



Guide to the Hart, Schaffner & Marx Advertising Service materials, 1937-1964 and undated

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

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Summary

Collection Title:

Hart, Schaffner & Marx Advertising Service materials, 1937-1964 and undated

Creator:

Hart, Schaffner & Marx

Source:

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

Abstract:

Chicago, Ill. based manufacturer of mens clothing. Collection includes Advertising Service packages of promotional and advertising designs and campaign suggestions by season; summaries of promotional campaigns; mounted logos including one by Robert Reinhardt von Liski and other materials that document marketing efforts by Hart Schaffner & Marx. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

10.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11494

Permalink:

<https://idn.duke.edu/ark:/87924/m1590x>

Preferred Citation

[Identification of item], Hart, Schaffner & Marx Advertising Service materials, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Includes Advertising Service packages of promotional and advertising designs and campaign suggestions by season; summaries of promotional campaigns; mounted logos including one by Robert Reinhardt von Liski and other materials that document men's clothing marketing efforts by Hart Schaffner & Marx. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Chicago-based manufacturer of men's clothing. Founded as Harry Hart and Brother in 1872 by Harry and Max Hart. Renamed Hart, Abt and Marx 1879; Hart, Schaffner & Marx 1887. Shifted focus from retail to wholesale clothing manufacture; first national advertising 1897. Incorporated 1911. Reorganized as a holding company, Hartmarx Corporation, 1983. Filed bankruptcy 2009. Acquired by Authentic Brands Group 2012.

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Arrangement

Arranged alphabetically.

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Administrative Information

Publication Statement

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Durham 27708
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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 Hart, Schaffner & Marx Advertising Service materials were received by the David M. Rubenstein Rare Book & Manuscript Library as a purchase in 2017.

Processing Information

Processed by Richard Collier, July 2017;

Accession described in this collection guide: 2017-0109

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Related Materials

Related Material

Related may be found in the following Hartman Center collections:

Gary and Sandra Baden Collection of Print Advertisements; Garrett Orr papers; General Outdoor Advertising Company Plan Books; Henry Haberman papers; J. Walter Thompson Company Domestic Advertisements collection; J. Walter Thompson Company New Business records; Roy Lightner collection of antique advertisements;

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Names and Subjects

- Advertising -- United States -- History
- Advertising -- Clothing and dress
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

Advertising Service campaign materials, 1948-1952	Box 1
Advertising Service campaign materials, 1952-1954	Box 2
Advertising Service campaign materials, 1954-1955	Box 3
Advertising Service campaign materials, 1955-1957	Box 4
Advertising Service campaign materials, 1957-1958	Box 5
Advertising Service campaign materials, 1958-1960	Box 6
Advertising Service campaign materials, 1959-1960	Box 7
Advertising Service campaign materials, 1960-1961	Box 8
Advertising Service campaign materials, 1962-1964	Box 9
Havana Holiday campaign, 1958	Box 10
Logo, mounted copper engraving, undated	Box 10
Logo, Robert Reinhardt von Liski, undated	Box 10
Newspaper advertising, 1950-1956	Box 10

Six Honeys promotional guide, 1937

Box 10