GUIDE TO THE ARMSTRONG COLLECTION

National Baseball Hall of Fame Library

National Baseball Hall of Fame and Museum
25 Main Street
Cooperstown, NY 13326

www.baseballhall.org
Collection Number
BA MSS 110
BL-167.2011

Title
Armstrong Collection

Inclusive Dates
1916 – 2007 (Bulk 1945 – 1975)

Extent
3 linear feet (8 archival boxes)
3 linear feet (2 oversize folders)

Repository
National Baseball Hall of Fame Library
25 Main Street
Cooperstown, NY 13326

Abstract
This is a collection of correspondence, newspaper articles, programs, photographs and oral histories relating to the careers of Herbert E. Armstrong and Richard S Armstrong.

Acquisition
The Armstrong Collection was donated to the Baseball Hall of Fame Library in the fall of 2010 by Richard Armstrong.

Preferred Citation
Armstrong Collection, BA MSS 110, National Baseball Hall of Fame Library, Cooperstown, NY

Access
By appointment during regular business hours, email research@baseballhall.org.

Property Rights
This National Baseball Hall of Fame and Museum owns the property rights to this collection.

Copyright
For information about permission to reproduce or publish, please contact the library.

Processing Information
This collection was arranged by Claudette Scrafford between October 2010 and January 2011.

Biography
Series I relates to the life and career of Richard S Armstrong. Richard graduated from Princeton in 1947. He served as business manager for the Portsmouth Athletics in 1948 and was appointed the first public relations director of the Philadelphia Athletics in 1949. In 1953, he was appointed the public relations director of the Baltimore Orioles and established the first PR department. He conducted the first major league fan survey, with results published in 1954. Armstrong resigned in 1955 to enter the Princeton Theological Seminary to study for the ministry. He became active in the Fellowship of Christian Athletes. In 1968, he was appointed director of development of the Princeton Theological Seminary and in 1971 was appointed vice-president. He retired in 1980.

Series II relates to the life and career of Herbert E. Armstrong, father of Richard Armstrong. Herbert Armstrong attended Tufts University, graduating in 1916. He played baseball in high school, college and the minor leagues. In 1918, he signed as a free agent with Buffalo in the
International League, with the Virginia League in 1919 and 1920 back to the International League. He turned to managing and continued until 1928. In 1931, he accepted a position at Donaldson School in Maryland to teach, coach and be the athletic director. He remained at this position until 1945. In 1943, he accepted the position as general manager for the Baltimore Club, while continuing to teach. In 1945, he became the full-time business manager for the Orioles in the International League. From 1953 to 1973, he was business manager for the American League Orioles. Though retired, he remained a consultant and president of the Baltimore Orioles Foundation.

Source: Timeline written by Richard Armstrong.

Scope and Content
This collection is organized into two series, then by subject matter and chronologically.

Series I relates to the career of Richard Armstrong and series II relates to the career of Herbert Armstrong. Each series is a collection of correspondence, newspaper articles, programs, photographs, honors, awards and interviews.

Separations
A collection of 125 photographs are separated to the Photograph Department.

Oral histories recorded by Richard Armstrong and interviews conducted in circa 1950 by Richard Armstrong are separated to the Audio/Video Department. Interviews include Hank Greenberg, Rogers Hornsby, Marty Marion and Hal Bevan. MMF 28

Ticket stubs, a slide rule, autograph baseballs and lifetime passes are separated to the Collection Department.

Oversized materials from the collection have been separated and placed in an oversized box. BA MSS OVR Box 1.

Controlled Access Terms
These records are indexed under the following terms in the National Baseball Hall of Fame’s Library catalog. Researchers wishing to find related materials may wish to search under these terms.

