



THE STARK CENTER

## The Robert Hoffman Collection

The H.J. Lutcher Stark Center for Physical  
Culture & Sports

The University of Texas at Austin

### Finding Aid

*The Robert Hoffman Collection: 14 Boxes: 112 Folders, 115 Artifacts, no date, 1914-1983*

#### *Abstract*

The Robert Hoffman Collection is comprised of Robert Hoffman's personal papers as well as records pertaining to his role in 20th century physical culture as a weightlifter, entrepreneur, coach, author, magazine editor, and instructor. The documents primarily consist of correspondence related to Hoffman's York Barbell Company; *Strength and Health* publishing company exercise, equipment, and supplements business; as well as personal correspondence. Other materials include publications, advertising material, photographs, trophies, and international and Olympic competition memorabilia. The materials in this collection date from 1914-1983, with the bulk of the records documenting the period between the 1940s and the mid 1960s.

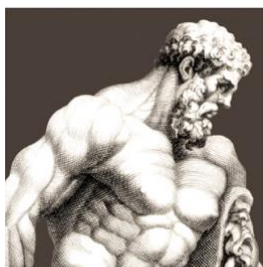
#### *Access*

Access to the Robert Hoffman Collection is restricted to visitors of the H.J. Lutcher Stark Center for Physical Culture and Sports. No digital copies are currently available. The Stark Center welcomes access inquires and encourages research appointments. For more information, phone (512) 471-4890, email [info@starkcenter.org](mailto:info@starkcenter.org), or visit [www.starkcenter.org](http://www.starkcenter.org).

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#### *Processing Information:*



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The collection processed in 2014 by Rebekah Curry, Michael Nugent, and Stephanie Tiedeken under the supervision of Brent Sipes. For information about the content of the collection, please write [info@starkcenter.org](mailto:info@starkcenter.org) or call 512-471-0991.

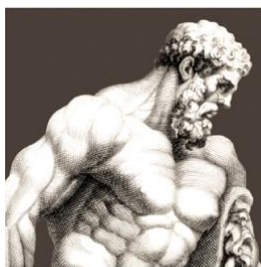
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### *Preferred Citation*



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The Robert Hoffman Collection, H.J. Lutchter Stark Center for Physical Culture & Sports,  
The University of Texas at Austin. *[There is no space between H.&J.]*

### *Subject Index*

#### **Books and Pamphlets**

The AAU Official  
Handbook

The A.B.C of  
Chiropractic

The American Defense  
Society: Its Aims, Its  
History, Its Officers

Control Venereal  
Diseases in the United  
States: Present and  
Future Plans

The Difficult  
Commandment: Notes  
on Self Control  
Especially Yong Men

Drugless Cures

Five Pound Dumb Bell  
Exercises by Prof. Attila

The Food for Health

George Westinghouse:  
His Life and  
Achievements

Is Sexual Abuse  
Harmful?

Little Lessons in  
Corrective Eating  
[Lessons VI-XXIV]

The Male Hormone

Marriage and Sexual  
Harmony

Physical Education in  
Sri Aurobindo Ashram

Proceedings of  
Conference on Venereal  
Disease Control Work

The Spirit of Right  
Living

The Star Rare Coin  
Encyclopedia

Vital Health Through  
Internal Cleanliness

#### **Competitions**

1948 Summer Olympics

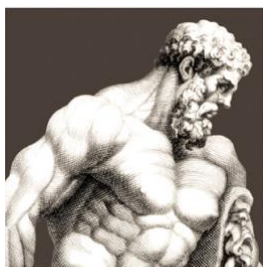
1980 Winter Olympics

AAU Senior Middle  
Atlantic Weight Lifting  
Championships

AAU Middle Atlantic  
Association Track and  
Field Championships

III Campeonato  
Centroamericano y del  
Caribe de  
Lavantamiento de Pesas  
[Colombia, 1972]

XXV Campeonato  
Mudial de  
Levantamiento de Pesas  
[Peru]



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X Campeonato Mundial de Levantamiento de Pesas [Argentina]

