

13/1/22
Communications
Dean's Office
Theodore B. Peterson Papers, 1933-2001

Box 1:

Peterson Vita, 1982

Personal Correspondence (subject file)

A, 1973-74, 1976-79

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

G, 1973, 1975-79

H, 1973-74, 1977-79

J-K, 1973-79

W. Alec Jordan

L, 1973, 1977-79

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

P, 1973-75, 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
1973, June-Dec.
 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.
"British Crime Pamphleteers: Forgotten Journalists," Journalism Quarterly 22
Dec. 1945.
- 1951, 1952, 1955, 1956
"The Case of General Yamashita: A Study of Supression," Journalism Quarterly
28 Spring, 1951: 196-204.
"The Economics of Magazine PUBLISHING: The Role of the Publisher," Current
Economic Comment 14 August 1952: 52-60.
"Editing the Medical Manuscript," Symposium on Medical Writing, Oct. 1, 1952,
pp, 13-16.
"Report on the American Medical Writers Association Manuscript Editing Service,"
American Medical Writers Association, Sept.
30, 1955, pp. 15-16.
"Gold Into Dross," The BC Teacher December 1956: 129-31.
- 1958, 1959

"Some Neglected Areas of Magazine History," Journal of Journalism History May 1958: 2-4.

"A Criticism of Press Criticism," The Christian Century, Sept. 16, 1959, pp. 1048-51.

"The Omnipotent Reader," The ATA Magazine 40 October 1959: 13-14.

1960, 1961, 1962

"The Educators' Point of View - A Symposium," The Journalism Educator 15 Summer 1960: 83-87.

"Magazine Publishing in the U.S., 1960," Gazette 6:2 1960: 105-117.

"The American Magazine: An Assessment," The Cresset XXIV Sept. 1961: 7-10.

"Estates in Conflict," The Christian Century, July 18, 1962, pp. 883-885.

"Recruitment Should Start in High School," Gannetteer, July 1962: 21.

"Dean Peterson Suggests Some Ways for Extension to use the Mass Media," ACE 3 Dec. 1962: 4, 8.

"The Minority Magazine in a Mass Media Culture," The Cresset XXVI Nov. 1962: 8-15.

1963-64

"Dean Peterson Suggests Some Ways for Extension to Use the Mass Media, Part II," ACE 4 Feb. 1963: 3, 12.

"Journalism Education: Some of its Unresolved Questions,," The Quill Oct, 1963: 36-37.

"Journalism Communications and the Future of the Discipline," Journalism Quarterly 40 Autumn 1963.

"The Course of Magazine Development During the Next Decade," The Cresset XXVII Feb. 1964: 8-15.

"Magazines: Today and Tomorrow," Gazette X:3 1964: 215-229.

"Magazines: Today and Tomorrow," The Quarterly Review of Economics & Business 4 Winter 1964: 25-36.

"When Magazines Fight Together," Saturday Review Dec. 12, 1964, p. 74.

1965

"What Research can do for the Editor," ICIE Reporting 17 Jan. 1965: 3-8.

"Notes on the Teenage Beat," Saturday Review Feb. 13, 1965, p. 76.

"The Golden Glow of Sunset," Saturday Review March 13, 1965, pp. 146-147.

"A Trade Magazine that hit hard," Columbia Journalism Review Summer 1965: 21-22.

"Edward Bok and the American Dream," The Emory University Quarterly XXI Fall 1965: 196-206.

"Magazines in the Next 10 Years," The Catholic Journalist 16 Sept. 1965: 6-8.

"Magazines and the Challenge of Change," The Quill Nov. 1965: 44-45, 62.

1966-68

"The Implications of the Population Explosion for Communications," Occasional

Papers in Advertising 1 May 1966: 53-64.

"Changes Ahead in the Print Media," ACE 49 July-August 1966: 11-14.

"Playboy and the Preachers," Coronet Oct. 1966: 11-16.

