fishback's involvement with the Episcopal Church of the Incarnation from 1954 to 1973, including her advertising work for the church's annual Christmas Fair. Also included is a confirmation certificate for Elizabeth Fishback, dated 1940. Church programs with extensive handwritten notes relating to Fishback's writings have been physically removed to the <b>Other Writings Subseries</b> of the <b>Writings Series</b> .	
Clippings, 1909-1972 and undated	
John F. Kennedy, Jr. assassination, 1963	Box 10
[Portland Press Herald Victory Edition, 15 August 1945, removed to Oversize Materials, box OV1]	Box 10
W. Somerset Maugham obituaries, 1965	Box 10
[W. Somerset Maugham poem, "Looking Back Part II," Show, 1962, removed to Oversize Materials, box OV2]	Box 10
1909-1959	Box 10
<b>Physical Description:</b> 3 folders	
1960-1972 and undated	Box 11
<b>Physical Description:</b> 3 folders	
Demorest's Family Magazine, 1890	Box 11
Directions to the Antolini residence, Cushing, Maine, undated	Box 11
Engravings: paper dolls and cutouts, 1863-1868 and undated	Box 11
<b>Scope and Contents note</b>	
From an envelope titled "Miss Elizabeth Fishback," many of these items are labeled with names of individuals, possibly members of the Fishback family.	
Financial records, 1929-1955	Box 11

Goucher College Alumnae Association, 1964 and undated	Box 11
Goucher College campaign bulletin, 1921	Box 11
Josephine Snapp Trophy application, 1938	Box 39
Notebook and personal notes, 1955? and undated	Box 11
[ "Organization Chart: Heaven" , undated, removed to Oversize Materials, box OV2]	Box 11
[ "Papa Gander," publication of Woman's Home Companion, 1937, removed to Oversize Materials, box OV2]	Box 11
Parent Teacher Association of Friends Seminary, 1949-1959 and undated	Box 11
Personal scrapbook, 1911-1941	Box 40
Travel memorabilia, trip to Stanford, 1969	Box 11
Women's Press Club of New York City, literature program, 1967	Box 11

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### **Writings Series, 1926-1978 and undated**

**Physical Description:** 17 boxes

#### **Scope and Contents note**

The materials in this series document Fishback's writing career, containing her published works as well as a large amount of work in unpublished form. Writings include articles and light poetry written for national news and general-interest publications such as *Collier's*, *Liberty*, *Life*, *Look*, the *New York Times*, *New Yorker*, *Saturday Evening Post*, and *Time*. Writings also include Fishback's contributions to women's magazines such as *Cosmopolitan*, *Family Circle*, *Glamour*, *Good Housekeeping*, *Judge*, *Mademoiselle*, *McCall's*, *War Brides*, *Woman's Day*, and *Woman's Home Companion*. A large number of Fishback's poems were reprinted as compilations; Fishback also compiled her own work in several scrapbooks. Materials also represent Fishback's writings for children, including a promotional booklet for Martex and an English translation of a German poetry book. In addition to general prose and poetry, this series also includes materials collected and produced

for a column entitled "Woman-Talk," which Fishback wrote for *Liberty* from 1943-1947. Also included are short stories, greeting card work, letters to magazine and newspaper editors, speeches for various events such as author talks and advertising conventions, and other miscellaneous writings.

The series is arranged into seven subseries--**General Files; Greeting Cards; Poetry; Prose; Scrapbooks; Speeches;** and **Other Writings**--and alphabetically therein.

General files document the administrative aspects of Fishback's writing career. These files contain correspondence, chiefly between Fishback and various editors and publishers, as well as financial and legal materials.

A set of Fishback's published books has been cataloged separately and is available in the Duke Rare Book, Manuscript, and Special Collections Library. Individual titles can be found in the online library catalog. Duplicate copies of these books have remained with the collection.

Large-format materials have been removed to Oversize Materials. Where entire folders have been removed, their logical location in the container list has been indicated by dummy folders enclosed in brackets that indicate the physical location. Where single items have been removed, the relocation has been enumerated within parentheses.

## **General Files Subseries, 1926-1973 and undated**

### **Scope and Contents note**

General files include materials documenting administrative aspects of Fishback's writing career.

## **Correspondence, 1926-1973 and undated**

### **Scope and Contents note**

Chiefly correspondence with magazine and newspaper publishers, these materials include a large amount of acceptance and rejection letters, materials related to copyright permissions, and some fan mail. Accompanying several letters is a wealth of Fishback's writing submissions, which have remained attached. Note that correspondence related to specific book projects has been filed under each book project in the **Poetry Subseries**.

