13/2/20
Companies
Advertising
Charles H. Sandage Papers, 1910-1999

PROCESSING NOTES

1) Except for one clearly indicated exception in Sandage's research notes, all cross-reference sheets in these files were placed there by Sandage or his secretary, not during processing in the University Archives.

2) The following abbreviations are commonly used in the finding aid:
   AAA = American Academy of Advertising
   AAAA = American Association of Advertising Agencies
   AASDJ = American Association of Schools and Departments of Journalism
   AAUP = American Association of University Professors
   AAUW = American Association of University Women
   AEF = Advertising Educational Foundation
   AEJ = Association for Education in Journalism
   AFA = Advertising Federation of America
   AIA = American Industrial Advertisers
   AMA = American Marketing Association
   ANA = Association of National Advertisers
   ARF = Advertising Research Foundation
   CHS = Charles H. Sandage
   JWW = James Webb Young
   NAB = National Association of Broadcasters

CHRONOLOGY OF THE LIFE OF CHARLES SANDAGE

August 21, 1902 Born in Hatfield, Missouri
1917-23 Attended Graceland Academy and Junior College, Lamoni, Iowa
1923-25 Teacher, Dunlap Township High School
August 5, 1924 Married Dorothy Briggs
1926 A.B., State University of Iowa, Iowa City
1927 Son, Allan R. Sandage born
1927 M.A., State University of Iowa
1928 Attended University of Illinois
1927-28 Assistant Professor of Economics, Simpson College (Indianola, Iowa)
1928-29 Assistant Professor of Business, Kansas State University
1929-35 Assistant/Associate Professor of Business, Miami University (Ohio)
1930-35, 1937-39 Lecturer in Marketing, University of Cincinnati
1931 Ph.D., State University of Iowa
1935-37 Assistant Chief and Chief, Division of Transportation and Communications, Bureau of the Census
1936 Published first edition of Advertising Theory and Practice
1936-37 Lecturer, Advertising, University of Pennsylvania: Wharton School of Finance
1937-46 Professor and Department Head, Department of Marketing, Miami University
1941 Visiting Professor of Marketing, University of California
1942 Ohio Office of Price Administration (OPA) State Price Officer
1943-44 Guest Lecturer, Harvard University
1944-46        Vice-President and Director of Research, Research Institute of Transit Advertising
1945           Published Radio Advertising for Retailers
1946-68        Professor of Advertising, University of Illinois (Emeritus professor, 1968)
1946-95        President, Farm Research Institute (incorporated in January 1984)
1956-58        Federal Communications Commission Consultant on Advertising and Marketing
1957           Appointed head of newly created Division of Advertising, U of I
1959           Appointed chair of newly created "Department of Advertising"
1950s          Established James Webb Young Fund at the University of Illinois
1964           Won Gold Medal Award from Printers' Ink
1970           Dorothy Briggs Sandage died
July 1971      Married Elizabeth Danner
1984           Elected to Advertising Hall of Fame for work as advertising educator
April 23, 1998 Died in Urbana, Illinois

Box 1:

BIOGRAPHICAL INFORMATION

Biographical Data (includes a timeline of Sandage's life by Maynard Brichford)
Personal History, 1947-66
Photos
Address Book, c. 1949

PUBLICATIONS

"Teaching Advertising," manuscript, 1930s

"Lucky Strikes: A Lady's Cigarette?" manuscript rejected by Printers' Ink, 1930


Vocational Guidance Talk and Material, 1939-40

Marketing Book, manuscript and clippings, 1939, 1945, 1958
Chapter Outlines
Chapter 1, first draft, and Chapter 2, "Philosophy of Business," 1st draft, 1941-46
"Advertising Theory and Practice, Teachers' Manual," manuscript, 1939

"General Characteristics of Radio as an Advertising Medium," ca. 1945


"Can an Advertising Man Be a Christian?" 1946


"How Much Advertising Can be Taught in the Colleges?" St. Louis Advertising Club, February 25, 1947


"The Farm Market for Milking Machines in Indiana," manuscript, February 1948

"Selling a Nutrition Program," Nutrition Talk, Nutrition Workshop at U of I, June 1948

"Improving Standards of Teaching in Advertising," Cleveland Talk, AMA Convention, Cleveland, OH, December 28, 1948, and correspondence 1946-48

"What Educators Think about Advertising." Houston, TX Talk, and correspondence, 1949-51


"What Principles of Advertising Should Include" (outline for course in advertising principles), manuscript, 1950s

"Viewpoints of Educators Regarding Advertising." Torch, January 1950, beginning on pp. 17


"What Retailers Think of Advertising" (Atlanta Advertising Talk), Advertising Institute, Emory University, March 19, 1951, and correspondence 1951-53

"What Retailers Think of National Advertising," AFA Convention, St. Louis, June 13, 1951


"The Need For Agency-Educator Cooperation in Advertising Education," Central Region
Meeting of AAAA, October 14, 1954/"A Philosophy of Advertising Education," Journalism Quarterly 32:2 (Spring 1955), pp. 209-211


"Do Research Panels Wear Out?" Journal of Marketing, April 1956, pp. 397-401

"Prospects for Advertising Research in Our Colleges and Universities," AEJ Convention, June 1956

"Machinery for Implementing the Responsibilities of Advertising Educators," AMA Convention, Chicago, IL, December 29, 1958

Chicago Ag Ad Association Talk, untitled, regarding background of Farm Research Institute, May 4, 1959, and correspondence 1957-59


“The Right to Know,” Grassroots Editor, May - June 1971

"What Do Your People Think of You?" American Institute of Cooperation Talk, Urbana, IL, August 1959

"What Farmers Think of Advertising," August 1959

"Advertising Education at the University Level," AAAA Talk, Central Region Meeting of American Association of Advertising Agencies, Chicago, IL, October 15, 1959

“Advertising Education and the University,” University of Missouri, May 1971


"Using Advertising to Implement the Concept of Freedom of Speech," manuscript, 1960s
A Very Fertile Spot for Seed Corn in the Field of Advertising: The James Webb Young Fund, pamphlet, 1960s


"Proposal for Establishing an Advertising Experiment Station," manuscript, February 1960

"How to Create a Psychological Climate for Farm Advertising," Chicago Ag Ad Association Talk, May 2, 1960, and correspondence 1959-60

"The Farm Market Calls for Special Advertising," AMA Convention, Minneapolis, MN, June 16, 1960, and correspondence, 1960

The Promise of Advertising, Homewood, IL: Irwin, 1961. (Located in Box 22)

