

## The Horace Hagedorn Papers

### Collection Summary

<b>Repository:</b>	Adelphi University
<b>Creator:</b>	Hagedorn, Horace
<b>Title:</b>	The Horace Hagedorn Papers
<b>Inclusive Dates:</b>	ca1920-2011
<b>Quantity:</b>	13.5 linear feet (25 boxes, flat file drawer)
<b>Abstract:</b>	The Horace Hagedorn Papers contain correspondence, audio-visual, photographs, and materials relating to his company Stern's Garden Products (later renamed Scotts Miracle-Gro after the merger in 1995). Material includes newspaper clippings, magazine clippings, awards and citations, memorial journals, memorial album, cards, and event programs. He was well known for his philanthropic work and donations made to numerous charities, particularly those dealing with children.
<b>Language:</b>	Collection materials are in English

### Biographical History

Horace Hagedorn was born in Manhattan, NY on March 18, 1915 to Alfred and Blanch Rosenfelt Hagedorn. He earned a business degree from the University of Pennsylvania in 1933. After graduation, he started in the representative business with Aerial Publicizing Inc. in 1934. A year later, he was Eastern Sales Manager of the Virginia Broadcasting System. In 1936, he operated his own radio station representative business before joining the Howard H. Wilson Company in 1937, where Hagedorn managed the Eastern office in New York City. In 1946, Hagedorn was key in the development of a radio drama, "The Big Story": a crime-drama series.

In the mid-1940s through his work in advertising he met Otto Stern, who had come in to buy radio advertising time. Both he and Hagedorn hit upon the idea of fertilizer, and the work of Rutgers University professor, O. Wesley Davidson. They hired him to develop a water-soluble fertilizer. Mr. Hagedorn's first wife, Peggy, came up with the name Miracle-Gro and the company was founded in 1950. After four years of success Mr. Hagedorn decided to leave his advertising career to work at Miracle-Gro full time. In the mid-1980s he bought out Mr. Stern. The growth and popularity of his product Miracle-Gro was due to Mr. Hagedorn's marketing genius.

When Mr. Hagedorn merged his company with O.M. Scott & Sons in 1995, he took \$50 million he personally earned from the sale to set up a charitable trust. Among many donations, most of them made for children's causes, contributions to Hofstra University's school of education, which is now named for him, and to Adelphi University's business school, which also carries his name. The Horace and Amy Hagedorn fund contributed more than \$26.4 million to 330 nonprofit organizations since 1997 through the Long Island Community foundation, which distributes charitable donations. He got special attention when he supported the education of 50 underprivileged Brooklyn schoolchildren, with the goal of sending them to college.

Hagedorn had four sons, James, Peter, Robert, and Paul, and two daughters, Susan and Kate. He married Margaret O' Keefe in Manhasset in 1941, who died in 1984. He later married Amelia Maiello, pre-kindergarten teacher who he met through a personal ad in a local paper in 1986.

Horace Hagedorn died in his sleep at his Sands Point, N.Y. home on January 31, 2005, of pulmonary fibrosis at the age of 89. A memorial celebration of his life was planned for March 2005.

## **Scope and Content of the Collection**

The Horace Hagedorn Papers contain correspondence, audio-visual, photographs, and materials relating to his company Scotts Miracle-Gro. This material includes newspaper clippings, magazine clippings, awards and citations, memorial journals, memorial album, cards, and event programs. The dates range from 1949-2011. Correspondences include personal and business. Scotts Miracle-Gro information included advertisements, products, correspondence, stationary and letterheads, business cards, speeches, event information, and programs for various functions that were attended. Collections include multiple awards and citations for philanthropic work and business, newspaper and magazine articles outlining Hagedorn's career and life, from 1987-2011, photographs of Hagedorn throughout his life with colleagues, family members, and individual pictures. Audio-visual materials include DVDs, cassette tapes, DVD-R, and photo disks. VHS tapes containing footage for the 2004 film *Meet Mr. Miracle-Gro: The Horace Hagedorn Story* is also included in the collection. Also included is further information about his philanthropic efforts, such as contribution information, news articles, organization correspondence and appreciations, and a memorial fund set up in his name. Included are correspondence to Amelia Hagedorn upon his death, as well as sympathy cards, memorial journal, memorial photo album, and slideshows highlighting his life.