General correspondence: 1926-1939 Box 12

**Physical Description:** 9 folders

General correspondence: 1940-1954 Box 13

**Physical Description:** 9 folders

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General correspondence: 1955-1973 and undated Box 14

**Physical Description:** 8 folders; items removed to Oversize Materials, boxes OV2 and OV3

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Collins, Kenneth, 1961-1969 Box 14

**Scope and Contents note**

Fishback worked with Kenneth Collins at Macy's, where Collins worked from 1926-1932, becoming the executive vice president of the store in 1929. By the 1950s, he was a columnist for Women's Wear Daily, where he wrote the weekly column "Today and Yesterday in Retailing." Collins frequently featured Fishback's poetry in the column. Correspondence between Fishback and Collins also includes clippings of the column and other related materials. Other Collins columns and correspondence can be found in the **Scrapbooks Subseries**, in the scrapbook titled "M.F.A. scrapbook being worked on."

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Williams, Gurney, 1943-1965 and undated Box 14

**Physical Description:** 3 folders

**Scope and Contents note**

Gurney Williams worked at Collier's before becoming the Humor Editor at Look magazine. Fishback was a frequent contributor to both magazines, particularly Look's "Look on the Light Side" feature. The correspondence chiefly pertains to Fishback's writing, but is occasionally more personal.

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**Financial and Legal Materials, 1929-1973 and undated**

**Scope and Contents note**

Includes royalty and remittance statements, manuscript invoices, check stubs, and purchase agreements. Ledgers contain handwritten lists of compensation received for published writings.

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General: 1929-1973 and undated Box 15

**Physical Description:** 7 folders

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Ledgers: 1926-1932 and 1929-1933 Box 15

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Ledgers: 1943-1950 and 1950-1958 Box 15

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**Greeting Cards Subseries, 1954-1968 and undated**

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**Scope and Contents note**

Includes poetry and prose for freelance greeting card projects.

American Artists Group, 1954-1955	Box 16
<b>Physical Description:</b> 2 folders	
Hallmark, 1962	Box 16
Norcross, 1968	Box 16
Other greeting card materials, undated	Box 16

**Poetry Subseries, 1926-1978 and undated**

**Scope and Contents note**

Materials in this subseries include published and unpublished poems. Materials related to poetry compilations include book preparation materials, with clippings, correspondence, drafts, indices, notes, photographs, publicity materials, reviews, and tables of contents related to Fishback's published poetry compilations.

This subseries also includes poems, published and unpublished, that appeared individually in magazines and newspapers. Many published versions of these poems were compiled as scrapbooks, and can be found in the **Scrapbooks Subseries**. Also included is a list, compiled by Fishback, of her published poems from 1926-1930.

**Compilations, 1931-1968 and undated**

**Scope and Contents note**

Includes book preparation materials, with clippings, notes, drafts, indices, tables of contents, correspondence, photographs, publicity materials, and reviews related to Fishback's published poetry compilations. A complete set of Fishback's published poetry compilations has been cataloged separately and is available in the Duke Rare Book, Manuscript, and Special Collections Library. Individual compilations can be found in the online library catalog. Duplicate copies of these books have remained with the collection.

Arranged alphabetically by compilation title.

The Animal Parade: Drafts and related materials, 1968	Box 16
I Feel Better Now, 1932 and undated	

Book, 1932	Box 16
Review, Time, undated	Box 16
Table of contents, undated	Box 16
I Take It Back: Table of contents, 1935	Box 16
My Little Library series, 1963	Box 16
<del>One to a Customer, 1937-1938 and undated</del> Indices, undated	Box 16
Publicity, 1937-1938 and undated	Box 16
<del>Out of My Head, 1933 and undated</del> Draft and tentative table of contents, undated	Box 16
Publicity and reviews, photograph portrait, 1933 and undated	Box 16
<del>Poems Made Up to Take Out, 1943-1963 and undated</del> Book and catalog card, 1963 and undated	Box 16
Book preparation: indices, poems, notes, 1961-1962	Box 16
Book preparation: published materials, 1943-1962	Box 17
<b>Physical Description:</b> 2 folders	
"Clippings re: McKay book," undated	Box 17
Correspondence, 1962-1963	Box 17
<b>Physical Description:</b> 2 folders	
Drafts and notes, 1962-1963 and undated	Box 17
Poems, "Not in McKay book," 1946-1963 (Items removed to Oversize Materials, box OV2)	Box 17
[Proof and illustrations, undated, removed to Oversize Materials, box OV4]	Box 17

Publicity and reviews, 1963	Box 17
Publicity photographs and caricature, 1963 and undated	Box 17
"Typed manuscript of book before McKay selections," undated	Box 17
Signs of Life: Draft, 1931	Box 17
<del>Time for a Quick One, 1940</del> Autographed book, 1940	Box 17
Contract, 1940	Box 17
Publicity and reviews, 1940	Box 17

### **Individual Poems, 1926-1978 and undated**

#### **Scope and Contents note**

Includes poems, published and unpublished, that appeared individually in magazines and newspapers. Also includes a list, compiled by Fishback, of her published poems from 1926-1930.

Several published versions of these poems were compiled by Fishback into scrapbooks and can be found in the **Scrapbooks Subseries**.

### **Drafts, 1926-1974 and undated**

#### **Scope and Contents note**

Folders titled "Assorted drafts" contain drafts of Fishback's individual poems, titled and untitled, arranged chronologically. Otherwise, original folder titles have been retained and are arranged alphabetically by folder title.