1946 Championnat du Monde de Poids et Haltères

1974 Deutscher Gewichtheber-Verband der DDR

Mr. Pakistan 1954 Contest

Philippines Weightlifting Federation

### Key Names

DePietro, Joe

Jowett, George

Ishikawa, Emerick

Ketterman, Alda

Lehman, Dorcas

Stanczyk, Stanley

Stanko, Steve

Terlazzo, Tony

Terpak, John

### Key Terms

Business

Competition

Health

Marketing

Nutrition

Olympic Games

Physical fitness

Publishing

Sex education

Strength training

Weightlifting

### Magazines

The Amateur Athlete

The Arena

Athletic Review

Atletik

Body Builder

Herald of Health and Naturopath

How to Live for Health and Strength

Journal of the National Chiropractic Association

La Culture Physique

Muscle Power

New Physical Culture

Newsweek

Ni-roo-Va-Rasti [Power and Truth]

The Right of Way

Santé et Développement Physique

Scholastic Coach

Soviet Life

Sports Age

Sportfolio

Strength

Strength and Health



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Time	Chicago Daily News	San Quentin News
WHEN (World Health and Ecology News)	Honolulu Advertiser	Shreveport Times
White Rose Motorist	L'Equipe	Waterbury Republican
Your Body Illustrated	Moscow News	York Daily Record
Your Physique	Nashville Tennessean	York Dispatch
<b>Newspapers</b>	Philadelphia Record	<b>Organizations</b>
Baltimore American	Pittsburgh Post-Gazette	Amateur Athletic Union (AAU)
	Reno News	

### *Biographical Note*

Robert Collins Hoffman was born to Addison and Bertha Hoffman on November 9, 1898, in Tifton, Georgia. In 1903, Hoffman and his family moved to Wilkinsburg, Pennsylvania, a suburb of Pittsburgh, where his father, an engineer, was a supervisor of dams on the Allegheny and Ohio River. Hoffman, who was 6' 3" by the age of thirteen, developed an early interest in athletics. He initially became involved in long-distance running and in water sports, competing in marathons and rowing championships.

In 1917, when the United States entered World War I, Hoffman enlisted in the Army and deployed with the 111th Infantry. He received a battlefield commission commanding a company in the Forest of Argonne in northeastern France, and was awarded eleven decorations, including the Silver Star and the Order of Leopold, Belgium's highest order. In 1920, after his return to the U.S., Hoffman moved to York, Pennsylvania, where he formed a business partnership with Ed Kraber, the designer of one of the country's first automatic oil burners.



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Hoffman first became interested in weightlifting in 1923 and formed the York Oil Burner Athletic Club, a team made up of employees from Kraber's company. In 1932, along with George Jowett, he created the Strength and Health Publishing Company and began to publish the magazine *Strength and Health*. Around this time, he also took on a leadership role in the Amateur Athletic Union (AAU), a national organization dedicated to amateur sports and physical fitness. In 1935, he bought the Milo Barbell Company. Three years later, he founded the York Barbell Company and sold York Oil Burner for \$380,000. York, Pennsylvania became a national center for weightlifting, and Hoffman grew increasingly prominent in the field. He wrote dozens of books on the subject, coached the U.S. Olympic team from 1948 to 1956, and himself won over 600 awards in the course of his career. Hoffman promoted the use of health foods and dietary supplements, as well as anabolic steroids, and continued his entrepreneurial endeavors by marketing his HI-PROTEEN powder as an aid in building muscle.

In 1928, Hoffman met and married Rosetta Snell, who had a child from a previous marriage. The two divorced in 1944. He later had relationships with Gracie Bard, Dorcas Lehman, and Alda Ketterman, a fellow weightlifter who became his common-law wife. By the 1960s, Hoffman's career was in decline, as his teams no longer sustained their winning records and customers complained that his supplements were not accurately labeled. In 1964, he began to publish the magazine *Muscular Development* and shifted his area of interest to bodybuilding. Throughout the 1970s, he regained some of his fame through the philanthropy of his Hoffman Foundation, appearing on *The Today Show* and *The Mike Douglas Show*, being featured in *Reader's Digest*, and meeting President Richard Nixon. Hoffman underwent heart bypass surgery in 1977. He died of heart disease in York, Pennsylvania, on July 18, 1985.

