

Curtis Publishing Company records

Ms. Coll. 51

Finding aid prepared by Margaret Kruesi.

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University of Pennsylvania, Kislak Center for Special Collections, Rare Books and Manuscripts

1992

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Summary Information

Repository	University of Pennsylvania: Kislak Center for Special Collections, Rare Books and Manuscripts
Creator	Curtis Publishing Company.
Title	Curtis Publishing Company records
Call number	Ms. Coll. 51
Date	circa 1887-1960
Extent	184 boxes
Language	English
Abstract	<p>The records fall into three major categories, and a fourth category containing a small amount of historical material: (1) <i>Ladies' Home Journal</i>, circa 1887-1946: correspondence (principally with editor William V. Alexander), financial records, and a small amount of historical material related to the publication; (2) Division of Commercial Research, Advertising Department, circa 1911-1960: research reports, speeches, and statistical studies directed by Charles Coolidge Parlin, his associates and successors, such as Henry Sherwood Youker; (3) Serials, circa 1913-1957: in-house publications of the Curtis Company; and (4) Historical material, scrapbooks, and memorabilia.</p>

Cite as:

Curtis Publishing Company records, Kislak Center for Special Collections, Rare Books and Manuscripts, University of Pennsylvania

Biography/History

Cyrus H. K. Curtis (1850-1933), who came to Philadelphia in 1876 to witness the Centennial celebration, was attracted to the city and returned there to launch his career as a publisher. Curtis began publishing a weekly periodical called *Tribune and Farmer*, which featured a column devoted to women's interests. Curtis's wife, Louisa Knapp (d. 1910) took over the writing of this column and the column grew to become a publication in itself. With Louisa Knapp as editor, Curtis started publishing the *Ladies' Home Journal* in 1883. Curtis recognized that the women's field offered a great opportunity for building up circulation and advertising volume-his chief interests in publishing. In the early years of publishing *Ladies' Home Journal* Curtis travelled to the homes of authors whose work he wanted to publish in his then little-known magazine, but, in general, for this publication and later, with the *Saturday Evening Post* and *Country Gentleman*, Curtis left the editorial work entirely to his editors. Louisa Knapp had great success with *Ladies' Home Journal* which she edited in her home while raising their only child, Mary Louise. By 1889 the *Journal* had half a million subscribers and Edward W. Bok (1863-1930) took over as editor-in-chief, remaining in that position until 1919.

Cyrus Hermann Kotschmar Curtis was named for his father, Cyrus, and for a close friend of his father's, Hermann Kotschmar, who was a musician and organist for the First Parish Congregationalist-Unitarian Church in Portland, Maine for forty-seven years. Cyrus Curtis admired his namesake and taught himself to pick out tunes on the keyboard by ear. Over the years he became adept at improvising on the organ, although beyond the basics he could not read music. He retained this early love of music throughout his life, and always had an organ in his home. Years later Curtis built a magnificent organ in the Portland, Maine city hall as a memorial to Hermann Kotschmar.

Born and raised in Portland, Cyrus began his career at the age of twelve as a newsboy. When he was fifteen, he published a boy's paper called *Young America*, buying a press for \$2.50 in order to have control over the printing of the paper. He later worked as a salesman in the dry goods business and at the age of nineteen moved to Boston, Massachusetts where he worked in the advertising and newspaper business.

In Boston, Curtis met Louisa Knapp, a lively and intelligent woman who had worked as a private secretary with Dr. Samuel G. Howe and Julia Ward Howe. Louisa Knapp and Cyrus Curtis shared an interest in music as well as journalism. She had a powerful contralto voice and her services as a vocalist were in demand. Before they formally met, Cyrus sang in the Boston choir for the World's Peace Jubilee in 1872, as did Louisa. They were married in 1875. The partnership between Cyrus Curtis and Louisa Knapp was described by Edward W. Bok: "From the moment of their marriage they became in fact and in spirit equal partners in their determination to find a place in the sun" (Bok, 1923). Bok's marriage to Cyrus and Louisa's daughter took place in 1896, therefore he had the perspective of a son-in-law as well as that of a business partner. Mary Louise Curtis Bok founded the Curtis Institute of Music in Philadelphia in 1924 in memory of her mother, who died in 1910.

The *Ladies' Home Journal and Practical Housekeeper* (the early title) was published at 433-435 Arch Street in Philadelphia in a building erected in the summer of 1887. Due to the magazine's large and expanding circulation, Curtis became an innovator in the use of new typesetting machines and automation for the mailing list. By 1891 the business had grown to the point that Curtis formed a stock company in

Camden, New Jersey, the predecessor of the Curtis Publishing Company which was organized under this name in Pennsylvania in 1907.

Once the *Ladies' Home Journal* was well established, Curtis began to look for new areas for expansion. In the summer of 1897 two men entered Curtis's office and informed him of the death of the owner of the *Saturday Evening Post*, then a Philadelphia weekly with a small circulation. Curtis offered the men \$1000 for the paper, type and all. Curtis was intrigued by the genealogy of this paper which was published as the *Pennsylvania Gazette* by Benjamin Franklin in 1729. The paper changed hands several times and the name had been changed to the *Saturday Evening Post* in 1821. Curtis hired a young reporter from the *Boston Post*, George Horace Lorimer (1869-1936), as his literary editor for the new magazine. Lorimer was given a free hand to edit the weekly, which was initially conceived as a "men's magazine." He published the work of the top literary figures of the day including Bret Harte, Joel Chandler Harris, Frank Norris, Edith Wharton, Alice Duer Miller, and Owen Wister. Curtis invested over \$1,250,000 in the magazine before it began to show a profit, but once the *Saturday Evening Post* caught on its circulation increased dramatically-by 1906 it reached one million.

For both *Ladies' Home Journal* and the *Saturday Evening Post* and all of his other publications to come, Cyrus H. K. Curtis insisted on a policy of refusing questionable advertising. He began this policy by refusing to publish advertising for patent medicines in *Ladies' Home Journal* in the 1890s at a time when these products were widely advertised with no restrictions or accountability for the claims they made. Curtis was an advocate for the Pure Food and Drug Acts and was an early innovator in testing products that were advertised in his publications. He built his publications on selling advertising and felt strongly that his advertising must be honest, wholesome, and believable. One of many examples of this policy can be found in the 1912 Curtis Advertising Code which states that no advertising for tobacco would be accepted in *Ladies' Home Journal*.

Curtis built a new office and printing plant for the *Saturday Evening Post* and *Ladies' Home Journal* on Independence Square in Philadelphia, beginning construction of the building in 1909 and completing it in 1911. Made of marble shipped from Maine, with mosaic murals in the lobby designed by Maxfield Parrish and executed by Louis Tiffany, and with Tiffany stained-glass windows, it was a magnificent building, occupying a complete city block and featuring the latest equipment for printing and mailing magazines.

Realizing that with his new facility he could publish three magazines for little more overhead expense than for two, in 1911 Cyrus H. K. Curtis purchased *Country Gentleman*, one of the oldest agricultural periodicals. It was first published as the *Genesee Farmer* in 1831 in Rochester, New York. Curtis moved the publication from Albany, New York to Philadelphia, and on July 6, 1911, the first issue in its new format appeared. In support of this acquisition, Curtis Publishing Company conducted a number of marketing research studies in the agricultural field beginning with its first such study, "Agricultural Implements" (1911). Research studies were made on farm tractors, feeds and fertilizers, and the importance of rural towns as markets. The editorial content of *Country Gentleman* was broadened to include fiction, paintings by outstanding artists and illustrators, and a section of the magazine called "The Country Gentlewoman" devoted to the interests of farm women and girls.

The Curtis Publishing Company's establishment of a Division of Commercial Research as part of its Advertising Department in 1911 was a revolutionary step. Charles Coolidge Parlin (1898-) was selected to head the new division and invented not only the scope and technique of the new activity but also

its name, "commercial research." This was the first marketing research operation in the United States. Parlin pioneered interviewing techniques—surveying consumers, wholesalers and dealers in his efforts to pinpoint the effective uses of advertising for specific products and markets. Parlin's staff analyzed the contents of pantries and studied household trash in order to get information on brand names that were being purchased. In addition to his studies on agricultural commodities and markets, Parlin's research was directed to automobiles (including women's influence in purchasing automobiles), department stores, food products, appliances, and, in later years, insurance, radio, television, and aviation.

In January 1913, Curtis purchased Philadelphia's daily newspaper the *Public Ledger*, and in September 1914 started the *Evening Public Ledger*, capitalizing on the public's hunger for news of World War I.

