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College of Media

Advertising Department

Charles H. Sandage Papers, 1910-1999

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 <i>Advertising Theory and Practice</i>
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 <i>Radio Advertising for Retailers</i>
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 <i>Printers' Ink</i>
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