"Basic Functions of Advertising," 5th District Conference of AFA, Cincinnati, OH, May 12, 1961

"Consumers, not Commissars, Must Make the Choices," Advertising Age, May 15, 1961, pp. 77-80 (also delivered as a speech before the 5th District Conference of AFA)

"The AAAAA-Educator Cooperative Program After 10 Years" (AEJ Talk), AEJ Annual Convention, Ann Arbor, MI, August 1961

"The Next Step: A Philosophical Foundation for Advertising," 24th Meeting of AAAAA Central Section, Chicago, IL, October 12, 1961


"Importance of Advertising to Cooperatives," Patrons Guide (Illinois Farm Supply Co.), March 1962

"Advertising: The Vital Persuader," Country Beautiful, April 1962, pp. 36-42 (legal size folder; see box 22)

"What Educators Think About Advertising," Advertising Federation of America (AFA) 45th Annual Convention, Houston, TX, May/June 1962


"Too Little for Advertising's Future," Printers' Ink, June 14, 1963

"The Challenge of Advertising Education," AAA National Convention, St. Louis, MO, June 6, 1964

"A Philosophy of Advertising Education," AFA 6th District Conference, Bloomington, IN,
September 25, 1964


"Economic Impact of Higher Education in the State of Illinois," Amarillo, TX talk, September 1965

"Some Observations About Advertising Education," manuscript, May 1968

*Advertising Theory and Practice*, 8th edition, Homewood, IL: Irwin, 1971 (Located in Box 22)


"The Process and Art of Aging," manuscript, December 1997

Bloomingon Talk on business research, undated


Ideas for Articles and Speeches, 1966-73

**Box 2:**

Ideas for Talks, 1955-65

Articles, General, 1947-50. Includes manuscripts of:

- "The Scope of Advertising"
- "Making the Most of Advertising"

Talks, General, 1944-66 (2 folders); see also, "Speeches: Jack Weber," general subject files, p. 16. Includes manuscripts of:

- Untitled Speech to [Institute of Transit Advertising?] Board of Directors, October 14, 1944
- "Talk on Radio Advertising By Retailers," Chicago Chapter, AMA, September 20,
1944
"Washington Retailers"
"Using Consumer Panels for Measuring Localized Sales Strategies"
Untitled talk, Chicago, September 7, 1966
"Advertising: A Medium of Communication"
Notes on a talk before the Agriculture Faculty, March 12, 1951
"What Makes Some Advertising Communications Outstanding?" Farm Marketing Seminar (CAAAA), April 22, 1963
"The Place of Advertising in Society," ISHPA, September 1965
"Increasing Advertising Effectiveness," Springfield Ad Club, October 26, 1965
"What Kind of an Education Are You Getting at U of I?", Gamma Alpha Chi, May 12, 1964
"Advertising and the Mass Media," AAUW, May 1961
"A New Look at Advertising"
"The Nichols Cup is Well Placed in 1965"
"Pertinent Excerpt From Sandage Remarks at Central Region 4 A's Educator-Practitioner Dinner," October 21, 1964
"Hileman's Holiday," 1955
"Advertising as a Career," Champaign High School, September 20, 1961
"Advertising: Its Mission Today and Its Future For You"
"Current Events in Advertising/An Academic Education in Advertising"
Two untitled talks to Gamma Alpha Chi (women's advertising fraternity)
"Educational TV," c. 1959
"What is Ahead"
"Our Older Consumers"
Untitled speech to St. Louis Ad Club
"Advertising"
"Research in Advertising"
"The Role of the Press in a Society," U of I Regional Planning class, May 5, 1948
"Developing an Efficient Advertising Program"
Untitled speech, in absentia, for University of Illinois, November 1966, Chicago

GENERAL CORRESPONDENCE

American Association of University Professors (AAUP), 1951-53, 1958-60
AAUW Talk, 1962
Advertisers' Club of Cincinnati, 1965-66
Advertising, 1939-41
Advertising Age, General, 1962-67
Advertising Club of Cleveland, 1965-66
Advertising Council, 1959-67
Advertising Experiment Station, 1956-61
Advertising Federation, St. Louis (1951), 1949-51
Advertising Research, Accounting and Correspondence, 1959-61
Advertising Research Foundation, 1962-67
John Albright, 1940-42
Alpha Delta Sigma Advertising Fraternity, 1937-48
American College of Radio Arts, Crafts, and Sciences, 1962
American Heritage, 1956
C. Vivian Anderson, 1939
Association of Industrial Advertisers, 1963-66
Association of National Advertisers, 1962-65
Awards: C. H. Sandage, 1966
Joseph Baschelder, 1956
Roscoe L. Barrow, 1961-65
Batten, Barton, Durstine and Osborn Inc., 1964-67
Don Belding, 1963
Bermuda Trip, 1965-66
Sid Bernstein (Advertising Age), 1955-64
   Percent of Sales Devoted to Advertising, 1954-56 (2 folders)
George Biggar (Listenership Survey, WLBK, DeKalb), 1956-58
John F. Bonsib, 1964-65
Elon G. Borton, 1958
Dean H. R. Bowen, 1949-50
Ernest Boyd, 1950-62
Steuart H. Britt, 1958-66
Broadcast Advertising Club (AIA), 1964-67
Car, Chrysler (vehicle owned by Sandage), 1938-41
Chamber of Commerce Advertising Correspondence, 1953-55
Champaign-Urbana Advertising Club, 1963-65
Chemical Research Products, 1942
Chicago Federated Advertising Club, 1964-65
Dick Christian, 1965-66
Consumer Advisory Council, 1962
Consumer Distribution Co., 1942
Consumer Panel, 1947-51
Consumers, 1940-41
Paul Converse, 1949-56
Coopers, Inc., 1940
John Crichton (AAAA Foundation), 1966-68
Richard Dickson Jr. (Indiana Wire and Specialty Co., Inc.), 1962
Direct Mail, 1951-60
   Advertising Conference, 1955
   Institute, 1958-60
Donnelly Co., 1964-65
Du Pont, 1962-65
   Conference, 1961-62
Ebony Magazine (Johnson Publishing Co.), 1964-65
Editorial Evaluation, 1956

Box 3:

