



Smithsonian

National Museum of American History Kenneth E. Behring Center

Herbert M. Faust Papers

NMAH.AC.0397

Grace M. Angle

1991

Archives Center, National Museum of American History

P.O. Box 37012

Suite 1100, MRC 601

Washington, D.C. 20013-7012

archivescenter@si.edu

<https://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	1
Administrative Information	1
Arrangement.....	2
Scope and Contents note.....	2
Biographical/Historical note.....	2
Names and Subjects	2
Container Listing	4
Series 1: Curtis Publishing Company, 1918-1943.....	4
Series 2: War Production Board, 1943 -1944.....	6
Series 3: Mutual Broadcasting Company, 1945-1948.....	8

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Herbert M. Faust Papers
Date:	1918-1949.
Identifier:	NMAH.AC.0397
Creator:	Crocker, Judith A. Faust, Herbert M. (salesman, manager)
Extent:	1.5 Cubic feet (4 boxes)
Language:	English .
Summary:	Papers relate to Mr. Faust's diverse career, including information on advertising in the 1920s, including two marketing studies from 1920-1922 of Sabetha, Kansas; his War Production Board experience, 1943-1944, which demonstrates the magnitude of that operation, its contribution to the war effort, and the extensive involvement of the American public in the salvage effort; and correspondence relating to his employment with and retirement from the Mutual Broadcasting Company, 1945-1948. These papers constitute a personal record of a successful career which reached its peak with important wartime civilian service.

Administrative Information

Immediate Source of Acquisition

Collection donated by Judith A. Crocker, July 1, 1991.

Ownership and Custodial History

Gift of Judith A. Crocker, Mr. Faust's granddaughter.

Processing Information

This collection was processed by Grace M. Angle, Archives Center volunteer.

Preferred Citation

Herbert M. Faust Papers, 1918-1949, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Terms Governing Use and Reproduction

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical Note

Herbert M. Faust spent more than 24 years with the Curtis Publishing Company, from 1918 to 1943. Starting as a salesman in Chicago for Country Gentleman, a magazine published by Curtis, he later became manager of the Cleveland office of the Saturday Evening Post, manager of Curtis' Detroit Advertising Branch, and then manager of the New York Advertising Branch. His final position with the company was as Advertising Manager.

He left Curtis in September 1943 to join the War Production Board as a "dollar a year" man but was quickly transferred to the Federal payroll. The function of the War Production Board was to exercise general direction over the war procurement and production programs of all Federal departments and agencies. Mr. Faust served as Director of the Salvage Division of the War Production Board. During his tenure, there was a very heavy emphasis on paper salvage and much of the material in his papers relates to it.

In November 1944, Mr. Faust left the War Production Board to assume a position as manager of the central division of the Mutual Broadcasting System in Detroit, Michigan. He was employed there until his resignation in January 1949, following which he and his wife moved to California.

Scope and Contents

These papers all relate to Mr. Faust's career and readily divide into three series: (1) his years with the Curtis Publishing Company, 1918-1943, which contains information on advertising in the 1920s; (2) his War Production Board experience, 1943-1944, which demonstrates the magnitude of that operation, its contribution to the war effort, and the extensive involvement of the American public in the salvage effort; and (3) correspondence relating to his employment with and subsequent retirement from the Mutual Broadcasting Company, 1945-1948. Some of his other papers undoubtedly became part of the final records of both the Curtis Publishing Company and the War Production Board. Mr. Faust's papers constitute a personal record of a successful career which reached its peak with important wartime civilian service.

Arrangement

Divided into 3 series.

Series 1: Curtis Publishing Company, 1918-1943

Series 2: War Production Board, 1943-1944

Series 3: Mutual Broadcasting Company, 1945-1948

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Broadcasting -- 1940-1950
Marketing
World War, 1939-1945
advertising

Types of Materials:

Clippings

Correspondence -- 1930-1950
Market surveys
Scrapbooks -- 1900-1950

Names:

Curtis Publishing Company.
Mutual Broadcasting Company.
Saturday Evening Post.
United States. War Production Board.

Places:

Kansas
Sabetha (Kansas)

Container Listing

Series 1: Curtis Publishing Company, 1918-1943

Scope and Contents: This series consists of records of Mr. Faust's years with Curtis Publishing, include interesting information about advertising in the late 1920s. Of special interest are two marketing studies, from 1920 and 1922, of Sabetha, Kansas, which was selected as being representative of the typical rural American town. The studies consist of a descriptive narrative, charts, maps, photographs, and a profile of the town's businesses and economic life.

Also of interest is a 1929 publication, commemorating the 200th anniversary of the *Saturday Evening Post*. In addition to providing some historical information and explaining how the magazine is printed and distributed, this special publication documents the magazine's circulation and advertising revenue for 1928. It compares the total amount of advertising in the *Saturday Evening Post* with all other U.S. publications; lists the 100 leading companies in the nation that advertised and provides statistics on where they advertised, how much they spent on advertising, and what kind of advertising they did. In addition, it shows the total amount of advertising carried in the *Saturday Evening Post* compared to other publications, organized by category of firm that advertised (e.g., automotive, cameras, furniture, refrigeration, etc.).

