Box 1:

Peterson Vita, 1982
Personal Correspondence (subject file)
  Arete
  American Dental Association, 1955
    Dental journalism conference paper
  Arden House Conference, 1964
    Technical & business publications editors
  Argosy: Court of Last Resort (2 folders) 1951-54
    Administration of legal justice
  B, 1973-74, 1976-77
    Edward Barrett, Sid Bernstein
  B, 1978-79
  Broadcasting/Television, 1960-61
    Jack Cranell & WILL
  C, 1976-79
    Bart Cummings, CIES, Robert Corrigan
  CIBA Pharmaceutical Company, 1963
    A.W. Custer
      1973-79
  D, 1975, 1977-79
  E-F, 1973-74, 1976-79
    Helene Foellinger
  Esquire and Arnold Gingrich, 1974-77
  H, 1973-74, 1977-79
  J-K, 1973-79
    W. Alec Jordan
    Max Larsen, Lawrence Lasher
  M, 1973-74, 1976-79
    Ray Doherty (Milwaukee) William Marsteller
  Magazine Publishers Association & American Society of Magazine Editors, 1973-75
  Marsteller, Rickard, Gebhardt & Reed, Inc., 1955-56
  N-O, 1977-79
  R, 1974-79
  Newsweek, 1973-79
S, 1973-79
  Wilbur Schramm
T-U, 1973-79
  Russell Thackrey, Time
V-Z, 1973-79

Robert Yoakum (2 folders), 1966-77
  humor columnist
Correspondence (Chronological)
  1947-57
    Frank L. Mott, Fred Siebert, Wilbur Schramm, Magazine Publication, journalism
    enrollments at Illinois
  1958-63
    Agricultural Editors Association, magazines
  1964-67
    Gilbert Seldes, A. Joseph Russell
  1968-69
    Conferences, speakers, James W. Young, Magazine Publishers Association
  1970
  1971
    deans, editors
  1972
    Helen Hostetter

Box 2:

Correspondence (Chronological)
  1973, Jan.-June
    Marvin Kitman, Fred Siebert, Bart Cummings, George Will
    Minnesota Achievement Award, David Felts
  1974
    Gene Graham, A.L. Blinder
  1975
    Frank Forsberg
  1976
    Wade Nichols, U. of I. Public Relations, Communications College,
      Robert Boston
  1977
    Jazz, COPE, Fred Siebert
  1978
    Retirement as dean, Russell Thackrey, Willard Thompson
  1979
    Sid Bernstein, Sam Shapiro
  1980
    Edgar Grunwald, Elie Abel
1981
Wisconsin accreditation, Missouri appeal, Fred Siebert, Russel Thackrey
ACEJ Probation of University of Missouri's Advertising Sequence, 1981-82

1982
Norm Spaulding, Robert Kenyon, Mitchell Charnley, Orville Bentley

1983
Sam Shapiro, placement of graduates

1984
E.A. Grunwald, M.A. Jordan, R.I. Thackrey, travel

1985, Jan.-March
John Schacht

1985, April-June
Thackrey, Charnley, Cummings

1985, July-Dec.
Roger Martin, Mitchell Charnley, Russell Thackrey

1986
Robert Stein, Rance Crain

Cartoons, 1968-74
Illinois Issues, Correspondence & Board Minutes (4 folders), 1974-77

Box 3:

Illinois Issues (10 folders), 1978-87
A magazine of government & public affairs

Publications
1940, 1945
"While there's Life, There's Hope -"  The Quill  June 1940: 5, 14.

1951, 1952, 1955, 1956
"The Economics of Magazine Publishing: The Role of the Publisher,"  Current Economic Comment  14 August 1952: 52-60.

1958, 1959
1963-64
1965
"Edward Bok and the American Dream," The Emory University Quarterly XXI Fall 1965: 196-206.
1966-68
"The Implications of the Population Explosion for Communications," Occasional
Papers in Advertising  1 May 1966: 53-64.
"How to get them in and Keep them in,:  ACP Copylog  7 July 1967: 4-6.

Manuscripts - Talks, Reviews
including mimeographed and duplicated material
1948, 1951
1952, 1955
1955-58
1959
"Testimony before the Federal Communications Commission."
"The Press: Old Freedoms and New Responsibilities."
"The Role of the School of Journalism as Critic of the Mass Media."
"How Powerful are the Mass Media?"
Talk before Political Science Seminar.
1960, 1961
"Journalism Education: The Educator's Point of View,"  1960.