Don Erickson, 1967-69
F. B. Evans, 1962
Federal Communications Commission, 1955-56
Tyge Filseth, 1962
Edward L. Fischer, 1960-61
Alan Fletcher, 1967-68
Emerson Foote (James Webb Young Fund Executive Committee), 1964-65
Edward J. Fox, 1961-62
Vern Fryburger, 1956-66
Future Mailing/Promotion Bulletins, 1952
Frederic R. Gamble, 1957-62
Gary, IN Public Schools, 1940
General Outdoor Advertising, 1963
Gold Medal Award, CHS (from Printers' Ink), 1964-65
Budd Gore, 1961-63
Charles Greene, 1967-69
Grubb Advertising Co., 1959-63
Grubb-Peterson Award, 1957-61
Sandy Gunn, 1957-66
Alvin Haerr, 1953-64
Ralph Harris, 1962-63
Marion Harper, Jr., 1960-63
Hoosier Casualty Co., 1939
House Correspondence (E. Chestnut St., Oxford, OH), 1938-41
H.W. Huey, 1965-66
Graham Hutton, 1961-62
Illinois Markets, Clinic/Conference, 1952-54
Indian Communications Council (Frank Stewart/Bob Grubb), 1964-66
Industrial Advertising Research Institute Grant-in-Aid, 1958
Institute of Communications Research, 1948-52, 1958
Advertising Theory and Practice, 1962-67
The Promise of Advertising, 1961-64
Authors and General, 1960-61
Inquiries About and Orders For, 1961-64
The Role of Advertising. Comments and Letters, 1960-66
Iowa City, 1928-30 (summer coursework and thesis research at the State University of Iowa City)
Stephen D. James, 1962
Myra Janco, 1957-65
John E. Jeuck, 1940, 1952-55
Donald Kanter, 1961-65
Kappa Tau Alpha (journalism/communications honorary), 1965-66
D. L. Kemmerer (Committee for Study of Individual Freedom), 1962
Kissick-King Committee, 1950-53
Jack Kitson, 1967
Edward J. Lauesen, 1962
Bob Lauterborn, 1990
Layout-Typography Clinic, 1955-57
Libbey-Owens-Ford Glass Co., 1962
Lie Detector Correspondence (demonstration of polygraph to students at Miami University),
1940-41
Earle Ludgin (Ad Age Article and Sandage Response), 1951
Lumber Dealers' Short Course, 1947-53
Dr. John Maloney, 1964
Marketing Services, Contracts and Bills, 1931-33
Marketing Services Institute, 1965-66
Marriage Course, 1939
Marsteller, Inc. (other than J.W.Y Fund), 1960-68
"Great" Farm Ads, 1962-63
100 Greatest Ads (Industrial), 1961-62
Speech material, 1958-61
James W. Martin, 1930
Cleo Martinez, 1967-69
Martin Mayer, 1961-65
Henry Mayers, 1961
H. H. Maynard, 1939-40
William McGill, 1979
William S. Merrel Co., 1956-62
Arthur Meyerhoff, 1959-65
Middletown Consumer Correspondence, 1938

Box 4:

Bill Mindak, 1965-66
Ray Mithun (Campbell-Mithun, Inc.), 1966
Monmouth College, 1961
Joan Marie Moynagh, 1958-59
Carol Mosely-Braun, 1993
NAB Convention, 1936
Perham C. Nahl, 1951-62
Needham, Louis, and Brorby, Inc., 1962-64
Ellis H. Newsome, 1960-61
New York Trip (Dancer-Fitzgerald-Sample), 1966
Office of Price Administration, Consulting, 1942-44
Dictator File (letters for dictation), 1942
Emergency Price Control Act, 1942
Outside Consulting--General Correspondence, 1948-51
Morgan S. Belser, 1947
Farm Bureau, 1946-49
Farm Research Institute/Indiana Farm Bureau, 1941, 1946-48
Lake Geneva Co-Op Conference, 1946-47
National Cooperatives, 1947
Savings and Loan Associations, 1947-50
Work Outside of Miami University, 1930-35

Packaging Short Course, 1952-53
Panels, Sabbatical Research, 1955-56
Personal Correspondence, 1938-39
1942-60 (3 folders)
1943-58
1944-45
1945-46
1947-60
1956-66 (2 folders)
1965-67
1967-70
1991
"Active," 1936-68
"Inactive," 1942

Phi Beta Kappa/Kappa Tau Alpha (KTA is journalism/communications honorary), 1949-54
Henry Ponleithner, 1965
Edward Pousland, 1936-53
James L. Price, 1969
Printers' Ink, 1958-66
Advertising Gold Medal Award Letters, 1964-65

Box 5:

Publications (CHS)--General Letters, 1930-1941
Advertising Theory and Practice and Other Manuscripts, 1946-68 (2 folders)
1951 Book Revision, 1951-53
General Correspondence Other than Irwin Inc., 1961-66
Magazines, Bulletins, 1947
Marketing by Manufacturers, 1946, 1949
The Promise of Advertising, Orders and Records, 1961-62
Radio Advertising for Retailers, 1946-47
Public Opinion Quarterly, 1966
Radio/TV Pricing Experiment, 1955
Hadley Read, 1961-65
Virgil D. Reed, 1939-42, 1962
Requests For Info--From Teachers, 1948
From Non-Teachers, 1948
Retail Survey Letters, 1933
Eldon Rohrson, (VP, Tatham-Laird Inc.), 1964
A. R. Root, 1960-61
Sydney Roslow (The Pulse Inc.), 1966-67
Kim B. Rotzoll, 1992
Ira W. Rubel, 1961-62
Tom Russell, 1967-68
Sears Roebuck, 1956-57
Arthur Seldon, 1961-62
Martha Senger, 1961-63
Frederick S. Siebert, 1945-46
Sigma Delta Chi (professional journalism fraternity), 1957
Julian Simon--Letters, 1964-65
Memos, 1964
482 Mimeograph Material
Paul Simon, Senator
Mihovil Skobe, 1962-66
Richard E. Smoker, 1961-64
Spanish Swindle Letters, 1948 (correspondence with a fraudulent direct-mail correspondent to
assist in exposing the fraud; see also "Unusual Items"