On June 25, 1915, the company bought the Curtis Country Club which was used for annual company picnics and for recreation for employees and their families who chose to become members. The in-house publication, *Curtis Folks*, documents celebrations and activities at the club during the prosperous early 1920s. Featuring human interest news about the thousands of Curtis employees, this magazine is a good source for information about working people and racial segregation in Philadelphia during this period. The country club was sold in 1925, and subsequently was acquired by the Melrose Country Club.

In 1927 Curtis's support was enlisted to head up the campaign to raise funds for a memorial to Benjamin Franklin. The project decided upon was the construction of the Franklin Institute in Philadelphia to which Cyrus Curtis contributed \$1,985,000. This technological museum featured, among its many exhibits, an area devoted to showing the development of the art of printing from papermaking, to electrotyping, photoengraving and binding. Cyrus H. K. Curtis died on June 7, 1933, just a few months before the new Franklin Institute building opened to the public, and just a few months before the cumulative gross advertising revenue of his magazines reached the one billion dollar mark.

In 1946 Curtis Publishing Company began construction of a massive new printing plant located in Sharon Hill, Pennsylvania, a suburb of Philadelphia. The first spadeful of earth was turned by Mary Curtis Bok Zimbalist, the daughter of Cyrus H. K. Curtis, who married violinist Efrem Zimbalist (1889-1985) after her husband Edward Bok's death. The new plant contained equipment that Curtis Publishing itself had initiated and developed including the first successful four-color web perfecting, two side printing presses. In 1946 Curtis Publishing also introduced a new travel magazine, *Holiday*, added to the other successful Curtis publications which by this time included *Jack and Jill*, a children's magazine that was introduced in 1938.

With all its successes, the Curtis Publishing Company faced tremendous changes in the advertising market in the 1950s and 1960s with the advent of television. In 1955 the Curtis Publishing Company sold *Country Gentleman* to Farm Journal, Inc., and the publication was merged with *Farm Journal*. Poor management led to the collapse of the company by the end of the 1960s. *Saturday Evening Post* ceased publication in 1969, and *Ladies' Home Journal* was sold.

The story of the end of the Curtis Publishing empire is told in a number of books written by some of the key people who were involved, among these are *Decline and Fall* by Otto Friedrich (1969), *The Curtis-Culligan Story* by Matthew J. Culligan (1970), *The Curtis Affair* by Martin S. Ackerman (1970), and *The Curtis Caper* by Joseph C. Goulden (1965).

Scope and Contents

The Records of the Curtis Publishing Company housed by the University of Pennsylvania fall into three major categories, plus a residual category of a small amount of historical material:

1. *Ladies' Home Journal* circa 1887-1946: correspondence, financial records, and a small amount of historical material related to the publication.
2. Division of Commercial Research, Advertising Department: research reports, speeches, and statistical studies directed by Charles Coolidge Parlin, his associates and successors ca. 1911-1960
3. serials: in-house publications of the Curtis Company ca. 1913-1957.
4. historical material, scrapbooks, and memorabilia.

With the exception of a few items of memorabilia, the earliest material in the Curtis Publishing Company records at the University of Pennsylvania does not cover the period when *Ladies' Home Journal* was edited by Louisa Knapp. The financial records, books of remittances for *Ladies' Home Journal* date from 1889, the year Edward W. Bok became editor of the *Journal*. The correspondence of managing editor William V. Alexander begins 10 years later, dating from 1899-1911.

The collection contains only a few items of correspondence dated after 1911 and does not include material related to the editorial content of *Saturday Evening Post* or *Country Gentleman*. The second section of the records is the largest: the work of the Advertising Department and its Division of Commercial Research from 1911-1945. These early marketing research studies contain valuable information about the towns and cities in which the research took place. In some of the studies, Charles C. Parlin and his associates attempted to interview every household in the community. Parlin's development of interviewing techniques is of interest to sociologists, anthropologists, folklorists, and others who undertake ethnographic interviewing. The collection of Charles C. Parlin's speeches is also a valuable resource for tracing the development of advertising for specific products.

The Curtis Publishing Company produced a number of in-house newsletters and magazines for employees which offer an inside look at the company for the period 1913-1954. Of particular interest are newsletters published during World War II.

There are a few items of historic interest in the collection in the final series. These include a damaged scrapbook with dates from ca. 1880 when Curtis was publishing *Tribune and Farmer* to the early years of *Ladies' Home Journal*.

Administrative Information

University of Pennsylvania, Kislak Center for Special Collections, Rare Books and Manuscripts

1992

Finding aid prepared by Margaret Kruesi.

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Source of Acquisition

Gift

Controlled Access Headings

Form/Genre(s)

- Correspondence
- Manuscripts, American--19th century
- Manuscripts, American--20th century

Subject(s)

- Advertising
- Business
- Journalism
- Periodicals--Marketing
- Periodicals--Publishing
- Publishers and publishing

Bibliography

Bok, Edward W. *The Americanization of Edward Bok*. The Hague: Martinus Nijhoff, 1921.

Bok, Edward W. *A Man From Maine*. New York: Charles Scribner's Sons, 1923.

Fuller, Walter D. *The Life and Times of Cyrus H. K. Curtis*. Address to the Newcomen Society, 1948.

Tebbel, John. *George Horace Lorimer and the Saturday Evening Post*. New York: Doubleday and Company, 1948.

Steinberg, Salme Harju. *Reformer in the Marketplace: Edward W. Bok and the Ladies' Home Journal*. Baton Rouge: Louisiana State University Press, 1979.

I. Ladies' Home Journal Correspondence

Collection Inventory

I. Ladies' Home Journal Correspondence, 1899-1911.**Series Description**

Bound volumes of copies of letters written by William V. Alexander, the managing editor.

	Box
Alexander, William V. October 13, 1899-June 15, 1900	1
Alexander, William V. May 3, 1901-July 1, 1902. 2 volumes.	
Alexander, William V. January 5, 1903-October 17, 1904.	2
Alexander, William V. October 19, 1904-August 23, 1905	3
Alexander, William V. January 24, 1907-October 29, 1908	
Wolcott, Teresa H. January 24, 1907 . 2 volumes.	
Alexander, William V. October 13, 1908-January 24, 1910	4
Alexander, William V. June 28, 1910-January 12, 1911	
Wiley, Franklin B. January 11, 1911. 2 volumes.	
Alexander, William V. to Curtis Brown and Massie. March 17, 1910-January 13, 1911.	5
Alexander, William V. November 25, 1902-June 11, 1907	6
Mintzer, Frank J.L. November 21, 1906-April 19, 1907	
Parker, J. E. November 7, 1902-October 17, 1906	
Alexander, William V. June 28, 1907-March 11, 1910 . Mintzer, Frank J. L. 2 volumes.	

Description

Art bureau shipments.

II. Ladies' Home Journal Remittances

II. Ladies' Home Journal Remittances, 1889-1906.
Series Description

Bound volumes of remittances paid to writers and artists.

	Box
Remittances, 1889 November 5- 1891 November 6.	7
Remittances, 1891 November 16-1893 December 27.	8
Remittances, 1893 December 29-1898 January 25. 2 volumes.	9
Remittances, 1898 January 26-1900 November 1.	10
Remittances, 1900 November 6-1903 June 1.	11
<i>Ladies' Home Journal</i> Contribution Pay Book, 1903 June 2-1906 June 26.	12

III. Ladies' Home Journal Editorial, 1912-1935.
Series Description

These two volumes of "monthly service letters received" are an editorial inventory for the *Journal*.

	Box
Monthly report of service letters received. <i>Ladies' Home Journal</i>, 1912-1918.	13
Description	
Unbound. Pages covering dates from 1912 to 1917 are glued onto crumbling acid paper.	
<i>Ladies' Home Journal</i> Editorial Inventory, 1928-1935.	14

IV. Advertising Department: Minutes of Conferences

IV. Advertising Department: Minutes of Conferences, 1910-1915.

	Box
Minutes of Seventh Annual Conference, 1910.	15
Ninth Annual Conference of the Advertising Department of the Curtis Publishing Company, 1913.	16
Tenth Annual Conference of the Advertising Department of the Curtis Publishing Company, 1913.	17
Condensed Report of Advertising Conference, 1915.	18

V. Advertising Department: Research Reports, 1911-1959.
Series Description

This series consists of the pioneering work in commercial research conducted by Charles Coolidge Parlin, his associates, and his successors. These reports form the bulk of this collection. The early reports are the work of Charles C. Parlin and his close associates, Henry Sherwood Youker, Norwood Weaver, Samuel M. Kinney and Milford J. Baker. Many have no identified authors. Most are bound typewritten reports, illustrated with charts, drawings, and some with photographs. Later reports were printed or published as books.

