Rochester Museum & Science Center Schuyler C. Townson Library

Guide to the Martha Matilda Harper Papers 98.87

Processed by Linda Powers Lee, B.A.
State University of New York at Geneseo
2004
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Collection Summary

Title: Martha Matilda Harper papers

Creator: Harper, Martha Matilda

Dates: 1888-1968, bulk 1920-1960

Extent: 6.0 cubic feet (5 record cartons, 2 document boxes, 1 flat file drawer)

Abstract:

This collection consists of the records of Rochester, New York based beauty pioneer, Martha Matilda Harper. The material date between 1889 and 1968, with the bulk of materials dated between 1920 and 1960. The materials consist of photographs, *Harper Method Progress* newsletters, publications, newspaper articles, moving images, shop directories, training publications, and advertisements.

Language: English

Rules: Describing Archives: A Content Standard

Administrative Information

Immediate Source of Acquisition: This collection was donated by Ms. Betty Wheeler to the Rochester Museum & Science Center on September 29, 1998 [accession # 98.87].

Custodial History: Ms. Wheeler was an instructor in the Harper Method School of Beauty. Ms. Wheeler was able to salvage the materials when the business closed in 1972.

Preferred Citation: Martha Matilda Harper papers, [box#:folder#]. Rochester Museum & Science Center, Rochester, N.Y.

Restrictions

Conditions Governing Use:

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Conditions Governing Access:

There are no restrictions regarding access to or use of this collection.

Biographical/Historical Note

Martha Matilda Harper, known as a pioneer in the beauty industry, was born on September 10, 1857 in the village of Munn's Corners, just north of Oakville, Ontario, Canada. Martha, one of ten children born to Robert and Beadie (Gifford) Harper, was sent off to live with a very prosperous uncle, as a servant, at the age of seven. At the age of twelve Martha began employment with a doctor as his housekeeper. The doctor taught Martha about the physiology of hair and how to obtain healthy growth of hair through scalp cleanliness and stimulation. It was from the doctor that Martha learned would obtain the secret herbal hair tonic formula that would empower her to create the first United States retail franchise business for hair and skin care.

Martha Left Canada in 1882 and moved to Rochester, New York, where she became a servant for the Hovey family. When the house was sold, Martha remained as a servant to the new owners, the Robert's. Martha's first laboratory for the manufacture of her trademark hair tonic was in the carriage shed of this home on East Main Street.

Rochester in the late 1800's was a city full of confidence and a spirit of determination. It was home to women activists such as Susan B. Anthony as well as many women's social and political clubs. It was an environment where Martha could develop her independent nature and apply her strong work ethic to an innovative business adventure.

1888 was a milestone year for the city of Rochester with the invention of the Kodak camera by George Eastman. It was also the year that Martha took her life savings of \$360 and opened up the first beauty salon for women, located in the prestigious Powers building in downtown Rochester. Martha, using good business sense, had sought out a location where she could attract the social elite of Rochester and further guarantee success in her new business endeavor. Martha hired servant girls, working class women like her, to guarantee her customers quality service and customer satisfaction.

With a successful business in operation, and her floor length hair as her primary advertisement, Martha saw the opportunity in her business growing. Rather than open more shops, Martha decided in 1892 to give ownership opportunities to her employees. In 1891 the first franchised business hop was opened on Buffalo, New York. More than 500 Harper Method Shops were opened in the United States and overseas during Martha's lifetime.

Martha's philosophy of beauty was based on good health and natural products to bring out the beauty in everyone. Martha's publication, the *Harper Method Textbook*, describes the course material covered in her training classes. The new franchise owners were taught the "Harper Method" and were called "Harperites." Her method was based on teaching scientific principles of cleanliness, stimulation, and exercise. Only Harper methods and Harper products were used in the business. Martha, in her constant quest for customer satisfaction, invented the reclining shampoo chair and the basin with a depression for the neck. However, Martha did not patent her invention and thus is not given legal recognition for it. Martha did patent her secret hair tonic, "*Moscaro Tonique*," which gave her business its initial start.

By holding Harper Method reunions and continuing educational training sessions, Martha was able to maintain a loyal and supportive workforce. Monthly magazines/newsletters not only kept the franchise owners informed of business matters but also established a close family relationship among the owners, operators and staff of the Beauty School.