Sperry and Hutchinson, 1963-64
Daniel Starch, 1960-62
Student/Alumni Correspondence, 1949-66 (2 folders)
   Former Students, 1968-70
Student Union Building, Miami of Ohio, 1941-47
Summer Advertising Interns, 1947-48
Charles E. Swanson (Curtis Publications), 1962, 1965
Syracuse Legal Media Case, 1960
James Tasker, 1964
Thesis Material (Mary McClory, Robert Carroll), 1950
J. Walter Thompson, 1956-66
Dik Warren Twedt, 1961-62
University of Cincinnati, 1937-38
University of Illinois Faculty, 1961
University of Iowa
University of Maryland, 1939
Unusual Items, 1941-42 (see "Spanish Swindle Letters")
Upjohn Co., 1964-65
Colston Warne, 1958-66
WCIA (Guy Main and August Meyer), 1962
Lester A. Weinrott, 1964
Wharton School of Finance and Commerce, 1937-42
Ben Williams, 1948
Bill Winter, 1967-68
Young and Rubicam, 1965
Russell A. Ziegler, 1963-67

GENERAL SUBJECT FILES

Ad Examples--"Dad" Joiner, 1931
   Metaphysics/Income Builders/"Psychiana," 1929-40
   R. A. McArthur, 1930-32

Box 6:

"Trapshooter" Reilly, 1930-31
Universal Oil and Gas Co., 1929-31
Advertising Age Essay, 1939-40
Advertising Agency, Duties and Liabilities, Legal, 1941
Advertising Budget, Statistics, 1928-38
Advertising Charts, 1945
Advertising Council, 1948-69
   War Advertising Council: Cooperative Advertising, 1943-47
Advertising Department, Case Studies, 1935-38
   Vernon Fryburger, 1961-63
   in Norway, 1966
Advertising Ethics, 1958-64
Advertising Federation of America (AFA) Promotion Plan, 1962
Advertising, General Clippings, 1950-68
Advertising Image and Believability, 1960-61
Advertising Media, Direct Mail, 1928-55, 1932-47 (2 folders)
    American Home, 1940-47
Advertising Newsletter, U.S. Chamber of Commerce, 1953-54
Advertising Research Findings, 1960
Advertising Research Foundation (ARF), 1956-61
    2nd Annual Conference, 1956
Advertising Statistics, 1957-68
Peter Allport, "What Have You Done for Me Lately," 1966-67
Alpha Delta Sigma and Gamma Alpha Chi (men's/women's professional advertising
    fraternities), 1950-57, 1963, 1966
Association of National Advertisers (ANA) Reports, 1966
Atkin, Supermarket Images, 1960
Attitude Research at Sea, 1966
Bayer Aspirin Case, 1963-64
Bibliographies: Copy Testing, Questionnaires, 1957-60

Box 7:

Bibliography of Doctoral Theses (AEF), 1959
British Advertising Board Exams, 1968-69
Steurt Henderson Britt, "What's Wrong With Advertising Education?" 1966
Floyd Brown, Co-op Thesis Digest
Butler County Consumers Council, 1938-39
Car Cards, Advertising, 1943-51, 1963 (2 folders) (1st folder is legal size; see box 22)
Dick Cech, "How to Marry Message and Media," 1966
Census of Business, Talks, Schedules, 1933-36
Chart of Radio Ads, c. 1935
Church Advertising, 1956-57
Class Quotations
Computers and Intuition in Advertising, 1965-66
Confidence Ad Research, 1960-63
Consumer Education Study Bulletin, 1938
Consumers' Research and Consumers' Union, 1939-41, 1956, 1965-66
Co-op Research Conference, 1959-1962
Corfam Case History, 1964
Creative Criteria, Marsteller, 1964
Creative Thinking, 1956-59
Creeping Capitalism in U.S.S.R., 1962
H. C. Dale, "Planaceas," 1937
Dissertations in History and English, University of Iowa, 1930
S. Watson Dunn, "Research in Brief," 1965
Educational Attitudes Towards Advertising, 1949-50, 1961-70
Excerpts/Jokes, 1935-45
Excerpts, Quotations, ca. 1940-1950
Excerpts on Educational Philosophy, 1949-55
Expense Account, 1946-68
Exposure/Readership Ratings, 1962
Farm Ads Project, 1962-63
Farm Research Institute: Panel Composition, Catalog, 1948-49
Federal Reserve Board Survey of Consumer Finances, 1958-59
Florida Cigarette Case, 1963
Emerson Foote, "Education for Advertising...Important or Not?" 1963
Former Students Now Teaching/Ph.D. Committees, 1964-65
Freedom of the Press Seminar, 1947-49
Frey Report, 1957
Vernon Fryburger
Claude Gifford, "What Agriculture May be Like in 1980," 1965
Great Ideas Campaign
Leo Greenland, "Consumerism," 1968
Grey Matter, 1954-64
Guides to Retailers, 1942-43
Hadacol, 1951
Hamilton Consumer Course, 1941-42
Harvard, Consumer Attitudes Questionnaire
Radio Cases, 1944
Harry Hepner, "Relative Influence of Men and Women," 1933
History of AASDJ, 1960
History of Advertising Education, 1926, 1957, 1964-68
Paul Hollister, "Advertising and the Consumer," 1941
Sidney Hoos, "Advertising and Promotion of Farm Products," 1958
Elbert Hubbard, "Initiative"
Indiana University Speeches, 1964-65
Industrial Advertising, 1959

Box 8:

Institute for Consumer Education, 1939-40
Institute of Communications Annual Report, 1961-62
Irwin Foundation, 1963-66
John Ise, "Excelsior," c. 1927
Job Needs in Advertising, 1956
Harold Johnson, Book Outlines ("A Naturalistic View of Advertising Communication"), 1966
Nicholas Kaldor, "The Economic Aspects of Advertising," 1949-50
George Kao, "American Prosperity," 1963
Lazarsfeld Memorandum, c.1940's
Life Background for Marketing Decisions, 1956-58
D. B. Lucas, "How is Your Cost Per Thousand?" 1956
Lucas & Britt Notes, 1962
MacFadden Publications (regarding housewife market), 1958-59
Marketing Sciences Institute, 1962-65
Marriage Lecture, 1934-46
W. A. Marsteller, "The Significance of Advertising," 1960
Marsteller Agency Compensation Policy, 1962
Marsteller Institute Ads
Marsteller Research Studies, 1959
Iain McLellan, "International Advertising and Communications Research," c. 1960's
Milwaukee Laboratory, 1965-66
William Mindak, "Do Newspaper Publishers Suffer from Marketing Myopia?" 1965
Motivation Research, 1954-56
National Advertising Review Board, 1975-79
National Association of Manufacturers, 1957
National Industrial Advertising Association, 1954-55
New Yorker Ads, 1958-59 (legal size folder; see box 22)
Non-Product Advertising, 1952, 1964
Notre Dame Research (Edgar Crane), 1961-62
Notes on Research Ideas
Ogilvy & Mather Agency, 1967
Ohio Advertising Law, 1959
Pearson, Forecast of 1948 Elections, 1948
Pension Plans, Illinois Chamber of Commerce, 1948
Personnel Problems in Advertising, 1957-68
Ted Peterson, "The Course of Magazine Development," 1963
Speeches and Papers, 1965-67
Philosophy of Education, 1952-61
Possible Advertising Conferences, 1949-65 (2 folders)

