

**MS-452 Dorothy Harbach Papers**

**Collection Number:** MS-452

**Title:** Dorothy Harbach Papers

**Dates:** 1951-1978

**Creator:** Dorothy Harbach

**Summary/Abstract:**

The Dorothy Harbach Papers consists of materials from two of her places of employment (WLW-D Channel 2 and Rike's Department Store). Many of the materials in this collection are advertisements and marketing techniques for the two businesses as Ms. Harbach was involved in their promotional offices. There are also materials which give insight into her professional career.

**Quantity/Physical Description:** 1.25 linear feet

**Language(s):** English

**Repository:**

Special Collections and Archives, Paul Laurence Dunbar Library, Wright State University, Dayton, OH 45435-001, (937) 775-2092

**Restrictions on Access:** There are no restrictions on accessing material in this collection.

**Restrictions on Use:**

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**Preferred Citation:**

(Box #, Folder #), MS-452 Dorothy Harbach Papers, Special Collections and Archives, University Libraries, Wright State University, Dayton, Ohio

**Acquisition:**

The Dorothy Harbach Papers were donated to Wright State University's Special Collections and Archives by Dorothy Harbach on June 16, 2009.

**Related Material:**

MS-189 Rikes Historical Collection

**Processed by:** Patricia A. McEldowney, May 2012

**Arrangement:**

The Dorothy Harbach Papers are arranged into two series:

Series I: WLW-D Channel 2

Series II: Rike's Promotional Materials

**Biographical/Historical Note:**

Dorothy Harbach had a successful career working in promotions for various companies in Dayton in the twentieth century. At WLW-D Channel 2, Ms. Harbach was the Promotion Manager. She worked for the television station for 13 years before accepting a position at Rike's Department Store in 1966. While at Rike's, she held the positions of Special Events Manager and Radio/TV Advertising Manager for 15 years. Ms. Harbach was recognized for her successful career on multiple occasions through the awards she received.

**Scope and Content:**

The Dorothy Harbach Papers are arranged into two series according to Dorothy Harbach's place of employment (WLW-D Channel 2 and Rike's Department Store). Many of the materials in this collection are advertisements and marketing techniques for the two businesses as Ms. Harbach organized and directed many of their promotional and marketing efforts. It is important to notice that Dorothy Harbach is referred to as "Dorothy Sanders" on most of the materials.

Series I, WLW-D Channel 2, consists of materials about the television station while Dorothy Harbach was the Promotion Manager. Included in this series are numerous photos of television programs, actors, and hosts. There is also information about the "Tonight" show coming to Dayton in 1955. There is also information on the station's 10<sup>th</sup> anniversary.

Series II, Rike's Promotional Materials, consists of advertisements and articles about Rike's Department Store and Dorothy (Sanders) Harbach. These articles often include a biography of her career and give great insight into Ms. Harbach's professional life.

**Subject Terms****Persons/Families**

Harbach, Dorothy, 1916-2011

**Organizations/Corporate Names**

Rike's Department Store  
WLW-D Channel 2

**Places**

Dayton (Ohio)

**Subjects (General)**

Advertisements  
Television

## Material Types

Correspondence  
Newspaper Clippings  
Photographs

## Collection Inventory

### Series I: WLW-D Channel 2

<u>Box</u>	<u>File</u>	<u>Description</u>	<u>Date</u>
1	1	Television Jubilee Scrapbook	February 2-3, 1951
2	1	Promotion/Program Information	1951-1964
	2	“It Happened in Dayton: When ‘Tonight’ Came to Visit”	1955
	3	WLW-D 10 <sup>th</sup> Anniversary	1959
	4	WLW-D 10 <sup>th</sup> Anniversary Advertisements	1959
	5	Andy Marten	1960-1962, Undated
	6	Dayton Advertising Club Awards	1963-1965
	7	“The Dick Curtis Portfolio”	Undated

### Series II: Rike’s Promotional Materials

<u>Box</u>	<u>File</u>	<u>Description</u>	<u>Date</u>
2	8	Rike’s Christmas Open House	1953, Undated
	9	Rike’s Advertisements	1964-1969
	10	Rike’s Arkay News	1965-1971
	11	Rike’s and Montgomery County Humane Society	1974
	12	Rike’s 125 <sup>th</sup> Anniversary	1978