"Astronauts," with notes and clippings, 1968	Box 18
"Bird rhymes and letters," 1961 and undated	Box 18
Cape Cod Compass project, 1964-1965 (1 item removed to Oversize Materials, box OV3)	Box 18
"Christmas Verse--ideas," 1947-1952 and undated	Box 18

[ "Dream Men of Fair Women" collection galley proof, Stage, 1936, removed to Oversize Materials, box OV2]	Box 18
"From Zero to Hero," 1954	Box 18
"Growing Pains," 1963	Box 18
"Kid Stuff (as tho <u>by</u> kids)," 1949 and undated	Box 18
New York, 1961-1963 and undated	Box 18

**Scope and Contents note**

Includes poems, notes, clippings, pamphlets, and correspondence with Gurney Williams.

Personal, 1935-1972 and undated	Box 18
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**Scope and Contents note**

Includes poems written for anniversaries, birthdays, holiday greetings, and other events; some poems were written for people to give to other people.

"Rhymes to revise and re-route, " 1932-1953 and undated	Box 18
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"Seasonal Verse--ideas," 1950-1952 and undated	Box 18
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Assorted drafts, 1926-1974 and undated 1926-1942	Box 18
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**Physical Description:** 5 folders

1943-1966	Box 19
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**Physical Description:** 12 folders

1967-1974 and undated	Box 20
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**Physical Description:** 5 folders

**Published Works, 1926-1978 and undated**

**Scope and Contents note**

Folders titled "Assorted" contain clippings of Fishback's individual published poems, arranged chronologically. Other folders contain

the publications in which the poems originally appeared, arranged alphabetically by title.

"Be it ever so humble, there is nothing like fresh air," Woman's Day, 1962	Box 20
"The complacent cliff-dweller," Here's to Your New Home...Cheers!, 1978	Box 20
"Doggerel for diplomats," Time, 1968	Box 20
Double-croctic puzzle solutions, Saturday Review, 1964	Box 20
"Hallowe'en," Woman's Day, 1961	Box 20
"How <u>not</u> to be invited again," Ingenuue, 1960	Box 20
[Illustrations for unnamed Woman's Day spread, circa 1962, removed to Oversize Materials, box OV1]	Box 20
[King Features Syndicate proofs for "Sunday Pictorial Review" covers, 1952, removed to Oversize Materials, box OV2]	Box 20
Look on the Light Side, 1957	Box 20
Old Farmer's Almanac and related materials, 1966-1967	Box 20
[ Saturday Evening Post tear sheets, 1939-1940, including "Slaughter Down East" and "Claustrophobia on the Home Grounds," removed to Oversize Materials, box OV2]	Box 20
"Sauce Unlimited" and related materials, 1963-1964	Box 21
[ "A Song for Christmas Shoppers," Today's Woman, undated, removed to Oversize Materials, box OV1]	Box 21

[ "Stalin's Happiest Subjects" , This Week Magazine, 1949, removed to Oversize Materials, box OV2]	Box 21
[ "Things my Mother Never Told Me," New York Times supplement, "A Better World through Electronics" (advertisement), 1962, removed to Oversize Materials, box OV2]	Box 21
"Those touchy teens," Woman's Day, 1960	Box 21
[ "Underprivileged," Look, 1966, removed to Oversize Materials, box OV2]	Box 21
Untitled poem printed on miniature rolling pin, undated	Box 21
Warning! May Be Habit Forming, 1961	Box 41
"Will you be my valentine?," Woman's Day, 1962	Box 21
Assorted, 1926-1969	Box 21
<b>Physical Description:</b> 8 folders; items removed to Oversize Materials, box OV2	
Assorted, undated	Box 22
List of published poems from 1926-1930, undated	Box 22

## **Prose Subseries, 1928-1970 and undated**

### **Scope and Contents note**

The materials in this subseries document Fishback's prose work, including published and unpublished articles, book projects, a column called "Woman-Talk," and some works of short fiction. Preparatory materials such as drafts, clippings, and handwritten notes provide contextual information for some of the published items. Book projects additionally feature publicity materials and reviews.

Several published versions of works in this subseries were compiled by Fishback into scrapbooks and can be found in the **Scrapbooks Subseries**.

### **Articles, 1928-1965 and undated**

**Scope and Contents note**

Materials include published articles, drafts, and preparatory materials such as news clippings and handwritten notes.

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Drafts, 1928-1965 and undated

Debutante article, 1937 and undated

Box 22

**Scope and Contents note**

Includes draft, notes, and clippings.

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Hostess article, 1930

Box 22

**Scope and Contents note**

Includes draft, notes on the draft, and the published article.

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Lesley Frost article, 1962-1965

Box 22

**Scope and Contents note**

This article about Lesley Frost, children's author and daughter of Robert Frost, was commissioned by Yankee magazine in 1963. Materials include a draft of the article, as well as correspondence regarding its inception, notes, clippings, and several Robert Frost obituaries.