1962

"The Role of the Minority Magazine."  
"From Mass Media to Class Media."  
"Responsibilities of the Mass Media for Adult Education - and the Adult Educator's Responsibilities to the Media."  
"Why Study Journalism?"  
"Press and Church: Institutions in Conflict."  
"New Goals in Education to Emphasize better Technical Communication."  
"Estates in Conflict."  

1963

"The Role of the Minority Magazine."  
"Magazines: Today and Tomorrow."  
"U.S. Magazines: Where they are and where they are going."  
" Journalism Education: Some of its Unresolved Questions."  
"The Course of Magazine Development during the Next Decade."  
"A Criticism of Press Criticism."  

1964

"Where Sunset Never Fades."  
" Magazines: Trial and Triumph."  
"Current Research in Communications and What it Promises the Editor."  
"The Implications of the Population Explosion for Communications."  

1965

Reviews of One Hundred Years of the Nation, by Henry M. Christman and One Hundredth Anniversary Issue of the Nation, by David Boroff.  
"No Botflies, no soybeans, no curley-tailed pigs."  
"Social Responsibility--Theory and Practice."  
"Magazines and the Challenge of Change," (2 versions).  
"Edward Bok and the American Dream."  
"Implications of the Information Explosion for the Trade and Technical Editor."  
"Drugs, Death and Editorial Courage," (2 versions).  
"The Anatomy of Magazines."  
"Time to Spend, Money to Burn."  
"Notes on the Teenage Beat."  
Reviews of Scofield Thayer and the Dial, by Nicholas Joost, and The Faces of Five
Decades, by Robert Luce.
Critique of Magazine, Anesthesia & Analgesia.

1966
"Hugh Hefner: Portrait of a Playboy."
"The Mass Media and Public Enlightenment."
"Should Your Publishers Still Love You?"
Review of Mark Lemon: First Editor of Punch, by Arthur A. Adrian.
"Our Press and its Critics."
"Changes Ahead in the Print Media: Their Implications for Educational Communication."
Review of The Commentary Reader: Two Decades of Articles and Stories, by Norman Podhoretz.
"How to get them in and Keep them in."
"Another Side of the Journalism Education Street."
"Playboy and the Preachers."
"The Implications of the Population Explosion for Communications."
"Newspapers and the Challenge of Change."
"The Impact of Advertising on the Mass Media."

1967
"The History and Theory of Freedom of the Press."
"Current Trends in Magazines and their Implications for Educational Periodicals."
"Information Please."
"Illini Horizons."
"How can we Compare Successfully for the Reader's Time?" 1968.

1969
"The Bright, Bleak Future of American Magazines."
"The Literate Non-Reader, the Library and the Publisher."
Reviews of The Saturday Evening Post Treasury, by Roger Butterfield, and New
Masses: An Anthology of the Rebel Thirties, by Joseph North.
Review of The History of "Punch," by Marion Harry Spielmann.
Presentations of Canadian Education Press Association, Sixth Meeting, Banff, October 8-11, 1969.

Box 4:

"Consumers in the 70s," 1970.
Reviews of Five Million Words Later, by Bruce Bliven and American Rainbow, by Francis Hackett, 1971.
Review of Luce and His Empire, by W.A. Swanberg, 1972.
"Deep Centerfield, or what About Magazines in the Afterlife?" 1972.

1974-1979
Reviews of Hefner, by Frank Brady, and Horatio's Boys, by Edwin P. Hoyt, 1974.
Review of The New Journalism, by Tom Wolfe, 1974
Reviews of Thurber, by Burton Bernstein, and Here at the New Yorker, by Brendan Gill, 1975.
Review of That was the Life, by Dora June Hamblin, 1977.
Notes for Memphis Nighthawk Album, 1977.
Advertising, 1980.
Remarks at Retirement Dinner for Willard Thompson, 1983.
Undated
"Written Communication."
"The Well-Satisfied Client."
"Magazines."
Page 23 of MPA Talk.
"Obituary of Gertrude Battles Lane.
Journalism Publications
Frank Scott's Notes: History of Magazines.
Carl van Doren, What is American Literature?, 1935.
Coranto (4 issues), 1950-51.
"Three Articles for which Redbook Magazine received the Benjamin Franklin Magazine Award," 1954.
"Communication of Mental Health Information," UI, 1956.
Irepodun, 1972.
Better than Nothing (5 issues), 1986-87.
BERT (Behind Every Relevant Thought) (3 issues), 1987.

