



26/20/4

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

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