Box 9:
Possible Research Projects, 1947-61, 1945-46, 1957-63 (2 folders)
Ivan L. Preston and Eric Zanot, "Logic and Illogic in Advertising," 1966
Printers' Ink, "The War We're Losing," 1962
Promotion Folders and Bulletin Board Announcements, 1962-64
Public Broadcasting, correspondence, 1979
Public Relations Clippings, 1947-64
Public Utility Advertising, 1927
"Pursuit of Happiness," Life, c.1948
Radio--Broadcast Measurement Bureau (BMB), 1946
Cooperative Analysis of Broadcasting (CAB), 1945-46
Evaluation of Methods, 1946
Iowa Survey, 1943
"Quality of Listening," 1938-46
"Radio for Rural" Agriculture Study, 1945-46
Reader Interest, 1948
Readings, 1930-31
"Relative Effectiveness of Advertising Media," 1934
Research Methods (Foote, Cone, Belding Material), 1958
Theodore Repplier, "Advertising" Speeches
"The Gatekeepers' Plea," 1961
David Richmond, "Social Communication as a Marketing Variable" (Ph.D. dissertation) (3 folders)
Alberto Ruiz, "Methods and Principles of Measuring Radio Advertising" (M.A. thesis), 1946
Paul Salzberg, "Role of the Research Scientist in Society," 1964
Allan Sandage, 1965
"Sandage Inc.," 1947
San Jose State College, 1956
Schramm Material
Wilbur Schramm, "The Nature of Needs"
Scripts of Radio Broadcasts for Consumers, Cincinnati, 1937-39 (2 folders)
Al Seaman, "Government and Advertising," 1967
Sefershayan/Medical Advertising, 1959
Joseph Seibert, "Advertising and Business Fluctuations," 1930's
"Selling the Medium" (beer ads), 1944
Socrates/Teacher Evaluation, 1963
Sources of Research Info, 1960
Speeches: Jack Weber (includes remarks of Sandage in presenting A.F.A./Printers' Ink Award to H. J. Kenner, February 17, 1960)
Staff Seminars, 1961, 1963
Starch Readership, 1951-55, 1961
Stephens College, Institute for Consumer Education, 1938-40
Stephens College Speeches, 1940
George Stigler, "The Intellectual and the Market Place," 1962
Student Expenditure Studies, 1938
Study Material on Bituminous Coal, 1939-40
Summer School, 1947
Survey Research, 1968
Survey Research Lab
M. S. Szymczak, "Financial Problems of the European Recovery Program," 1948

Box 10:
Teaching Materials--W. W. Connell Inc., 1946-47
   Folders, Ads, 1947-48
   Instructions for Interviewers
   Material Ordered/Books/Pamphlets, 1946-48
   Psychiana, Inc., 1944-47
Teflon Case History, 1960's
Robert Theobald, "Abundance," 1963
"A Thesis is Words"
"Townsend and Turmoil," 1938, 1946
Townsend Brothers Plan (Russell, Fred), 1938-46
Townsend Methods, 1944, 1946 (3 folders)
Donald Turner, "Advertising and Competition," 1966
Uncle Hays
Urbana Questionnaire (regarding quality of life in Urbana)
Value of Graduate Education in Advertising, 1961
Wage Earner Data/MacFadden Publications, 1956-59
Warne, World Consumer Movements, 1967
Robert B. Wentworth (public relations at the University of Vermont), 1946-47
Charles Winston, "Business is Where the Action Is," 1966
Yost Patents (for helicopter), 1910-30

ADVERTISING ASSOCIATIONS/ORGANIZATIONS FILES

American Academy of Advertising (AAA)--Boston Trip, 1965
   Charles Allen Academy Study, 1960-63
   Correspondence, General, 1964-68 (2 folders)
   Journal of Advertising (proposed but never regularly published), 1964-66
      Correspondence, 1966-69
      Journal Board, 1967-69
      Journal Committee, 1967-68
         Ira P. Walsh, 1966-68
      2nd Issue, 1966
      Prospective Issues, 1966
   Possible Journal Manuscripts, c. 1960's
   Sample Materials, 1965-66
   Daniel Stewart (Journal Proposal), 1954, 1958, 1967-68
   Student Papers, Potential Journal Articles, 1965-66

Box 11:

   Manual for the Teaching of Advertising, 1960-61
   Miami, 1966
   St. Louis Trip, 1964
American Association of Advertising Agencies (AAAA)--Advertising Education (Moyer, Dunn, Loehrke), 1962
Advertising Education (Watters Report)
   Academic Committee, 1964-69
   Earl Ludgin, 1949-55
Analysis and Criticism of Advertising Agency Compensation: Theory/Law/Practice
(published by ANA), 1934-35
1958 Annual Meeting
1963 Annual Meeting
1966 Annual Meeting
Chicago '67, 1967
Consumer Ad Study, 1964-65
Correspondence, General, 1962-66
Correspondence with President, 1962-67
Eastern Annual Conference, 1965
Educator-Agency (Practicum) Cooperation, 1952-55 (2 folders)
Educator-Practitioner Committee (Moyer), 1962-64
Educator-Practitioner Committee (Vern), 1956-58
Educator Practitioner Cooperative, Mailings to Teachers, 1953-54
Foundation, 1967-69
   New York Foundation, 1966-68
Phoenix, AZ Trip, 1966
Region Conventions, 1967
Reports/Policies, 1967
Speeches, 1955-64
   Papers from the 1956 Regional Conventions
   Papers from the 1958 Regional Conventions
   Papers from the 1959 Regional Convention
   Papers from 1960 Annual Meeting/Region Conventions
   Papers from 1962 Annual Meeting
   Papers from 1963 Annual Meeting
   Transcripts of Operations Research Discussion Group, 1960
Summer Fellowship Reports, 1961

Box 12:

Association for Education in Journalism (AEJ)--Accrediting Committee, 1949-60
   Committee on Councils and Committees, 1961-64
   Conventions, 1962-66
      1951 Journalism Convention, 1950-51, 1956
         Convention, U of I, Idea Advertising, Questions Asked, c. 1958
   Correspondence, General, 1963-66
   Council on Advertising, 1960
   Division of Advertising, 1965
   Nominating Committee, 1966
   Research Division, 1965
   Sandage (General), 1956-60
Advertising Federation of America (AFA)--Advertising Club of Amarillo (TX), 1965
   Amarillo, TX: AFA Convention, 1965
   Boston Speech, 1964-65
   Conference, 1960
   Convention Panel, 1955
   Correspondence, General, 1962-66
   Education Committee, 1951-60
   Indiana Conference, 1964
Speeches, St. Louis, 1951
American Marketing Association (AMA), 1940-42, 1945-56, 1962 (7 folders)
   Advertising Education Task Force, 1962
   Advertising Group Incorporating Task Force, 1962
   Agenda, 1955-57
   Bermuda Conference Papers, 1966
   Central Illinois Chapter, 1946, 1951-56, 1966
   Chapter Constitution/Recommended Chapter Constitution, 1939-47
   Chapter Newsletter, 1945-46
   Christmas Meeting (Chicago), 1947
   Program Committee, 1947
   Cincinnati Chapter, 1942-46
   Conference Manual, ca. 1946
   Constitution, 1945
   Converse Award (Allerton Symposium), 1949, 1951
   Data and Correspondence, 1942
   Directors, 1945-47
   December '62 Convention, 1962-63
   Distribution Cost Committee, 1956-57
   General Correspondence, 1947-48
   General, 1956-57, 1963-67

Box 13:

   Income and Expense Reports, 1946-48
   Indianapolis Meeting, 1945
   Journal of Marketing--Book Reviews, Dean Charles Dirksen, 1947-48
   Pending Book Reviews, 1947
   June 1947 Meeting (New York), 1947
   Market Research Agencies, 1955
   Marketing Research Foundation, 1944-45, 1956-587
   Nominating Committee, 1946
   Proceedings, 1942, 1945, 1951, 1955 (2 folders)
   Southern Ohio Chapter, 1941-43
   Task Force (St. Louis), Advertising Education, 1960-61
   AMA and AAAA Mimeograph Material (correspondence and reports), 1956-61

MIAMI UNIVERSITY OF OHIO FILES

   Advertising Case: Swift and Co. Peanut Butter, 1941-42
   Advertising Class Reports, 1940-41, 1944
   Advertising Economics Notes, 1930's
   Business Conference, 1932-33
   Business Forecasting, Lecture Notes, 1930s
   Cheating (by students), 1935, 1938, 1941
   DeHaven Razor/Shaving Habits Study, 1931-35 (2 folders)
   Department of Marketing, 1939-42, 1944-46 (3 folders)
   General, 1937-42
   Grade Books, 1926-27, 1929-40 (2 folders)
   Marketing and Shillito's Wardrobe Corner, 1945-46
Marketing Department Applications, 1941
Miami Business Review, 1931-1965
Miami Material (Official Circulars, etc.), 1929-35
Penfiller Pilot/Terry Penfiller Co. Study (of fountain pen sales), 1938-39
Personal Correspondence, 1935-41, 1944-52

Box 14:

Alumni, 1931-59 (2 folders)
Miami University and University of Illinois, 1944-46
Principles of Advertising, 1935-37
Qualifying Exams, 1929-30
Questionnaires/Class Projects, 1937
School of Business Material (budgets, correspondence, reports)/Faculty Minutes, 1930-40
Speakers and Trips, 1931-32
Student Expenditures Study, 1931, 1934, 1946
Surveys--Cheating Survey/Student Survey, 1940s
  Kwik Kindler Corp. Survey, 1937
  Lamp Survey, 1932
  Student Expenditures Survey, 1930-34
  Toothbrush Survey, 1928-33
  Teaching Criteria, 1937-40
Yearly Advertising Cases, 1937, 1940

UNIVERSITY OF ILLINOIS FILES

Advertising Brochure, 1956-60
Advertising Brochures, 1949-1959
W. W. Holman, 1950-1960
Advertising Committee/Journalism, 1946-48
Advertising Curriculum Committee Memos, 1949
Advertising Department, 1949-66
  AAAA/Ellis Committee (Aptitude Tests), 1946-54 (2 folders)
  Advisory Committee, 1947-50
  General Correspondence, 1947-56, 1964-66 (3 folders)
  Graduate Training, 1947-53
  Student Employment Recommendations, 1943-56
Advertising Enrollment/Statistics, 1955-62

Box 15:

Advertising Experiment Station, 1960-67
  Advertising Center (U of I), 1960-67
Advertising Proposals, Reports, Studies, 1957-61
Advertising Staff Meetings, 1959
Advertising Study Plan, U of I Education Workshop, 1950
Allerton Advertising Seminar, 1948-50 (2 folders)
  Transcripts, 1949
Budget Notes, 1964-67
Campus Round Table, 1962
College of Commerce Material, 1949-54
Communications--Institute and Academic, 1951-55
   Conference (Faculty Lounge), 1948
   Seminar, 1952-53
"Decline in Advertising Majors" (Student Survey)
S. Watson Dunn/Department, 1962-63, 1967-70
Forms, 1964, 1967
Foundation (U of I), Radio/TV Research, 1955
Graduate Assistant Applications, 1950-60
Graduate Coffee Hour, 1952
Graduate College/U of I General, 1957-58, 1964-67
   Requirements Revision, 1965
Graduate Students, 1965-66
Hershey Foods Campaign Project, 1969
"The Illinois Philosophy" (Professional Advertising Curriculum at U of I)
Industrial Advertising Seminar, 1957
Institute of Communications Research--Attitude Changes, 1956-59 (2 folders)
   Policy and Seminar, 1952-57
James Webb Young Material (personal information on JYY), 1955-64
   Biographical, 1948-54
   Books, 1944-59. Contains the following books: A Technique for Producing Ideas
   (Advertising Publications, Inc., 1944); Lasting Ideas (Reader's Digest Association, 1957), a book
   of quotes about advertising including several quotes by James Webb Young; and five books
   privately published by James Webb Young at his "Piñon Press": A Footnote to History (1950),
   Ego-Biography Chapter I: Boyhood (1955), His Girl and His Dinner (Chapter II of an Ego-
   Biography) (1956), Hometown Boy Makes Good (Chapter IV) (1958), and Full Corn in the Ear
   (Chapter V) (1959).