The research studies are arranged chronologically with a few exceptions. In some multi-volume research studies the separate volumes were not completed in chronological order or within the same year. In these cases, the volume order (Volume A, B, C, D, etc.) is maintained rather than the strict chronological order. Note also that in some instances the date on the binding differs from the date on the title page of the study, dates used here are on the title page. Titles of the research studies vary and not necessarily consistent within different volumes of the same study. Where more than one item is housed in a box, the number of volumes is indicated in the register. These may be either duplicate copies or volumes in a series.

V. Advertising Department: Research Reports

The Curtis Publishing Company guide to this series is titled "Digests of Principal Research Department Studies," 4 vols. 1946 (Box 119). This publication lists the studies chronologically and summarizes the results of each. Because the Curtis Publishing Company Records do not include the complete run of research studies undertaken by Curtis, "Digests.." provides an important reference for other studies that were undertaken by this department. The reader should be aware that some of the research studies listed are pamphlets and can be found either in the series of speeches and pamphlets by Charles Coolidge Parlin or in the general pamphlet series which follows the Parlin speeches. Advertising charts and summaries of statistics are in a separate series following the research studies, some are also listed in "Digests."

Box

Agricultural Implements: Charles Coolidge Parlin, 1911.

19

Department Store Lines: Charles Coolidge Parlin, 1911 October - 1912 October.

20

Description

Textiles. Vol. A. Interviews and General Index.

Department Store Lines. Charles Coolidge Parlin, 1911 October - 1912 October.

21

Description

Textiles. Vol. B. Retail and Jobbing. Copy 1.

Department Store Lines.

22

Description

Textiles. Vol. B. Copy 2.

V. Advertising Department: Research Reports

Department Store Lines. Blanche E. Hyde, 1912. 23**Description**

Textiles. Vol. D. Cloths and Their Uses. [Fabric samples, their origins, uses, wearability.] Copy 1.

Department Store Lines, 1912. 24**Description**

Textiles. Vol. D. Copy 2.

Encyclopedia of Cities. Charles Coolidge Parlin and Henry Sherwood Youker, 1913. 25**Description**

Cities, An Estimate of Trading Population and of Dry Goods and Ladies' Ready-To-Wear Business.

Pattern Sales. Henry Sherwood Youker 26**Sewing in the Schools and College of the United States. Charles Coolidge Parlin., 1913. 2 volumes.****Description**

An Estimate of the Trading Population, Volume of Business and *Ladies' Home Journal* Pattern Sales in all Cities of the United States of 5,000 Population and over.

Research Papers prepared by the Curtis School under the Direction of Charles Coolidge Parlin, 1913. 27**Contents**

- * "The Felt Hat Industry." R. S. M. Boyce, New York.
- * "Pianos, Organs and Player Pianos." N. W. Emerson, Boston.
- * "The Cement Industry." O. R. Graham, Jr., New York.

V. Advertising Department: Research Reports

- * "Linoleums and Oilcloths." W. H. Henderson, New York.
- * "Paint and Varnish." H. K. Metcalf, Philadelphia.
- * "China, Earthenware and Stoneware." Sidney Storer, New York.
- * "Roofing." P. H. Thayer, Philadelphia. Copy 1, Copy 2.

Automobiles. Charles Coolidge Parlin and Henry Sherwood Youker, 1914. 28

Description

Vol. A. Interviews.

Automobiles. Charles Coolidge Parlin and Henry Sherwood Youker, 1914. 29

Description

Vol. 1B. Gasoline Pleasure Cars. Copy 1.

Automobiles. Charles Coolidge Parlin and Henry Sherwood Youker, 1914. 30

Description

Vol. 1B. Gasoline Pleasure Cars. Copy 2.

Automobiles. Charles Coolidge Parlin and Henry Sherwood Youker, 1914. 31

Description

Vol. 1B. Gasoline Pleasure Cars. Copy 3.

Automobiles. Charles Coolidge Parlin and Henry Sherwood Youker, 1914. 32

Description

Vol. 1B. Gasoline Pleasure Cars. Copy 4.

V. Advertising Department: Research Reports

<p>Automobiles. Charles Coolidge Parlin and Henry Sherwood Youker, 1914.</p> <p>Description</p> <p>Vol. 2B. Gasoline Pleasure Cars. Extracts from Interviews.</p>	33
<p>Automobiles. Charles Coolidge Parlin and Henry Sherwood Youker, 1914.</p> <p>Description</p> <p>Vol. C. Electrics, Trucks, Motorcycles, Cyclecars, Parts and Accessories. Copy 1.</p>	34
<p>Automobiles. Charles Coolidge Parlin and Henry Sherwood Youker, 1914.</p> <p>Description</p> <p>Vol. C. Electrics, Trucks, Motorcycles, Cyclecars, Parts and Accessories. Copy 2.</p>	35
<p>Automobiles. Charles Collidge Parlin and Henry Sherwood Youker, 1914. 3 volumes.</p> <p>Description</p> <p>Vol. D. Confidential Report on Individual Companies. Copy 1, Copy 2, Copy 3.</p>	36
<p>Trade Bulletins, 1914-1915. 3 volumes.</p>	37
<p>Food Products and Household Supplies. Charles Coolidge Parlin and Henry Sherwood Youker, 1915.</p> <p>Description</p> <p>Vol. A. Interviews.</p>	38

V. Advertising Department: Research Reports

Food Products and Household Supplies. Charles Coolidge Parlin and Henry Sherwood Youker, 1915. 39

Description

Vol. B. Sales Channels and Sales Methods.

Food Products and Household Supplies. Charles Coolidge Parlin and Henry Sherwood Youker, 1914. 40

Description

Vol. C. Advertising Possibilities of Pacific Coast Industries.

Food Products and Household Supplies. Charles Coolidge Parlin and Henry Sherwood Youker, 1917. 41

Description

Vol. D. Merchandising of Products.

Food Products and Household Supplies. Charles Coolidge Parlin and Henry Sherwood Youker, 1915. 42

Description

Vol. E. Extracts from Interviews.

The Future of Chains, 1915. 43

Description

Chains and Independents.

Automobiles. Influence of Women. Charles Coolidge Parlin, 1916. 2 volumes. 44

Contents

* Influence of Women in the Sale of Automobiles.

V. Advertising Department: Research Reports

* Confidential Automobile Interviews

Attitude of Merchants Toward the *Ladies' Home Journal* and *The Saturday Evening Post* as Advertising Mediums, 1916. 45

Description

Extracts from Interviews. Copy 1, Copy 2.

An Inquiry Among Readers of the *Country Gentleman*, 1916. 46

Contents

* Vol. A.

* Vol. B. contains extracts from replies together with 150 original letters.

Farm Tractors. Charles Coolidge Parlin and Henry Sherwood Youker assisted by George C. Rohrs and William Shaw, 1916. 2 volumes. 47

Description

Vol. A. Interviews. Copy 1, Copy 2.

Farm Tractors, 1916. 48

Description

Vol. B. Manufacturing and Selling. Copy 1.

Farm Tractors, 1916. 49

Description

Vol. B. Manufacturing and Selling. Copy 2.

Canned Soup. Henry Sherwood Youker with Samuel M. Kinney and Miller Munson, 1917. 50

V. Advertising Department: Research Reports

Electrical Industry. Charles Coolidge Parlin assisted by Henry Sherwood Youker and Norwood Weaver, 1917. 2 volumes. 51

Description

Vol. A. Interviews. Copy 1, Copy 2.

Electrical Industry. Charles Coolidge Parlin assisted by Henry Sherwood Youker and Norwood Weaver, 1917. 52

Description

Vol. B. Manufacturing and Merchandising. Copy 1.

Electrical Industry. Charles Coolidge Parlin assisted by Henry Sherwood Youker and Norwood Weaver, 1917. 53

Description

Vol. B. Manufacturing and Merchandising. Copy 2.

The Farm Market. Charles Coolidge Parlin, Henry Sherwood Youker, William Wellington Paine, 1917. 2 volumes. 54

Description

Vol. A. Interviews. Copy 1, Copy 2.

The Farm Market. Charles Coolidge Parlin, Henry Sherwood Youker, William Wellington Paine, 1917. 55

Description

Vol. A. Interviews. Copy 3.

V. Advertising Department: Research Reports

Farm Markets. Charles Coolidge Parlin, Henry Sherwood Youker, William Wellington Piane, 1918.	56
Description	
Vol. B. Report of Investigation.	
Feeds and Fertilizers. Henry Sherwood Youker, 1917.	57
Description	
Vol. A. Stock Feed and Commercial Fertilizer. Interviews.	
Feeds and Fertilizers. Henry Sherwood Youker, 1917.	58
Description	
Vol. B. Stock Feed and Commercial Fertilizer. Report.	
Canned Beans, 1919. 2 volumes.	59
Description	
Vol. A. Interviews. Copy 1, Copy 2.	
Canned Beans, 1919. 2 volumes.	60
Description	
Vol. B. Report of Investigation. Copy 1, Copy 2.	
Coal-Tar Dyes. Merchandising Problems of Coal-Tar Dyes, 1919.	61
Oleomargarine. William Wellington Paine, 1919.	62
An Agricultural Trading Center. Sabetha, Kansas, 1920.	63

V. Advertising Department: Research Reports

Automobile Markets, 1920. 2 volumes. 64

Description

Vol. A. Interviews. Copy 1, 2.