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Assorted drafts, 1928-1965 and undated

Box 22

**Physical Description:** 5 folders

**Scope and Contents note**

Materials include drafts of individual articles, titled and untitled, arranged chronologically.

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Published works, 1927-1959 and undated

Box 22

**Physical Description:** 4 folders; items removed to Oversize Materials, boxes OV1-OV3

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**Books, 1935-1969 and undated**

**Scope and Contents note**

Materials include published prose works and an unpublished book project, with accompanying preparatory materials such as drafts, manuscripts, notes, and clippings, as well as publicity materials and reviews.

Arranged alphabetically by book title.

A Child's Book of Natural History, 1935-1969	Box 23
Clippings, 1935-1969	Box 23
Correspondence and contract, 1968-1969	Box 23
Drafts and notes, 1968-1969	Box 23
<b>Physical Description:</b> 2 folders	
Publicity, 1969	Box 23
First Book of Manners: Notes and clippings, 1963-1964 and undated	Box 23
Look Who's a Mother!, 1942-1945	
Book and pamphlet, 1945	Box 23
Contract, 1942	Box 23
Safe Conduct: When to Behave--And Why, 1938-1958	
Correspondence, 1938-1958	Box 23
Drafts of chapters, undated	Box 23
Drafts of poems, list of alternate titles, and other materials, 1938 and undated	Box 23
First draft, undated	Box 23
[Illustrations, undated, removed to Oversize Materials, box OV1]	Box 23
Manuscript, undated	Box 23
<b>Physical Description:</b> 2 folders	
[Proof, 1938, removed to Oversize Materials, box OV3]	Box 23
Radio script, "For Men Only" show, 1939	Box 24
Reprints in magazines, 1938 and undated	Box 24
Reviews and publicity, 1938-1939	Box 24

Untitled Scotland book collaboration with  
Graham Hunter, 1967-1969 Box 24

**Physical Description:** 3 folders

**Scope and Contents note**

This book collaboration was designed as a follow-up to a book written by Hunter's late wife, Pat Bowman, entitled *The Scot and Finella*. The materials include correspondence, a composition book, handwritten notes, clippings, financial materials, and a photograph of Bowman.

**Column, "Woman-Talk," 1943-1947 and undated**

**Scope and Contents note**

The "Woman-Talk" column appeared in *Liberty* magazine from 1943-1947. Materials here include clippings of the published column as well as preparatory materials, including drafts, clippings, and handwritten notes.

Drafts and clippings, 1943-1945 Box 24

**Physical Description:** 6 folders

Drafts and clippings, 1946 Box 25

"Old Liberty materials," 1945-1947 and  
undated Box 25

Published materials, 1943-1947 Box 25

**Physical Description:** 2 folders

**Fiction, 1928-1970 and undated**

"Business Before Pleasure," 1933 Box 25

French cat story to accompany Eva Kane  
painting, 1970 Box 25

"Old letters for store story" , 1928 Box 25

Assorted short stories, 1932-1933 and  
undated Box 25

**Scrapbooks Subseries, 1926-1962 and undated**

**Scope and Contents note**

This subseries includes scrapbooks assembled by Fishback, some in preparation for poetry compilations. The scrapbooks contain chiefly clippings of published poetry, but also include unpublished drafts, correspondence,

and other clippings. A scrapbook of Macy's advertisements is located in the **Advertising Series**.

"Home copy: Current verse thru 1941 plus others eliminated in first selection," 1928-1940 Box 25

**Physical Description:** 5 folders

**Scope and Contents note**

Includes clippings of Fishback's published works, chiefly poetry, as well as unpublished drafts with Fishback's notes regarding their sale. Also in this scrapbook is a set of notecards including titles of poems and their publication information. The "eliminated materials" referenced in the scrapbook's title refer to Time for a Quick One (1940).

Poetry scrapbook, 1926-1938 and undated Box 26

Prose and poetry scrapbook, 1926-1939 Box 26

"M.F.A. scrap book being worked on 1961-1962," 1952-1962 Box 26

**Physical Description:** 5 folders

**Scope and Contents note**

Includes chiefly clippings of Fishback's published poetry, as well as correspondence with Kenneth Collins and clippings of his Women's Wear Daily column, "Today and Yesterday in Retailing," in which Fishback's poetry was frequently mentioned. Also included in this scrapbook are published advertising copy, correspondence with publishers, a biographical article, and poetry by Fishback's son Tony. This scrapbook was apparently compiled in the preparation of Poems Made Up to Take Out (1963).

### **Speeches Subseries, 1936-1965**

**Scope and Contents note**

The speeches in this subseries were prepared for a variety of events, including an advertising convention, a convention of the American Gas Association, a book and author luncheon, a school meeting, and other events.