Box 16:

James Webb Young Fund, 1963-69
   Brochures, 1959-62
   Contributions, 1959-64, 1990
   Newsletters, 1964-68
   Report, 1963-68
   Symposiums, 1960
Journalism/Commerce/Advertising Concentration, 1947-55
Journalism (School of), 1946-50
   College Market Services, 1947
   Executive Committee, 1949-51
   Illinois Retirement System, 1946
   Iowa Poll Thesis, 1947
   Journalism Quarterly, 1958-62
   Newspaper Ad Executives Association (NAEA), 1946-47
   Oklahoma Press Association, 1947-51
   Pending Speakers, 1947
   School Items, 1946-48
   Frederick S. Siebert, 1946-50
   Speakers, 1947-50
Student Radio Station (WRFI), Wired Wireless, 1946-49 (2 folders)
Merger, Advertising: Unification (possible creation of a unified college/department of advertising), 1946-48, 1957-59
History, 1946-58
Reorganization Material, 1957
Names of School, 1948
New Mexico Visit with James Webb Young, 1961
Ph.D.--Candidates, 1967-68
Communications Bulletin, Work Papers, 1951, 1956-57
Doctoral Committees, 1963-67
In Business, 1950-51
Language Requirement, 1955
Other than Sandage Students, 1952-66
Office of School-University Research, 1966-67
Research Board, Radio Grant, 1951
Staff Applications, 1947-57 (2 folders)
Student Rating of Teacher Effectiveness
Students of Sandage Now Teaching, 1964
Summer Advertising Interns, 1948-49
Tumor, 1952
University Calendar, 1948-65
University Committees--American Association of University Professors (AAUP), Urbana
Chapter, 1957-58
All-University Committee on Community Problems, 1959-60
Institute Proposal Memo, All-University Committee Subcommittee, 1958
Joseph Russell/Research Committee, 1956-58
Budget Committee (University Senate sub-committee), 1953-59

Box 17:

Committee on Student Economics (university committee and technical subcommittee), 1959-63
Committee on Wording of Degree (School of Journalism and Communications), 1955
Committee to Select New Dean of School (School of Journalism and Communications), 1957
Communications Curriculum Committee (College of Journalism and Communications), 1961
Council on Community Development (university and city-wide council related to Office of Community Development), 1960-64 (3 folders)
Meeting Folder, 1961-62
Subcommittee on County Development, 1960
Educational Policy Committee (University Senate committee), 1957-60 (3 folders)
Educator's Fair Committee (a.k.a. President's Reception Planning Committee, sub-committee of Illini Union Faculty Social Committee), 1950-51
Faculty Advisory Committee (university committee), 1963-64
Letterhead Committee (university committee), 1960
Masters' Degree Committee (School of Journalism and Communications), 1957
"Mobiling the University's Resources for Economic and Technological Leadership,"
(Committee on Resolutions, President's Fifth Faculty Conference), 1961-62
Allerton Conference, 1962-63
Peters Committee, 1961-62
Senate Committee on Educational Policy, 1957-58
Student Affairs Committee (University Senate committee), 1952-53
Student Counseling Committee (College of Commerce and Business Administration), 1948-51
University Enrollment and Housing, 1956
University Retirement System, 1949-65

UNIVERSITY OF ILLINOIS: COURSE FILES

General Administrative--Grade Books, 1946-68 (3 folders)
Grades, 1948-49, 1953
Honors Projects
Student Ratings of Faculty, 1964-65
Theodore Peterson/Julian Simon, 1951, 1962-65

Course Syllabi/Outlines/Lectures/Notes/Resources
(Note: Sandage arranged these files by course number, regardless of whether the class was offered as a Journalism, Marketing, Business, or Advertising course. Course titles have been supplied wherever possible.)
Journalism 10: Advertising Principles Assignment Sheets, 1939-40 and undated
(also contains material from course at Miami of Ohio, B.O. & O. 8: Introduction to Advertising)
Marketing 101, 1951
Advertising 104/108 (proposal for new course, Seminar in Advertising Policies and Problems), 1947
211 Lecture (connection between reporting and advertising)
Journalism 218 (The Press and Public Opinion)
Journalism 231 (Journalism in a Democratic Society)
Journalism/Marketing 281 (Introduction to Advertising), 1967-68
Class Outlines, 1948-56, 1962-63
Exams, 1967-68
Media Info, 1967

Box 18:

Notes, 1937-53
Teacher Effectiveness Ratings, 1966-67
Journalism/Marketing 282 (Advertising Procedures), 1948-56
Journalism/Marketing 283 (Current Advertising Developments)--Outlines, 1958-59
Advertising 386 (Radio/TV Advertising), 1946-64 (2 folders)
Outlines and Exams, 1959-60, 1960-63
Radio Class Outline, 1951-64
Advertising/Marketing 388 (Advertising in Contemporary Society)--Exams, 1960-61,
1964
Notes, Clippings, 1960
Outlines, 1959-63, 1966
Readings, 1959
Journalism 471, Schramm, Theory of Communication, 1949
Journalism/Marketing 481 (Advanced Advertising Principles), 1948-53
Clippings, 1962-66
News-Gazette Ads on Ideas (481 and 482), 1951, 1958
Notes, Outlines, Clippings, 1958-62
Outline--Introduction and I. Definition of Scope, 1965-67
   II. Information, 1965-67
   III. GNP, 1965-67
IV. Consumer Choice, 1964-66
V. Costs and Prices, 1964-67
VI. Advertising and the Press, 1960-68
VII. Ethics and Social Responsibility, 1962-68
Outlines, 1956-65
Outlines, Exams, Book List, 1965-66
Personal Data Sheets for Graduate Students (481 and 482)
Reading List, ca. 1965
Reviews of Human Destiny, 1949
Journalism/Marketing 482 (Research Methods in Advertising and Communication),
1948-63 (2 folders)
Outlines/Readings, 1961-64
Panel Research, 1948-55
Projects, 1957
Questionnaire Forms, 1934-58
Special Readings, 1949-62
Use of Test Markets, 1946
490 (advanced seminar), Second Semester, 1962

Student Coursework, Theses, Dissertations--Robert E. Dunn, thesis (title page only), "Retail
Advertising in a Typical Illinois Community," 1950

Box 19:

Kent Kelling, Book Review, Diffusion of Innovations, 1960s
Cleo M. Kuhonta, thesis (title page missing), 1968 (also includes correspondence with
CHS)
Joel Miller, 281 Coursework/Report, 1965
Mindak (Ph.D. candidate), Preliminary Questions
Kiyoshi Nagata, "American and English Advertising Education" (Advertising 490),
1966
Ethnic Group," 1969
Shirleyann Chase Parr, "Television for Children" (Journalism 292), 1949
Ph.D. Exams, 1951-68
William Leslie Winter, Ph.D. dissertation, "The Metamorphosis of a Newspaper: The