Establishing basic business principles for future business owners, Martha can be credited with promotion of excellent customer service and quality workmanship. Providing childcare centers in her shops and evening hours for her clients were innovative services that Martha established in order to increase her customer base. Hair dyes and permanents were not considered natural for health and wellbeing and therefore were prohibited by Martha. Healthful treatments for the hair and personal styling were Martha's main concern.

Martha's business philosophy was influence by her Christian Science beliefs. In her training manual, The Harper Method Textbook, Martha stated that "beauty went deeper even that health and cleanliness." She believed that "human beauty is a result of proper condition of the mind as well as surface and form." To Martha, "being healthy was fundamental to being beautiful."

Martha Matilda Harper married Robert McBain in 1920 at the age of 63. Robert was 25 years younger than Martha. She appointed Robert as her executive assistant. With the marriage, Martha became a United States citizen. Later in life and with her health failing Martha appointed Robert as President. Martha's insistence on not using damaging chemical products and natural methods diminished with the advent of her husband's leadership and the changing beauty demands of the country.

Martha died in 1950, leaving sole ownership to her husband Robert. Robert sold the business in 19855 to Earl Freeze and Gerald Wunderlich. The business survived until 1972. It was then sold to a holding company for the Wilfred Academy. No other shop exists today, except for the "Harper Method Founders Shop" which remains open to this day in downtown Rochester. It is the oldest operating beauty shop in the United States.

Martha was the first woman member of the Rochester Chamber of Commerce. She also held membership with her husband in the prestigious Oak Hill Country Club. Her nationally famous clientele included Susan B. Anthony, President Calvin Coolidge who frequented her Paris shop for scalp massages, Joseph Kennedy, Jacqueline Kennedy, Mrs. Lyndon B. Johnson, and George Bernard Shaw.

Martha has been honored for her outstanding contributions to the business world, to society, and to the progress and freedom of women. In October of 2003 she was inducted into the National Women's Hall of Fame. A national campaign is now in progress to honor Martha with a United States postal stamp.

[Written by Linda Powers Lee, B.A., 2004]

Scope and Content

The majority of the collection contains many photographs, monthly magazines and newsletter, advertising media, and several miscellaneous publications relating to the Harper Method business. Of special interest is a copy of *The Harper Method Textbook*, *The Harperite*, a 1964 yearbook published by the students of the Harper Method Beauty School, a 1922 publication, *The Harper Method-The Scientific Care of the Hair and Scalp* and the *Golden Memories Anniversary Album*.

The photographs vary in size, from a snapshot to the larger professional photograph taken by local photographers such as Lodder and Campbell. Many are group photographs and are placed in folders according to their particular event. Photographs taken during the Anniversary Reunion weeks show the Harperites enjoying lawn partied at the Harper home on Culver Avenue and dinners in large hotel banquet rooms. Other photographs include individual and group photographs of Martha and her husband Captain McBain, the Harper staff, operators, training classes, and various demonstrations of hair and skin care. Folder 66 contains photographs identified after the collection was arranged. Of particular importance in the collection are photographs of Martha's original shop in the Powers building and photographs of some of the salons equipment and furniture.

The researcher will find the monthly magazine/newsletter very helpful when trying to date and connect the various pieces of information in the collection. The Harper Method Progress magazines are filed chronologically starting from the 1924 issue and continuing to the 1967 condensed newsletter version. The anniversary issues are an excellent source of history relating to the Harper Method business, and the women (and later men) who owned, trained, and worked in the many franchised shops. The early issues reflect Martha's personal touch and keen business insight.

A box of miscellaneous printed material in the collection includes relevant newspaper articles, documents, advertising supplements, shop directories, and training publications that relate to the Harper business. Also of interest is a journal listing the graduates who received their diplomas from 1940-1961 and a notebook outlining the agendas for several of the reunion weeks.