"The Customer Who's Never Right," 1964 Box 26

"Institutional Advertising," 1939 Box 26

"Script for Fearless Frank's speech to Ernie," undated Box 26

"Whose Side Am I On?" 1965	Box 26
Various speeches and related materials, 1936-1963	Box 26
<b>Other Writings Subseries, 1933-1973 and undated</b>	
<b>Scope and Contents note</b>	
This subseries contains a variety of miscellaneous Fishback writings, including writings in genres atypical of Fishback such as song lyrics and limericks. Also included are poems by Fishback's son Tony, on which Fishback occasionally collaborated.	
Analysis of "That Certain Flavor" by Lee Rogow, 1949	Box 26
Blurbs, undated	Box 26
Book notices, cover art, 1932-1940	Box 39
Etiquette materials, 1961, 1970, and undated	Box 26
"Happy birthday" advertisement for P.G. Wodehouse, 1960	Box 26
"Ideas" : Notes and clippings, 1964	Box 26
Letters to the editor, 1933-1968	Box 26
Limericks for Journal-American, 1939 and undated	Box 27
List of likes and dislikes, undated	Box 27
Musical score, "The Old Order Changeth for the Better," words by Marne, undated	Box 27
Notebooks, 1938-1970 and undated	Box 27
<b>Physical Description:</b> 6 folders	
Notes, 1908, 1945-1970 and undated	Box 27
<b>Physical Description:</b> 4 folders	
Notes, 1968-1973 and undated	Box 28
Poems (clippings), 1939-1961	Box 39

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Silver Burdett Company, 1964	Box 28
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents note</b>	
Materials pertaining to the production of a series of elementary school textbooks containing folk songs from around the world. Materials include correspondence, musical scores, lyrics, drafts, notes, and financial and legal records.	
<hr/>	
Song lyrics, "My Current Perplexity" and "Never Was a Baby," undated	Box 28
<hr/>	
"Success in a Baked Potato" and untitled, 1950	Box 28
<hr/>	
WQXR Composer's Contest, 1973	Box 28
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Writings with and by son Tony, 1948-1964	Box 28

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### **Advertising Series, 1926-1974 and undated**

**Physical Description:** 10 boxes

**Scope and Contents note**

The Advertising Series documents Fishback's advertising work for R.H. Macy and Co., as well as work for advertising agencies and freelance work. Included in this series are advertisements in various stages of production: notes, drafts, proofs, and tear sheets. Administrative materials, such as correspondence, often accompany the advertisements. Also represented in this series is evidence of Fishback's professional affiliations, particularly with the Advertising Women of New York (AWNY). Materials generated or collected in the process of preparing for speaking engagements with professional societies are also included. The series also includes a small collection of trade literature, chiefly books on advertising topics written by other authors.

The series is arranged into four subseries--**Macy's**, **Client Files**, **Conferences and Professional Societies**, and **Other Advertising Files**--and alphabetically therein.

Large-format materials have been removed to Oversize Materials. Where entire folders have been removed, their logical location in the container list has been indicated by dummy folders enclosed in brackets that indicate the physical

location. Where single items have been removed, the relocation has been enumerated within parentheses.

### **Macy's Subseries, 1927-1970 and undated**

#### **Scope and Contents note**

Materials in this subseries document Fishback's advertising work for R.H. Macy and Co. (Macy's), where she was employed as a copywriter from 1927-1942. Materials represent her work as a divisional copywriter as well as her institutional work. Institutional advertisements often contain the Macy's slogans "It's smart to be thrifty" and "No one is in debt to Macy's." Advertisements and advertisement copy are included, as well as administrative files such as correspondence, company publications, and awards.

Arranged alphabetically by folder title.

Advertisements, 1927-1967 and undated [Scrapbook, 1929-1930, removed to Oversize Materials, box OV5]	Box 28
Scrapbook, 1929-1930 (Use Copy)	Box 29
Divisional Advertisements, 1927-1933 and undated [Blankets, towels, bedspreads, 1931 and undated, removed to Oversize Materials, box OV6]	Box 29
[Costume Jewelry Department, undated, removed to Oversize Materials, box OV7]	Box 29
[Furniture, undated, removed to Oversize Materials, box OV6]	Box 29
[Gloves, undated, removed to Oversize Materials, box OV7]	Box 29
Good Foods/Groceries, 1932-1933 and undated (Items removed to Oversize Materials, box OV6)	Box 29
[Housewares, undated, removed to Oversize Materials, box OV6]	Box 29

Infants' and Children's Departments, 1930-1932 and undated (Items removed to Oversize Materials, box OV6)	Box 29
[Lingerie Department, undated, removed to Oversize Materials, box OV6]	Box 29
Luggage, 1927 and undated (Items removed to Oversize Materials, box OV6)	Box 29
[Maids' uniforms, undated, removed to Oversize Materials, box OV6]	Box 29
Mattress Department, undated	Box 29
Men's Department, undated (Items removed to Oversize Materials, box OV6)	Box 29
Needlecraft and Notions Departments, 1932 and undated (Items removed to Oversize Materials, box OV6)	Box 29
Optical Department, undated	Box 29
[Personal Shopping Service, undated, removed to Oversize Materials, box OV6]	Box 29
[Place de l'opera, 1933, removed to Oversize Materials, box OV7]	Box 29
Stockings, undated	Box 29
Toys, undated	Box 29
[Wine and Liquor Store, undated, removed to Oversize Materials, box OV6]	Box 29
Institutional Advertisements (General), 1927-1967 and undated Copy, 1939-1961	Box 29
Photostat proofs, 1928-1939 and undated	Box 29
<b>Physical Description:</b> 2 folders; items removed to Oversize Materials, box OV7	
Portfolio, "Tentative Institutional Copy for Fall 1941" , 1941	Box 29