Corporate Names
Baltimore Orioles
Philadelphia Athletics
Portsmouth Athletics
American League
Ohio-Indiana League
International League
Portsmouth Times, Ohio
Baltimore Sun, Maryland
Baltimore Post, Maryland
Maryland Scholastic Association
Tufts University
Princeton University

Personal Names
Armstrong, Herbert E. 1893 – 1984
Armstrong, Richard S. 1924 –
Mack, Connie 1862 - 1956
Shantz, Bobby 1925 -
**Subject Headings**
- Correspondence
- Statistics
- Scrapbook
- Interviews
- Contracts
- Clippings
- Memorabilia
- Schedules
- Survey
- Black-and-white photographs
- Programs
- Banquets
- Agreements

**Content List**

**Series I – Richard S. Armstrong**

**Box 1**

<table>
<thead>
<tr>
<th>Folder</th>
<th>File Title</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Folder 1</td>
<td>Portsmouth BBC mid-season report</td>
<td>July 1, 1968</td>
</tr>
<tr>
<td>Folder 2</td>
<td>Portsmouth BBC promotion reports</td>
<td>1948 – 1949</td>
</tr>
<tr>
<td>Folder 3</td>
<td>Portsmouth BBC attendance records</td>
<td>1948 – 1949</td>
</tr>
<tr>
<td>Folder 4</td>
<td>Portsmouth BBC general information</td>
<td>1948</td>
</tr>
<tr>
<td></td>
<td>- league and club rules</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- club’s legal responsibility</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- player information</td>
<td></td>
</tr>
<tr>
<td>Folder 5</td>
<td>Portsmouth BBC rosters</td>
<td>1948 – 1949</td>
</tr>
<tr>
<td>Folder 6</td>
<td>Portsmouth BBC fan baseball survey</td>
<td>undated</td>
</tr>
<tr>
<td>Folder 7</td>
<td>Correspondence</td>
<td>1948 – 1952</td>
</tr>
<tr>
<td>Folder 8</td>
<td>Portsmouth Times, OH clippings</td>
<td>1948</td>
</tr>
<tr>
<td>Folder 9</td>
<td>Portsmouth Times, OH clippings</td>
<td>1949</td>
</tr>
<tr>
<td>Folder 10</td>
<td>Portsmouth BBC ephemera</td>
<td>1948 – 1949</td>
</tr>
<tr>
<td></td>
<td>- Marion v Portsmouth scorebook</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- pocket schedules</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Ohio-Indiana League constitution and by-laws</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- season passes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- 1998 article – Fifty years ago….</td>
<td></td>
</tr>
<tr>
<td>Folder 11</td>
<td>Philadelphia Athletics statistics</td>
<td>1951 – 1952</td>
</tr>
<tr>
<td>Folder 12</td>
<td>Philadelphia Athletics statistics</td>
<td>1951 – 1952</td>
</tr>
</tbody>
</table>

**Box 2**

<table>
<thead>
<tr>
<th>Folder 1</th>
<th>File Title</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Phillies Baseball Survey, with analysis</td>
<td>1948</td>
</tr>
<tr>
<td></td>
<td>- completed by Palmer Business School</td>
<td></td>
</tr>
<tr>
<td>Folder 2</td>
<td>Robert G. Wilder &amp; Co public relations presentation</td>
<td>Sept 1949</td>
</tr>
</tbody>
</table>
“Recommended Program of Publicity & Public Relation for the Philadelphia Athletics” by Lohn LaCerda Agency
“Public Relations for the Philadelphia Athletics” by W. Wallace Orr, Inc.

Folder 3
Gray & Rodgers public relations proposal
- to Philadelphia Athletics

Folder 4
Richard S. Armstrong public relations proposal
- to Philadelphia Athletics
“Source of Attendance” by Richard Armstrong

Folder 5
Public Relations guide for farm clubs
- for Philadelphia Athletics

Folder 6
Television’s Effect on Sports and What to do about it
- by Television Committee of L.A. Chamber of Commerce
“Long Range Effect of Television on Family Habits”
- by Princeton U professors

Folder 7
Along the Elephant Trail newsletters
- Vol. 5, No 1 – 6
- Vol. 6, No 1 – 5
- Vol. 7, No 1 – 4

Folder 8
Connie Mack’s Baseball Book
- proofs, edits
- correspondence
- Knopf Publishing Co.