The appendix contains materials related to but not part of the Martha Matilda Harper collection. [Written be Linda Powers Lee, B.A., 2004]

Arrangement

This collection consists of 7 boxes and 1 flat file drawer divided into five series:

Series I: Photographs

Series II: Harper Method Progress Magazines

Series III: Publications, Newspaper articles, advertising, and memorabilia

Series IV: Support material Series V: Audio/Visual materials

Related Materials

Jane Plitt collection, Rochester Museum & Science Center, Rochester, N.Y.

James M. McGarvey collection, Rochester Museum & Science Center, Rochester N.Y.

Subject Headings

Harper, Martha Matilda
Businesswomen
Women-owned business enterprises—United States
Entrepreneurship
Beauty shops
Hair—Care and hygiene
Skin—Care and hygiene
Tonics (Medicinal preparations)
Franchises (Retail trade)

Bibliography

The biographical note and the scope and content note were written by Linda Powers Lee, B.A. from the State University of New York at Geneseo in 2004.

Series Descriptions and Container List

Series I: Photographs 2 boxes.

Box	Folder	Title, Dates
1	1	Martha M Harper (see also flat file drawer #7 folder #1)
	2	Martha M Harper with Sarah Stephens
	3	Captain Robert McBain
	4	Captain McBain and Martha
	5	Martha / Captain McBain / Mary Mann / E.L. Toebe
	6	Captain McBain group photos with the Mayor of Rochester and Mayor of
		England
	7	Birthplace, Oakville, Ontario, Canada
	8	881 Main Street E. residence, Hovey / Roberts / Martha
	9	853 Culver Rd. residence
	10	Leo – Martha's dog
	11	Miss Nell Harper
	12	Miss Ann Harper
	13	Students / instructors / Harperites, unidentified
	14	Miss Ann / Mary Mann / E.L. Toebe
	15	Mrs. Allen
	16	Powers building salon
	17	Temple building beauty school
	18	Harper Method laboratory
	19	Mr. Carl Ade, architect
	20	Group photo, Harper Method Laboratory
	21	Promotional postcard for the Harper Method Laboratory
	22	Class held in Harper Method Laboratory
	23	Shop interior, c. 1930
	24	Joanne Hubbard
	25	Augusta Miller with the Toebes / Dr. Freese / W.H. Wheeler
	26	Betty Jean Bender
	27	Seattle, Washington group photo
	28	Mrs. Margaret Biggs
	29	Dr. Earl Freese
	30	Dr. Freese with Martha and Captain McBain
	31	Dr. Freese with Elizabeth Johnston and Captain McBain
	32	Mary E. Mann
	33	Mary Mann / E.L. Toebe / Martha / Captain McBain
	34	E.L. Toebe
	35	Mrs. E. L. Toebe
	36	Female model for Madison, W.I. shop
	37	Mr. Sears
	38	Max Zimmerman
	39	Company executives
	40	Bertha Farquhar
	41	Ora Knopp with Captain McBain

42	Edith Gilfillan
43	Anna Erickson
44	Mrs. Cherry Billings
45	Mary Moore
46	Mathilde Peotter
47	Jennie Radcliffe
48	Elsie Beckett
49	Lillian Hoskinson
50	Eva Boseol Prenius
51	Marion Groil
52	Miss Kathleen Bordier
53	Ena Nichol, unidentified operators
54	Battle Creek, MI shop
55	Chicago, IL shop
56	San Diego, CA shop
57	Ridgewood, NJ shop
58	Beverly Hills, CA shop
59	Rothchild's department store shop in Ithaca, NY
60	Toebe Academy of Beauty Culture, Madison, WI
61	Greenwich, CT shop
62	Harperite school photos – Miss Storto, Miss Bride, Miss Paula, Miss Sailer,
02	Miss Lee, Miss Varlan
63	Harperite group photo – Miss Nye, Mrs. Hoffman, Miss Lenning, Mrs. Filkey,
03	Mrs. Arter, Mrs. Wells, Mrs. Way, Miss Moore
64	Miss A. Schmidt and Elsie Mitchell
65	Gladys Reichel
66	Collection photos, identified
67	Class photos, unidentified
68	Class of 1954 – Harper Method Beauty School, Rochester NY, 1954
69	1945 class, Escuela de Aprendizaje, Harper Method Beauty school,
00	Rochester, NY, 1945
70	training school classes, 1942
71	Eastern Harper Method Class, Rochester, NY, 1939
72	Toebe Academy of Beauty Culture class
73	Harper Method Beauty School, Port-Au-Prince, Haiti
74	Harper Method classes, unidentified
75	Harper Method vanity, products, brush, and comb
76	Harper Method trademark
77	Hair equipment
78	Shop equipment, bowl sink
79	Shop equipment, c. 1930
80	Harper Method shop, unidentified, with people, products, equipment, and
	furniture
81	Harper cold permanent demonstration
82	Manicure technique instruction
83	Facial technique instruction
84	Style demonstrations with positives (see flat file drawer #7 folder #4 for
	positives)
85	Curling iron demonstration (non-electric) with Pauline Evans (operator) and

