

Catalogue of The Papers of Margaret Gardiner

By Helen Roberts, PaxCat Project
Archivist

Reference code: GB 0532 Cwl MGA.

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Blog: <http://commonwealarchives.wordpress.com>

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INTRODUCTION

This small but interesting and visually appealing collection of papers is one of the archives collected by Commonweal Library, an independent peace library located in the J.B. Priestley Library of the University of Bradford. These archives are part of the Special Collections at the University of Bradford.

This set of papers, like many of the most significant of the Commonweal archives, was catalogued as part of the PaxCat Project. The Project was funded by the National Cataloguing Grants Programme for Archives and ran from May 2009-May 2010. You can find out more about the Project from the reflective blog kept by Helen Roberts, our Project Archivist.

<http://commonwealarchives.wordpress.com>

Alison Cullingford, Special Collections Librarian.

COLLECTION DESCRIPTION

Reference code

GB 0532 Cwl MGA.

Title

The Papers of Margaret Gardiner.

Dates of creation

1962-1971.

Level of description

Fonds.

Extent of unit of description

0.2 metres.

Name of creator

Margaret Gardiner (1904-2005).

Administrative/biographical history

Margaret Gardiner was a writer, political campaigner and arts patron. Partner of scientist John Desmond Bernal (with whom she had a son, Martin), she was a friend to many artists, including Barbara Hepworth and Ben Nicholson. During her life she was involved in many political and peace campaigns, beginning with the anti-fascist movement in the 1930s. Born in Berlin, she moved to Britain with her family at the outbreak of World War I. After studying at Cambridge, and an initial attempt to teach, she turned her attentions to philanthropy, campaigning and building a remarkable art collection, housed at the Pier Arts Centre set up by Margaret in Stromness in the Orkneys in 1978.

This archive covers one particular campaign, which linked her appreciation of visual media with her concern about nuclear war: the Nottingham Test Campaign, which ran during autumn 1962 as a pilot study to investigate whether mass media techniques could awaken the public to the danger and imminence of nuclear war. The campaign included press advertisements, billboard posters and leaflets. Market research into public opinion on nuclear disarmament was undertaken in Nottingham and Bradford, before and after the campaign, and the results are summarised in the campaign report. During 1963, she attempted to gather support and funds for mounting the campaign on a wider scale in the run-up to the forthcoming general election. Philip Noel-Baker MP canvassed sympathetic public figures and business leaders but the campaign was not taken any further.

During the Vietnam War, Margaret organised several anti-war protests and there is some documentation of this in the collection. These included press advertisements signed by European artists, and demonstrations outside the United States Embassy in Grosvenor Square to protest against the bombing of Hanoi at Christmas 1971.

Immediate source of acquisition

Donated to Commonwealth by Margaret Gardiner c.1992.

Scope and content

Posters, photographs, press advertisements and leaflets for the Nottingham Test Campaign from design to final product. Press cuttings about the campaign. Reports and market research questionnaire from the campaign [Cwl MGA/1-10].

Correspondence with Philip Noel-Baker MP about the campaign and about a series of full-page letters to The Times, signed by well-known individuals, organised by Margaret Gardiner [Cwl MGA/11-12].

Press advertisements, leaflets and press cuttings about anti-Vietnam War protests [Cwl MGA/13].

Appraisal

A small amount of duplicate material has been weeded.

System of arrangement

The collection has been arranged chronologically to reflect how the campaign developed.

Conditions governing access

Available to researchers, by appointment. Access to archive material is subject to preservation requirements and must also conform to the restrictions of the Data Protection Act and any other appropriate legislation.

Conditions governing reproduction

Copies may be supplied or produced at the discretion of Special Collections staff, subject to copyright law and the condition of the originals.

Applications for permission to make published use of any material should be directed to the Special Collections Librarian in the first instance.

The Library will assist where possible with identifying copyright owners, but responsibility for ensuring copyright clearance rests with the user of the material.

Language of material

English.

Related units of description

Letters to Margaret Gardiner from AB Deacon (Cambridge University Library, Department of Manuscripts, GB 0012 MS Add. 9715).

Publication note

Margaret Gardiner, Barbara Hepworth: a memoir (Edinburgh: Salamander Press, 1982).