RESEARCH MATERIAL

Research Projects (arranged chronologically by project)--War Bonds Survey, ca. 1940s
Greenhills Survey, 1942
Harvard Radio Survey (Church Radio), 1942-43
  Forms, Questionnaires, Etc., 1942
  Radio Station Tables, 1943-44
  Tabulations, 1943 (legal size folder; see box 22)
Institute of Transit Advertising, 1944-45
  Administrative Correspondence, 1944-46
  Buffalo Report, 1945
  Car Card Tests, Wheaton (IL), 1945
  Chicago Office Correspondence, 1944-46
  Columbus Car Card Survey, 1943
  Figures/Table E Forms, 1945-46
  General Notebook Material, ca. 1945
  Local Market Facts, 1944-45
  Product Survey, C and B (Cleveland and Buffalo), 1946 (2 folders)
  Soft Drinks Survey, C and B (Cleveland and Buffalo), ca. 1945-46
Radio Listening Survey, WMOH (Hamilton and Butler County, OH), 1945-46
  Comments From Panel Members, 1945
  Complete List of Radio Survey Members, c. 1945
  Diary Method, 1945-46
  Radio Program Quiz Sheets, c. 1945
Survey of Radio Listening, Champaign County, November 1946 (Election Day/Thanksgiving)
  Book I, 1946
  Book II, 1946

Box 20:

  Educational Level of Listeners, 1946
  Forms and Reports, 1946-47
  Final Report, 1946-47
  General Data, 1946-47
  Personal Data Sheets, 1946
  Program Ratings Forms, c. 1947
  Report, 1946
  Studies on Age and Occupation, 1946
  Work Assignments, 1946
Survey of Radio Listening to WILL, Urbana, IL, November 1946
  Audience Flow, 1946-47
Survey of Radio Listening Preferences of U of I Students, January 1947
Bloomington Study (Survey of Radio Listening in Bloomington, IL Area), 1947
  Age and Occupation of Listeners, 1947
  Basic Data, 1947
  Comparison of U of I and "B.M.B." Percentages, 1947
  Correspondence from Interviewees, 1947
  Directions for Interviewers, Maps, Questionnaires, 1947
  Expenses, 1947
  Final Report, 1947
  Radio Listening Data, 1947
  Worksheets of Statistical Tables, 1947
Farm Research Institute, 1947-1960
   Farm Bureau, General, 1946-47
   Hospital Insurance, 1952
   Farm Bureau Leader Panel, 1946
   Life Insurance Survey, 1958
   Farm Bureau Research (Outside Consulting), 1945-47
   Farmer Attitudes Toward Chain and Co-Op Supply Firms, 1951
   Panel, 1960
   Readership, Farm News, 1947
   Sickness and Accident Disability (S & ADI) Insurance, 1961
University of Illinois Student Radio Listenership Study, April and December, 1948
Champaign County Radio Survey, November 1949
   Diaries Used, 1949
   Interviewer Assignments, 1949
   Tables of Adult-Rural Listening Statistics, 1949
   Tables of Adult-Urban Listening Statistics, 1949
   Tables of Village-Adult Listening Statistics, 1949
   Tabulations of Radio Listeners' Diaries, 1949

Box 21:

   WILL Promotion Study, 1949-51 (2 folders)
      Champaign Experiment Station, 1949-50
      Promotional Materials and Letters, 1949-50
      Promotions Bulletins, 1951
      Tables of Statistics, 1951
   Merger, Champaign-Urbana, 1947, 1951-53 (2 folders)
   Radio/TV Survey, Champaign County, 1954 (3 folders)
      Classification Data, 1954, 1957
      Correspondence, 1954-56
      Codes, 1955
      Forms (Diaries and Time Segments)
      Program Schedules, 1954
      Research Board, 1954-55
   Radio/TV Student Survey, 1956
   Radio/TV Survey, Champaign County (November 1957), 1957-58
   Ad Attitudes Study, Illinois (October 1958), 1958-60
      Farm Families, 1958
      Farmers, AAUW, and Others, 1958-60
      Questionnaires, 1958
      Social Science Club, Rotary, 1960, 1963
      Southern Illinois University
      Radio Listening Graphs, 1954 (Oversize folder 106F, map case 3)
   WILL Radio/TV Audience Survey (November 1958), 1958

Administrative Materials--Highway Research, 1961-63
   Radio--Addresses, Radio Stations, 1948
Religious Radio Programs, 1948, 1951-52
Radio/TV Research Project, North Carolina, 1948
Research Papers--Radio Listening in Champaign-Urbana, Jack B. Endicott, 1947
  Radio Survey of Champaign-Urbana, Cohn, Dawless, Herter, and Shepard, April 1950
  Measurement of Radio Listening in Champaign-Urbana, Tom Bash, March 1963
Research Suggestions: Clippings, 1962, 1964
Semantic Difference Study (Ad Image), 1963
  Charles Osgood, 1961
Questionnaires
University of Idaho Material, 1959
University of Illinois and Advertising Age Study, January 30, 1956
University Research (projects proposed to and/or undertaken through the University of
  Illinois Research Board)--A.C. Nielson Co., 1947
  Advance Programs From Radio Stations, 1946-47
  Bureau of Economics and Business Research, 1946-47, 1952
  Champaign County Radio Study Reports Issued, 1946-48
  Columbia Broadcasting System, 1947
  General Correspondence, 1946-50
  Local Radio Stations, 1947
  Radio WJDC, Bloomington, 1946-48
  Research Board (Ridenour-Carmichael), 1946-47
  Research Projects, 1946-48, 1952
  Wilbur Schramm, Correspondence, 1948-49

Box 22:

LEGAL SIZE FOLDERS AND BOOKS (cross-referenced above)

PUBLICATIONS
  The Promise of Advertising, Homewood, IL: Irwin, 1961
  Advertising Theory and Practice, 8th edition, Homewood, IL: Irwin, 1971
  Frontiers of Advertising: A Symposium Honoring Charles H. Sandage, ed. Hugh W.

GENERAL SUBJECT FILES
  Car Cards, Advertising, 1943-51, 1963 (1st of 2 folders)
  New Yorker Ads, 1958-59

RESEARCH MATERIAL
  Tabulations, 1943