## **Administrative Information**

### **Provenance**

Material donated by Amy and Sue Hagedorn in August 2014 and January 2015.

### **Preferred Citation**

Preferred citation for this material is as follows:

Identification of specific items; Date (if known); The Horace Hagedorn Papers; Box and folder number; Adelphi University Archives and Special Collections, Garden City, NY.

### **Processing Information**

This collection was processed by archival interns Samantha Wolcott and Sean Rattoballi, completed in Summer 2017.

## **Restrictions**

### **Access Restrictions**

The Horace Hagedorn collection is open to research. Photocopies of fragile materials are provided for researchers in lieu of the originals

### **Use Restrictions**

Single photocopies may be made for research purposes. Permission to publish materials from the collection must be requested from Adelphi University Archives and Special Collections. Researchers are responsible for copyright compliance.

## **Subject and Genre Headings**

### **Persons:**

Baker, Samm Sinclair, 1909-1997

Csatari, Joseph, 1929-

Dysart, Richard, 1929-2015

Hagedorn, Amelia Maiello, 1936-2016

Hagedorn, Horace, 2015-2005

Hagedorn, James, ca1955-

Hagedorn, Paul

Hayes, Helen, 1900-1993

Sills, Beverly, 1929-2007

Stern, Otto, 1903-1991

Whitmore, James, 1921-2009

### **Corporations:**

Adelphi University

Horace and Amy Hagedorn Fund

Stern's Garden Product, Inc.

The Scotts Miracle-Gro Company

### **Topics:**

Agriculture

Charities

Donation

Long Island Business

## Philanthropy

### Arrangement of the Collection

The collection is organized into thirteen series.

Series 1: Personal

Series 2: Stern's Garden Product, Inc.

Series 3: Scotts Miracle-Gro

Series 4: Philanthropy

Series 5: In Memorial

Series 6: Photographs

Series 7: Audio Visual

Series 8: Objects

### Detailed Description of the Collections

The following section contains a detailed listing of the materials in the collection.

#### Series 1: Personal, ca1920-2006, undated

The series consists of a variety of Horace Hagedorn's personal papers including correspondence, and other records, documents, and ephemera of a personal or family nature. Included are material from his early advertising career, various citations and family-inspired documentary, *Meet Mr. Miracle-Gro*.

Box	Folder
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1	1	Military and Medical Documents, 1933-1982
	2	Hagedorn Caricature by artist Bob Lubbers, 2002
	3	HH's Pre-Stern's Miracle-Gro Material, 1939-1952
	4	Correspondence, 1976-2006
	5	Correspondence Personal Notes, 1985-2003
	6	Speeches, 1993-1998, undated
	7	Horace Hagedorn Quote "In America, having a well-manicured lawn is considered a major

cultural achievement-like owning a hardcover book or watching “Meet the Press.” The average American would rather live next to a pervert, heroin-addict, communist, pornographer than someone with an unkempt lawn,” undated

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|----|---|---|
| 8  |   | Commendation, 1994  |
| 9  |   | HH’s Citations/Proclamations, 1993-2004   |
| 10 |   | <i>Meet Mr. Miracle-Gro</i> Film Premiere Brochure, 2004  |
| 11 |   | Film Correspondence for Mr. Miracle-Gro, 2004   |
| 22 | 1 | Adelphi University Honorary degree of Doctor of Humane letters, 2001  |
| 23 | 1 | HH’s articles (oversized), 1986-2005.   |
|    | 2 | Copy of <i>Young America</i> by artist W. F. Stone, Jr., undated  |
|    | 3 | Columbia Grammar School diploma, 1932   |
| 24 | 1 | Photograph of Hagedorn as a child, ca1920   |
|    | 2 | Two pictures of Hagedorn attached to popsicle sticks, ca2000  |
|    | 3 | Two Posters for Hofstra University film event <i>Meet Mr. Miracle-Gro</i> , 2004  |
| 25 | 1 | Six poster boards containing images of HH, ca1990s  |
| FF | 1 | Image of Hagedorn on poster board, ca1990s; Large 80 <sup>th</sup> birthday card, 1995; Manhasset Bay Triangle handmade poster, undated |
|    | 2 | Three prints by Paul Hagedorn, undated  |