### *Scope and Content*



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### **Robert Hoffman Collection: 14 Boxes: 112 Folders: 115 artifacts, 2 books, 1914-1983, undated**

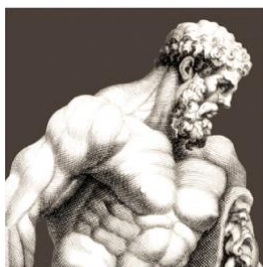
The Robert Hoffman Collection is comprised of Robert Hoffman's personal papers as well as records pertaining to his role in 20th century physical culture as a weightlifter, entrepreneur, coach, author, magazine editor, and instructor. The documents primarily consist of correspondence related to Hoffman's York Barbell Company; Strength and Health magazine, exercise equipment, and supplements business; as well as personal correspondence. Other materials include publications, advertising material, photographs, trophies, and international and Olympic competition memorabilia. The materials in this collection date from 1914-1983, with the bulk of the records documenting the period between the 1940s and the mid 1960s. The majority of the records are geographically centered around York, Pennsylvania, specifically, Hoffman's oil burner company, the York Barbell Company, and Strength and Health, which all operated from 51 N. Broad Street in York, PA.

Many of the documents in the collection relate to Hoffman's business interests, including York Barbells, Strength and Health magazine, and his nutritional supplement HI-PROTEEN. Hoffman's involvement with the United State's Olympic weightlifting team, the Amateur Athletic Union (AAU), and international weightlifting competitions is also well represented in the collection. The Business Series contains a few documents connected to a court case involving charges that Hoffman sent obscene material via the United States Postal System.

### ***Collection Arrangement***

14 Boxes: 112 Folders, 115 Artifacts, 1914-1983, undated

**Series: Robert Hoffman's Business Materials, 1941 March 13-1957 December 26 (52 folders, 4 artifacts)**



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Box 1, Folder 1: *Strength and Health* Magazine Correspondence: General 1 of 5, 1941  
March 13-1945 August 7

Box 1, Folder 2: *Strength and Health* Magazine Correspondence: General 2 of 5, 1945  
August 19-1946 January 23

Box 1, Folder 3: *Strength and Health* Magazine Correspondence: General 3 of 5, 1946  
February 8 -1946 September 7

Box 1, Folder 4: *Strength and Health* Magazine Correspondence: General 4 of 5, 1946  
September 28-1957 December 26

Box 1, Folder 5: *Strength and Health* Magazine Correspondence: General 5 of 5, undated

Box 1, Folder 6: *Strength and Health* Magazine Correspondence: Success, 1944 July 30-  
1946 April 7

Box 1, Folder 7: *Strength and Health* Magazine Correspondence: Improvement, 1945  
September 30-1950 July 1, undated

Box 1, Folder 8: *Strength and Health* Magazine Correspondence: Readers, 1945 March 26-  
1946 May 28, undated

Box 1, Folder 9: *Strength and Health* Magazine Correspondence: Men in Service, 1945  
March 28-1946 February 12, undated

Box 1, Folder 10: *Strength and Health* Magazine Correspondence: Boys, 1945 April 29-  
1948 March 7, undated

Box 1, Folder 11: *Strength and Health* Magazine Correspondence: American Strength and  
Health League, 1945 April 3- September 21

Box 1, Folder 12: *Strength and Health* Magazine Correspondence: Obscenity Court Case,  
1945 May 18-November 5, undated





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Box 1, Folder 13: *Strength and Health* Magazine Article and Advertisement Drafts, undated

Box 1, Folder 14: *Strength and Health* Magazine Clippings, undated

Box 1, Folder 15: *Strength and Health* Magazine Edited Copy, undated

Box 1, Folder 16: *Strength and Health* Magazines 1 of 2, 1941 September-1945 November

Box 1, Folder 17: *Strength and Health* Magazines 2 of 2, 1947 February- 1956 February

Box 1, Folder 18: *Strength and Health* Magazine Letterhead, undated

Box 2, Folder 1: York Barbell Company Correspondence: Business, 1943 March 12-1959 October 13, undated

Box 2, Folder 2: York Barbell Company Correspondence: Products, 1942 February 2-1949 January 2, undated

Box 2, Folder 3: York Barbell Company Article and Advertisement Drafts 1 of 2, undated

Box 2, Folder 4: York Barbell Company Advertisements, undated

Box 7, Artifact Tray 2: York Barbell Company Printing Block, undated

Box 2, Folder 5: York Barbell Company Course Guidebooks 1 of 3, undated

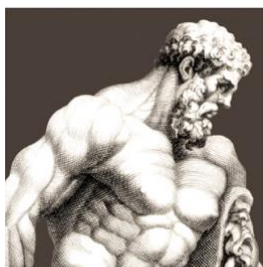
Box 2, Folder 6: York Barbell Company Course Guidebooks 2 of 3, undated