Automobile Markets, 1920. 4 volumes. 65

Contents

* Vol. B. Report of Investigation. Copy 1, Copy 2 (4 vols.).

* Vol. C. Influence of Women. Copy 1, Copy 2.

Automobile Tires, 1920. 3 volumes. 66

Description

Copy 1, Copy 2, Copy 3.

Continuous Production. Charles Coolidge Parlin, 1920. 2 volumes. 67

Description

Copy 1, Copy 2.

The *Country Gentleman* Questionnaire, 1920. 2 volumes. 68

Description

Copy 1, Copy 2.

Machine Tools. Samuel M. Kinney, 1920. 2 volumes. 69

Description

Copy 1, Copy 2.

V. Advertising Department: Research Reports

Motor Trucks. Samuel M. Kinney and Milford J. Baker, 1920. 2 volumes. 70

Description

Copy 1, Copy 2.

National Prohibition, 1920. 5 volumes. 71

Contents

* Vol. A. Interviews. Copy 1, Copy 2.

* Vol. B. Report of Investigation. Copy 1, Copy 2, Copy 3.

The *Public Ledger*, 1920. 72

Description

Interviews (*The Philadelphia Public Ledger*, newspaper. Persons interviewed are identified by name and company).

Retail Hardware Stores. Milford J. Baker, 1920. 2 volumes. 73

Description

Copy 1, Copy 2.

Tools, 1920. 74

Description

Vol. A. Interviews.

Department Store Lines, 1921. 75

Description

Vol. AA. Interviews.

V. Advertising Department: Research Reports

Merchandising of Department Store Lines, 1920. 3 volumes. 76

Description

Vol. BB. Copy 1, Copy 2, Copy 3.

Encyclopedia of Cities, 1920-1921. 2 volumes. 77

Description

Department Store, Wholesale Dry Goods and Wholesale Grocery Business. Comparative Estimates. Copy 1, Copy 2. 1920 on binding.

Foods, 1921. 78

Description

Vol. AA. Interviews with Wholesale Grocers.

The Gas Industry. Charles Coolidge Parlin and Milford J. Baker, 1921. 2 volumes. 79

Description

Copy 1, Copy 2.

New York Survey of firms with advertising potential, circa 1922. 80

Where Do the Best Customers Live? . Milton J. Blair, 1923. 81

Description

A Study of Curtis Distribution. Includes summary of interviews with subscribers, bankers, grocery store owners in Bloomington, IL.

V. Advertising Department: Research Reports

Radio, 1925.	82
Description	
Vol. A. Interviews.	
Radio, 1925.	83
Description	
Vol. B. Report.	
City A and City B: A Story of Circulation Based on An Every Home Survey of Two Cities. Schenectady, NY and Canton, OH, 1925-1926.	84
Automobiles. Influence of Women, 1926. 2 volumes.	85
Description	
Interviews with car dealers. Copy 1 Copy 2.	
Automobiles. Influence of Women, 1926.	86
Description	
Interviews with car dealers. Copy 3.	
Profitable Selling in Changing Markets. Watertown, NY, 1928.	87
The Aviation Industry, 1930.	88
Description	
A Study of Underlying Trends.	

V. Advertising Department: Research Reports

The Passenger Car Industry. Charles Coolidge Parlin and Fred Bremier, 1932.	89
Description	
Report of a Survey.	
The Problem of Private Brands. Charles Coolidge Parlin, 1932.	90
Cities Service Company. Hartford Survey, 1933.	91
Description	
Hartford, CT survey of passenger car owners consumption of gasoline, oil, and grease.	
Wayne County Survey. Wayne County, NY, 1933.	92
Description	
Survey of rural use of commodities, contents of pantries. Title page has 1935.	
Importance of Grocery, Drug and Cosmetic Advertising to the Curtis Publishing Company, 1934.	93
Life Insurance Survey, 1934. 4 volumes.	94
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* Vol. 1. Comments and Opinions.	
* Vol. 2. Details of Survey. Copy 1.	
* Life Insurance Survey. Rochester, NY; and Mansfield, Wooster, Dalton, Shreve, Smithville, and West Salem, OH. 1934 .	
* Policy Holder Analysis. Philadelphia, PA and suburbs. Fred Bremier. circa 1934.	

V. Advertising Department: Research Reports

<p>Life Insurance Survey, 1934.</p> <p>Description</p> <p>Vol. 2. Details of Survey. Copy 2.</p>	95
<p>National Market Basket, 1934. 4 volumes.</p> <p>Contents</p> <p>* A Message to Wholesale Grocers. 1934.</p> <p>* A Wholesaler Talks to His Partner. undated.</p> <p>* The Complete Food Market. ca. 1935.</p>	96
<p>Wives' Influence on Husbands' Life Insurance, 1934. 2 volumes.</p> <p>Description</p> <p>Vol. B. Copy 1, Copy 2.</p>	97
<p>Dry Waste Survey Presentation, 1936.</p> <p>Description</p> <p>Philadelphia, PA, analysis of trash generated by 56 households in 4 distinct neighborhoods to analyze brand preferences and commodity consumption patterns.</p>	98
<p>Magazines, Newspaper Supplements, Farm Publications and Radio. Charles Coolidge Parlin, 1937.</p> <p>Description</p> <p>Unbound.</p>	99

V. Advertising Department: Research Reports

Gasoline and Oil Survey, 1938. 3 volumes. 100

Contents

- * Survey of brand preference and loyalty, Dallas, TX; Grand Rapids, MI; Peoria, IL; Wichita, KS.
- * Survey on Selective Markets for Replacement Passenger Car Batteries.
- * Survey on Selective Markets for Replacement Passenger Car Brake Lining.

Truck Tire Survey. Rochester NY, 1939. 101

Who Buys Automobiles and Automotive Products?, 1939. 102

Description

A Report of the U.S. Consumer Purchase Survey.

Appliance Survey. Refrigerator Dealer Interviews, 1940. 103

Automobile Storage Battery Survey, 1940. 2 volumes. 104

Contents

- * Part 1—Personal Interviews with Battery Buyers from Atlanta, GA; Cedar Rapids, IA; Charlotte, NC; Chicago, IL; Cleveland, OH; Dallas, TX; Elmira, NY; Los Angeles, CA; Macon, GA; Minneapolis, MN; Rochester, NY; San Francisco, CA; Seattle, WA; Springfield, MA; and Wichita, KS.
- * Part 3—Mail Returns and Personal Interviews.

Trucks, 1940. 3 volumes. 105

Contents

- * Urban Market Survey, Rochester, NY.
- * Complete Report of Detail Data.
- * RuralMarket Survey. Lenawee County, MI.

V. Advertising Department: Research Reports

Grocery Purchases Survey A, Binghampton, NY, 1941. 5 volumes. 106**Contents**

- * Grocery Purchase Survey A, Binghampton, NY. Copy 1, Copy 2.
- * Grocery Purchase Survey B, Binghampton, NY. Copy 1, Copy 2.
- * Meat Dealer Survey, Part 1, in eight cities: Philadelphia, PA; Utica, NY; Columbus, OH; Cincinnati, OH; Chicago, IL; Des Moines, IA; Oklahoma City, OK; and Seattle, WA

How Can Women's Magazines Cover So Many More Homes Than Their Circulation Figures Show? *Ladies' Home Journal.*, 1941. 107

Detail Material to Report of Survey on Fire, Automobile, and Casualty Insurance, 1943. 108**Description**

Residence and Personal Insurance Only.

Saturday Evening Post Aviation Survey, 1946. 109

The Balance Sheet of Advertising, 1947. 110**Description**

A Study of the Brand Preferences of Housewives for Fifty Grocery Store Commodities.

Study of Auto Dealers in Five Cities. Framingham, MA; Joplin, MO; Newburgh, NY; Plainfield, NJ; and Washington, PA, 1948. 111

The Television Industry. Fred Bremier, 1948. 112

Manufacturing Customers. Brand Preference Survey, 1951. 113

V. Advertising Department: Research Reports

Market Areas in the United States, 1952. 114

Description

By state, includes large U.S. map in pocket.

Rural America is a Major Basic Market, circa 1953. 115

Remember Automobile Row, 1959. 116

Description

SEP automobile advertising.