Box 5:

Correspondence, Professional
- Correspondence from the Minnesota Daily, 1939-40
- Correspondence, 1940-87 (2 folders)
- College of Communications Correspondence, 1971-94
- Book: History of Magazines Correspondence (re: *Magazines in the Twentieth Century*), 1955-56
- Correspondence re: Four Theories of the Press, 1957
- Correspondence re: *Magazines in the Twentieth Century* and Four Theories, 1963
- Open Letter to MPA, 1956
- National Magazine Awards Correspondence,
- Time, Inc. Correspondence, 1953-54
- *Playboy* Correspondence, 1979
Correspondence, Personal
Arnold Gingrich Letters, 1963-76
Faculty Correspondence, 1987-94
Fred Siebert, 1978-87
Paul Simon, 1966
Willard Thompson, 1980-96

Research
Clippings, 1954-84 (4 folders)
Clips to File, 1979-86 (4 folders)
Subject File:
ATA Magazine, Critique of Editorial Content and Practices, 1958
Biographical Writing, 1980
Bureau of Communications Research Development, 1946-47
Christian Century Article, 1959
Christian Century Case Study Materials, 1956-58
College of Communications History--75th Anniversary, 1996
Commission Statement on Violence on Television Entertainment Programs, 1969
Company Publications, 1987
Conversation with Allen Weller, 1993 (90 min. cassette tape)
Cummings Center for Advertising Studies Ceremony, 1995

Box 6:
Dummy #1 and #2: New Sport Magazine, 1950-54
Elie Abel Book Chapter, 1981
Encyclopedia of Communications Documents, 1983-84
Encyclopedia Script--Working Notes, ca. 1984
Energizing Editorial, 1969-82
Esquire Publicity Brochure, ca. 1965
Good Life: Multicity Local Magazine, 1982
Historical Articles How-To, 1972
Institute of Communications Research 40th Anniversary, 1988
International Encyclopedia Piece, 1984-86
Interview Notes, 1972
Journalism Bibliography, Late 19th-Early 20th Century
"Lifetime Living" Prospectus, 1952
Magazine Careers, ca. 1986
Mags World Scene Notes, 1984
Newsweek Entry: Benjamin Franklin Magazine Awards, 1946 (2 folders)
Moving the Article Along, 1967-87
Ms. Pilot Issue, 1971
Time Prospectus: Early Issues, 1922-23
Popular Culture Articles, 1953-63
Sylvan Merr's Florida Observer, 1971-74
Regional and City Magazines, 1983087
Women's Magazines, 1980
Xerox Project

Box 7:
Magazines in the Twentieth Century Research File, 1956:

Magazine Note Index
Alphabetical Note Index
1. ANNENBERG
   1.1 Triangle Publications
2. ATLANTIC
3. CONDE-NAST AHD STREET AND SMITH
4 COWLES
   4.1 General History
   4.2 Personnel
   4.3 Finances
   4.4 Corporation Circulation
5. COWLES: DIVERSIFICATION
   5.1 General
   5.2 Books
   5.3 Broadcasting
   5.4 CATV
   5.5 Direct Marketing Div.
   5.6 Harper’s
   5.7 Newspapers
   5.8 Trade Publications
   5.9 3-D Pictures Xograph
6. COWLES
   6.1 Venture
   6.2 Accent of Leisure
   6.3 Insider's
   6.4 Flair
   6.5 Quick
7. COWLES: LOOK
   7.1 General History
   7.2 Personnel
   7.3 Circulation-Audience
   7.4 Advertising
7.5 Regional Divisions

8. COWLES
8.1 Look - Contwit

9. COWLES: FAMILY CIRCLE
9.1 General History
9.2 Everywomen's
9.3 Personnel
9.4 Advertising
9.5 Distribution-Circulation
9.6 Content
9.7 Foreign Editions

10. CROWELL - COLLIER
10.1 General Corporate
10.2 Post Mortems
10.3 Profit and Loss
10.4 Diversification
10.5 Staff
10.6 American
10.7 Collier's
10.8 Women's Home Companion
10.9 Misc. Magazines

11. CURTIS
11a CURTIS: Personnel

12. CURTIS: Finances
12.v2 CURTIS: Finances, Revenues, Profits

13. CURTIS: General Corporate History

14. CURTIS
14.1 Advertising
14.2 Affiliates
14.3 Changes in Magazines
14.4 Stockholders

15. CURTIS
15.1 Holiday
15.2 Country Gentleman
15.3 Other Mags

Box 8:

16. SATURDAY EVENING POST
16.1 General History
16.2 Death

17. SATURDAY EVENING POST Vol. I
17.1 Personnel
17.2 Content
17.3 Redesign Jobs
17.4 Advertising
17.5 Circulation

17a. SATURDAY EVENING POST Vol. II
17a.1 Redesign Jobs
17a.2 Advertising

18. LADIES HOME JOURNAL
18.1 General
18.2 Staff
18.3 Content
18.4 Advertising
18.5 Circulation

19. THE NEW YORKER
19.1 General History
19.2 Staff
19.3 Profits
19.4 Advertising

20. THE NEW YORKER: CONTENT
20.1 Content
20.2 Editorial Policy
20.3 Critiques of
20.4 Books, Plays Based On
20.5 Editorial Influence

21. THE NEW YORKER: HARVARD CASE STUDY

22. PARENT'S MAGAZINE

23. PETERSON PUBLISHING COMPANY
23.1

24. PLAYBOY: GENERAL HISTORY
24.1 General History
24.2 Hefner

25a PLAYBOY: CONTENT, CLUB, OTHER MAGAZINES
25a.1 Content
25a.2 Clubs
25a.3 Other Magazines
25a.4 Clergy

25a2 PLAYBOY: CLERGY

26. PLAYBOY
26.1 Market
26.2 Profits
26.3 Advertising Rates & Circulation
26.4 Reader Service

28. READER'S DIGEST
28.1 General History
28.2 Personnel
28.3 Subsidiaries
28.4 Circulation & Subscriptions

29 READER'S DIGEST
29.1 Content
29.2 Advertising
29.3 Regional Editions

30. READER'S DIGEST
30.1 Foreign Operations

Box 9:

31. DELL; CAPPER'S
32. DOWNE COMMUNICATIONS
34. ESQUIRE INC.
   34.1 General Corporate
   34.2 Finances
   34.3 Diversification
   34.4 Personnel
   34.5 Coronet
   34.6 Apparel Arts
   34.7 Gentlemen's Quarterly
   34.8 GQ Scene
   34.9 KEN

34A ESQUIRE MAGAZINE
   34.1 General (& History)
   34.2 Editing of
   34.3 Content
   34.4 Authors & Artists
   34.5 Advertising
   34.6 Editions
   35.7 Postal Case

36. FARM JOURNAL
   36.1 General Corporation
   36.2 Staff
   36.3 Advertising
   36.4 Readers
   36.5 Editions
   36.6 Content
   36.7 Country Gentlemen
   36.8 Pathfinder-Town Journal
36.9  Streeter Letters
36a  FARM JOURNAL AND AGRICULTURE: PH.D DISSERTATION, 1877-1965
37.  FAWCETT PUBLICATIONS
37a  WHO INVESTS IN THE MEDIA?
38.  HARPER'S
39.  HEARST MAGAZINES
  39.1  General Corporate
  39.2  Personnel
  39.3  American Weekly
  39.4  Cosmopolitan
39v2  HEARST MAGAZINES
  39.5  Harper's Bazaar
  39.6  Men's Bazaar
  39.7  Popular Mechanics
  39.8  Pictorial Review-Delineator
  39.9  Town & Country
  39.10  Misc. Magazines
  39.11  EYE
  39.12  Good Housekeeping
40.  MACFADDEN
  40.1  General Corporate
  40.2  Bernard MacFadden
  40.3  Finances
  40.4  Books, Publishing & Distribution
  40.5  Electronic
  40.6  Blue Collar Market
  40.7  Confession Magazines
  40.8  Physical Culture
  40.9  Misc. Magazines
41.  MCCALL CORP.
  41.1  History
  41.2  Finances
  41.3  Income
  41.4  Diversification 41.4 Personnel
42.  MCCALL CORP
  42.1  Redbook
  42.2  Saturday Review
  42.3  Blue Book
  42.4  Better Living
43.  MCCALL CORP: MCCALL'S MAGAZINE
  43.1  General
43.2 Advertising
43.3 Circulation & Regionals
43.4 Content
43.5 Competitors
44. MCGRAW-HILL

Box 10:

45. MEREDITH: PERSONNEL DIVERSIFICATION
   45.1 General Corporate
   45.2 Finances
   45.3 Personnel
   45.4 Diversification
46. MEREDITH
   46.1 Better Homes & Gardens
   46.2 Successful Farming
47. THE NATION: NEW REPUBLIC
48. THE NATIONAL REVIEW
   48.1
49. NEWSWEEK
50. SCIENTIFIC AMERICAN
51. SUNSET
52. THIS WEEK
53. TIME INC.
   53.1 General History - Volume 1
54. TIME INC.
   54.1 General History - Volume 2
55. TIME, INC.
   55.1 Finances
   55.2 Staff
   55.3 Functions
   55.4 Bureaus
   55.5 Etc
56. TIME, INC.
   56.1 Diversification
   56.2 Advertising Revenues
   56.3 General
   56.4 Own Books
   56.5 Other Book Publishing
   56.6 Motion Pictures
   56.7 Sales Service
   56.8 Printing
56.9  Paper
56.10 Broadcasting: CATV
56v2  TIME, INC.
56.11 Foreign & Domestic Magazines
56.12 Newspapers
56.13 Subscription & Distribution Agencies
56.14 Record ings
56.15 Misc.
57.  TIME, INC.
57.1  Personnel - Volume 1
58.  TIME INC.
58.1  Personnel - Volume 2
59.  TIME MAGAZINE
59.1  Audience
59.2  Advertising
59.3  Circulation
59.4  Content
59.5  Covers
59.6  Criticism of
59.7  Distribution, Logistics
59.8  Imitators
59.9  Overseas Editions
59.10 Regional & Demographic Editions
59.11 Staff
60.  TIME INC.
60.1  Foreign Operations
60.2  Subscriptions
61.  LIFE
61.1  General History
61.2  Life Begins
62.  LIFE
62.1  Content
62.2  Deals for Features
63.  LIFE: Staff & Advertising
63.1  Staff
63.2  Advertising
63.3  Circulation and Audience
63.4  Regionals— editions
63.5  Timelines
63.6  Abroad
63.7  Special Editions
Box 11:

64. **FORTUNE, ARCHITECTURAL FORUM, SPORTS ILLUSTRATED**
   64.1 House and Berne

65. **TOGETHER**
   65.1

66. **ZIFF-DAVIS**

67. **AUDIENCE**
   67.1 Size
   67.2 Aiming at the Audience
   67.3 Print via Electronics
   67.4 As Consumer Market
   67.5 Readership Patterns
   67.6 Taste
   67.7 Gratification

68. **ADVERTISING**
   68.1 Copy content
   68.2 Color
   68.3 Coupons
   68.4 Inserts
   68.5 Merchandising

69. **CIRCULATION**
   69.1 Field Selling
   69.2 Self-regulation
   69.3 Criticisms of Methods
   69.4 Direct Mail Solicitation
   69.5 Sub-Agencies
   69.6 Wholesale
   69.7 H/Stand Distribution
   69.8 Publisher-Distribution Collusion

70. **AUDIENCE**
   70.1 ARF & Other Attempts to Study

70.8 **WR SIMMONS AND ASSOCIATES RESEARCH BOARD**

71. **CIRCULATION AUDITS**

72. **CIRCULATION**
   72.1 General Sub vs Single
   72.2 Penetration and Patterns
   72.3 Fulfillment
   72.4 Controlled

72. v2 **CIRCULATION**
   72.5 Outlets (single copy)
72.6 On-Sale Dates
72.7 Bargain Rates
72.8 Sub. Prices and Cover
72.9 Delivery Experiments
72.10 Pay vs Controlled

72 v3 CIRCULATION FIGURES: OVERALL, AGGREGATE

73. CIRCULATION
73.1 American News and Union News
73.2 Other Distributors

74. ADVERTISING
74.1 Impact and Audience
74.2 Effectiveness, Influences on

75. MAGAZINE ADVERTISING REVENUES
75.1 1900 - 1965

Box 12:

75a. MAGAZINE ADVERTISING REVENUES
75a.1 1966 and later

76. ADVERTISING
76.1 Media Selection
76.2 Evaluating editorial

77. 100 LEADING ADVERTISERS
77.1 Top Adv. Centers
77.2 Leading Adv's Share of Total: All Media
77.3 List of Leaders and Their Expend.

