Guide to the Richard Alfred Russell Papers

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Stanford, California
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Overview
Call Number: SC0351
Creator: Russell, Richard Alfred.
Creator: Stanford University. Department of Journalism.
Title: Richard Alfred Russell papers
Dates: 1936-1940
Physical Description: 1 Linear feet
Language(s): The materials are in English.
Physical Location: Special Collections and University Archives materials are stored offsite and must be paged 36-48 hours in advance. For more information on paging collections, see the department's website:
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Cite As
[identification of item], Richard Alfred Russell Papers (SC0351). Dept. of Special Collections and University Archives, Stanford University Libraries, Stanford, Calif.

Access Terms
Russell, Richard Alfred
Stanford University. Department of Journalism. -- General subdivision--Faculty.
Wilbur, Ray L., (Ray Lyman), 1875-1949
Advertising campaigns.
Advertising--Electric household appliances.
Advertising--Food.
Advertising.
Journalism--Study and teaching.

Box 1, Folder 1

Wesix Electric Heater 1937
Scope and Content Note
- Tested. Selling Plan for Wesix, Principles of Advertising II
- A Plan for Advertising and Merchandising the Wesix Electric Heater, Principles of Advertising II
Box 1, Folder 2  **Su-perb Soap 1938**  
**Scope and Content Note**  
- Correspondence and enclosure to E. F. Becker of Safeway Stores Inc., from Professor Richard Russell, January 7, 1938, re: class campaign preparation for Su-perb Soap, Principles of Advertising II  
- Article in Western Advertising Magazine, about the Su-perb Soap advertising campaign which was prepared for the course Principles of Advertising II

Box 1, Folder 3  **Su-perb Soap 1938**  
**Scope and Content Note**  
- Plan of Advertising and merchandising Su-perb granulated soap, National campaigns Class, Winter Quarter, Book 1 of 2

Box 1, Folder 4  **Su-perb Soap 1938**  
**Scope and Content Note**  
- Plan of Advertising and Merchandising Su-perb granulated soap, Book 2 of 2

Box 1, Folder 5  **Sunny Dawn Tomato Juice 1939**  
**Scope and Content Note**  
- Advertising Presentation to Safeway Stores, Inc., "Sunny Dawn Tomato Juice," National campaigns Class, Journalism Division, Spring Quarter

Box 1, Folder 6  **Harvey’s Fresh Frozen Foods Spring 1940**  
**Scope and Content Note**  
- A Plan for Advertising Harvey’s Fresh Frozen Foods, National campaigns Course

Box 1, Folder 7  **Miscellaneous 1936-1940**  
**Scope and Content Note**  
- Correspondence, Ray Lyman Wilbur to R.A. Russell, April 15, 1940, re: salary  
- Stanford University Time Schedule, 1936-37

Box 2  **Graphic Presentation: Harvey’s Fresh Frozen Foods, Advertising campaign**

Box 2  **Graphic Presentation: Su-perb Soap, Advertising campaign**