	Miss Jacqueline Burbage
86	Styling demonstrations, unidentified
87	Male hair styling instructors, unidentified
88	Hair brushing demonstration by Martha
89	Nerve chart for class instruction
90	Harper shop owner and operator awards
91	Promotional material / displays of products
92	Promotional displays, 5x9 photos
93	Harper Method brush display
94	The national display case at the Christian Science Publishing Society
	building of Harper products
95	Display case at Jordan Marsh department store
96	Dey Brothers department store display case
97	Barber shop and Marion's Beauty Parlor, Dominican Republic
98	Miscellaneous photo, Mr. and Mrs. W. Buddenhagen
99	President Eisenhower at Mt. Rushmore, SD
100	Card photograph, unidentified
101	Label maker machine-1968-Jerry Wunderlich, Dr. Earl Freese, James
	McGarvey
102	Printing machine, unidentified
103	Photographs, unidentified
104	Small group photo by Lodder Photo Service, unidentified
105	Summer school, 1935
106	Golden Jubilee, 1938
107	Summer school-Madison, WI, 1943
108	70 th Anniversary banquet, 1958
109	Banquet (black photo) 1939 - Madison, WI, 1939
110	Reunion week, undated
111	Harper Method banquets, undated
112	Harper Method banquet, Atlanta, GA
113	Eddie Cantor entertains at Reunion Week banquet
114	Luncheon at the Hotel Seneca, Rochester, NY, 1940
115	Luncheon at the Harper Method Laboratory, 1942
116	Luncheon parties, undated
117	Harper lawn parties, 1941
118	Summer school lawn parties, 1942
119	Lawn parties, 1943
120	Lawn party games
121	Lawn party group photograph
122	Lawn party guests at picnic tables
123	Lawn party snap shots
124	Style show, 1940
125	Style show, 1941
126	Style show, 1942
127	Style shows, undated
128	Trolley car skit
129	Skit – "There's a Man Who Comes to my Shop", 1941
130	Anniversary photo – Martha with students, 1941
131	Anniversary photo – Martha / franchise certificate, 1941

	132	55 th anniversary, 1943
	133	Harper Method summer school, 1944
	134	Harper Method summer school
	135	60 th Anniversary Jubilee [1. Wilfred Sears, Jeanne Trimmer, Agnes Peper,
	100	Jeannie Jaeschke, Mabel Eberwein.
		2. Miss Hafsted, Mr. Wheeler, Joyce Sloan, Mr. Freese, Thora Eilertsen.
		3. Joyce Sloan, J.G. McGarvey, Margaret Tarpey, Lewis A. Smith, Mr.
		Wheeler.
		4. J.G. McGarvey, J.R. Hatfield, Frances O'Leary, Adolphe Michel, Wilfred
		Sears.
		5. Unidentified]
	136	65 th Anniversary, 1953
	137	65 th anniversary fun night photo
		[1. Mabel Eberwein, Jim McGarvey, Gloria Beyer, Captain McBain, Mrs.
		Freese
		2. Grace Duckworth, Arrabel Hornsby, Stella Percy, Frances Green, Gladys
		Smith
		3. Alice Rodriguez, Mary Ann Nurman, Margaret Lynch, Ruth Ewing, Betty
		Bronstrip, Alice Ashton
	138	4. Unidentified
	139	Calgary meeting, 1954 Harper Method Reunion – Calgary training class 1951
	140	Toronto reunion and graduation party, 1957
	141	Sheraton Hotel banquet, undated
	142	Deys Harper Method dinner at Hotel Syracuse, 1931
	143	Niagara Falls
	144	Niagara Falls Canada lab
	145	Scrapbook items
	146	Collection of photographs in notebook, c. 1949-1950
2	147	Banquets, 1940
	148	Banquets, 1941
	149	January banquet, 1942
	150	Summer school banquet, 1942
	151	Autumn school banquet, 1942
	152	January banquet, 1943
	153	Summer school banquet, 1943
	154	Summer reunion week banquet, 1944
	155	Winter school banquet, 1944
	156	Reunion week banquet, 1945
	157	Winter Reunion week luncheon – Hotel Sheraton, 1946
	158	59 th Anniversary banquet – Lilac reunion week, 1947
	159	Digger Reunion week banquet, 1949
	160	Reunion banquet, 1950
	161	65 th anniversary banquet, 1953
	162	March graduation banquet, 1956
	163	Reunion week banquets, 1956
	164	70 th anniversary banquet, 1958
	165	Banquets, undated