Margaret Gardiner, Footprints on Malekula: a memoir of Bernard Deacon (Edinburgh: Salamander Press, 1984).

Margaret Gardiner, *A scatter of memories* (London: Free Association, 1988).

Gill Hedley, 'Gardiner, Margaret Emilia (1904–2005)', *Oxford Dictionary of National Biography*, online edn, Oxford University Press, Jan 2009
[<http://www.oxforddnb.com/view/article/94500>, accessed 4 Dec 2009].

Obituary by Janet Morgan in *The Guardian*, 5 January 2005.

Obituary by Alan Bowness and Neil Firth in *The Independent*, 21 January 2005.

Archivist's note

Described by Alison Cullingford and revised by Helen Roberts.

Rules or conventions

ISAD (G) 2.

Date(s) of description

December 2009.

Indexing

Persons

Gardiner, Margaret Emilia (1904-2005).

Baker, Philip John Noel- (1889-1982).

Subjects

Nuclear disarmament.

Advertising.

Artists -- Political activity.

Vietnam War.

Women in politics.

CWL MGA/1

Title

Prospectus for the campaign in Nottingham, "Nuclear disarmament, advertising and promotion".

Date

[1962].

Extent

1 item.

Scope and content

Issued at the stage of 'client approval', for fundraising appeal.

CWL MGA/2

Title

Market research questionnaire on attitudes to nuclear disarmament.

Date

[1962].

Extent

1 item.

Scope and content

Undertaken by Spencer Marketing Services in Nottingham and Bradford, before and after the campaign.

CWL MGA/3

Title

Outsize sections of nuclear disarmament posters.

Date

1962.

Extent

15 items.

Scope and content

Probably forming 3 or 4 complete billboard posters. Slogan reads: 'Say no to nuclear bombs - for his sake'.

CWL MGA/4

Title

Black and white photographs of the posters used in the campaign.

Date

1962.

Extent

19 items.

Creator

Roger Rawlinson.

Scope and content

The posters are displayed in situ on billboards around Nottingham. Also includes two photographs of a model nuclear missile being transported through the city on the back of a truck.

CWL MGA/5

Title

Black and white photographs of designs for newspaper adverts used in the campaign.

Date

1962.

Extent

13 items.

Scope and content

With one negative and one poster size image of the woman who features in the adverts.

CWL MGA/6

Title

Leaflets designed for the campaign.

Date

1962.

Extent

15 items.

Scope and content

Including mock-ups (2) and black and white photographs of leaflets (4).

CWL MGA/7

Title

The Nottingham Test Campaign: a summary report'.

Date

[1962].

Extent

1 item.

CWL MGA/8

Title

Prospectus for a wider national campaign.

Date

1963.

Extent

1 item.

Scope and content

Possibly sent to advertising agencies. Includes sections on a national advertising campaign; the pilot campaign in Nottingham; the economic consequence of disarmament for Britain; disarmament negotiations.

CWL MGA/9

Title

Scrapbook. 'Nottingham: the advertising campaign for disarmament, September, October and November 1962'.

Date

1962–1963.

Extent

1 vol.

Scope and content

Containing posters; leaflets; press adverts; press cuttings; follow-up leaflet issued by Nottingham CND; text of summary report. With loose press adverts (3), proof and mock-up.

CWL MGA/10

Title

Press cuttings about the campaign in Nottingham.

Date

December 1962 and May 1963.

Extent

3 items.

CWL MGA/11

Title

File. Letters received from Philip Noel-Baker MP about a joint letter to The Times in support of a national advertising campaign.

Date

July - November 1963.

Extent

1 file.

Scope and content

Including copies of letter from Noel-Baker to the Archbishop of Canterbury; letter to Margaret Gardiner from Norman Cousins; and letters to Noel-Baker from Alfred Owen and Leon Bagrit.

CWL MGA/12

Press cutting of letter to The Times on multilateral nuclear disarmament.

Date

1 January 1964.

Extent

1 item.

CWL MGA/13

Photocopies and originals of anti-Vietnam War leaflets, adverts and press cuttings.

Date

1966–1971.

Extent

22 items.

Scope and content

Including a protest against the Christmas bombing of Hanoi, 1971 and various protests by European artists, organised by Margaret Gardiner and Michael Kustow. Texts of press adverts and collection of signatures by Margaret Gardiner.