"The Editor and a World of Exploding Information," Reporting (Jan. 1967): 6-8.

"Playboy and the Preachers", Dominion (Jan. 1967).

"The Mass Media and Public Enlightenment," Illinois Libraries 49 March 1967: 149-158.

"How to get them in and Keep them in,": ACP Copylog 7 July 1967: 4-6.

"Our Changing World of Communications," Reporting Sept. 1967: 5-8.

"Communications in a Changing World," The Cresset XXXI June 1968, 8-14.

Manuscripts - Talks, Reviews

including mimeographed and duplicated material

1948, 1951

"A Manual of Instruction in Magazine Writing," 1948.

"Communication," Working Group on Human Behavior, 1951.

1952, 1955

"Concentration of Ownership in the Magazine Industry," 1952.

"The Scientific Manuscript," Fourth Conference on Dental Journalism, 1955.

"Treating Ailing Articles," 1955.

1955-58

"Editorial Evaluation Project," ABP Meeting, 1955 and 1956.

"Those Handy Perennials, Magazines," 1957.

"A Preliminary Study of N.A.E.B. Periodicals," 1957.

Notes for Talk on Magazines, McGraw-Hill Publishers' Committee, 1957.

"Editor's Kit," American Newspaper Week, Oct. 1958.

Notes for Talk, McGraw-Hill Editors, 1958.

"The Necessity for dealing with Controversial Issues," 1958.

Notes for M.P.A. Panel, 1958.

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

"The Minority Magazine in a Mass Media Culture," 1960.

"Future Trends in American Magazines and Church Magazines," Magazine Seminar, 1960.

"The Development of Magazines and Church Magazines in America," 1960.

"Journalism Education: The Educator's Point of View," 1960.

"The American Magazine: An Assessment," 1960.

"The Changing Role of Journalism Schools in Higher Education," 1960.

- "Magazine Publishing in the U.S.," 1960.
 Career Prospects in Journalism, 1961.
 "Magazines," in Collier's Encyclopedia Yearbook, 1961.
- 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."
 "Minority Magazines," Sociological Abstracts, 1963.
 "A Criticism of Press Criticism."
 Reviews of Social Responsibility of the Press, by J. Edward Gerald, and The Role of the Mass Media in Democratic Society, by DeWitt Reddick.
- 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.
 Review of The Curtis Caper, by Joseph C. Goulden.
 "No Botflies, no soybeans, no curly-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."
 Review of Oswald Garrison Villard: Pacifist at War, by Michael Wreszin.
 "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

Review of Echoes of Revolt: The Masses, 1911 to 1917, by William L. O'Neill.
"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."
"Magazine," and "Canadian Magazines" American Education Encyclopedia, 1966.
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."
"Magazines," for ISHSPA Book of Gene Geilmore.
"Illini Horizons."
"Review of the Best Magazine Articles: 1967, by Gerald Walker, 1967.
"Communications in a Changing World," 1967.
Review of Time Inc.: The Intimate History of a Publishing Enterprise, 1923-1941, by Robert T. Elson, 1968.
Review of Art & Glory: The Story of Elbert Hubbard, by Freeman Champney, 1968.
"How can we Compare Successfully for the Reader's Time?" 1968.
Review of Ross, The New Yorker and Me, by June Grant, 1968.
"Magazine Content: The Nude in "Jubilee" and other Pleasures," 1968.
"Commercial Control of the Mass Media," 1968.

1969

"Volume and the Media: Background for Investigation," Task Force on Mass Media.
"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.
 Review of The Liberty Years, 1924-1950, by Allen Churchill.
 Presentations of Canadian Education Press Association, Sixth Meeting, Banff, October 8-11, 1969.

Box 4:

1970, 1971, 1972, 1973

"Consumers in the 70s," 1970.

Review of Decline and Fall, by Otto Friedrich, 1970.

