

13/2/50

1

13/2/50

College of Media

Advertising

James Webb Young Articles and Speeches, 1921-1961

Box 1:

Provenance Information

Control of the Advertising Appropriation, *Administration*, August 1921

What Do These Advertising Agencies Do For Their Commission?, American Newspaper

Publishers Association meeting, 1927

The Use of Advertising by Political Parties, ca. 1930s

Study of the Campustown Market for Men's Clothing at the University of Chicago, November, 1931

Advertising Policies in a Period of Business Recovery, ca. 1932

Current Trends in Advertising, ca. 1933

The Professor Looks at Advertising, *Good Housekeeping*, May 1935

The Role of Management in Relation to Consumer Satisfaction, 1941

What the Public Expects of the Business Man, University of Toronto, January 1943

Speech on the War Advertising Council, Association of National Advertisers, November 18, 1943

Advertising as a New Technique For Management, McGill University, December 6, 1943

What Advertising Learned From the War, AAAA Annual Meeting, December 11, 1945.

(Subjects include the War Advertising Council and formation of the Ad Council)

Wanted: More Free Enterprise – and Less Talk About It, Chicago Federation of Advertising Clubs, September 26, 1946. (Given on behalf of the Ad Council commemorating the formation of the CFAC Public Service Committee, includes discussion of Communism and the Cold War.)

A Mechanism for Business Leadership, November 19, 1946

Presentation of Gold Medal Award to Thomas Repplier, Advertising Awards, March, 1948

Some Advertising Responsibilities in a Dynamic Society, March 11, 1949

*A Footnote to History: Draft of a plan for enemy country propaganda in the first World War.* (1950) Coapa, NM: Piñon Press.

Advertising: Foe of Parochialism, ca. 1950s

Talk on Cold War Propaganda, Rochester Ad Council Annual Dinner, January 15, 1951

Television and Radio Workshop, Board of Trustees, Ford Foundation, April 1951

An Advertising Approach to World Understanding, Syracuse University Advertising and Sales Club, April 6, 1951

Remarks concerning television, April 24, 1951

Are We Selling Americans Short?, Radio Executives Club, February 21, 1952

The Sale I Never Forgot, *Printer's Ink*, June 26, 1953

How to Make Life Most Interesting, *Reader's Digest* Conference, October 31, 1959. (Speech on the art of advertising.)

Speech to merchandise brokers, November 9, 1959

Closing A Gap in Advertising Agency Service, *Western Advertising*, 1960

13/2/50

2

Some Footnotes to Famous Headlines, New Mexico Press Association, June 17, 1960

The Agency Compensation Paradox, April 20, 1961

Correspondence, Norman H. Strouse, concerning education and graduate programs in advertising,  
ca. May 1961

The Mighty Power of the Printed Word, *Advertising Age*, May 13, 1963

Acceptance of award on behalf of Ad Council, National Conference of Christians and Jews,  
undated

The Chicago Experiment in Advertising Education, undated

Education For Business, undated

Lo! The Poor Copy Writer, undated