Series II: Harper Method Progress Magazine/Newsletters 2 boxes.

Box	Folder	Title, Dates
3	166	July 1924
	167	December 1925
	168	June – July 1926
	169	September – October 1927
	170	August 1930 – Pioneer issue
	171	January – February 1933
	172	May 1933
	173	June 1933
	174	July 1933
	175	September 1933
	176	October 1933
	177	November 1933
	178	
	179	January 1934
		February 1934
	180	March – April 1934
	181	May 1934
	182	June 1934
	183	July – August 1934
	184	October 1934
	185	November 1934
	186	January 1935
	187	March 1935
	188	April 1935
	189	May 1935
	190	June – July 1935
	191	September 1935
	192	October 1935
	193	December 1935
	194	January 1936
	195	April – May 1936
	196	March 1936
	197	June 1936
	198	July – August 1936
	199	September 1936
	200	October 1936
	201	December 1936
	202	Oversized magazines September 1937 – March 1940 (see flat file drawer #7
		folder #6)
	203	January – February 1937
	204	April 1937
	205	May – June 1937
	206	March 1940 – Oversized (see flat file drawer #7 folder #6)
	207	June 1940
	208	June 1941
	209	January 1944

	210	July 1944
	211	December 1945
	212	October and March 1947
	213	October 1948 – 60 th Anniversary
	214	October 1949
	215	September 1951
	216	March and November 1952
4	217	November 1953
	218	1954 [except April, September, & December]
	229	1955 [except April]
	220	1956 [except June]
	221	1957 [except September & December]
	222	1958 [except February, August, December]
	223	1959 [except July & December]
	224	1960 [except March-May; August]
	225	February; May – December 1961
	226	January – July 1962
	227	January – August; special issue Canada meeting 1963
	228	January; February; July 1964
	229	January; February 1965
	230	March – June 1966
	231	July; August 1967
	232	August; September 1968
	233	September; October 1968

Series III: Publications, Newspaper Articles, Advertising, and Memorabilia 1 box.

Box	Folder	Title, Dates
5	234	Golden Memories - 50 th Anniversary Album-1938
	235	Catalogue – The Harper Method Training School-1932
	236	Catalog- Harper Method Training Centers – 1938
	237	Price List for Mascaro Preparations – 1906
	238	The Harper Method – 1922
	239	The Harper Method Toilet Preparations and Cosmetics
	240	Disorders of the Hair and Scalp
	241	The Care of the Hair and Scalp – A RADIO ADDRESS by Martha Matilda
		Harper – 1924
	242	The Harper Method Way – 1931
	243	Harper Method Helps to Lasting Loveliness – 1938
	244	Typewritten Binder on Hair and Skin Treatments
	245	Twelve Ways to Ruin Your Hair
	246	Lovely Hair Through Home Treatments
	247	Beauty Through Home Treatments
	248	Treatment Guide for Hair and Scalp – 1948
	249	The Directory to Harper Method Preparation
	250	Miscellaneous Brochures
	251	"The Story of Harper Method Brushes" by W. E. Sears
	252	The Story of Harperella – How to Awaken Your Sleeping Beauty