An analysis of a Typical City Market, Harrisburg, PA, undated. 117

Description

Billboard advertising, photographs, maps, interviews. Unbound.

Middletown Story, undated. 118

Digests of Principle Research Department Studies, 1911-1949. 4 volumes. 119

Contents

* Volume 1: 1911-1925

* Volume 2: 1926-1940

* Volume 3: 1941-1945

* Volume 4: 1946-1949

VI. Advertising and Circulation: Charts and Statistics

VI. Advertising and Circulation: Charts and Statistics.

Series Description

These volumes were produced concurrently with the research reports by the Advertising Department. They have been placed in a separate series because their format differs from the research reports, and because most of these summaries of statistics were issued annually, thus for each topic, for example, "Advertising in Farm Publications" or "City Markets and Curtis Circulation" there is a series of volumes that have been boxed together.

	Box
Table Showing Advertising Investments of Leading Advertisers Using \$10,000 and Over in 31 Publications, unbound, 1911.	120
Table Showing Advertising Investments of Leading Advertisers Using \$10,000 and Over in 30 Publications, unbound, 1911-1916.	121
Table Showing Advertising Investments of Leading Advertisers Using \$10,000 and Over in 30 Publications, unbound, 1917.	122
Advertising Charts, Automobile Parts and Accessories, unbound, 1913-1916.	123
Circulation Data, unbound, 1915-1919.	124
Description	
Statement of Circulation, <i>Saturday Evening Post</i> . By Classes of Population, based on Issue of May 1st, 1920 and April 1, 1920 .	
Advertising Charts, 1915-1928. 6 volumes.	125
Contents	
* Advertising Charts, 1915-1923 . Curtis Publishing Company. 1924. Showing Expenditures in Leading National and Farm Publications.	

VI. Advertising and Circulation: Charts and Statistics

- * Advertising Charts, 1919-1925 . Curtis Publishing Company. 1925. Showing Advertising Expenditures in Leading National and Farm Publications.
- * Advertising in *The Saturday Evening Post* 1926. Curtis Publishing Company. 1927.
- * Advertising in Women's Publications 1926. Curtis Publishing Company, 1927.
- * Advertising in *Ladies' Home Journal* and Other Women's Publications, 1927. Curtis Publishing Company. 1928.
- * Revenue in *The Saturday Evening Post* From Units of Less Than a Page in Size 1928. Curtis Publishing Company. 1928.

Advertising in Farm Publications, 1918-1920. 5 volumes. 126

Advertising in Farm Publications, 1921-1923. 5 volumes. 127

City Markets and Curtis Circulation, 1923-1932. 6 volumes. 128

Contents

- * City Markets and Curtis Circulation. Chicago, Philadelphia, Detroit, Cleveland, St. Louis. 1923. 6 vols. 2 copies.
- * City Markets and Curtis Circulation. New York, Chicago, Philadelphia, Boston, Detroit, Cleveland, St. Louis. 1924.
- * City Markets and Curtis Circulation. New York, Chicago, Philadelphia, Boston, Detroit, Cleveland, St. Louis, Los Angeles, Minneapolis, Kansas City, Atlanta, Dallas. 1926.
- * City Markets. A Study of City Markets Based on Curtis Circulation. 1928-1929.
- * City Markets. A Study of Thirty-five Cities. 1932.

Sales Quotas, 1924-1929. 3 volumes. 129

Contents

- * Sales Quotas. By Counties. 1924. 3 vols.
- * Sales Quotas. By Counties and By Cities over 10,000 Population. 1927-1928.
- * Sales Quotas. By Counties and By Cities over 10,000 Population. 1928-1929. Large chart on inside cover.

VII. Advertising and Circulation: Publicity

Sources of Information, circa 1920-1923. 130

Description

Unbound notebook belonging to Charles Coolidge Parlin.

25 Leading Agents of 1936. 131

Advertising Classification Analysis, 1945. 132

Correspondents' Text Book. May 1954, revised April 29, 1960. 133

VII. Advertising and Circulation: Publicity.

Series Description

Cyrus Curtis not only supported his magazines through advertising, he was a believer in advertising his own publications. This series consists of materials that promote the value of advertising in Curtis Publishing Company's publications.

Box

Color Advertisements *Saturday Evening Post*, 1915. 134

Color Advertisements *Saturday Evening Post*, 1916. 135

The Determining Factor (LHJ) 136
 Proofs (LHJ, SEP, CJ), 1916. 2 volumes.

Two Pages Facing 137

Two Color Advertising, 1916-1917. 7 volumes.

Description

Some Suggestions for Advertising Display.

VII. Advertising and Circulation: Publicity

Where Opportunity is Great. 1916 (LHJ)	138
Two Pages Facing in the Ladies' Home Journal. 1921	
Leadership. 1929 (LHJ). 5 volumes.	
<i>The Saturday Evening Post. Curtis Publishing, Advertising Department, 1929. 3 volumes.</i>	139
Description	
200th anniversary advertising promotion.	
<i>The Saturday Evening Post.</i> 1930	140
<i>The Saturday Evening Post...Looking ahead...circa 1930</i>	
<i>The Saturday Evening Post</i> Survey B. 1930. 3 volumes.	
Radio Story What is Advertising. 1935 (SEP)	141
People on the Way Up. 1936 (SEP)	
Cases. 1939. 3 volumes.	
How Thin is a THIN Market, 1937. 2 volumes.	142
Contents	
* Part A (narrative accompanying chart, red folder).	
* Part B (chart).	
Again—Curtis Makes News! 1938 (4 color process)	143
Reproduction of a Journal Cover by Dye-Transfer Process. undated.	
<i>Life vs. Post.</i> 1941	144
Summary of Surveys in Post Field Since 1925. 1940, with Supplement, January 1941	
Scrapbook used in survey of public reaction to new form of Post. 1942 (Study #1), 1941. 4 volumes.	
Things happen when the <i>Journal</i> comes out! No. 5. 1941	145
Things happen when the <i>Journal</i> comes out! No. 7. 1941	

VIII. Charles C. Parlin Speeches and Pamphlets

Things happen when the *Journal* comes out! No. 9. undated. 3 volumes.

Tribute to the Unconquerables. <i>Saturday Evening Post</i> War Bond Promotion. 1943	146
The U.S. Treasury Department and the Saturday Evening Post Present a War Bond Show. 1943. 2 volumes.	

<i>Saturday Evening Post</i> advertising photostats, with folder of memos re: talk by Brewer, 1959.	147
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VIII. Charles C. Parlin Speeches and Pamphlets, 1914-1941.

Series Description

This collection of the speeches of Charles C. Parlin, who invented marketing research, is a valuable resource for understanding the background for contemporary marketing practices in the United States. Included are pamphlet-length research reports written during the same time period as those in the series of research reports above.

The speeches of Charles Coolidge Parlin are filed in chronological order dated from 1914-1941. Many of the speeches have no title and were identified on the original folders by a brief reference to the organization he was addressing. These folders have been labeled "Address" followed by the name of the organization. A few speeches have no title or organization mentioned, for these the subject of the speech is noted in brackets. Pamphlets, typescripts, and published versions of the speeches are interfiled in this series.

	Box	Folder
The Philosophy of Buying, 1914 June 23.	148	1
How a Manufacturer May Make A Trade Investigation, 1914 July 2.	148	2
Address. National Coffee Roasters Association, 1915 December 14.	148	3
Address. Joseph Campbell Company, 1915 December 28.	148	4

VIII. Charles C. Parlin Speeches and Pamphlets

The Merchandising of Automobile Parts and Accessories, 1915.	148	5
The Merchandising of Automobiles, 1915.	148	6
The Merchandising of Commercial Motor Vehicles, 1915.	148	7
Address. National Hardware Association, 1916 June 1.	148	8
The Manufacturer, the Retailer and Branded Merchandise. Convention of Associated Advertising Clubs of the World, 1916 June 27.	148	9
The Merchandising of Tractors. Kansas City Tractor Show, 1917 February 15.	148	10
Business in 1918.	148	11
The Farm Market, 1918.	148	12
Basic Facts of Prosperity in 1920. The Robert Morris Club, 1920 February 21.	148	13
The Business Man's Part in Relation to Agricultural Production, 1920 April 28.	148	14
Consumer is King. Southern Hardware Jobbers Association and the American Hardware Manufacturer's Association, 1920.	148	15
Potential Markets. National Association of Motor Truck Sales Managers, 1920 November 19.	148	16
Motor Accessory Speech, circa 1920.	148	17
Automotive Advertising Must Emphasize Utility. Motor and Accessory Manufacturer's Association, 1921 January 13.	148	18