In addition to career related items and a few personal mementoes, this series includes three issues of separate Curtis Publishing employee magazines (*Curtis Folks*, September 1923; *The Curtis Go Getter*, December 1937; and *The Curtisman*, November 1944). Also included is a December 7, 1929 issue of the magazine advertised as "The Greatest Saturday Evening Post Ever Issued;" evidently, it was printed with new, 45 ton presses that allowed it to be run off in three weeks (whereas one old style flat bed press would have taken 75 years!).

Subseries 1.1: Correspondence

Box 1, Folder 1	Employment, August 10, 1918-December 4, 1918
Box 1, Folder 2	Industrial Loans, December 5, 1924-March 17, 1925
Box 1, Folder 3	Promotions and Salary Increases, January 12, 1925-August 10, 1937
Box 1, Folder 4	Resignation and Severance, September 7, 1943-December 23, 1943
Box 1, Folder 5	Curtis Publishing Company Employee Magazines, 1923, 1937, 1944
Box 1, Folder 6	Magazine and Newsclippings
Box 1, Folder 7	Sabetha Kansas, A 1920 Study
Box 1, Folder 8	Sabetha, Two Years Later
Box 1, Folder 9	Sabetha Herald Tribune, News Items, June 10, 1920, July 1, 1920
Box 1, Folder 10	Stock and Bond Transactions

Box 1, Folder 11 Miscellaneous

Box 2, Folder 1 The Saturday Evening Post, December 7, 1929.

Box 2, Folder 2 The Saturday Evening Post "The Advertising Department, 1929

[Return to Table of Contents](#)

Series 2: War Production Board, 1943 -1944

Scope and Contents: Series 2 concerns Mr. Faust's service with the War Production Board during World War II. Much of the extensive correspondence in this series relates to expressions of regret and goodwill concerning Mr. Faust's resignation from the War Production Board. Mr. Faust's personal activities in running the salvage effort are illustrated by records of speeches he gave, mementoes of luncheons and dinners at which he spoke, personnel papers, and a scrapbook of photographs and newsclippings of his "Trip to Region IX" in 1944. News clippings, press releases, and magazine articles (many authored by Mr. Faust), document salvage activities, as do a number of photographs of Mr. Faust and others involved with salvage operations, waste papers salvage activities, and scrap drives. Also included are newsletters and other publications produced for the salvage effort by both the War Production Board and the waste industry. There is also some statistical information regarding the salvage effort.

Box 3, Folder 1	Appointment to War Production Board, September 16, 1943-December 21, 1943
Box 3, Folder 2	Personal, September 13, 1943-June 24, 1944
Box 3, Folder 3	Resignation, War Production Board, October 23, 1944-December 7, 1944
Box 3, Folder 4	Staff Departures, September 27, 1944-October 27, 1944
Box 3, Folder 5	Testimonial Dinner, October 25, 1944-November 24, 1944
Box 3, Folder 6	Miscellaneous, February 11, 1944 -November 2, 1944
Box 3, Folder 7	Broadway Matinee Radio Program, March 26, 1944
Box 3, Folder 8	Speeches, Herbert M. Faust
Box 3, Folder 9	Testimonial Dinner Mementoes, November 6, 1944
Box 3, Folder 10-11	Mailing Lists
Box 3, Folder 12	Personnel Papers, War Production Board
Box 3, Folder 13	War Production Board Administration Items
Box 3, Folder 14	War Production Board Award to Curtis Publishing Company
Box 3, Folder 15	Miscellaneous
Box 4, Folder 1	Press Releases, 1944
Box 4, Folder 2	Journal and Magazine Articles, 1944

Series 3: Newsclippings, 1943-1944

Box 4, Folder 3

Box 4, Folder 4	Herbert M. Faust, Photograph
Box 4, Folder 5	Other People, Photographs
Box 4, Folder 6	Waste Paper Collection, Photographs
Box 4, Folder 7	Memorial of A Trip to Region IX, Scrapbook of Photographs and News clippings, 1944
Box 4, Folder 8	Salvage: A Manual for Volunteer Workers, 1943
Box 4, Folder 9	Salvage News Letter, 1943
Box 4, Folder 10	Democracy in Action: A Report of the American Industries Salvage Committee, 1945
Box 4, Folder 11	Trade Journals
Box 4, Folder 12	Scrap Iron and Steel Statistics
Box 4, Folder 13	Waste Paper Statistics

[Return to Table of Contents](#)

Series 3: Mutual Broadcasting Company, 1945-1948

Scope and Contents: This series consists of personal correspondence, 1945-1949, from Mr. Faust's employment with the Mutual Broadcasting System; most relates to his retirement and subsequent move to California.

Box 4, Folder 18	Correspondence, 1945-1949
------------------	---------------------------

[Return to Table of Contents](#)