



13/2/21

Communications

Advertising

S. Watson Dunn Papers, 1923, 1937-40, 1943, 1946-96

Box 1:

Biographical Material, including notes, clippings, correspondence, photographs, calendars, reports, and programs.

Unpublished Memoirs

Ch. 4 - Harvard 1939-1943, 1939-40, 1946

Ch. 5 - World War II 1943-46, 1946, 1993

Ch. 6 - Professor, Western Ontario, University of Pittsburgh, University of Illinois 1946-51, 1949-51, 1976

Early Illinois Years, with draft (includes photos), 1949, 1966-71

Later Illinois Years (includes photos) (2 folders), 1971-77

Ch. 11 - 1977-80, 1977-80, 1985

Clippings, Army discharge papers, 1951-59

Clippings, Correspondence, Calendar (1983), Programs, and Honorary Certificates, 1965, 1980-84

Honorary Certificates, 1977

Student papers, literary manuscript, clippings, 1937-40, 1952, 1956-59

Tokyo Nihonbashi Rotary Club souvenir with photograph, 1982

Publications

Articles

"Advertising Profiles: Charles H. Sandage"

"Qualitative Analysis of Listening in Radio Class Programming," including draft

"Testing Radio Advertising," 1947

"Overlapping of Listening Among Radio Audiences," including correspondence, 1952

"Four A's Fellowship Professor Applauds Work-and-Learn Program," 1953

"Low Down on Copywriters," including correspondence and questionnaires, 1953

"Advertising Rate Policy: A Neglected Area of Study," including news release, 1956

"Controlli Conomici Nei Mezzi di Comunicazione di Massa in America," 1960

"French Retailing and the Common Market," 1962

"How to Advertise in France," including biography and program, 1963

"Use of Cross Cultural Research by U.S. Corporations," 1965

"Case Study Approach to Cross-Cultural Research," 1966

"Europe Rich Ad Market but Problems are Baffling," including clipping about The International Handbook of Advertising, 1967

"What Should the Advertising Professor Teach?" including correspondence and other articles on the same topic, 1967

"Reference Groups, Congruity Theory, and Cross-Cultural Persuasion," including drafts of tables and the bibliography, 1968

"Relative Effectiveness of Advertisements of Foreign and Domestic Origin," 1968

- "Use of the Mass Media in France and Egypt," including correspondence, 1968
- "Engino: Esperança para o Futuro da Publicidade," including the journal Marketing and Managing (in Portuguese), 1971
- "The Changing Legal Climate for Marketing and Advertising in Europe," including draft, 1974
- "European Advertising Executives Look at Advertising," including correspondence, 1974
- "Advertising in Western Europe," 1975
- "Effect of National Identity on Multinational Promotional Strategy in Europe," including news release, 1976
- "Advertising 1980," ca. 1980
- "Regulation in Advertising," including pamphlet, 1981
- "Early Days of International Advertising," including correspondence, 1992

Book Reviews, 1967-68, 1974-75, 1980

Paper - "Management of Corporate Communications by U.S. and Foreign Multinational Firms," 1981-82

#### Chapters in Books

- "Advertising" in Encyclopaedia Britannica, including correspondence, 1959, 1967-68
- "Advertising in Multinational Markets," in Handbook of Modern Marketing (1968), including correspondence, 1968-70
- "Problems of Cross-Cultural Research" in Marketing Research Handbook (1973), including correspondence and drafts, 1969, 1972-73
- "Advertising" in The Academic American Encyclopedia, including correspondence and drafts, 1977-79
- "Advertising for Multinational Markets" in Handbook for Modern Marketing, Second Edition, including correspondence, 1984-85
- "Characteristics of the North American Market" in World Advertising Handbook, including correspondence and draft, 1984

#### Monographs

- Advertising Copy and Communication (1956), including correspondence and advertisements, 1967-69, 1975-76
- How to Read an Advertisement (unpublished), including correspondence and drafts, 1957-60
- International Handbook of Advertising (1964), including correspondence, 1964-67
- Advertising: Its Role in Modern Marketing, 1st, 2nd, and 3rd editions, including correspondence and royalty reports (2 folders), 1964-66, 1969-75
- 4th Edition Correspondence, 1974-78