Proofs, 1927-1941 and undated (Items removed to Oversize Materials, boxes OV7-OV9)	Box 29
[Sketches for illustrations, 1943 and undated, removed to Oversize Materials, box OV9]	Box 29
[Sketches for illustrations, 1947 and undated, removed to Oversize Materials, box OV8]	Box 29
Tear sheets, 1932-1948 (Items removed to Oversize Materials, box OV8)	Box 29
Tear sheets, 1962-1967	Box 29
"Who's Who in Toyland" booklet, undated, removed to Oversize Materials, box OV9]	Box 29
Institutional Advertisements (Topical), 1930-1967 and undated	
Christmas, 1930-1964 and undated (Items removed to Oversize Materials, box OV8)	Box 29
Diamonds, 1961-1967 (Items removed to Oversize Materials, box OV8)	Box 29
Drugs and cosmetics, 1963	Box 29
[Macy's Barnyard, undated, removed to Oversize Materials, box OV8]	Box 29
[Macy's Information Clerk, undated, removed to Oversize Materials, box OV8]	Box 29
"Six Appeal" flipbook, undated	Box 29
Thanksgiving Parade, 1942-1946 and undated (Items removed to Oversize Materials, box OV8)	Box 29
Awards, 1937 and 1939	Box 30-31

**Scope and Contents note**

Two plaques, Annual Advertising Awards (1937) and Publishers Service Company Annual Award (1939)

Awards program, 1938	Box 32
Clippings, 1939 and 1972	Box 32
Correspondence, general, 1928-1966 and undated (1 item removed to Oversize Materials, box OV9)	Box 32
Correspondence regarding W. Bingham's retirement, 1961	Box 32
Eldridge, Irving C., 1965	Box 32
<b>Scope and Contents note</b>	
Obituary and photograph, Irving C. Eldridge, Display Director of Macy's New York.	
Ephemera (ribbon), undated	Box 32
Jack Strauss poem and David Yunich Christmas speech, 1961-1966	Box 32
<b>Physical Description:</b> 2 folders; items removed to Oversize Materials, box OV9	
Notebook and loose notes, undated	Box 32
Photograph, Margaret Fishback and others, undated	Box 32
Portfolios, 1937-1938	Box 40
Posters, proofs, 1930-1938	Box 41
Print copy, 1924-1927	Box 39
<b>Physical Description:</b> 2 folders	
Print copy, 1929-1930s	Box 40
Print copy--Newspaper, 1928-1930s, 1959-1964	Box 41
Printed materials, 1933-1966 and undated	Box 32
<b>Scope and Contents note</b>	
Company publications, including brochures and copies of internal newsletters The Macy Star and Macy News.	

"Rhymes on magnet bulletin board for Branky on his retirement from Macy's," 1950	Box 32
Scrapbook of advertising, 1928-1930	Box 42
Scrapbook of advertising, 1928-1939	Box 43
Scrapbook of advertising, 1928-1940	Box 44
[Sheet music, "To Thee, O Macy's Proud and Strong," undated, removed to Oversize Materials, box OV9]	Box 32

### **Client Files Subseries, 1931-1973 and undated**

#### **Scope and Contents note**

Includes advertising proofs, advertising copy, tear sheets, correspondence, photographs, clippings, competitive advertisements, and other materials related to work Fishback completed for specific clients. Advertising work in this subseries was completed both freelance and while Fishback worked for advertising agencies.

Arranged alphabetically by client name.

American Artists Group, 1957	Box 32
American Express, 1961	Box 32
Arrow, 1958-1959 (Items removed to Oversize Materials, box OV10)	Box 32
[Ballantine Beer, undated, removed to Oversize Materials, box OV11]	Box 32
Banana-O, 1961	Box 41
Barton's Candy Corporation, 1960-1964 and undated (1 item removed to Oversize Materials, box OV11)	Box 32
Barton's Candy Corporation, approximately 1960	Box 39
Barton's Candy Corporation--Christmas, Easter, Passover, 1960-1961	Box 41