77a. 100 LEADING ADVERTISERS
77.4 Investment by Product; Percent of Salea Inveated
77.5 Auto. Expenditures
77.6 Beer and Ale
77.7 Cigarette Adv.
77.8 Insurance

79. WHO INVESTS IN THE MEDIA
79.1 Network TV Billings
79.2 Top TV Advertisers
79.3 Top NET TV Advertisers
79.4 Top Spot TV Advertisers
79.5 Top NET TV Agencies
79.6 NIT Radio
79.7 Spot Radio

80. WHO INVESTS IN THE MEDIA
80.1 Leading Magazine Advertisers
81. WHO ADVERTISES IN FARM MAGAZINES
   81.1 1955-1961
81.v2 WHO ADVERTISES IN FARM MAGAZINES
   81.2 1962-71
82. FARM MAGAZINE ADVERTISING
   82.1 Farm publications
83. ADVERTISING: RATES AND COSTS
   83.1 Rates: Increases, Premiums
       (for comparative costs see "Magazines v. Rival Media")
   83.2 General
   83.3 Media/Scope Coat Index
   83.4 Rate-cutting
   83.5 Reactions to Increases
   83.6 Justifications for Increases
83.v2 ADVERTISING: RATES AND COSTS
   83.7 Cost per Thousand
   83.8 Increase by Spec. Magazines
   83.9 Discounts
   83.10 Bleed Charts
   83.11 Business Paper Increase
84. ADVERTISING
   84.1 General Notes
85. GENERAL HISTORY
86. THE ROLE OF THE MAGAZINE IN SOCIETY
   86.1 Contents and Effects
87. MPA MEETINGS
   87.1 Personnel
   87.2 Activities
   87.3 Meetings
88. ADVERTISING
   88.1 Volume in all media
   88.2 How media shared total
   88.3 Magazine volume
   88.4 Forecasts
89. MAGAZINES V. BOOKS
   89.1 Book Trade
   89.2 Paperbacks
   89.3 Libraries
   89.4 Book Clubs
90. MAGAZINES V. TELEVISION
91. MAGAZINES V. MEDIA GENERALLY
   91.1 Magazines v. Radio
91.2 Magazines v. Newspapers
91.3 Magazines v. Rival Madia

Box 13:

92. CANADIAN PUBLISHING & MAGAZINES
  92.1 General
  92.2 History
  92.3 U.S. Competition
  92.4 Advertising
  92.5 Maclean-Hunter
  92.6 Individual Magazines

93. FOREIGN MAGAZINES
  93.1 General
  93.2 Advertising
  93.3 Individual Magazine

94. CANADA
  94.1 Restrictions on U.S. Magazines

95. U.S. MAGAZINES ABROAD
  95.1 General
  95.2 Circulation
  95.3 Revenue
  95.4 Foreign Market (except Canada)
  95.5 Individual International Magazines
  95.6 Censorship

96. BRITISH MAGAZINES
  96.1 General
  96.2 Women's Magazines: General
  96.3 Advertising
  96.4 Cecil King: His Magazines
  96.5 Lord Thomson: His Magazines
  96.6 Individual Magazines

97. GOVERNMENT MAGAZINES

98. CIRCULATION FIGURES
  98.1 Overall Aggregate 1914
  98.2 ABC and MPA: Individual and Aggregate
  98.3 General Trends
  98.4 By Classes of Magazines
  98.5 Circulation of Misc. Ind. Magazines

99. CIRCULATION
  99.1 Magazines with Million or More

100. POST OFFICE
100a. Postal Rates

101. GOVERNMENT
   101.1 Anti-Trust, Monopoly
   101.2 Taxes
   101.3 Subsidies
   101.4 Restriction on Advertising
   101.5 Tax Exemptions

102. LAW
   102.1 Contracts
   102.2 Libel and Privacy
   102.3 Copyright
   102.4 Mailing Rights
   102.5 Title Infringement
   102.6 Reprint Policy

103. OBSCENITY
   103.1 General
   103.2 Instances

104. VIOLENCE
   104.1 Comic Books
   104.2 Mscl.
   104.3 War & Cold War Censorship

105. BIRTHS AND DEATHS

106. STRUCTURE AND SCOPE
   106.1 Diversification

107.1 INDUSTRY OUTLOOK AND FUTURE

Box 14:

108. AD-EDIT CONFLICT
   108.1 Taboos

109. EDITING THE MAGAZINES
   109.1 Art of Editing
   109.2 Editors & Readers
   109.3 Editors & Authors
   109.4 Editors & Advertisers
   109.5 Editors & Change :
   109.6 Why They Edit
   109.7 ASME

110. WRITERS AND WRITING
   110.1 Individual Publishers

111. RESEARCH
   111.1 Readership
112. RESEARCH
   112.1 Guides To
   112.2 Strength & Limits
   112.3 Overall Summaries

113. RESEARCH
   113.1 Edit Balance
   113.2 Titles
   113.3 Layout
   113.4 Typography
   113.5 Illustrations

114. ROLE OF THE PUBLISHER

115. MAGAZINE CONTENT
   115.1 General
   115.2 Fiction
   115.3 The Article Form

115v.2 MAGAZINE CONTENT
   115.4 Science & Medicine
   115.5 Sex and Violence
   115.6 Political & Social Issues
   115.7 Magazines as Advisors
   115.8 Cultural Uplift
   115.9 Harper's Weekly and Popular Morality
   115.10 Editorial Coincidences
   115.11 Gap Between Deadline & Publication