5th Edition Correspondence (2 folders), 1978-83

Box 2:

6th Edition Correspondence (2 folders), 1983-88

7th Edition Correspondence (2 folders), 1978-80, 1987-90

8th Edition Correspondence (2 folders), 1986, 1989-96

Reviews, 1989-91

Materials in the following chapter folders include clippings, notes, correspondence, and reports

About the Authors

Preface

Ch. 1 - Background, 1974-76, 1983-84, 1987-91

Ch. 2 - Advertising as Marketing Communication, 1976-78, 1983

Ch. 3 - Social (Ethical), 1980, 1983, 1986-93

Ch. 4 - Economic, 1979, 1987-89, 1994

Ch. 5 - Regulatory, 1979-81, 1986-94

Ch. 6 - Business Structure, 1992-94

Ch. 7 - Overview of Campaign Planning, 1981, 1993

Ch. 8 - Strategic Research (2 folders), 1977, 1983-87, 1990-94

Ch. 9 - Setting Objectives, Targeting Consumers, and Understanding Buyers, 1980-86

Ch. 10 - Budgeting, 1991-93

Ch. 11 - Message Strategy

Ch. 12 - Media Strategy, 1974-78, 1985, 1992

Ch. 13 - Message Tactics: Print, 1985, 1987-88

Ch. 14 - Message Tactics: Broadcast, 1987-91

Ch. 15 - Message Tactics: Production, 1974, 1979-80, 1991

Ch. 16 - Media Tactics - Newspapers and Magazines, 1988, 1992-93

Ch. 18 - Direct Mail, Out-of-Home, and Sales Promotion Media, 1980, 1985-89, 1993

Ch. 19 - Sales Promotion, 1980

Ch. 20 - Retail and Business-to-Business Advertising, 1982, 1987

Ch. 21 - Global Advertising (2 folders), 1986-94

Global References, 1990-96

Ch. 22 - International Advertising: figures and tables, 1983, 1981-93

Box 3:

Marstellar International Research Reports, including reports, clippings, correspondence, presentation scripts, and questionnaires (3 folders),

1971-74, 1977

International Research - Burson - Marsteller Public Affairs Study,  
including correspondence with Richard Christian and Harold  
Burson (3 folders), 1973-78

How 15 Multinationals Handle Public Affairs (1979), including notes  
clippings, and correspondence (2 folders), 1978-81, 1986-88

Public Relations (1986) folders include correspondence, reports, clippings,  
notes, and outlines.

Correspondence (2 folders), 1982-91

Interview Notes, 1983-84

Permissions, 1980-86

Promotion, 1985

Advertising, 1977, 1980-83

Advertising Council, 1975-80, 1984, 1988-91

History, 1923, 1960-61, 1970, 1974-84

Ch. 1 - Introduction, Overview, 1976-78, 1981-87, 1990

Ch. 3 - Organizations and Institutions (2 folders), 1976-78, 1982-86

Ch. 4 - Communication

Ch. 5 - PR in the Marketing Mix, 1978, 1982-86

Ch. 6 - Ethics, 1981-83

Ch. 8 - Planning, 1975, 1983-85

Ch. 9 - Research, 1980-85

Ch. 10 - Budget, 1982-92

Ch. 11 - Internal Media, 1982-85

Ch. 12 - Media, External (2 folders), 1981-86

Ch. 13 - Message Strategy - Verbal, 1981-85

Ch. 14 - Message Strategy - Visual, 1977, 1982-84

Ch. 16 - Changes in Corporate Communication, 1981-85

Ch. 17 - Government, 1983-86

Ch. 18 - Associations, 1981-85

Ch. 19 - Education and the Arts, 1981, 1985

Ch. 20 - International, 1983

Ch. 21 - Technology, 1983-85

Speeches, including drafts, unless otherwise noted

American Association of Advertising Agencies (4A's) - Annual Meeting of the East Central  
Region, program only

Speeches, 1956-58

1960-64

1965-69

Box 4:

1971, 1975-79 (2 folders)  
 1970-74  
 4A's Meeting, November 16, 1966, program only  
 "International Language of Advertising," including clippings and reprints, 1966, 1975, 1982, 1987  
 Champaign - Urbana, program and clipping only, 1966-67  
 "New Approaches to International Advertising," call for meeting only, 1967  
 "Why Advertising has Gone Overseas," 1969  
 "The Troubled State of International Advertising Research," 1970  
 "Education: Bright Hope for Advertising's Future," 1971  
 Portugal, Angola, Mozambique, 1971-72, 1980  
 "Changes in Advertising Education Around the World," 1972  
 Burson - Marsteller Seminar, including correspondence and program only, 1973-74  
 "Mass Communication: Theory and Practice," 1975  
 Guatemala, including clippings and programs only, 1977-80, 1985  
 Advertising Principles - International, 1979  
 "Management and Education 2000," 1979  
 State of Business and Public Administration (1979), 1978-79  
 "How to Succeed in Business," 1980  
 "International Trends in Advertising," 1980  
 Mid-Missouri Antique Dealers Association, 1980  
 Owen Koeppel Dinner, 1980  
 "Purpose and Organization of Advertising," 1980  
 "Social and Economic Aspects of Advertising," 1980  
 Tribute to Bob Karch, 1980  
 "Advertising's Role in Public Affairs Campaigns of Multinational Corporations," 1981  
 "European Advertising: A View from the U.S.," 1981  
 "Public Issues Advertising: International Perspectives," 1981  
 Speeches from Japan, 1982  
 Keio Business School Lectures, 1982  
 Research (notes only) 1982  
 "United Nations as a Regulator of International Advertising" (1982), 1980-82  
 "Advertising in Japan," 1982-83  
 "Marketing Communication Strategies of Selected U.S. Firms in Japan" (1983) includes schedules and correspondence only, 1982-83  
 Barrett Welch Lecture, 1983  
 "Demystifying Japanese Advertising" (1983, 1985), 1983-85  
 "Marketing Communications Strategy of U.S. Firms in Japan," 1983  
 Right to Consumer Information, 1983  
 "How to Speak the International Language of Advertising," including reprint, 1984  
 "Advertising and Public Relations in the Marketing Mix," 1985  
 Hawaii, 1985

Honors Seminar, 1985

American Advertising Federation - Award Speech, including correspondence and program,  
1988

Teaching Materials, including lecture notes, class outlines, clippings, and examinations

Advertising (BAd 148), Exams, 1985-87

Advertising Research, 1984

Advertising Research (ADV 555), Advertising/Communications 482, 1970, 1976, 1984

Basic Marketing Management (BAd 140), 1987-88

Exams, 1987-88

Pricing

Economic and Social Aspects of Advertising (ADV 481), Marketing's Role in Society  
(MAR 355), Contemporary Issues in Marketing (MAR 385), 1977-83

General Teaching Materials, 1967, 1984

International Advertising - Examinations, 1976, 1981-85, 1989

Projects

International Advertising/Marketing Outline, 1982-88

International Issues - Marketing 385, 1980-83

Marketing 207 lectures, 1980

Marketing 401 - Marketing Principles, 1980

Marketing Classes, including MAR 335, 1981-82, 1985

Marketing Information Research - 470, 1976-85

Marketing's Role in Society/Contemporary Issues in Marketing (Marketing 355, 385), 1980,  
1983

Correspondence, Academic, including clippings, pamphlets, memoranda, reports, notes, and minutes

University of Illinois, 1949-1951

University of Wisconsin, 1955, 1972-73, 1976

University of Wisconsin, 1960-66, 1969-71

University of Illinois, 1961, 1987-93

University of Illinois (2 folders), 1970, 1975-85

University of Missouri - Columbia, School of Business and Public Administration, including  
correspondence with Barbara Uehling (2 folders), 1974, 1978-80

University of Missouri - Columbia, School of Business and Public Administration, 1975,  
1978-81

Box 5:

University of Missouri - Columbia (3 folders), 1977-79, 1982-83

University of Missouri - Columbia, 1978-1982

University of Missouri - Columbia, School of Business and Public Administration Advising  
Council, 1978-80