Review of The Curtis-Culligan Story: From Cyrus to Horace to Joe, by Matthew J. Culligan, 1970.

"The Bleak, Bright Future of American Magazines," 1970.

Review of Max Brand, by Robert Easton, 1970.

Review of Father Figures and Editor: "New Statesman" Years, 1931-45, by Martin Kingsley, 1970.

Review of The Curtis Affair, by Martin S. Ackerman, 1970.

"Magazines," in Collier's Yearbook, 1970.

"Magazines in the '70s," 1970.

"Communications in an Electronic Age," 1971.

"Statement on the Social Values of American Magazines," 1971.

"Journalism Education and Press Responsibility," 1971.

Review of Nothing but People, by Arnold Gingrich, 1971.

Review of The Curtis Magazines, by James P. Wood, 1971.

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.

Review of Divorce Corporate Style, by Don Gussow, 1972.

"Deep Centerfield, or what About Magazines in the Afterlife?" 1972.

Review of The World of Fanzines, by Fredrick Wertham, 1973.

Review of The World of Time, Inc., by Robert T. Elston, 1973.

"Magazines, Floundering or Flourishing?" 1973.

1974-1979

Review of Lincoln Steffens, Justin Kaplan, 1974.

Reviews of Hefner, by Frank Brady, and Horatio's Boys, by Edwin P. Hoyt, 1974.

Review of The Comic-Book Book, by Don Thompson, 1974.

Talk, Esquire Sales Conference, 1974.

Review of The New Journalism, by Tom Wolfe, 1974

Review of The Man of Only Yesterday: Frederick Lewis Allen, by Darwin Payne, 1975.

"Magazines," Collier's Yearbook, 1975.

Reviews of Thurber, by Burton Bernstein, and Here at the New Yorker, by Brendan Gill, 1975.

Arnold Gingrich, 1976.

Review of Nothing but People, by Arnold Gingrich, 1976.

Review of That was the Life, by Dora June Hamblin, 1977.

Review of The Master of Sunnybank, by Irving Litvag, 1977.

Review of The Condensed World of the Reader's Digest, by Samuel A. Schreiner, 1977.

Notes for Memphis Nighthawk Album, 1977.

"The University of Illinois Press in Context," 1978.

Review of Concerned About the Planet, by Martin K. Doudna, 1978.

Review of Ferber, by Julie Gilbert, 1978.

Review of Reaching for Paradise, by Thomas Weyr, 1979.

1980-83, 1985, 1987

"Magazines," 1980.

Advertising, 1980.

"The Mass Media and their Environments: A Journey into the Past," 1981.

"Why do Magazines Die?" 1982.

Remarks at Retirement Dinner for Willard Thompson, 1983.

"Magazines," International Encyclopedia of Communications, 1985.

"Fred Siebert Memorial Service," 1982, 1987.

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.

"Give Your Readers a Break!" Proceedings: 4th Annual Labor Journal Editor's Conference, 1950.

Coranto (4 issues), 1950-51.

"Building Audiences for Educational Radio Programs," Institute of Communications Research, UI, 1951.

"Communications and Employee Publications," Report of Conference, January 10 and 11, 1952.

"Final Program," American Medical Writers' Association Meeting, October 1-3, 1952.

"Making Your Point," 6th Annual Labor Journal Editors' Conference, 1953.

"Three Articles for which Redbook Magazine received the Benjamin Franklin Magazine Award," 1954.