116. PROMOTION

117. GRAPHICS
   117.1 Design
   117.2 Covers
   117.3 Illustrations
   117.4 Layout, Illustrators

118. INTRA-INDUSTRY COMPETITION AND COOPERATION
   118.1 Competition
   118.2 Comment a on "Numbers Game"
   118.3 Cooperation

119. OLD LEADERS THAT DIED
   119.1 American Mercury
   119.2 Scribner's
   119.3 Current History - Century, Forum, Living Age, N.Amer.
        Review
   119.4 Review of Reviews
   119.5 Literary Digest
   119.6 Miscel.Departed Leaders
120. POCKET & DIGEST
121. JOURNALS OF OPINION
122. LITTLE MAGAZINES

Box 15:

123. YOUTH MARKET & MAGAZINES
124. HUMOR MAGAZINES
125. HOBBIES
   125.1 Homecraft
   125.2 Sports
   125.3 Outdoors
126. FARM MAGAZINES
126.v2 FARM MAGAZINES
127. CRIME, EXPOSE, SEX
128. COMIC BOOKS
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130. PRINTERS AND PRINTINGS
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   130.2 Technol Advance: General
   130.3 Technol Advance: Specific
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   130.7 Paper
   130.8 Individual Firms
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134. MEN'S MAGAZINES & PICTURE MAGAZINES
135. LOCAL MAGAZINES/NEW YORK MAGAZINE COMPANY

Box 16:

136. MISCELLANEOUS MAGAZINES/GENERAL A-D, F-G
137. NEGRO MARKET & MAGAZINES
   137.1 Minority Groups
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140. QUALITY
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142. SUNDAY SUPPLEMENTS
144. RELIGIOUS MAGAZINES
145. WOMENS
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   145.2 Store Distributed
145A WOMENS

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Box 17:

Course Files
   Communications 470, 1965-66
   Lecture Notes for Courses, 1978-81
   Course Notes, 1979-84
   Notes for Course Lecture on Editing, 1981-89
   J326 Notes, 1981-84
   J326 Notes, 1981-86 (2 folders)
   J326 Article Organization, 1980-81
   J326 Market Report, 1985-86
   J330 Prospectus Assignment, 1982
   J330 Prospectus, 1985
   J330 Inventory/Contents, 1985
   J330 Magazine Analysis, 1985
   J330 Statement, 1985
   J330 Dummy, 1985
   J330 Notes (2 folders)

Lectures and Speeches
   Addresses from Magazine Seminar, 1960
Dial Club Talk, 1985
Lectures, 1952-72 (7 folders)

Box 18:

Lectures, 1975-85
Postal Testimony, 1971

Peterson Publications, Articles
Scrapbooks of Clippings, 1933-38 (3 folders)
Ski-U-Mah and Minnesota Daily Articles, 1939-40 (2 folders)
Ski-U-Mah Issues, 1937-1941 (2 folders)
Quill: A Magazine for Journalists, 1940-65
Articles Written during Military Service, 1941-45
Journalism Quarterly, 1945, 1948, 1951
Publications, 1946-58
Swing Magazine, 1947-51
Labor Journal Editors' Conference, 1950, 1952
Mass Media and Education: NSSE Yearbook, 1954
ATA Magazine, 1957, 1959
Mississippi Valley Medical Journal, 1956-60
Christian Century, 1958-62
Publications, 1961-72
Christian Science Monitor, 1961
The Cresset, 1961-68
American Association of Agricultural College Editors, 1962, 1966
Japan-America Forum, 1963
Tematy, 1963
The Antioch Review, 1963-64, 1969

Box 19:

Saturday Review, 1964-65
Quarterly Review of Economics and Business, 1964
Chicago Tribune Book Review, 1965-68
Reporting for People in Organizational Communication, 1965, 1967
Columbia Journalism Review, 1965-68
Wyoming Library Roundup, 1967
College of Communications Alumni News, 1977-78
Media Industry Newsletter, 1982
Illinois Quarterly, 1991