Box 2, Folder 7: York Barbell Company Course Guidebooks 3 of 3, undated

Box 2, Folder 8: York Barbell Company Course Guidebook Draft, undated

Box 2, Folder 9: York Barbell Company Foundry Blueprint, 1941 September 3

Box 2, Folder 10: York Barbell Company Letterheads, undated



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Box 2, Folder 11: York Barbell Company Functional Isometric Contraction for Golf Training Manual, 1963

Artifact Bag 2: York Barbell Company Functional Isometric Contraction for Golf Packaging, 1963

Box 7, Artifact Tray 1: York Barbell Company Functional Isometric Contraction for Golf, 1963

Artifact Bag 1: York Barbell Company York Doorway Gym Bar, 1966

Box 2 Folder 12: HI-PROTEEN Correspondence: General, 1954 November 4-1956 April 19, undated

Box 2, Folder 13: HI-PROTEEN Correspondence: Money Orders, 1954 January 7-October 29

Box 2, Folder 14: HI-PROTEEN Correspondence: Testimonials, 1954 May 9-October 30

Box 2, Folder 15: HI-PROTEEN Article and Advertisement Drafts 1 of 2, undated

Box 2, Folder 16: HI-PROTEEN Article and Advertisement Drafts 2 of 2, undated

Box 2, Folder 17: HI-PROTEEN Advertisements, 1972, undated

Box 2, Folder 18: Bob Hoffman's Sun Tan Lotion Correspondence, 1949 June 6-1956 February 24, undated

Box 2, Folder 19: Bob Hoffman's Sun Tan Lotion Article and Advertisement Drafts, undated

Box 2, Folder 20: Bob Hoffman's Sun Tan Lotion Advertisements, undated

Box 2, Folder 21: Ted's Restaurant Correspondence, 1943 February 2-1947 December 24

Box 2, Folder 22: Brookside Park Correspondence, 1946-1948 April 19



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Box 2, Folder 23: Brookside Park Del-Phia Athletic Club Scorebook, undated

Box 2, Folder 24: York Lighthouse Financial Records, 1948 March 31-May 31

Box 2, Folder 25: Dover Advertising Agency Letterhead, undated

Box 2, Folder 26: Bob Hoffman's Athletic Rub Article and Advertising Drafts, undated

Box 2, Folder 27: Bob Hoffman's Burn Ease Article and Advertising Drafts, undated

Box 2, Folder 28: BNA Rice Bran Oil Article and Advertising Drafts, undated

Box 2, Folder 29: Protamin Article and Advertising Drafts, undated

Box 2, Folder 30: Retail Sporting Good Dealers and Nutrition Store Lists, 1946 March 5-  
1972 November

Box 2, Folder 31: Magazine Issues Costs Ledger, 1972 January-1973 July

Box 2, Folder 32: Business Advice Article and Advertising Drafts, undated

Box 2, Folder 33: Robert Hoffman Article and Book Drafts, undated

Box 2, Folder 34: Robert Hoffman Business Cards, undated

### **Series: Olympic Materials, 1948-1980 (5 folders, 22 artifacts)**

Box 3, Folder 1: Olympic Correspondence, 1948 February 20-1954 September 7

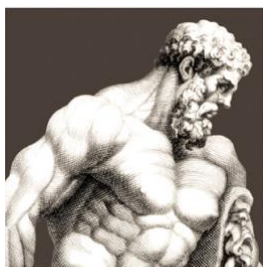
Box 3, Folder 2: Olympic Programs, 1948-1980

Box 3, Folder 3: Olympic Article Drafts, undated

Box 3, Folder 4: Olympic Polish Pennants, 1972

Artifact Bag 3: Olympic Sport Congress: Envelope Bag, 1976

Box 5, Folder 1: Souvenir Olympic Stamp Prints, 1948-1980



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Box 8, Artifact Tray 2, Compartment 1-3: Olympic Souvenir Pins, 1948-1980