"Papers Presented at the Conference of Communication of Mental Health Information," Allerton House, 1955.
 Lawrence W. Murphy, "The Dawn of Daily Newspaper Journalism in the United States," 1956.
 Fredrick S. Siebert, "The Mass Media in a Free Society," 1956.
 "Communication of Mental Health Information," UI, 1956.
 Benjamin Franklin Awards, Quill, Jan. 1957.
 "Attitude Change Through Mass Communication," Institute of Communications Research, UI, 1958.
 Joseph T. Tykociner, "Research as a Science - Zetetics," UI, 1959.
 "The Development and Change of Popular Conceptions of Mental Health Phenomena," Final Report, Mental Health Project, UI, 1960.
 George Gerbner, "The Portrayal of Mental Illness in the Mass Media," Institute of Communications Research, UI, 1960.
 "Understanding Media," National Association of Educational Broadcasters, 1960.
 Arnold Gingrich, "The Facts of Life and Death in the Magazine World," 1963.
 "Covering the Illinois Constitutional Convention: an Orientation Seminar for Newsmen," College of Communications, UI, 1969.
 Herbert Hamilton, "The U.N. and the Public," Institute of Communications Research, 1964.
 "Communications Research in U.S. Universities, A Directory: 1969," Institute of Communications Research, 1969.
 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)
 Scrapbooks, 1962-79, 1992 (6 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
- 25 a PLAYBOY:CONTENT, CLUB, OTHER MAGAZINES
 - 25.1 Content
 - 25.2 Clubs
 - 25.3 Other Magazines
 - 25.1 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 Misl. 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 Misl. 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 Miscl.
- 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-reguaation
 - 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 Media

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 Msc.
 - 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 Miscl.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
- 129. ARTS, GOURMET, HI-FI, MUSIC, THEATER
- 130. PRINTERS AND PRINTINGS
 - 130.1 General
 - 130.2 Xechnol Advance: General
 - 130.3 Technol Advance: Specific
 - 130.4 Holography
 - 130.5 Economy & Quality
 - 130.6 Production Problems
 - 130.7 Paper
 - 130.8 Individual Firms
- 131. INCOME
 - 131.1 Expense
 - 131.2 Profits
 - 131.3 Profit-Loss & Overall Costs
 - 131.4 Break-even Points
 - 131.5 Risks
 - 131.6 Advertising Promotion Costs
 - 131.7 Advertising Sales
 - 131.8 Circulation Costs
 - 131.9 Editorial Salaries
 - 131.10 Art Work Costs
 - 131.11 Paper Costs
- 133. REGIONAL EDITIONS
 - 133.1 Directories of
 - 133.2 Individual Magazines
 - 133.3 Business Papers

- 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
- 136. NEWS MAGAZINES
- 139. ONE-SHOTS
 - 139.1 Pulp
 - 139.2 R-TV Fan, Movie Fan
 - 139.3 Confessions
- 140. QUALITY
- 141. SCIENCE & MEDICINE
- 142. SUNDAY SUPPLEMENTS
- 144. RELIGIOUS MAGAZINES
- 145. WOMENS
 - 145.1 Home Service
 - 145.2 Store Distributed
- 145A WOMENS
- General Index to Binders, Numerical

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
Why Magazines Die? Brown Bag Talk, 1982
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

Writing Nonfiction for Magazines, 1949
Four Theories of the Press (first edition), 1956
Magazines in the Twentieth Century (first edition), 1956
Four Theories of the Press (Japanese translation), 1957
The Mass Media and Modern Society, 1965
The Responsibility of the Press, 1966
The Mass Media, 1967
The Mass Media and Modern Society (second edition), 1971
Mass Media: A Casebook, 1971
You and Communication in the Church, 1974
People, Society, and Mass Communications, 1964
Four Theories of the Press (Russian translation), 1998
Possessions: A Remembrance, 2001

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)

Magazines in the Twentieth Century Galley and Handbook, 1956 (14 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, Comics

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
 "A Study of Some British Crime Broad­sides, 1557-1900 (BA/MA Thesis)", 1941, 1948
 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
 XVith and XVIIth Centuries," 1951
 Magazines in the United States, 1900-1950: A Social and Economic History (dissertation),
 1954 (2 folders)
 "How Sick Are Our Magazines" article, 1962
 Historical Development of the Media in American Life, 1969
 Statement on the Social Value of American Magazines, 1971
 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.