Alumni Association
Alumni
Samuel Abrams Papers, 1902-06

Box 1:

Page-Davis General Issuances
Page-Davis, Correspondence, November, 1902, ca. 1906
“Report Cards”
Assignments and Student Work [where a date/sequence could be established]
   Analysis of Advertisements, November 7, 1902
   Synonyms, November 14, 1902
   Seasons of Advertising, November 20, 1902
   Business Sentences, November 26, 1902
   Department Descriptions, November 28, 1902
   Business Sentences (?), November, 1902 (?)
   Ad Building and Dummy Preparation, December 2, 1902
   Headlines, December 3, 1902
   Printing Lesson, December 12, 1902
   Constructing Ads (coffee, watch), December 19, 1902
   Two-Column Ad, December 23, 1902
   “About Prices,” late December, 1902 (?)
   Proverbs and Introductions, January 10, 1903
      Includes instructions for Display Work assignment
   Newspaper Ads, January 31, 1903
   Blotter Ads, ca. February, 1903
   Special Descriptions, March 19, 1903
   Shoe Advertising, March 26, 1903
   Magazine Advertising, August 25, 1904
   Type Styles, August 31, 1904
   Follow-up Letters, September 9, 1904
   Full-Page Department Store Ad, November 24, 1904
   Semi Examination, December 21, 1904
   Sentences, Punctuation, and Writing, March 10, 1906
   Word Choice and Editing [“Wrong Impressions”], March 27, 1906
   Outdoor Advertising, April 5, 1906

Undated material
   Advertising Business Management
   Book Preparation
   J. W. Butler Paper Co. Price List
   Cash Business
   Copy Preparation
   Creation of Names

The materials listed in this document are available for research at the University of Illinois Archives. For more information, email illiarch@illinois.edu or search http://www.library.illinois.edu/archives/archon for the record series number.
Display Ads
Errors and What Ad Writers Should Not Do
How to Display Your Ad
Name Plates
Originality in Advertising
Proofreading
Solicitors
Study the Violin
Type Questions
Non-Page-Davis Material
M. M. Abrams Importing Tailor (3855 Cottage Grove, Chicago) Advertisements, 1903-04
Daniel Lord Banquet, Chicago Athletic Club, January 26, 1904