Box 8, Artifact Tray 2, Compartment 4-5: Olympic Souvenir Memorabilia, undated

**Series: Competition Materials, 1932-1976, undated (23 folders, 69 artifacts)**

Box 3, Folder 5: Amateur Athletic Union of the United States Correspondence, 1945 May 9-1957 November 3, undated

Box 3, Folder 6: Amateur Athletic Union of the United States: Mr. America Championship Programs, 1941 May 24

Box 3, Folder 7: Amateur Athletic Union of the United States Competition Score Results, circa 1932-1950 February 25

Box 3, Folder 8: Amateur Athletic Union of the United States Competition Entries, 1945 April 1-April 16

Box 3, Folder 9: Amateur Athletic Union of the United States General Rules, 1947-1948

Box 3, Folder 10: Amateur Athletic Union of the United States Official Reports, 1947 October 6

Box 3, Folder 11: Amateur Athletic Union of the United States Minute Book, circa 1969

Box 3, Folder 12: Amateur Athletic Union of the United States ledger, undated

Box 3, Folder 13: Amateur Athletic Union of the United States Letterhead, undated

Box 3, Folder 14: Amateur Athletic Union of the United States *Amateur Athlete* Magazine, 1945 April-1967 September

Box 3, Folder 15: Amateur Athletic Union of the United States Official Ribbon, undated

Box 12, Compartment 2: Amateur Athletic Union of the United States Plaques, 1963



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Box 9, Artifact Bag 1: Amateur Athletic Union of the United States Technical Committee Ring Binder, undated

Box 3, Folder 16: Competition Correspondence, 1945 June 25-1957 July 30, undated

Box 3, Folder 17: Competition Souvenir Programs, 1947 April 19-1952 June 7

Box 3, Folder 18: Competition Article Drafts, undated

Box 12, Compartment 2: Competition plaque, 1971

Box 3, Folder 19: International Competition Programs, 1946-1954

Box 3, Folder 20: International Competition Article Drafts, undated

Box 3, Folder 21: International Competition Score Results, 1946 September 1-December 8, undated

Box 3, Folder 22: International Competition: International Weightlifting Federation Reports, 1971

Box 3, Folder 23: International Competition: World Weightlifting Championship Manila Press Kit (1 of 2), 1974

Box 3, Folder 24: International Competition: World Weightlifting Championship Manila Press Kit (2 of 2), 1974

Box 3, Folder 25: International Competition: Pennants, 1963-1974, undated

Box 3, Folder 26: International Competition: Central American and Caribbean Weightlifting Competition Pennants, 1972

Box 3, Folder 27: International Competition Postcard, undated

Box 8, Artifact Tray 1, Compartment 1-8: International Competition: International Weightlifting Competition Souvenir Pins, undated



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Box 10, Artifact Tray 2, Compartment 1-4: International Competition: International Weightlifting Competition Plaques, undated

Box 8, Artifact Tray 1, Compartment 12: International Competition: International Weightlifting Competition Medals (1 of 2), undated

Box 10, Artifact Tray 1, Compartment 4: International Competition: International Weightlifting Competition Medals (2 of 2), undated

Box 8, Artifact Tray 1, Compartment 9-11: International Competition: International Weightlifting Competition Miscellaneous Memorabilia (1 of 2), undated

Box 10, Artifact Tray 1, Compartment 1-3: International Competition: International Weightlifting Competition Miscellaneous Memorabilia (2 of 2), undated

Box 9, Artifact Bag 2: International Competition: Envelope Bags (1 of 2), 1966-1969

Artifact Bag 4: International Competition: Envelope Bags (2 of 2), undated

### **Series: Publications, 1914-1975 January, undated (22 folders)**

Box 5, Folder 2: Newspapers (1 of 2), 1941 January 31-1950 May 1

Box 5, Folder 3: Newspapers (2 of 2), 1978 November 9-1986 February 14

Box 5, Folder 4: Newspapers: WHEN: World Health and Ecology News, circa 1975

Box 3, Folder 28: Physical Culture Magazines (1 of 2), 1916 May-1947 September 1948 June, undated

Box 3, Folder 29: Physical Culture Magazines (2 of 2), 1947 September 1948 June, undated

Box 3, Folder 30: Health Magazines, 1938 August-1960 July

Box 3, Folder 31: Current Event Magazines, 1945 February 2-1946 February 11



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Box 3, Folder 32: Sports Magazines, 1946 March-1947 November