	253	Harper Method Beauty School Catalog – ca. 1960s
	254	Application Packet for Beauty School – ca. 1960s
	255	Harper Method Procedure Book – March 1967
	256	Harper Method School Certificates (see also Flat File Drawer #7 Folder #11)
	257	Harper Labels and Seals of Attendance
	258	Obituary, Other Newspaper Articles, Social Security Information on Martha
	259	Newspaper Obituary on Ann Harper
	260	Newspaper Articles – Sale of The Harper Method Company
	261	Newspaper Articles – Other Business Sales
	262	Newspaper Anniversary Articles
	263	Courier Journal Article on "The Harper Method"
	264	Newspaper Article – Harper Laboratory Fire in 1959
	265	Miscellaneous Articles – List of Harper Shops 1952 (see also Flat File #7
		Folder #7)
	266	Offprint of Healthways Magazine – "Are American Women Losing Their
		Tresses"
	267	Mascaro Tonique Broadside Ad
	268	Advertising Material (see also Flat File Drawer #7 Folder #8)
	269	Oversized Flyer – Your Mother Knew the Famous Harper Method Too!
	270	903 Temple Building Franchise Advertisement
	271	Copy of Check from Mrs. Lyndon B. Johnson for Services
	272	Letters Requesting Historical Information from Owners of Shops – 1971
	273	1929 Receipt for Skin Treatment
	274	Text Book Copyright and Certificate of Registration
	275	Address by Earl Freese for University of Rochester Dedication
	276	Correspondence from Martha
	277	Mascaro Tonique Brochure with List of Harper Method Shops
	278	Shop Directories from 1929 – 1960s
	279	Miscellaneous Articles on Martha
	280	Memorial Pamphlets Printed for Martha's Funeral Service
	281	"Romantic Anecdotes in the History of the Harper Method"
	282	75 th Anniversary Memorabilia
	283	Convention/Anniversary Programs (see also Flat File Drawer #7 Folder #5)
	284	Beauty is Big Business – A Martha Harper Beauty Franchise, by Partake, Inc.
	285	Miscellaneous Harper Method Material
	286	Other Publications
	287	Outline of Historical Tour for a Reunion Week
	288	1964 Yearbook
	289	Harper Textbook – Typed Manuscript (Partial)
	290	3 Ring Notebook Containing Agendas for Reunion Weeks, 1948-1965
-		

Series IV: Support Material

Box	Folder	Title, Dates
5	291	Memorial Art Gallery Publication – <i>Miniature Rooms</i>
	292	Historic Publication – HISTORIC BUIDINGS NOW STANDING IN NEW YORK
		WHICH WERE ERECTED PRIOR TO EIGHTEEN HUNDRED
	293	IN ROCHESTER ONE HUNDRED YEARS AGO AND NOW
		(Published by Rochester Savings Bank)

Series V: Movie Film/Tape 2 boxes.

Box	Folder	Title, Dates
6	294	75 th Anniversary Tapes
	295	WHAM Radio Broadcast
	296	Martha Harper (radio spots)
7	297	Miss Ann Instructing Leonore DeNavarro, July 1946
	298	Joyce Sloan Boarding Ship for Trip to Europe
	299	Gaslight 1962

Appendix

Box	Folder	Title, Dates
8	300	Rose and Anna Murphy Family Photo – 1903 and 1907 Harper Method
		Graduates, photo also contains an insert of their Harper Graduation Pins.
	301	"Beauty is Health" – List of Objects in The Martha Matilda Harper Exhibit
	302	Photograph of Eunice Galloway Van Alystne, a Harper Instructor
	303	James M. McGarvey Collection finding aid

Oversized Material

Location	Folder	Title, Dates
Flat File	1	2 Photographs of Martha – 1941 and 1890s (Long Hair)
Drawer #7		
	2	Sepia Photos – Farming Scene, unidentified man – with horses and
		reaper, misc. small photo
	3	Harper Method Building (Laboratory) 1233 E. Main Street
	4	Style Demonstration Positives
	5	1949 Digger Reunion Photograph, 59 th Anniversary Banquet Photograph
	6	Oversized Harper Method Progress Magazines – 1937-1940