Barton's Candy Corporation--Passover Seder poster, approximately 1960	Box 41
Better Vision Institute, 1948-1955 (1 item removed to Oversize Materials, box OV11)	Box 32
Bliss Fiberglas, 1963-1964	Box 32
Borden's, 1958-1959 (Items removed to Oversize Materials, box OV11)	Box 32
Brokaw Brothers, 1930s	Box 39
Brooklyn Museum Industrial Design Division, undated (1 item removed to Oversize Materials, box OV11)	Box 33
Burlington Industries, 1955	Box 33
Burma-Shave, 1965	Box 33
Chef Boy-Ar-Dee, 1959 (Items removed to Oversize Materials, box OV11)	Box 33
Clairol, 1964-1965	Box 33
<b>Physical Description:</b> 2 folders; items removed to Oversize Materials, box OV11	
Dennison, 1941-1950	Box 33
DeSoto cars, 1940 (Items removed to Oversize Materials, box OV12)	Box 33
Dorothy Gray, "Your Dowry of Beauty," 1930	Box 33
DuPont, 1948-1958	Box 33
DuPont Rug Anchors, approximately 1960	Box 39
Flexalum, approximately 1960	Box 39
Flexalum, 1960-1961	Box 41
Fortnum & Mason's, 1929	Box 39
General Foods Gourmet Foods, 1959	Box 39

General Foods Kitchens, 1959	Box 33
Gimbels, 1969 and undated (Items removed to Oversize Materials, box OV10)	Box 33
Gourmet Foods, 1959	Box 33
Great Atlantic & Pacific Tea Company (A&P), 1931-1959 and undated (Items removed to Oversize Materials, box OV10)	Box 33
Great Atlantic & Pacific Tea Company (A&P), 1930s	Box 40
Hanes hosiery, 1955 and undated	Box 34
Hoffman Beverage Company, 1951	Box 34
Kellogg's, 1941 (Items removed to Oversize Materials, box OV10)	Box 34
Loft's Candy, 1957 (Items removed to Oversize Materials, box OV4)	Box 34
Martex ( "The Magic Towel" ), 1961-1963	Box 34
<b>Physical Description:</b> 2 folders; items removed to Oversize Materials, box OV10	
Martex (The Magic Towel), 1960s	Box 39
Moore-McCormack (Mooremack) Cruise Lines, 1959	Box 39
Max Schling, Jr. (florist), 1964	Box 34
McCord Radiator and Manufacturing Company, 1933	Box 34
Moore-McCormack (Mooremack) Cruise Lines, 1958-1959	Box 34
<b>Physical Description:</b> 3 folders	
National Safety Council, 1947 and undated (Items removed to Oversize Materials, box OV12)	Box 34

Nazareth, 1949-1950 (Items removed to Oversize Materials, box OV10)	Box 34
[Nemo, undated, removed to Oversize Materials, box OV10]	Box 34
Nitey-Nite, 1960-1961	Box 41
Norcross, 1958-1960	Box 34
<b>Physical Description:</b> 2 folders; items removed to Oversize Materials, box OV12	
Norcross, 1959	Box 40
Norsk, 1967-1968	Box 35
<b>Physical Description:</b> 2 folders	
Ohrbach's, 1958-1961	Box 35
Ohrbach's, 1960	Box 39
Pabst Blue Ribbon, 1951	Box 35
<b>Physical Description:</b> 2 folders	
Salada, 1962	Box 39
Sanforized, 1958	Box 41
Seagram's, 1951	Box 35
Simmons Beautyrest, 1959 (Items removed to Oversize Materials, box OV12)	Box 35
Travelers Insurance Co., 1958-1959 (Items removed to Oversize Materials, box OV10)	Box 35
Trencher Furs, 1949-1950	Box 39
Tussy, 1958 and undated	Box 35
Volkswagen, 1961	Box 39
Wallachs, 1960-1973	Box 35
West End Brewing, 1960	Box 39

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Wrigley, 1954 and undated (Items removed to  
Oversize Materials, box OV12) Box 35

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Assorted clients, 1957-1960 and undated Box 35

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**Scope and Contents note**

Advertising work comprising a single item or few items per client. Clients include Bristol-Myers, Goodyear, Kaiser Foil, Lipton, Listerine, St. Mary's blankets, Statler Hotels, Topton Rug Manufacturing Company, and Your Personal Chef.

### **Conferences and Professional Societies Subseries, 1931-1974**

**Scope and Contents note**

This subseries contains materials relating to Fishback's affiliations with various professional societies, as well as materials generated or collected for speaking engagements on advertising topics at other conferences.

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Advertising Women of New York (AWNY),  
1962-1974 Box 35

**Physical Description:** 3 folders

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Advertising Women of New York (AWNY), 1966 Box 36

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American Gas Association, 1965 Box 36

**Physical Description:** 5 folders

**Scope and Contents note**

Includes materials from the 1965 convention of the American Gas Association in Miami Beach, Florida. Fishback was invited to the conference to deliver a speech, "Whose Side Am I On?" (the speech and speech preparation materials are located in the **Speeches Subseries** of the **Writings Series**). The American Gas Association contacted her to deliver this speech after hearing the speech at the 3rd Annual Consumer Conference, which was hosted by the Advertising Women of New York (AWNY) earlier that year.

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Other Materials, 1931-1963 Box 36

**Scope and Contents note**

This folder contains a Fishback article that was reprinted in a convention program of the Advertising Club (1931); a letter regarding New York City's Tribute Dinner to Career Women, at which Fishback was the Guest of Honor; a 1954 issue of Independent Woman, the magazine of the National Federation of Business and Professional Women's Clubs, Inc.; a letter from

Associated Writers and Producers; and correspondence with the Zonta Club of New York.