Folder 9
Philadelphia Athletics public relations
- organizational chart
- Press release, Oct 18, 1950 Jimmy Dykes
- poem to honor Richard Armstrong
- Certificates of appreciation
- Joost to Suder to Fain poem

Folder 10
Philadelphia Athletics ephemera
- blank player contract, Class D
- Manual for Official Scorers
- rosters, yearbooks

Folder 11
Philadelphia Athletics season tickets
- promotion and selling

Folder 12
Bobby Shantz official height and weight
- Bureau of Weights and Measures seal
- Saturday Evening Post poster

Folder 13
Tel Ra Productions – 4 proposals
Donor worked for this advertising agency

Box 3
Folder 1
Connie Mack’s Golden Jubilee
- correspondence, tributes

Dates
1949
Oct 1949
1950
June 8, 1950
May 1949
1950 – 1953
1950 – 1951
1950 - 1952
1949 – 1952
1950 – 1952

1950
Folder 2  Tributes to Connie Mack  1950

Folder 3  Connie Mack’s Golden Jubilee ephemera  1950
- decals
- dinner program, April 20, 1950
- Jubilee booklet, 64 pages
- Connie Mack Swing, lyrics and music
- Pathfinder magazine, April 19, 1950
- Philadelphia Athletics guide

Folder 4  Correspondence  1950

Folder 5  Correspondence  1951

Folder 6  Correspondence  1952

Folder 7  Philadelphia A’s, Connie Mack ephemera  1936 – 1967
- banquet programs
- Connie Mack’s birth certificate
- Connie Mack tax info, handwritten by Mack
- handwritten letter by Mack to Armstrong
- newspaper articles
- articles on Mack’s death

Folder 8  Richard Armstrong professional correspondence  1950 – 1955

Folder 9  Richard Armstrong personal correspondence  1952 – 1957

Folder 10  Correspondence, articles  1959 - 2007

Box 4  File Title  Dates

Folder 1  Baltimore Baseball Club Fan Survey  1954


Folder 3  Baltimore Club fan survey correspondence  1955

Folder 4  Baltimore Club fan survey newspaper articles  1955

Folder 5  Correspondence, Richard Armstrong
- Public Relations director  1954 – 1955

Folder 6  Public Relations Report, Baltimore Orioles  July 1, 1955

Folder 7  Baltimore Orioles statistics  1954 – 1955
- includes attendance, injuries, player transactions

Folder 8  Oriole-Gram Newsletter, Vol. 1 No. 1 – 4  1955

Folder 9  Baltimore Orioles ephemera  1954 – 1983
- decals, postcards
- spring training roster
- Brooks Robinson promotional leaflet
- Indianapolis Indian schedule
- Orioles schedule
- parking passes, club admission coupon

**Folder 10**  
Newspaper clippings  
1940 – 1998

**Folder 11**  
Newspaper clippings, Princeton  
1943 – 1944

**Folder 12**  
Reverend Richard Armstrong, personal  
-his wedding invitation  
-funeral mass, his in-laws and brother  
-visitor register, mother’s wake  
-biographical information, resume, sermons  
1948 – 1982

**Folder 13**  
Programs, Mass services, Public appearances  
1961 – 1983

---

**Series II - Herbert E. Armstrong**

**Box 1**

<table>
<thead>
<tr>
<th>Folder</th>
<th>File Title</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Folder 1</td>
<td>Biographical and personal information</td>
<td>1916 - 1983</td>
</tr>
<tr>
<td></td>
<td>- Commencement of Tufts College, 1916</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- passport, voter identification card</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- baptismal certificate, 1966</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- handwritten lists, birthdates, expenses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Retirement dinner program, Dec 14, 1972</td>
<td></td>
</tr>
<tr>
<td>Folder 2</td>
<td>Herbert Armstrong professional correspondence</td>
<td>1953 – 1980</td>
</tr>
<tr>
<td></td>
<td>- Baltimore Orioles business manager</td>
<td></td>
</tr>
<tr>
<td>Folder 3</td>
<td>Herbert Armstrong correspondence</td>
<td>1927 – 1984</td>
</tr>
<tr>
<td></td>
<td>- professional and personal</td>
<td></td>
</tr>
<tr>
<td>Folder 4</td>
<td>Season ticket order form and correspondence</td>
<td>1954</td>
</tr>
<tr>
<td>Folder 5</td>
<td>Baltimore Orioles contracts</td>
<td>1946 – 1955</td>
</tr>
<tr>
<td></td>
<td>- agreements between Armstrong/Orioles</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Stockholders’ consents</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- N.A.P.B.L. blank contract</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- A.L. blank contract</td>
<td></td>
</tr>
<tr>
<td>Folder 6</td>
<td>Retirement clippings, notes, dinner program</td>
<td>1972</td>
</tr>
<tr>
<td>Folder 7</td>
<td>Obituaries, funeral, tributes, clippings</td>
<td>1984</td>
</tr>
<tr>
<td>Folder 8</td>
<td>Sympathy notes, cards, replies</td>
<td>1984</td>
</tr>
<tr>
<td>Folder 9</td>
<td>Speech material</td>
<td>various</td>
</tr>
<tr>
<td>Folder 10</td>
<td>Honors, awards, correspondence, programs</td>
<td>1952 - 1993</td>
</tr>
</tbody>
</table>