Peterson Publications, Books
<table>
<thead>
<tr>
<th>Title</th>
<th>Year</th>
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</thead>
<tbody>
<tr>
<td>Writing Nonfiction for Magazines</td>
<td>1949</td>
</tr>
<tr>
<td>Four Theories of the Press (first edition)</td>
<td>1956</td>
</tr>
<tr>
<td>Magazines in the Twentieth Century (first edition)</td>
<td>1956</td>
</tr>
<tr>
<td>Four Theories of the Press (Japanese translation)</td>
<td>1957</td>
</tr>
<tr>
<td>The Mass Media and Modern Society</td>
<td>1965</td>
</tr>
<tr>
<td>The Responsibility of the Press</td>
<td>1966</td>
</tr>
<tr>
<td>The Mass Media</td>
<td>1967</td>
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<tr>
<td>The Mass Media and Modern Society (second edition)</td>
<td>1971</td>
</tr>
<tr>
<td>Mass Media: A Casebook</td>
<td>1971</td>
</tr>
<tr>
<td>You and Communication in the Church</td>
<td>1974</td>
</tr>
<tr>
<td>People, Society, and Mass Communications</td>
<td>1964</td>
</tr>
<tr>
<td>Four Theories of the Press (Russian translation)</td>
<td>1998</td>
</tr>
<tr>
<td>Possessions: A Remembrance</td>
<td>2001</td>
</tr>
</tbody>
</table>

**Box 20:**

**Unpublished Books and Articles**

**Magazines in the Twentieth Century (1956)**
- Magazines in the Twentieth Century Original Draft, Chapters 1 and 6, ca. 1955 (2 folders)
  - Vita, Acknowledgments, etc.
  - Chapter 1: The National Magazine Emerges
  - Chapter 2: Effects of Advertising on Magazine Industry
  - Chapter 3: Growth of the Magazine Audiences--and of the Number of Magazines
  - Chapter 4: Fluidity and Concentration in Magazine History
  - Chapter 5: Logistics, Technology, Personnel
  - Chapter 6: The Old Leaders Die
  - Chapter 7: Some Magazines Survive
  - Chapter 8: New Leaders Emerge after WWII, Missionaries
  - Chapter 9: New Leaders: Merchants
  - Chapter 10: New Classes of Magazines Emerge: Confessions, Pulps, Detective, Fan, Men's Adventures
  - Chapter 11: New Classes: Newsmags, Digests, Pix Mags, Comers
  - Chapter 12: Magazines for Specialized Interests
  - Chapter 13: Content and Effects

**Magazines in the Twentieth Century 1st Edition Typescript**, ca. 1956 (3 folders)
**Magazines in the Twentieth Century Notes (for second edition)**, ca. 1964
**Magazines in the Twentieth Century 2nd Edition Typescript**, 1964
Abandoned Rewrite of Magazines in the Twentieth Century, ca. 1970
Four Theories of the Press (1956)
Outline of Four Theories: Sketch of Schramm, etc, 1956-92
Four Theories Draft for Criticism, ca. 1956 (2 folders)
MSS for Four Theories of the Press, ca. 1956
Clippings and Publicity on Four Theories, 1956-27 (2 folders)
Articles and Reviews for Four Theories, 1956-59
Awards and Congratulations for Four Theories, 1957
Sigma Delta Chi Awards (for Four Theories), 1957
Four Theories of the Press: Its Origins, 1986-93

Box 21:
"Editing Ski-U-Mah", 1940
"The Albert Lea Evening Tribune: A Newspaper and Its Environment", 1941
Freelance Manuscripts, 1945-49 (2 folders)
"A Manual of Instruction in Magazine Writing," 1946
"The Kansas City Star: A Product of Environment and Heredity", 1949
Article Manuscripts, 1949
"Government and Mass Communication", 1950
"Mass Communication: For the Working Group on Human Behavior", 1951
"Documents Related to the Relations Between Press and Government in England in the XV1th and XVIth Centuries," 1951
"How Sick Are Our Magazines" article, 1962
Historical Development of the Media in American Life, 1969
Manuscript for Yearbook--Magazines, 1976-77
Magazines--Chapter 8, 1980
Social Responsibility After the Hutchins Commission, 1987
Written Communications in "Skills for Creative Communications"

Photographs
Conference Photographs
Photographs, 1961-70
College of Journalism Faculty (photographs), 1965-66

Box 22:
Esquire clip book, 1943. With note that Fred Siebert advised Esquire when post office denied it 3rd class mailing privileges due to obscenity. Contains clippings from the magazine to which the Post Office objected.