VIII. Charles C. Parlin Speeches and Pamphlets

Address. Salesmen's Association of the Paper Industry, 1921 April 12.	148	19
The Present Selling Problem. Manufacturing Perfumers' Association, 1921 May 10.	148	20
Address. National Pipe and Supplies Association, 1921 May 11.	148	21
Address. American Supply and Machinery Manufacturer's Association, 1921 May 17.	22	22
Address. Long-Bell Lumber Company, 1921 June 3.	148	23
Helping the Retailer Through the Period of Readjustment, 1921 June 17.	148	24
Address. Convention Carnation Milk Brokers and Salesmen, 1921 October 19-20.	148	25
Advertising and Selling of Mina Taylor Dresses, circa 1921.	148	26
Address. Automotive Equipment Association, 1921.	148	27
Food Industry Cooperative Advertising, 1921.	148	28
Merchandising Gas Appliances, 1921.	148	29
Music Master, circa 1921.	148	30
Present Merchandising Problems, 1921.	148	31
Address. Wool Blanket Manufacturer's Association, circa 1921.	148	32
Merchandising in 1922. Conference of Paint and Varnish Advertising, 1922 June 28.	148	33

VIII. Charles C. Parlin Speeches and Pamphlets

Changing Conditions. In <i>The U and I of Buick</i>, 1922 June.	148	34
Description		
Vol. 2, No. 10.		
Advertising as a Tool for Manufacturers' Salesmen. In <i>Printer's Ink</i> , 1922 June.	148	35
How Advertising Can Make an Industry. American Face Brick Association, 1922 December 5-7.	148	36
Can New England Hold Her Markets? In <i>Better Business</i> , 1922 December.	148	37
Advertising and Selling, 1922.	148	38
Business Conditions, 1922.	148	39
Changes in the Consumer Market, circa 1922.	148	40
Changing Markets. For Armour's Magazine, 1922.	148	41
Address. Western Company, 1923 February 16.	149	42
Report. Davenport Bed Makers of America, 1923 April 12.	148	43
Address. American Face Brick Association, 1923.	149	44
Advertising and Selling. In <i>Cheesekraft</i> , 1923.	149	45
Business Conditions Affecting the Paint Industry, circa 1923.	149	46
Address. Machinery Builders Society, 1924 May 5.	149	47

VIII. Charles C. Parlin Speeches and Pamphlets

Advertising as a New Force in Selling. Pennsylvania Bankers, 1924 May 23.	149	48
National Advertising and How It Fits in with Local Advertising for the Jobber and Dealer. Electrical Supply Jobbers Association, 1924 June 4.	149	49
Description		
Typescript and published copy in <i>The E.S.J.A. Reminder</i> , July, 1924.		
Address. Ice Cream Manufacturer's Association, 1924.	149	50
Address. Pennsylvania Grade Crude Oil Association, 1924.	149	51
Advertising and Selling, 1924.	149	52
Address. Dry Goods Association, 1925 January.	149	53
Address. American Management Association, 1925 April 23.	149	54
Address. Independent Oil Men of America, 1925 November 8.	149	55
Address. Common Brick Association, 1925.	149	56
The Merchandising of Radio, 1925.	149	57
Measuring Advertising Value. Sheet Steel Executives, 1926 May 19.	149	58
Address. Strathmore Paper Company, 1926 June 14.	149	59

VIII. Charles C. Parlin Speeches and Pamphlets

The Growth of Color Advertising. International Association of Printing House Craftsmen, 1926 July 28.	149	60
Description		
Typescript and printed copy.		
Advertising and Selling. National Electric Light Association, 1926 September 21.	149	61
Address, 1926 October 11.	149	62
Address. McCaskey Registry Company, 1926 October 11.	149	63
Address. Wool Pulling Committee, 1926.	149	64
Berea Industries, 1926.	149	65
Cutting Distribution and Marketing Costs, 1926.	149	66
The <i>Ladies' Home Journal</i> , circa 1926.	149	67
National Advertising and Selling. Knox Dunlap Hat Company, 1926.	149	68
The <i>Saturday Evening Post</i> , circa 1926.	149	69
Cooperative Advertising in Big Industry. Anthracite Industry, 1927.	149	70
National Advertising and Selling, 1927.	149	71
Mr. Parlin Tells Bankers About Advertising, 1927.	149	72
Seeking Larger Markets, 1927.	149	73

VIII. Charles C. Parlin Speeches and Pamphlets

Seeking Larger Markets. In <i>The Macaroni Journal</i> . Macaroni Convention, 1928 January 15.	149	74
National Advertising and Selling, 1928 March 25.	149	75
Address. Furniture Club. Published in <i>Furniture South</i> , 1928.	149	76
What Is Our Competition? New England Council, Committee on Recreational Resources, 1928 June.	149	77
Association Advertising and Its Significance in Modern Merchandising. Plumbing and Heating, 1928.	149	78
Selling a Parade. In <i>The Red Barrel</i>. Coca Cola Company, 1929 August 15.	149	79
Description		
Vol. 8, No. 8.		
How to Make Cooperative Advertising Pay, 1929.	149	80
Address. Ballard & Ballard, 1930 March.	149	81
What Commercial Research is Doing for Manufacturers. Boston Conference on Retail Distribution, 1931 September 14.	149	82
Position of the Curtis Publishing Company on Advertising Rates. New York Council of American Association of Advertising Agencies, 1931 October 19.	149	83
Address. Merchant Tailors, 1931.	149	84
Address. Whitman Candy, 1931.	149	85

VIII. Charles C. Parlin Speeches and Pamphlets

Commercial Research. Chapter for <i>Atlantic Monthly's</i> book, 1931.	149	86
Surveying Pantries. Boston Conference on Retail Distribution. In <i>Butchers Advocate and the Food Merchant</i> , 1932.	149	87
Magazines Are Especially Effective in the Present Crisis.	149	88
Brief on Grades A, B and C Submitted by Charles Coolidge Parlin in Behalf of the National Publishers Association to Supplement His Statement Made February 27 before the Senate Committee at the Public Hearings on S. 2800. ., circa 1934.	149	89
What Does the Consumer Want? American Trade Association Executives, 1936 April 27.	149	90
Honor Parlin As Founder of Market Research. <i>Advertising Age</i>, 1936 June 1. Description Clipping.	149	91
Testimonial Dinner to Mr. Charles Coolidge Parlin by American Marketing Society. Philadelphia, 1936 June 5.	150	92
Selling Mutual Insurance. Mutual Insurance Advertising Sales Conference, 1936 October 13.	150	93
Evolution of Industry Leads to Legislation, circa 1936.	150	94
Why National Advertising? Public Utilities Advertising Association, 1937 June 22.	150	95
Address. Real Silk Hosiery Mills, Inc., 1937 August 27.	150	96

VIII. Charles C. Parlin Speeches and Pamphlets

Advertising and Its Critics. Boston Conference on Distribution, 1937 September 20.	150	97
National Advertising in the Past Quarter Century, 1937 September.	150	98
Creating Prestige for Gas. American Gas Association, 1937 September 30.	150	99
Fifty Questions and Answers Concerning Advertising, 1937.	150	100
Fifteen Years Later. Pennsylvania Grade Crude Oil Association, 1938 June 16.	150	101
Two Years Later—A Review of Advertising after Two Years of Travel and Reflection, 1939.	150	102
C. C. Parlin Gives Fine Talk before Club. In <i>The Adcrafter</i> , 1940 May 14.	150	103
Address. Association of Financial Advertisers, 1940 October 30.	150	104
Franklin Dinner, 1940.	150	105
Address on Advertising. Florida State Bankers Association, 1941 April 11.	150	106
Address. Hickock Manufacturing, undated.	150	107
Jobber is Essential, undated.	150	108
The Merchandising of Textiles. The National Wholesale Dry Goods Association, undated.	150	109
Address. Pet Milk Sales Convention, undated.	150	110

IX. Charles C. Parlin Memorial Lectures

IX. Charles C. Parlin Memorial Lectures, 1945-1963.**Series Description**

This series of lectures on the topics of advertising and marketing was inaugurated in memory of Charles C. Parlin and delivered annually. They are arranged in chronological order.