**Box 2**

<table>
<thead>
<tr>
<th>Folder</th>
<th>File Title</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Folder 1</td>
<td>Committees, memberships, attended events</td>
<td>1944 – 1984</td>
</tr>
<tr>
<td>Folder 2</td>
<td>Unsung Hero Awards</td>
<td>Dec 1, 1972</td>
</tr>
<tr>
<td>Folder 3</td>
<td>Certificates, Awards, Resolutions</td>
<td>1955 – 1978</td>
</tr>
</tbody>
</table>
Folder 4  Maryland Scholastic Association  1959 – 1978
  - correspondence, clippings

Folder 5  Herb Armstrong Baseball Tryouts  1982, 1984
  Hearst Baseball Tryouts
  Fourth annual Hearst American Legion All-Star game  1982

Folder 6  Scorecards, Programs  1945 – 1955
  - Baltimore Orioles, International League
  - scored v. St. Louis Browns  1953

Folder 7  Interfaith charity games, scorecards  1948, 1953

Folder 8  U of Maryland summer school certificates  1929 – 1932
  Thesis, Master of Arts  1940

Folder 9  History of Organized Baseball in Baltimore
  - by John Lancaster  1860 – 1943

Folder 10  Tufts University 50th reunion  1966

Folder 11  Elsie Armstrong, 1st wife of Herbert E.
  - photos, cards, personal items  died May 30, 1960

Box 3

Folder 1  Scrapbook, newspaper articles  1921 – 1924

Folder 2  International League Constitution & By-Laws  1949, 1952
  Court of Appeals, Green & Green v
    - Dept of Recreation, Baltimore BBC, International League
  Program, Orioles v Montreal  1945

Folder 3  Baltimore Club Fan Survey  1954
  N.A.P.B.L. anniversary handbook  1901 – 1951

Folder 4  Yellow Jackets program, football
  - Frankford Athletic Association
  Baltimore City College v Baltimore Polytechnic Institution
    - football
  The Oriole, No 2, Baltimore City College magazine  Nov 21, 1925
    Dec 1925

Folder 5  Polo Grounds opening day, invitation and ticket  Apr 18, 1895


Folder 8  World Series press booklet  1969
  Orioles Photo Album  1977
  ALCS program – Orioles v White sox  1983

Folder 9  Rosters, schedules, decals, business cards, 1957 AL pass
Box 4

Folder 1
Newspaper clippings
1922 – 1923

Folder 2
Newspaper clippings, McDonogh School
1931 – 1944

Folder 3
Newspaper clippings, Orioles publicity
1943 – 1974

Folder 4
Newspaper clippings
1957 – 1976

Folder 5
Newspaper clippings of honors and awards
1970s

BA MSS - Oversize

Box 1, F17
Orioles poster, signed by Gus Triandos
Souvenir menu, folds into a hat
Souvenir menus, round, team autographs, facsimile
Diner placemat, advertising the Portsmouth Athletics
Carton relating to the survey
1963 11 x 17 Orioles yearbook
1911 copy of a Herbert Armstrong high school photo

Box 1, F18
April 16, 1954 Baltimore Sun, opening day
April 12, 1955 Baltimore Post, ‘Let’s Go Orioles’
April 12, 1955 Baltimore Evening Sun

Box 1, F19
“Welcome Milwaukee Braves” pencil drawing on tissue paper
- donor’s advertising firm hired to promote Braves arrival in Milwaukee