Box 3, Folder 33: Automobile Magazines, 1947 June- 1947 September

Box 3, Folder 34: Science Magazines, undated

Box 5, Folder 6: Soviet Life Magazine, 1978 August

Box 3, Folder 35: Physical Culture Exercise Booklets, 1938-1954, undated

Box 4, Folder 1: Little Lesson in Corrective Eating Booklets, Eugene Christian, Lesson VI-XXIV, 1914

Box 4, Folder 2: Health Booklets (1 of 2), 1929-1943

Box 4, Folder 3: Health Booklets (2 of 2), 1929-1946, undated

Box 4, Folder 4: Political Booklets, 1941 July

Box 4, Folder 5: Coin Collecting Booklets, 1936

Box 4, Folder 6: Burrelle's Press Clipping Service Clippings 1 of 2, 1947 December 7-1948 January 2

Box 4, Folder 7: Burrelle's Press Clipping Service Clippings 2 of 2, 1948 January 3-September 26, undated

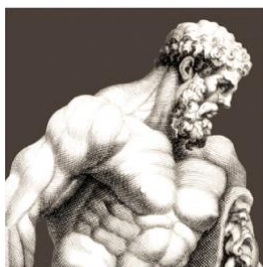
Box 4, Folder 8: Clippings, 1945 March 29-1955 April 22, undated

Box 5, Folder 5: The National Health Federation 20<sup>th</sup> Annual Convention Souvenir Program, 1975 January

Box 4, Folder 9: Miscellaneous Published Material, undated

### **Series: Books on Shelf, 1925-1945 (2 items)**

George Westinghouse His Life and Achievements, by Dr. Frank Crane, 1925



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The Male Hormone, by Paul De Kruif, 1945

**Series: Robert Hoffman Personal Material, 1945 June-1983, undated (4 folders, 20 artifacts)**

Box 4, Folder 10: Robert Hoffman Personal Correspondence, 1945 June 12-1954 November, undated

Box 4, Folder 11: Alda Ketterman's Proposed Apartment Blueprints, 1965 May 28-1967 May 28

Box 4, Folder 12: Personal Souvenir Programs, undated

Box 11, Artifact Tray 2, Compartment 3-4: Personal Plaques (1 of 2), 1962 April 14-1976

Box 12, Compartment 1: Personal Plaques (2 of 2), 1967

Box 11, Artifact Tray 3: Personal Medal, 1983

Box 12, Compartment 1: President's Council on Physical Fitness and Sports Paperweight, undated

Box 9, Artifact Tray 1, Compartment 1: National College Championship Appreciation Calendar Clock, 1968

Box 12, Compartment 4: Robert Hoffman Father of Weightlifting Ball-point Pens, undated

Box 12, Compartment 3: Personal Rubber Stamp, undated

Box 9, Artifact Tray 1, Compartment 2: Personal Miscellaneous Memorabilia (1 of 5), undated

Box 11, Artifact Tray 1: Personal Miscellaneous Memorabilia (2 of 5), undated





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Box 11, Artifact Tray 2, Compartment 1-2: Personal Miscellaneous Memorabilia (3 of 5), undated

Box 11, Artifact Bag 1: Personal Miscellaneous Memorabilia (4 of 5), undated

Box 12, Compartment 3: Personal Miscellaneous Memorabilia (5 of 5), undated

Box 8, Artifact Tray 2, Compartment 6: Miscellaneous Golf tees, undated

Box 4, Folder 13: Personal Miscellaneous Stationery, undated

**Series: Miscellaneous Materials, 1945 March 20-1972 November, undated (6 folders)**

Box 4, Folder 14: Miscellaneous Correspondence, 1945 March 20-1972 November, undated

Box 4, Folder 15: Miscellaneous Article and Advertising Drafts, undated

Box 4, Folder 16: Miscellaneous Handwritten Notes 1 of 2, undated

Box 4, Folder 17: Miscellaneous Handwritten Notes, 2 of 2, undated

Box 4, Folder 18: Miscellaneous Materials, undated

Box 4, Folder 19: Miscellaneous Empty Envelopes, 1945 March 22-1956 August 31, undated

**Series: Photographs, (1 box)**

Box 6: Photographs

**Series: Duplicates (2 boxes)**

Box 13: Duplicates

Box 14: Duplicates