**Series 2: Stern’s Garden Product, Inc., 1960-1997, undated**

This series contains promotional material for garden fertilizer products produced by Stern’s Garden Product, Inc. It also contains financial material of the company as well as documents related to past business partners.

**Box Folder**

- |   |   |   |
|---|---|---|
| 2 | 1 | Otto Stern, 1974-1991                           |
|   | 2 | Samm S. Baker Agreement and Obituary, 1962-1997 |
|   | 3 | Shareholders Material, 1994                     |
|   | 4 | Financial Statements, 1985-1988                 |
|   | 5 | Profit Programs, 1972                           |

- 6 Profit Programs, 1978
- 7 Profit Programs, 1982-1989
- 8 Catalogs and Price Guides, 1972-1993
- 9 Information Packet, 1986-1991
- 10 Lawn Food Material, 1987-1988
- 11 Miracid Material, 1972-1987
- 12 No-Clog Garden Feeder Material, 1985-1992
- 13 Rose and Flower Spray Material, undated
- 14 Therapy Plant Food Material, undated
- 15 Lawn Fertilizer Survey, 1976-1982
- 3 1 Stern's Miracle-Gro Newsclipping, 1975-1993
- 2 Spanish Language Advertisements, undated
- 3 Celebrity Spokesperson Advertisements, 1992
- 4 Gardening Publications, 1969, 1979
- 5 World Record Pamphlets, 1978, 1986
- 6 Psalm of the garden distribution salesman, undated
- 7 Duffy Mott Company Material, 1960
- 8 Other Business Material, undated
- 9 Advertisement Line Art, undated
- 10 Showcase Display Material, 1977-1991
- 11 National Gardening Month Material, 1987-1989
- 12 Miracle-Gro Commercial Storyboards, 1990s
- 13 Advertisements, 1986-1995, undated
- 14 Nursery Business Article, 1987
- 15 Stationary, undated

	16	Greeting Cards, undated
	17	Name plate, undated
23	4	Profit Program (oversized), ca1980s
	5	Stern's Miracle-Gro advertisement material (oversized), undated
FF	3	Miracle-Gro promotional material (oversized), 1970s-1980s

**Series 3: Scotts Miracle-Gro Company, 1993-2004, undated**

This series contains documentation related to the merger between Stern's and Scotts. It also contains artwork by Joseph Csatori and several financial and promotional material of the company.

3	18	Scotts Company History, 1998
	19	Conformed Copy of the Agreement and Plan of Merger, 1995
	20	Stern's/Scotts Merger Documentation, 1994-1995
4	1	Federal Trade Commission Report, 1995
	2	Scotts Prospectus, 1995
	3	Annual Reports, 1995-2001
	4	Scotts and Sunshine Merger, 1994
	5	Concern Natural Garden Products 5-yr Budget Proposal, 1994
	6	Scotts Timely Tips, undated
	7	Scotts Products Brochure, 1995-2001
	8	Horace Hagedorn Miracle-Gro Advertisements, undated
	9	Scotts Tri-Blend Advertisement Proof, undated
	10	Scotts Newsclippings, 1995-2002
	11	Stationary, undated
	12	Joseph Csatori Articles, 1993-2002
23	6	Roundup TV storyboards, undated
	7	Three issues of Greenscene, Scotts newsletter, 1999-2000

	8	Facsimiles of two Joseph Csatari's Miracle-Gro artworks, undated
24	4	Networking Articles, 1995-2004
FF	4	Facsimiles of Joseph Csatari's Miracle-Gro artworks, undated

**Series 4: Philanthropy, 1986-2009, undated**

This series contains newspaper and magazine articles about the Hagedorn Foundation, a non-for-profit organization started by Horace and Amy Hagedorn. Also contains event programs and citations received by Horace and Amy Hagedorn.