	Box	Folder
Lundberg, George A., "Marketing and Social Organization" , 1945 May 15.	151	111
George, Edwin B. "The Role of Marketing in War and Peace" , 1946 May 28.	151	112
Wilson, R. S., "Salesmanship as a Profession" , 1947.	151	113
Coyle, M. E., "The Manufacturer's Responsibility in Distribution" , 1948 May 18.	151	114
1949 May 18.	151	115
Eckert, Samuel B., "Fundamentals of Sound Marketing" , 1950 May 16.	151	116
Austin, David F., "The Rediscovery of the Free Market" , 1951 May 16.	151	117
Nystrom, Paul H., "The Outlook for Free Enterprise" , 1952 May 20.	151	118
Johnson, Robert Wood, "Executive Freedom and Responsibility" , 1953 May 19.	151	119
Alderson, Wroe, "Problem Solving and Marketing Science" , 1954 June 15.	151	120
Hobart, Donald M., "Dynamic Marketing" , 1954 June 15.	151	121

X. Curtis Publishing Company Pamphlets and Miscellaneous

Evans, T. M., "Marketing in this Era of Diversification" , 1955 May 18.	151	122
Stanton, Frank, "Marketing and a New Social Force" , 1956 May 15.	151	123
Cox, Reavis, "Consumer Convenience and the Retail Structure of Cities" , 1958 May 27.	151	124
Houser, Theodore V., "Outline of Mass Marketing Principles" , 1958 May 27.	151	125
Mortimer, Charles G., "The Creative Factor in Marketing" , 1959 May 13.	151	126
Harper, Jr., Marion, "A New Profession to Aid Management" , 1960 May 17.	151	127
Nielsen, Sr., Arthur C., "Marketing Research, Past, Present and Future" , 1963 May 21.	151	128

X. Curtis Publishing Company Pamphlets and Miscellaneous.**Series Description**

Many of the pamphlets in this series cover Curtis Publishing Company policies regarding advertising. Included here are a few speeches and papers that were not authored by Charles C. Parlin.

	Box	Folder
The <i>Ladies' Home Journal</i> , the <i>Saturday Evening Post</i> and the new building for the Curtis Publishing Company. In <i>Profitable Advertising</i> , 1908.	152	129
<i>National Advertising, The Modern Selling-Force</i> , circa 1912.	152	130

X. Curtis Publishing Company Pamphlets and Miscellaneous

<i>The Curtis Advertising Code, 1912.</i>	152	131
<i>The Curtis Advertising Code, 1914.</i>	152	132
<i>The Curtis Advertising Code with Digest of Rulings, 1914.</i>	152	133
Sisson, Everett. Trademarked Lumber, 1915.	152	134
Mercer, C. D. What Is Your Market? An Analysis of the Roofing Situation, 1916 September 13.	152	135
Youker, Henry Sherwood. Post War Markets, 1919.	152	136
Curtis Standards. Advertisement Standards Covering Copy, Plates, Borders, Type Faces, etc., 1922.	152	137
Reed, Alan H. Paper Used and Wasted in Printing..., 1923.	152	138
<i>What Is Circulation, 1923.</i>	152	139
Building a College Career on Character, 1925.	152	140
What 3,123 Pantries Tell about Your Business, 1933.	152	141
Your Company, 1933.	152	142
Description		
Pamphlet.		
Standards for Advertisements, 1934.	152	143
Hobart, Donald M. Planning A Holiday [<i>Holiday</i> magazine] before the New York Chapter of the American Marketing Association, 1946 May 23.	152	144

XI. Curtis Publishing Company In-house Serials

Butler, Ralph Starr, Remarks by Ralph Starr Butler re: Charles C. Parlin. American Marketing Association, 1947 June 11.	152	145
Polking, Kirk. Curtis. In <i>Writer's Yearbook</i> , 1958.	152	146
The Midnight Oath [Calvin Coolidge], undated.	152	147

XI. Curtis Publishing Company In-house Serials, 1913-1957.

Series Description

This series consists of newsletters and magazines published by Curtis for the benefit of employees is arranged in chronological order by date of first publication. The earliest is *Obiter Dicta* (1913-1915) issued by the Advertising Department. The most important was the *Bulletin* (1922-1930) which discusses company policies and gives editorial and circulation reports for the major Curtis publications. *Curtis Folks* (1921-1928) is a human interest magazine for and about Curtis employees. *From Pillar to Post*, *The Observation Post*, *Home Front Journal* and "*The Way It Looks from Here*" are newsletters that were issued during and just after the second World War.

	Box	Folder
<i>Obiter Dicta</i>. Nos. 1-10, 1913 May-1915 November.	153	
Description		
Issued by the Advertising Department of the Curtis Publishing Company.		
<i>Curtis Folks</i> . Vols. 1-2, 1921 November-1923 October.	154	148-151
<i>Curtis Folks</i> . Vol. 2.	155	
<i>Curtis Folks</i> . Vols. 3-4, 1923 November-1925 October.	156	152-155

XI. Curtis Publishing Company In-house Serials

<i>Curtis Folks</i> . Vols. 5-7, 1925 November-1928 May.	157	156-161
<i>Bulletin</i> . Nos. 1-35 [missing No. 5], 1922 June-1923 December.	158	162-177
<i>Bulletin</i> . Nos. 36-59, 1924 January-1925 March.	159	179-189
<i>Bulletin</i> . Nos. 60-79, 1925 April-1926 October.	160	190-203
<i>Bulletin</i> . Nos. 80-96, 1926 November-1927 December.	161	204-216
<i>Bulletin</i> . Nos. 97-116, 1928 January-1929 December.	162	217-236
<i>Bulletin</i> . Nos. 117-120, 1930 January-July.	163	237-240
Partial Bulletins, undated.	163	241
Index to Bulletin, 1926 November.	163	242
Index to Bulletin, 1928 September.	163	243
Index to Bulletin, 1938 November 22.	163	244
Index to Bulletin Nos. 105-120, 1928 November-1930 July 1930.	163	245
<i>Home Front Journal</i>. Vols. 1-4, 1942 July-1945 November.	164	
Description		
Printed for the U.S. Treasury Department. Edited by Women's Section, War Finance Division and Published as a <i>Ladies' Home Journal</i> Contribution.		
<i>"The Way It Looks From Here"</i> . Vol. 1, Nos. 1-35, 1944 August 8-1945 April 18.	165	246

XI. Curtis Publishing Company In-house Serials

<i>"The Way It Looks From Here"</i> . Vol. 2, Nos. 1-25, 1945 April 25-October 10.	165	248
<i>"The Way It Looks From Here"</i> . Vol. 3, Nos. 1-25. Missing No. 5, 1945 October 17-1946 April 3.	165	249
<i>"The Way It Looks From Here"</i> . Vol. 4, Nos. 1-25. Missing No. 23, 1946 April 10-October 2.	165	250
<i>"The Way It Looks From Here"</i> . Vol. 5, Nos. 2-25, 1946 October 23-1947 April 30.	165	251
<i>"The Way It Looks From Here"</i> . Vol. 6, Nos. 1-25, 1947 May 7-November 19.	165	252
<i>"The Way It Looks From Here"</i> . Vol. 7, Nos. 1-9. Missing No. 2, 1947 November 26-1948 February 3.	165	253
<i>From Pillar to Post</i> . Nos. 1-3, 1942 January-March.	166	254
<i>The Observation Post</i> . Nos. 1-5, 1946 April-December.	166	255
<i>The Observation Post</i> . Nos. 6-9, 1947 January-March.	166	257
<i>The Observation Post</i> . Nos. 10-14, 1947 April-August .	166	258
<i>The Observation Post</i> . Nos. 15-20, 1947 September-December 1947.	166	259
<i>The Observation Post</i> . Vol. 2. Nos. 1-6, 1948 January-March.	166	260
<i>The Observation Post</i> . Vol. 2. Nos. 8-16, 1948 June-November.	166	261
<i>The Observation Post</i> . Vol. 2. Nos. 17-19, 1949 February-June.	166	262

XII. Curtis Publishing Company Major Publications

<i>The Observation Post</i> . Vol. 3. Nos. 1-4. Missing No. 2, 1949 July-1950 February.	166	263
<i>The Observation Post</i> . Vols. 4, 5, 6, 7, 1951-1954.	166	264
People, 1946 May . Description Test copy, paste up.	167	265
<i>The Curtis Line</i> . Vol. 3. No. 11, 1947 December.	167	266
<i>The Curtisman</i> . Vol. 11. No. 6, 1952 June-July.	167	267
<i>The Curtis Pacemaker</i> , 1957 January.	167	268

XII. Curtis Publishing Company Major Publications.

Series Description

This series contains material related specifically to *Ladies' Home Journal*, *Country Gentleman*, *Saturday Evening Post* and *Holiday*. There are boxes of file folders containing pamphlets about these publications and scrapbooks of covers and other memorabilia relating to the publications. Items are filed chronologically under the heading of the magazine title.

