



# Guide to the James O. Tice Company "goose egg" scoreboard promotional materials, 1936-1947

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## Summary

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**Collection Title:**

James O. Tice Company "goose egg" scoreboard promotional materials, 1936-1947

**Creator:**

Tice, James O., 1897-1979; Kevin P. Reilly Sr. Outdoor Advertising Archives

**Source:**

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

**Abstract:**

James Olin Tice, Sr. (1897-1979) was an inventor, school teacher (Miami Technical High School), and baseball fan. The James O. Tice Company's "goose egg" scoreboard featured a mechanical goose that would deposit a zero ("goose egg") after a scoreless inning in baseball. A variation of the design included a gosling that would correct any errant deposits of zeros on the scoreboard. The intent was to provide humorous entertainment for fans at baseball games. Collection includes articles; blueprints and design notes; a promotional brochure with testimonials; photographs and prints of Tice's "goose egg" scoreboard design, a promotional display, along with images of college and municipal scoreboards intended for comparison to the Tice design. Scoreboard images are from fields and stadiums in Tampa and Miami, Florida; Duke University; Loyola College of New Orleans; and the Universities of Alabama and California. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History and the Kevin P. Reilly Sr. Outdoor Advertising Archives.

**Extent:**

0.2 Linear Feet

**Language:**

Materials in English.

**Collection ID:**

RL.12074

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1wf2k>

**Preferred Citation**

[Identification of item], James O. Tice Company "goose egg" scoreboard promotional materials, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

Collection includes articles; blueprints and design notes; a promotional brochure with testimonials; photographs and prints of Tice's "goose egg" scoreboard design, a promotional display, along with images of college and municipal scoreboards intended for comparison to the Tice design. Scoreboard images are from fields and stadiums in Tampa and Miami, Florida; Duke University; Loyola College of New Orleans; and the Universities of Alabama and California. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History and the Kevin P. Reilly Sr. Outdoor Advertising Archives.

### Biographical/Historical

James Olin Tice, Sr. (1897-1979) was an inventor, school teacher (Miami Technical High School), and baseball fan.

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## Administrative Information

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### Publication Statement

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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 Rubenstein Library's Citations, Permissions, and Copyright guide.

## **Acquisition Information**

The James O. Tice Company "goose egg" scoreboard promotional materials were received by the David M. Rubenstein Rare Book & Manuscript Library as a purchase in 2024.

## **Processing Information**

Processed by Richard Collier, Feb. 2025;

Accessions described in this collection guide: 2024-0061

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## **Related Materials**

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### **Related Material**

Related materials may be found in the following Hartman Center collections:

Garrett Orr papers;

Gillette World Series sales promotion materials;

J. Walter Thompson Company. 16mm Microfilm As-Broadcast Scripts;

J. Walter Thompson Company. Chicago Office. Marketing Vertical File;

Liggett & Myers Tobacco Company records.

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## **Names and Subjects**

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- Baseball -- United States

- Baseball--Scorekeeping
- Scoreboards
- Black-and-white photographs
- Advertising, Outdoor -- United States -- History
- John W. Hartman Center for Sales, Advertising & Marketing History
- Duke University
- Loyola College (New Orleans, La.)
- University of California, Berkeley
- University of Alabama
- Miami Technical High School (Miami, Fla.)

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## Collection Inventory

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Article, 1947	Oversize-folder 1
Design notes, 1936-1940s	Box 1
Memo and brochure, 1940s	Box 1
Photographs, 1947	Box 1
Scoreboard design, 1943	Oversize-folder 1