<b>Box</b>	<b>Folder</b>	
5	1	Philanthropy, 1986-2005
	2	Philanthropy Articles, 1987-1999
	3	Philanthropy Articles, 2000-2005
	4	Amy Hagedorn Articles, 1993-2005
	5	Pamphlets, nd
	6	Event Programs, 1991-1999
	7	Event Programs, 2000-2005
	8	Amy and Horace Hagedorn Citations, 2002-2009

**Series 5: In Memorial, 2005**

This series consists of material related to Horace Hagedorn's death and funeral in 2005.

<b>Box</b>	<b>Folder</b>	
6	1	In Memorial Journal: Original, 2005
7	1	In Memorial Photo Album: six copies, 2005
	2	In Memorial Program: two copies, 2005
	3	In Memorial Journal: two copies, 2005
	4	Five Mass Cards, 2005
8	1	In Memorial Correspondence, 2005



	2	Condolence Letters, 2005
	3	Hagedorn Obituary/ Memorial Articles, 2005
	4	Horace Hagedorn Articles, 1988-2011
	5	Magazine Articles, 1984-2003
	6	Miscellaneous Articles, 2000
9	1	Sympathy Cards Part 1, 2005
10	1	Sympathy Cards Part 2, 2005
22	2	The Fight for Families Coalition Remembrance Plaque, 2005.

**Series 6: Photographs, 1950s-1995, undated**

This series contains an assortment of photographs related to Horace Hagedorn and his family.

<b>Box</b>	<b>Folder</b>	
11	1	HH Solo: thirty photographs, undated
	2	Advertisers: six photographs, undated
	3	HH, his kids and other kids: thirteen photographs, undated
	4	HH and Leeds: one photograph, undated
	5	HH and Bob Scott: four photographs, undated
	6	HH and Bonnie Plant Farm: three photographs, undated
	7	HH eats cake: two photographs, undated
	8	HH younger: four photographs, undated
	9	HH sports: ten photographs, undated
	10	HH and David Salter: three photographs, undated
	11	HH's 80 <sup>th</sup> : Photos by KC, 1995 March 18.
	12	HH, undated
	13	HH with son James Hagedorn, undated

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|----|----|---|
|    | 14 | Horace w/ associates (and or family), undated   |
|    | 15 | Rosenfelt Photo, undated  |
|    | 16 | Vacation Photographs, undated   |
|    | 17 | Photocopies of Old Photographs  |
| 12 | 1  | Photographs: Part 1, undated  |
|    | 2  | Photographs: Part 2, undated  |
|    | 3  | Photographs: Part 3, undated  |
|    | 4  | 8 envelopes of slides (landscapes; sailboat; cruise ship; transparencies “come aboard” the sea saga at St. Thomas we start, 1/55, “the maggitt” at Stormington, Conn. July 1954; home; vacation (tropical); vacation; 3 metal slides of family and a film roll; and burlesque/pinup (restricted), 1950s |
| 13 | 1  | 8 slide containers of the 1955 sea saga throughout the Caribbean; 7 slide containers of family  |

**Series 7: Audio Visual, 1947-2007, undated**

This series consists of material on various media formats related to Horace Hagedorn. Also contains footage for *Meet Mr. Miracle-Gro* film, memorial at Adelphi University and Miracle-Gro commercials in 1977. Several items have been digitized and are identified with an \*.