A. *Ladies' Home Journal*.

	Box	Folder
The story of a magazine. In the <i>Chataquan Advertising Supplement</i> , 1890.	168	269
Subscription renewal form, 1892.	168	270

A. Ladies' Home Journal

With the compliments of the editor. Valentine, 1894.	168	271
A year of pleasure for 1897, 1896.	168	272
Description		
Pamphlet.		
"'Famous Woman's Home Journal' Magazine Trades Unfairly on the Reputation of Two National Publications." Associated Advertising Clubs of the World, National Vigilance Committee, 1922.	168	273
<i>Ladies' Home Journal</i> figures, 1927.	168	274
The <i>Ladies' Home Journal</i> in 1927. Copy of <i>Bulletin</i> , 1927.	168	275
Up-To-Date Facts about the <i>Ladies' Home Journal</i> , 1933.	168	276
A short history of the <i>Ladies' Home Journal</i> , circa 1935.	168	277
A friend of the family, the story of the <i>Ladies' Home Journal</i> , 1936.	168	278
Circulation coverage vs. housewife reader coverage of <i>Ladies' Home Journal</i> , <i>American Weekly</i> and <i>This Week</i> , 1942.	168	279
A short history of <i>Ladies' Home Journal</i> , 1953.	168	280
Collins, Alan C. Something about the <i>Ladies' Home Journal</i> , undated.	168	281
The <i>Ladies' Home Journal</i> , undated.	168	282
The story of the <i>Ladies' Home Journal</i> , undated.	168	283
Out of the past and into the future. In the <i>Curtis Go-Getter</i> , undated.	168	284

B. Country Gentleman

<i>Ladies' Home Journal</i> . "Never Underestimate the Power of a Woman" , 1946 October.	169
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B. *Country Gentleman*.

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Tucker, Gilbert M. American Agricultural Periodicals: An Historical Sketch, 1909.	170	285
The <i>Country Gentleman</i> , 1913.	170	286
Who Writes the <i>Country Gentleman</i> ?, circa 1922.	170	287
How to Find Farmers with Buying Power, 1923.	170	288
The <i>Country Gentleman</i> . One Year, 1925.	170	289
Crowther, Samuel. The New Agriculture, 1928.	170	290
Profitable Selling Among Farm Families, 1929-1930. Handbook for Salesmen, 1929.	170	291
<i>A Record of Leadership in American Agriculture. The Country Gentleman, Philadelphia</i> , 1929.	170	292
A Manufacturer Studies His Market, 1930.	170	293
<i>Country Gentleman</i> , circa 1940.	170	294
A Brief History of <i>Country Gentleman</i> , 1941.	170	295
Happy Herman (Head Man), 1944.	170	296

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Sisson, George Wing, Jr., 1947.	170	297
Description		
Copy of correspondence.		
Editorial Background for March 1949 <i>Country Gentleman</i> , 1949.	170	298
<i>Country Gentleman</i> Moves Minds..Moves Merchandise, 1951-1952.	170	299
A Brief History of <i>Country Gentleman</i> , 1952.	170	300
<i>Country Gentleman</i> Home Handbook, 1953.	170	301
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<i>Farm Journal</i> Buys <i>Country Gentleman</i> , 1955.	170	303
A Brief History of <i>Country Gentleman</i> , undated.	170	304
Rose, Philip S., undated.	170	305
Description		
Biographical sketch and editorial material.		
Special Issues and Covers.	171	
Contents		
* <i>Country Gentleman</i> . May 28, 1921 issue.		
* <i>Country Gentleman</i> . March, 1931 100 years commemorative issue.		
* <i>Country Gentleman</i> . Overseas edition for the Armed Forces distributed to the U.S. Army by the Special Services Division, A.S.F., to the U.S. Marine Corps by "The Leatherneck," and to the Navy by the Bureau of Naval Personnel, U.S. Navy. January - June, 1946. 6 issues. Not for sale.		

C. Saturday Evening Post

* *Country Gentleman*. Covers for February, 1952; April 1951

* *Country Gentleman*. January, 1953 issue.

Scrapbook. Covers of <i>Country Gentleman</i> and <i>Country Gentlewoman</i> , 1946 January- 1955 August .	172
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C. *Saturday Evening Post*.

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<i>Saturday Evening Post</i> Editorial Analysis for 1928.	173	306
<i>Saturday Evening Post</i> Analysis for 1929.	173	307
McLaughlin, T. E., "To Representatives of the " , 1941 September 3.	173	308
McLaughlin, T. E., "To Representatives of the " , 1941 March 26.	173	309
McLaughlin, T. E., "To Representatives of the " , 1941 July 9.	173	310
McLaughlin, T. E., "To Representatives of the " , 1941 September 12.	173	311
McLaughlin, T. E., "To Representatives of the " , 1941 November 3.	173	312
McLaughlin, T. E., "To Representatives of the " , 1942 June 2.	173	313
McLaughlin, T. E., "To Representatives of the " , 1942 July 17.	173	314
"Dad's favorite selections from the pages of the " , 1947.	173	315
Wylie, Philip. "The Answer." In <i>Saturday Evening Post</i> , 1995 May .	173	316
The <i>Saturday Evening Post</i> , undated.	173	317

D. Holiday

Saturday Evening Post. Memorabilia, 1936-1942.

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Contents

- * November 14, 1936 (Automobile Show Issue).
- * 1941-1942 (scrapbook of various issues).
- * August-September, 1942 (scrapbook).
- * June 27, 1942.
- * August 15, 1942.

One Issue. Just one 52nd of a Year, An Object Lesson In Values,
1919.

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D. Holiday.

Box

Folder

Holiday. First edition, 1946 March.

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Holiday. Lists of editorial contents, 1951-1955.

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XIII. History of Curtis Publishing Company: Correspondence, Scrapbooks, Memorabilia, 1833-1951.

Series Description

This series begins with a few folders of correspondence, some of which contain items in reference to the Curtis Publishing Company's involvement with the building of the Franklin Institute's technological museum in Philadelphia. The series contains the oldest documents in the Curtis Publishing records, copies of newspapers that were to become Curtis magazines. There is also general historical material related to the company (including a history of the early years of producing *Ladies' Home Journal*) and two scrapbooks.

A. Correspondence

A. Correspondence.

	Box	Folder
Blair, Milton Johnston. Letter to William Boyd, 1924.	177	318
Memo, "Nationally Established Trademarks." Mr. Page to Mr. Steward, and Mr. Vawter to Mr. Faeth, 1937.	177	319
United States. Internal Revenue Service, 1930-1933.	177	320
Description		
Internal Curtis Publishing Company memos, letters to the IRS and letter from Howard McClenahan (Director, Franklin Institute), to P.S. Collins, Esq. April 13, 1933. Re: Curtis contributions to the Franklin Institute as business expenses.		
The Franklin Institute (Philadelphia, Pa.). "Friends of Franklin" , 1937.	177	321
Wright, Sydney L. The Story of the Franklin Institute, 1938.	177	322
Billikopf, Jacob. "The Franklin Institute on the Parkway." <i>Jewish Exponent</i> , 1944 March 17.	177	323

B. Historic Newspapers.

	Box	Folder
Reproductions of the <i>Pennsylvania Gazette</i> , 1789 May 7.	178	
<i>Atkinson's Saturday Evening Post</i> , 1833-1886.	178	
<i>The Cultivator and Country Gentleman</i> . Albany, N.Y., 1868 October 22.	178	

C. Correspondence, Scrapbooks, Memorabilia

Portland City Item, 1881 May 26. 178

Reproduction of Saturday Evening Post, 1855 May 5. 178

C. Correspondence, Scrapbooks, Memorabilia.

Box

Scrapbook, circa 1880-1890. 179

Contents

* Ads for *Ladies Home Journal*. Pasted over lists of names and addresses from New York City. circa 1880-1890.

* Receipts for *Tribune and Farmer*. Damaged, leaves and glued material torn out. Red binding. circa 1880-1882.

Scrapbook, 1915-1916. 180

Description

Programs for Curtis Publishing Company Orchestra performances, plus clippings. Acid paper, green cover.

***A Philadelphia Enterprise*, undated.** 181

Description

Early history of Curtis Publishing.

***The District Agent as a Sales Promoter*. Curtis Publishing Co., 1911.** 182

Description

Intensive Methods For Sales Promotion by Curtis District Agents.

C. Correspondence, Scrapbooks, Memorabilia

Nicholson, Arnold. *Adventures with a Prophet*. Curtis Publishing Company, 1939. 183

Description

The story of a hard-boiled editor and a temperamental Ph.D. (Dr. J. Sydney Cates).

***Stanford Briggs Inc. Advertising Art*. New York, circa 1924. 2 volumes. 184**

Description

This is a trade book, listing names and addresses of advertising artists and illustrators of fiction, as well as printers and graphic design firms. Illustrated with advertisements in black and white and color, including a few covers for the *Saturday Evening Post*.

***Nationally Established Trade-Marks*. New York: Periodical Publishers Association, 1934. 184**

Description

A trade book with alphabetical listing of trade-marks, a brief history of the company and their expenditures for magazine advertising. Illustrated with trademarks.