

Collection #  
SC 3075

**ROBERT W. LOLLAR COLLECTION  
CA. 1940–1952**

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Processed by

Bobbi Fisher  
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Manuscript and Visual Collections Department  
William Henry Smith Memorial Library  
Indiana Historical Society  
450 West Ohio Street  
Indianapolis, IN 46202-3269

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## **COLLECTION INFORMATION**

VOLUME OF COLLECTION:	1 manuscript folder, 1 photograph folder
COLLECTION DATES:	ca. 1940–1952
PROVENANCE:	Doris E. Toney, Brownsburg, IN
RESTRICTIONS:	None
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ALTERNATE FORMATS:	
RELATED HOLDINGS:	
ACCESSION NUMBER:	2013.0012
NOTES:	

## **BIOGRAPHICAL SKETCH**

Robert Wayne Lollar was the second of four children born to Homer and Mabel Lollar. He was born on 11 June 1924. His older brother was Earl, and the younger siblings were Ralph and Doris. Bob grew up in a loving and caring family, spending most of his early years in the small town of West Newton, Indiana.

Bob enjoyed participating in many sports, but his favorite was basketball. In his high school years he played for Decatur Central. He was very proud to have played on the team that won the Marion County Championship three years in a row and the 1941 sectional title.

Right after high school graduation, Bob was drafted into the U.S. Army Air Force. During World War II he spent three years at different air bases across the country. He also managed to make the Air Force basketball team, playing in his spare time. Just as he was scheduled to be sent overseas, peace was declared.

After his discharge, Bob enrolled at Indiana University. He was active in many organizations and clubs and was initiated into the Alpha Tau Omega fraternity. He was elected Worthy Master in his senior year. His most notable achievement in the fraternity was to change the initiation rites from what he felt were foolish, demeaning, and in some cases, harmful hazing of pledges. Instead, he convinced the fraternity to have pledges spend the week doing some good for the people of Bloomington in need of help. What had been known as "Hell Week," thus became "Help Week." He was honored by fraternities and others throughout the country and was named "Father of Help Week." He was proud of his accomplishment and hoped that all fraternities would adopt this concept of helping others.

Bob made the basketball team at Indiana University and played for Branch McCracken during the 1946-47, 1947-48, 1948-49, and 1949-50 seasons. He was an assistant freshmen coach his senior year.

Bob had originally decided to take a coaching position after graduation, but a better offer was proposed by the Standard Oil Company. He accepted the offer and joined Standard Oil in 1950. He began his training in the sales department and was soon promoted to the Advertising Department. Several years later he was promoted to the main office in Chicago, in charge of outdoor advertising.

He met his wife Sue in Indianapolis and they married in 1951. They had three children - Steven, Stan, and Barbara.

His job in the Outdoor Advertising area soon created an interest in the graphic arts field and he soon left Standard Oil and started his own printing company. After a few years this

company was purchased by another graphics company, White Advertising, and Bob would join their sales team.

In 1980, after living in Illinois for twenty-five years, he and Sue moved to Brownsburg, Indiana, to be closer to his mother and other family members. Along with Sue, his nephew Terry, and sister Doris and her husband Jim, he founded Excel Graphics, Inc. near Whitestown, Indiana. He retired as president in 1991. In 2007, the company was purchased by one of the largest screen printing companies in the country.

Bob passed away 4 December 2009.

Sources:

Biographical information provided with collection materials.

## **SCOPE AND CONTENT NOTE**

This small collection focuses on the life of Robert W. Lollar from ca. 1940 to 1952. It includes some photos from the first half of the 1940's when he and his brother Earl were in the military. When he returned from his military service, Robert attended Indiana University and played all four years for Branch McCracken's I.U. men's' basketball team. There is a photo of the 1948-49 men's' basketball team in the collection. Robert was also in the Alpha Tau Omega fraternity and it was in the fraternity that he conceived the idea of changing "Hell Week" into "Help Week." There are a couple of articles in the collection that explain "Help Week" and celebrate it. One article is also in the Standard Oil Co. journal. It appeared in the journal after Bob Lollar went to work for Standard Oil after college.

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<i>The Reader's Digest</i> , Sept. 1951 issue, Pages 92–94, which includes an article "The Metamorphosis of Hell Week" by Karl Detzer, about Bob Lollar's idea of "Help Week"	Folder 1 of 1
<i>Standard Torch</i> journal, published by Standard Oil Co., November 1951, includes an article "A Standard Oil Hell Week into Help Week," pages 10-11	Folder 1 of 1
Photo of (left to right): Earl, Mabel, Homer, Robert, Ralph, and Doris Lollar, n.d.	Photographs Folder 1
Photo of Robert W. Lollar, Air Force, WWII, n.d.	Photographs Folder 1
Photo of Earl and Doris Lollar, n.d.	Photographs Folder 1
Photo of the Lollar children, n.d.	Photographs Folder 1
Photo of Earl (left) and Robert Lollar (right), n.d.	Photographs Folder 1
Photo of 1948-49 Indiana University basketball team, names on photo	Photographs Folder 1
Photo of an article by Hack Miller about Bob Lollar, from <i>Deseret News</i> , Salt Lake City, Utah, 9 May 1957	Photographs Folder 1

## CATALOGING INFORMATION

For additional information on this collection, including a list of subject headings that may lead you to related materials:

1. Go to the Indiana Historical Society's online catalog:  
<http://opac.indianahistory.org/>
2. Click on the "Basic Search" icon.
3. Select "Call Number" from the "Search In:" box.
4. Search for the collection by its basic call number (in this case, SC 3075).
5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.