**Box Folder**

- |    |    |   |
|----|----|---|
| 14 | 1  | A Bridge Between Silence and Sound: CD (two copies), 2007   |
|    | 2  | <i>Meet Mr. Miracle-Gro: The Horace Hagedorn Story</i> : CD (three copies), 2004                        |
|    | 3  | The Golden Hotline with Guest Horace Hagedorn: cassette tape, May 2001                                  |
|    | 4  | The Big Story: cassette tape, October 8, 1947   |
|    | 5  | Horace Hagedorn Gag Reels: CD (two copies), undated   |
|    | 6  | Happy Birthday Horace, undated  |
|    | 7  | Memorial Celebrations of the life of Horace Hagedorn: CD (two copies), 2005 March 12 and 2005 April 17. |
|    | 8  | Remembering Horace, Adrienne & David: CD (three copies), 2005 August 21                                 |
|    | 9  | Horace Hagedorn Tribute, CD, ca2005   |
|    | 10 | Master Disk 60 photos assortment of Horace/ family etc., CD, 2005                                       |

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|----|----|--|
| 11 |    | Advanced Practice Nurses: Keeping Colorado Strong, CD, 2007  |
| 15 | 1  | 53 VHS tapes of footage for <i>Meet Mr. Miracle-Gro</i> film   |
| 16 | 1  | 4 VHS tapes of Horace Hagedorn Memorial at Adelphi University, March 12, 2005  |
|    | 2  | 4 VHS tapes of Memorial Celebrations of the Life of Horace Hagedorn at the Tilles Center for the Performing Arts, April 17, 2005   |
|    | 3  | VHS tape: "The Garden Editor" Program with Horace Hagedorn, undated  |
| 17 | 1  | 14 ¼-inch audio tapes [7-inch reel] (Peg's Birthday 1956/Xmas Morn 1962, Xmas 1956, Xmas 1957, Xmas 1958, Xmas 1959, Xmas 1960, Xmas 1961, Xmas Afternoon 1962, St. Barts St. Martins, St Thomas Tortella, My Fair Lady, Peter Pan with Mary Martin 1/9/56, Victory – Sibelius, Stories), 1956-1962. |
| 18 | 13 | 1/4-inch audio tapes [7-inch reel, 5-inch reel, 3-inch reel] (Xmas 1963, Untitled, Untitled), 1963, undated  |
|    | 2  | 8mm tape: HH – Desert, 1980  |
|    | 3  | *U-matic tape: HH's "Screen Test," June 1977   |
|    | 4  | *U-matic tape: Miracle-Gro Commercials, 1977   |
| 19 | 1  | 13 untitled 7-inch reels of audio tape   |
| FR | 1  | *16mm: Superman Episodes, 1941-1942  |
|    | 2  | *16mm: Stanley (tv show starring Buddy Hackett), 1955  |
|    | 3  | 16mm: The Big Flood (tv show), 1950s   |

**Series 8: Objects, 1886-2005, undated**

This series contains Scotts Miracle-Gro products and items belonging to the Hagedorn family.

**Box Folder**

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|----|---|--|
| 20 | 1 | Miracle-Gro Products: All Purpose Plant Food (signed) Miracle-Gro Singles, undated   |
|    | 2 | Horace Hagedorn Ashes, 2005  |
| 21 | 1 | Two Stock Market medallions: The Scotts Company Original Listing (December 29, 1995) and Closing Bell Ceremony (May 11, 2001), 1995, 2001. |
|    | 2 | Wallet belonging to Horace Hagedorn, undated   |
|    | 3 | Cigarette lighter belonging to Amy Hagedorn, undated   |

- 4 Telephone directory belonging to Horace Hagedorn, undated
- 5 Journal belonging to Horace Hagedorn, 1954
- 6 Calendars belonging to Horace Hagedorn, 2002-2005
- 24 6 Entrepreneur of the Year Institute Name Badge, undated
- 7 Button with Hagedorn's face, ca2000.
- 8 Old Testament *Bible*, 1917
- 9 *Hours of Devotion* (belonging to Blanche Hagedorn), 1866
- Object 1 Metal Sailboat on Granite Rock, undated
- 2 Bear and Bull Fighting (The Scotts Company SMG Original Listing), 1995