

13/2/20  
Communications  
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
  - JWY = 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 <u>Advertising Theory and Practice</u>
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

List of Publications by Sandage, from his autobiography Roads to Be Taken: The Intellectual Odyssey of Charles H. Sandage, (Lamoni, IA: Center for the Study of Free Enterprise and Entrepreneurship, Graceland College, 1993), pp. 411-415

## PUBLICATIONS

"Teaching Advertising," manuscript, 1930s

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

"A Program For Ohio Highway Finance," Miami Business Review, Vol. II, No. 6, March 1930

"The Collegiate Market: The Purchasing Habits of 2000 Students," Miami Business Review, Vol. III, No. 5, February 1931

"The Collegiate Market, II," Miami Business Review, Vol. III, No. 6, March 1931

"Student Expenditures for Clothing," Miami Business Review, Vol. VII, No. 3, December 1934

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
- Radio Advertising for Retailers, Cambridge, MA: Harvard University Press, 1945.
- "Can an Advertising Man Be a Christian?" 1946
- "Radio Listening," Miami Business Review Vol. XVII, No. 3, March 1946
- "How Much Advertising Can be Taught in the Colleges?" St. Louis Advertising Club, February 25, 1947
- "The Florist and Public Relations," Florists Talk, 1948
- "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
- Qualitative Analysis of Radio Listening in Two Central Illinois Counties, University of Illinois Bulletin, Bureau of Economic and Business Research Bulletin Series 68, Vol. 46, No. 50, March 1949
- "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
- Building Audiences for Educational Radio Programs, Urbana, IL: Institute of Communications Research (U of I), 1951.
- "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 Role of Advertising in Modern Society," Journalism Quarterly, Winter 1951, and correspondence, 1951.
- Advertising Theory and Practice, Teachers' Manual (Homewood, IL: Richard D. Irwin, Inc.), 1953, 1958, 1963
- "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

"Some Remarks Concerning Advertising Research Foundation's `Standards for Radio and TV  
Program Audience Size Measurements' Report," Chicago AMA Talk, Chicago, IL, March  
24, 1955

"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 Inequalities of Television Franchises," Journal of Marketing, July 1959, pp. 22-25

"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

"Advertising and the Mass Media," AANW Talk, 1959, 1961

"Pros and Cons of Consumer Panel Research," Consumer Panel Talk, AMA, 1960s

"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

"Advertising, The Institution and the Instrument," Social Science Club Talk, 1960

"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 AAAA-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 AAAA Central Section, Chicago, IL, October 12, 1961

"The Newspaper as an Advertising Medium," Atlanta Trip, 34th Annual Georgia Press Institute, Atlanta, GA, February 23, 1962, and correspondence 1961-62

"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

"A Positive Approach to Advertising," Journalism Quarterly 39:4 (Autumn 1962), pp. 451-456

"Ethics and the Philosophy of Advertising," AMA Winter Conference, Pittsburgh, 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

"The Need For Empathy in Advertising," Home Economics Talk, Illinois Home Economics Association Annual Meeting, U of I, Urbana, IL, November 6, 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)

Frontiers of Advertising: A Symposium Honoring Charles H. Sandage, ed. Hugh W. Sargent, Palo Alto, CA: Pacific Books, 1972 (Located in Box 22)

Advertising Theory and Practice, 12th edition, New York: Longman, 1989 (Located in Box 22)

Charles H. Sandage. *Roads to be Taken: The Intellectual Odyssey Charles H. Sandage*, (Lamoni, Iowa: Graceland College Center for the Study of Free Enterprise and Entrepreneurship, 1993)

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

Bloomington Talk on business research, undated

Personal Poems and Etc. (including "Marry Your Work," "God is Emeritus," and manuscripts of "The Function of Advertising Research" and "College Training for Future Business Leaders"), undated

Ideas for Articles and Speeches, 1966-73

Box 2:

Ideas for Talks, 1955-65

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

Book Review of Communications Research, 1948-49, Lazarsfeld and Staunton (New York: Harper and Bros., 1949), 1950

"The Scope of Advertising"

"Making the Most of Advertising"

"Radio Advertising: A Man With a Plan," Broadcasting/Telecasting, August 2, 1948, p. 63

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 Adverting 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 Values of Advertising--The Answer to its Critics," ANA Spring Meeting, New York, May 21-22, 1962  
 "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 1996, 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  
 Arnold Barban, 1963, 1966-67  
 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  
 Bob Carrell, 1965, 1968  
 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. Huegy, 1965-66  
 Graham Hutton, 1961-62  
 Illinois Daily Newspaper Markets, 1964-66  
 Illinois Markets, Clinic/Conference, 1952-54  
 Indian Communications Council (Frank Stewart/Bob Grubb), 1964-66  
 Industrial Advertising, International Education Committee, 1955-59  
 Industrial Advertising Research Institute Grant-in-Aid, 1958  
 Institute of Communications Research, 1948-52, 1958  
 Irwin, Inc., Publishers, 1941-44, 1948, 1962-67  
     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 JWY 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  
     Radio Listening Bulletin, "Quantitative Analysis," 1948-57  
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 Rohrsen, (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