School of Business and Public Administration (2 folders), 1981-86  
University of Florida, 1982-83  
University of Hawaii, 1983-85  
George Washington University, 1985-87  
University of Missouri, 1986-89  
University of Illinois, Institute of Communications Research (2 folders), 1988-94

Correspondence, General

1937, 1950-56, including correspondence with C.H. Sandage, Court Conlee, Steuert  
Henderson Britt, and Ralph Nafziger (2 folders)  
1953, 1956-58  
1957-1960  
1958-74, including correspondence with Michael Semmens (2 folders)  
1959-60 (2 folders)  
1960-62 (2 folders)  
1963 (2 folders)  
1964-66, including correspondence with Robin Hopkins, E. S. (Anne) Lorimor, Abraham  
Levine, A. A. Sherbini, and Luigi Petruzzo (4 folders)

Box 6:

1966 (3 folders)  
1967 (3 folders)  
1968, including correspondence with Alex Franz (3 folders)  
1969 (3 folders)  
1970 (3 folders)  
1971, including correspondence with Norman Marcus (4 folders)  
1972 (2 folders)  
1973, including correspondence with Norman Marcus, Arnold Barban, and George  
Theophilous  
1975, including correspondence with Norman Marcus (4 folders)

Box 7:

1975, 1986-93 (3 folders)  
1976, including correspondence with Goran Tamm and Jagjit Singh (3 folders)  
1977 (4 folders)  
1977-79 (2 folders)  
1977-80  
1979-81

1980 (2 folders)  
 Japan Workshop, 1980-81  
 1981-82, including correspondence with Kiyoshi Nagata, Michi Shimaguchi, and Norman Marcus (2 folders)  
 1982  
 1983 (2 folders)  
 1984-86  
 1985-86

Box 8:

1988-93  
 1988-95

Subject File, includes correspondence, memoranda, notes, clippings, and reports

American Association of Advertising Agencies, 1978-79, 1983, 1989  
 A.A.A.A. - International Study (2 folders), 1969-75  
 University of Maryland Advanced Advertising, 1986-87, 1995  
 Advertising - International Media, 1981-82, 1985-91  
Advertising Bans, 1991  
 American Academy of Advertising (2 folders), 1970, 1976-82  
 American Academy of Advertising, including correspondence with Gordon White (2 folders), 1983, 1988-96  
 "American Academy of Collegiate Schools of Business," 1986  
 Brazil, 1977, 1981-82, 1986  
 Culture (2 folders), 1966, 1970-71, 1976, 1980-87  
 Economic and Technological, 1964, 1972-74, 1979-88  
 Egypt, 1960-65, 1970, 1976, 1979, 1986, 1991  
 Experimentation (2 folders), 1965, 1974, 1981-84  
 Export-Import, 1984-86  
 Foreign Ads  
 Fullbright, 1996  
 Global Brands, 1987  
 Global Marketing, 1986  
 Harvard Reunions, 1982, 1988-93  
 India, including correspondence with Jagjit Singh, 1963, 1975-81, 1984  
 International  
     Africa (Central), 1976-80  
     Benelux, 1974-76, 1981  
     Chile, 1962  
     China, 1980-88, 1991  
     France, (2 folders), 1962-64, 1976, 1980, 1985, 1991-92  
     Greece, 1974, 1978



Mexico, including correspondence with N.A.M. Lindsay, 1961-63, 1973-76, 1980-81, 1991  
 Middle East, 1960, 1967  
 Pakistan, 1963, 1967  
 Peru, 1962-63  
 Philippines, 1963-65  
 Portugal, 1962, 1975, 1978, 1985  
 Scandinavian Countries, 1963, 1971-72, 1976  
 Social and Ethical Aspects  
 South Africa, 1985  
 Switzerland, 1962-66, 1971-74, 1985

Box 9:

Thailand, 1974  
 International Advertising - Introduction, 1980-89  
 Germany, 1973-80  
 Great Britain, 1974-76, 1979  
 International Advertising Association, 1963  
 1979-84  
 1981, 1984-87  
 1991-92  
 World Congress, Lisbon, Portugal, June, 1971  
 First International Seminars on Publicity, Lisbon, Portugal, 1972 (primarily in Portuguese) (2 folders), 1972-73  
 International Advertising Expenditures, 1980-81, 1984-86  
 1984-89  
 Advertising Research, 1961, 1966-67, 1970-77, 1984  
 Business Curricula - U.S.A., 1980  
 Funding (Research and Teaching), 1979-81  
 Markets and Planning (3 folders), 1974-76, 1979-81  
 Media (3 folders), 1981-89  
 Organization, 1980-88  
 Public Affairs (4 folders), 1977-84, 1988  
 Research, 1984-1988

Box 9:

1984-1989  
 Italy, 1974-76, 1986  
 Japan (2 folders), 1973, 1976-90  
 Japan - Advertising, 1981-87

Research, 1979-81, 1986, 1990  
 Strategy of U.S. Corporations, 1978-79, 1982-83  
 Managing Advertising Strategy - International, 1980-88  
 Marketing in Socialist Countries, 1983, 1986-87  
 Message/Media Research, 1974, 1977, 1984  
 Nestlé, 1984-85  
 Newspaper Research, 1962-64  
 Pet International, 1982  
 Public Relations - Consumer Behavior  
 Regulation of International Advertising and Marketing, 1974, 1977-92  
 Research, 1980  
     International, 1988  
     International Corporation Communication  
     Office of Naval Research (ONR) International (2 folders), 1977, 1981-82  
     Stanford Research Institute (SRI), 1965-66  
 The Research Project, 1974-75  
 Sampling and Questionnaire Design, 1962, 1975-76  
 Smithsonian, concerning the National Museum of American History's Center for  
     Advertising History Advisory Board (2 folders), 1977, 1981-82  
     1988, 1993-94  
 Survey Research, 1970-71, 1974-76, 1983-84  
 United Nations/AID, 1979-84  
 Yugoslavia, 1974-76, 1983

Box 11:

Audio-Visual Materials

Videocassettes

Classic Television Commercials (VHS)  
 The Colonel Comes to Japan (VHS)  
 International Aircheck, vol. 3, #1 (3/4"), including listing of contents  
 "The Performance Story," A Case History (3/4"),  
 1980 International Breakfast Reel (3/4"), including listing of contents, 1980  
 Gold Medal-Winning Commercials from the Cannes Film Festival (3/4"), 1982  
 Dai-Ichi Kikuku House Reel (VHS), 1983  
 Dai-Ichi Kikuku House Reel (3/4"), including listing of contents, 1983  
 International Aircheck, vol. 2, #4 (3/4"), including listing of contents, 1983  
 "Now that the Code is Dead" Commercials (VHS), 1983  
 No. 39, Decembre 1983 Partie 1 (3/4") and Partie 2 (3/4")(SECAM), including  
     written synopsis and list of commercials, 1983  
     Videotapes concern comparative advertising, with a discussion of advertising  
     campaigns from different countries as well as samples of television

advertisements (in French).

ACC Awards for DIK (VHS), 1984

Japanese TVCMs and Programs (VHS), 1986

Jean Pierre Villaret Award Winning Advertising from Europe (3/4") (NTSC), 1987

Leo Burnett Creative Exchange, Creative Directors World TV Update, vol. III, reel  
1 of 2 (3/4"), 1987

Leo Burnett Creative Exchange, Creative Directors World TV Update, vol. III, reel  
2 of 2 (3/4"), 1987

Box 12:

Leo Burnett Creative Exchange, Creative Director's World TV Update, vol. IV  
(3/4") (NTSC dub), including written synopsis, 1987

Ted Bates Agency Submission Reel (3/4"), including listing of contents, 1987

TV Commercials (VHS), 1987

"Video Cases" to support the textbooks Advertising: Its Role in Modern Marketing  
(7th edition) and Promotion Management and Marketing Communication  
(2nd edition) (VHS), 1990

Slides - Over 450 slides of international advertisements and trademarks from countries including the U.S., Japan, the U.K., Italy, France, Germany, Spain, Israel, Thailand, Australia, Malaysia, Scandinavia, Brazil, Mexico, and South Africa, circa 1971-1987

Marstellar presentation, 1975

Yellow Pages Presentation, including slides, script, and introduction, 1993