### **Other Advertising Files Subseries, 1926-1971 and undated**

#### **Scope and Contents note**

This subseries contains materials related to the advertising agencies for which Fishback worked, general advertising correspondence, assorted advertising writings by other authors, and other materials pertaining to Fishback's advertising career.

### **Advertising Agencies, 1941-1961**

#### **Scope and Contents note**

Includes correspondence, some internal publications, and other administrative files relating to Fishback's work for advertising agencies. Materials related to specific advertising campaigns are located in the **Client Files Subseries**.

Cecil & Presbrey, 1941-1958 and undated	Box 36
Doyle Dane Bernbach, 1959-1961 and undated	Box 36
Warwick & Legler, 1951-1958	Box 36
Young & Rubicam, 1951-1959	Box 36

### **Correspondence, 1928-1972**

**Physical Description:** Arranged chronologically.

#### **Scope and Contents note**

Includes correspondence pertaining to Fishback's advertising career, but unassociated with any particular agencies or clients. Correspondence related to specific advertising agencies is located in the **Advertising Agencies Subseries**; correspondence related to specific advertising campaigns or clients is located in the **Client Files Subseries**.

1920-1972	Box 37
<b>Physical Description:</b> 6 folders	

### **Trade Literature, 1941-1963**

**Scope and Contents note**

Contains books by other authors on the subject of advertising. One book, Don Herold's *Humor in Advertising*, contains a contribution by Fishback. Some titles are signed by the authors.

Arranged alphabetically by book title.

100 Greatest Advertisements: Who Wrote Them and What they Did, 1949 Box 37

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100 Greatest Advertisements: Who Wrote Them and What they Did, 2nd revised edition, 1959 Box 37

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Confessions of an Advertising Man, 1963 Box 37

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How to Get a Job and Win Success in Advertising, 1941 Box 37

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Humor in Advertising and How to Make it Pay, 1962-1963 Box 38

**Physical Description:** 2 folders

**Scope and Contents note**

Fishback contributed to this compilation of humorous advertisements and writings about humor in advertising. The book is inscribed to Fishback from author Don Herold. A second folder contains book preparation materials. These materials comprise correspondence between Fishback and Herold, as well as Photostat copies of Macy's advertisements.

Television Commercial, 1954 Box 38

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**Other Materials, 1926-1971**

**Scope and Contents note**

Other advertising-related materials collected by Fishback.

1960 Outdoor Annual, Outdoor Advertising Incorporated, 1960 Box 38

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Brochures, 1926-1941 Box 38

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Bureau of Advertising, "An Experiment in Creativity," 1964-1965 Box 38

Clippings, 1954-1971 and undated (1 item removed to Oversize Materials, box OV12)	Box 38
"Coca-Cola idea," 1950	Box 38
<b>Scope and Contents note</b>	
Includes correspondence between Fishback and the Coca-Cola Company regarding an advertisement idea Fishback submitted to the company. A Photostat of the proposed advertisement is also included.	
[Heinz Ketchup proofs for Jewish-American publications, 1963, removed to Oversize Materials, box OV10]	Box 38
Notes and ideas, 1943-1966 and undated	Box 38
Press releases, 1945-1951 and undated	Box 38
"Some Headline 'Don'ts' and 'Do's,'" undated	Box 38
Writings by Fishback about advertising, 1932-1958 and undated	Box 38

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## Oversize Materials

**Physical Description:** 12 boxes

### Scope and Contents note

Due to limitations of physical storage, box numbers of oversize materials do not necessarily run in sequence.

## Personal Files Series, 1863-1978 and undated

Biographical Data Subseries, 1931-1949	Box OV1
Correspondence Subseries, 1918-1960	Box OV2
Other Papers Subseries	
Clippings	
Portland Press Herald Victory Edition, 15 August 1945	Box OV1
W. Somerset Maugham poem, "Looking Back Part II," Show, 1962	Box OV2

"Organizational Chart: Heaven," undated	Box OV2
"Papa Gander," publication of Woman's Home Companion, 1937	Box OV2

### **Writings Series, 1926-1978 and undated**

#### General Files Subseries

##### Correspondence

General Correspondence, 1955-1972	Box OV2
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General Correspondence, 1960	Box OV3
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#### Poetry Subseries, 1926-1978 and undated

##### Compilations, 1931-1968 and undated

Poems Made Up to Take Out, 1943-1963 and undated	
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Poems, "Not in McKay book"	Box OV2
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Proof and illustrations, undated	Box OV4
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#### Individual Poems, 1926-1978 and undated

##### Drafts, 1926-1974 and undated

Cape Cod Compass project, 1964-1965	Box OV3
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"Dream Men of Fair Women" collection galley proof, Stage, 1936	Box OV2
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#### Published works, 1926-1978 and undated

Illustrations for unnamed Woman's Day spread, circa 1962	Box OV1
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King Features Syndicate proofs for "Sunday Pictorial Review" covers, 1952	Box OV2
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