Access to Media (TV and Radio), Small Business, Government Report, 1963  
 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  
 Advertising Education, 1954-62 (2 folders), 1961-66  
     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 Research Proposal, Harvard, 1964  
 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  
 Book Reviews for 6th Edition (book not named), 1960  
 British Advertising Board Exams, 1968-69  
 Steuart Henderson Britt, "What's Wrong With Advertising Education?" 1966  
 Floyd Brown, Co-op Thesis Digest  
 Business Paper Advertising, 1946-48, 1962-66  
 Butler County Consumers Council, 1938-39  
 Car Cards, Advertising, 1943-51, 1963 (2 folders) (1st folder is legal size; see box 22)  
 James W. Carey, "Harold Adams Innis and Marshall McLuhan," c. 1969  
 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  
 Reuben Cohen, "The Measurement of Corporate Images," 1961  
 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  
 A. Donnahoe, "The Public Image of Advertising Media," 1960  
 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  
 Robert Ferber, "Consumer Savings Project," 1961  
 Lavon Fife, "Issues and Choices for the Future of the Agriculture Industry," 1969  
 Florida Cigaret 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  
 S. I. Hayakawa, "Language in Thought and Action," 1950  
 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"  
 Fritz Hubbard, "Statistics," 1961  
 Illinois Radio/TV Statistics, 1964-66  
 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  
 J. W. Thompson Training Program, 1963, 1967  
 Nicholas Kaldor, "The Economic Aspects of Advertising," 1949-50  
 George Kaotona, "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  
 Market Research Clippings, 1952-56, 1968  
 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  
 John Mertes, "A Sit-Out's View"/"The Elegant and the Novel," 1966-67  
 Michigan State Image Study, 1961-62  
 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  
 Newspaper Advertising, 1966  
 New Yorker Ads, 1958-59 (legal size folder; see box 22)  
Nielsen Researcher, 1950-51, 1962  
 Non-Product Advertising, 1952, 1964  
 Notre Dame Research (Edgar Crane), 1961-62  
 Notes on Research Ideas  
 Ogilvy & Mather Agency, 1967  
 Ohio Advertising Law, 1959  
 Charles Osgood, "Studies on the Generality of Effective Meaning Systems," 1957, 1961  
 Edwin B. Parker, "Scientific Method in Communication Research," 1961  
 Printed Advertising Rating Methods (PARM) Study, 1956, 1960  
 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  
 Radio Survey Publication, The Colorado-Wyoming Diary Study, 1950  
 Charles C. Ramond, "Theories of Choice in Business," 1962  
 Royal Ray, "A Statistical Analysis of Undergraduate Advertising and PR Courses," 1965  
 Reader Interest, 1948  
 Readings, 1930-31  
 "Relative Effectiveness of Advertising Media," 1934  
 Research Methods (Foote, Cone, Belding Material), 1958  
 Theodore Reppner, "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  
 Stephen Schleifer and S. Watson Dunn, "Relative Effectiveness of Advertisements of Domestic and Foreign Origin," 1968  
 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  
 Sefershayyan/Medical Advertising, 1959  
 Joseph Seibert, "Advertising and Business Fluctuations," 1930's  
 "Selling the Medium" (beer ads), 1944  
 Julian Simon, "A Theory of Making Advertisements," 1962  
 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  
 J. Richard Stephens, Transit Advertising: Florida Survey, 1953-55  
 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  
Occasional Papers in Advertising, 1964-68, 1965  
 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  
 Agency-Educator Committee, 1954-56, 1962-66  
 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  
 Agency Day, 1954-58, 1964-65  
 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 JWY), 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  
 "Mobilizing 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  
 Harry J. Grusin, "Sales Handbook for Daily Illini Advertising Salesmen," 1947

#### 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  
     Ph.D. dissertation, "A Statistical Approach to the Study of Acculturation of an Ethnic Group," 1969  
 Shirleyann Chase Parr, "Television for Children" (Journalism 292), 1949  
 Ph.D. Exams, 1951-68  
 Robert Stelzer, thesis, "Radio Audience Measurement Techniques," 1947  
 William Leslie Winter, Ph.D. dissertation, "The Metamorphosis of a Newspaper: The San Francisco Chronicle, 1935-65," 1968

#### 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  
     Mailing List, Report on Impact Study, 1950-57  
     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  
 National Business Paper Research Project, 1956-57, 1959 (2 folders)  
 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  
     Bulletin, Audiences, Second Printing, Copies Mailed, 1952-53

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: The Vital Persuader," Country Beautiful, April 1962, pp. 36-42  
Advertising Theory and Practice, 8th edition, Homewood, IL: Irwin, 1971  
Frontiers of Advertising: A Symposium Honoring Charles H. Sandage, ed. Hugh W.  
 Sargent, Palo Alto, CA: Pacific Books, 1972  
Advertising Theory and Practice, 12th edition, New York: Longman, 1989

GENERAL SUBJECT FILES

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

RESEARCH MATERIAL

Tabulations, 1943