



## **Guide to the Earle Ludgin papers, 1920-1979 and undated**

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## Summary

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**Collection Title:**

Earle Ludgin papers, 1920-1979 and undated

**Creator:**

Ludgin, Earle, 1898-1981

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Abstract:**

Advertising executive, founder of Earle Ludgin and Company agency, Chicago, Ill. Collection includes correspondence, clippings, tear sheets and proofs of print advertisements, speeches and other printed materials. Companies represented include: Albert Pick, B. Altman, Bluebird Diamond Syndicate, Chicago Title and Trust, Clinton Carpets (Ozite), Elgin, Elizabeth Arden, Eureka, Lenox, Lucien Lelong, Macy's, Matson Line, Mullins Manufacturing, Pennsylvania Railroad, Rit Dye, Saks, Scott Radio Laboratories, Swift, Walgreen, and W.F. McLaughlin. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

4.5 Linear Feet

**Language:**

Materials in English

**Collection ID:**

RL.11586

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1b93m>

**Preferred Citation**

[Identification of item], Earle Ludgin papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

Collection includes correspondence, clippings, tear sheets and proofs of print advertisements, speeches and other printed materials. Companies represented include: Albert Pick, B. Altman, Bluebird Diamond Syndicate, Chicago Title and Trust, Clinton Carpets (Ozite), Elgin, Elizabeth Arden, Eureka, Lenox, Lucien Lelong, Macy's, Matson Line, Mullins Manufacturing, Pennsylvania Railroad, Rit Dye, Saks, Scott Radio Laboratories, Swift, Walgreen, and W.F. McLaughlin. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

### Biographical/Historical

Advertising executive, founder of Earle Ludgin and Company agency, Chicago, Ill.; Born 1898; attended University of Chicago; Assistant Advertising Manager, Albert Pick Co.; Partner, Paul Floring Industrial Agency; founder, President and Chairman of the Board, Earle Ludgin & Company 1927-; died 1981

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## Arrangement

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Organized into two series: General Files; Earle Ludgin & Company Files.

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## Administrative Information

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### Publication Statement

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### **Access Restrictions**

Collection is open for research.

### **Use Restrictions**

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

### **Acquisition Information**

The Earle Ludgin papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2017.

### **Processing Information**

Processed by Richard Collier, Jan. 2018;

Accessions described in this collection guide: 2017-0215

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## **Related Materials**

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### **Related Material**

Related materials may be found in the following Hartman Center collections:

Bates Worldwide, Inc. records;

Gary P. and Sandra G. Baden Collection of Print Advertisements;

J. Walter Thompson Company. 35mm Microfilm Proofs;

Margaret Fishback papers

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## Names and Subjects

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- Advertising
- Advertising executives -- United States
- Advertising agencies -- United States
- John W. Hartman Center for Sales, Advertising & Marketing History
- Macy's (Firm)
- Pennsylvania Railroad
- Elizabeth Arden, Inc.
- Swift & Company

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## Collection Inventory

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### General Files, 1920-1979, undated

Automobile Club of Western Washington, 1920	Box 1
Biographical sketch, 1970	Box 1
Cartoon--Les Pas Bleus, undated	Box 6
Correspondence, 1979	Box 1
Correspondence and miscellaneous, 1920, undated	Box 1
Correspondence--David Watrous, 1966-1976	Box 1
Correspondence--John Willmarth, 1963-1971	Box 1
Correspondence--Mason Hulett, 1934-1942	Box 1
Ludgin & Salinger, 1926-1928	Box 1
Meetings--AAAA Eastern Conference, 1953	Box 1
Meetings--AAAA Pacific Council, 1953	Box 1
Meetings--Advertising workshop, 1951	Box 1
Meetings--Commercial Club of Chicago, 1974	Box 1

Meetings--Post-Graduate Conference on Advertising That Sells, 1941	Box 1
Meetings--TV Pioneer dinner, 1954	Box 1
R.R. Donnelley & Son--New Specimens of Donnelley Deeptone, undated	Box 6
Speeches, 1951-1953 <b>Physical Description:</b> 2 folders	Box 1
Speeches, 1954-1963 <b>Physical Description:</b> 3 folders	Box 2
Speeches binder, 1951-1958	Box 2
Stern Walters/Earle Ludgin merger announcement, 1976	Box 2

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## **Earle Ludgin & Company, 1924-1974, undated**

### **General Files, 1931-1974, undated**

10th anniversary, 1937	Box 2
25th anniversary, 1952	Box 2
Advertisements specimen file, 1931-1940, undated	Box 2
Advertisements specimen file (Not clear if all ads are by Ludgin), 1928-1947	Box 7
Articles of Co-Partnership, 1943	Box 2
Chairman of the Board, 1954-1955	Box 2
Executive Committee Minutes, 1964-1967	Box 2
Executive Committee Minutes, 1967-1974 <b>Physical Description:</b> 2 folders	Box 3
House advertisements, 1952-1962, undated <b>Physical Description:</b> 2 folders	Box 3

House advertisements, 1932-1960	Box 6
House advertisements, 1951	Box 7
Press and publicity, 1931-1961 <b>Physical Description:</b> 2 folders	Box 3
Press and publicity, 1941-1963 <b>Physical Description:</b> 2 folders	Box 6
Vincent Bliss, 1959-1965	Box 3
<b>Client Files, 1924-1960, undated</b>	
Albert Pick Co., 1924-1933	Box 4
Albert Pick Co. (Pick-Barth), circa 1933	Box 6
B. Altman, 1937	Box 7
Bluebird Diamond Syndicate, 1931, undated	Box 6
Chicago Title and Trust Company, 1941	Box 6
Chicago Title and Trust Company, 1941-1943, undated <b>Physical Description:</b> 2 folders	Box 7
Clinton Carpet Company (Ozite), 1928-1937, undated <b>Physical Description:</b> 4 folders	Box 4
Clinton Carpet Company (Ozite), 1924-1935, undated <b>Physical Description:</b> 2 folders	Box 6
Clinton Carpet Company (Ozite), undated	Box 7
Clinton Carpet Company (Ozite)--A Five Inch Shelf of Books for Hotel Men, undated	Box 5
Clinton Carpet Company (Ozite)--A Partial Roll Call of Users of Ozite Carpet Cushion: Is Your Hotel Listed Here?, rolled mailing, undated	Box 5

Clinton Carpet Company (Ozite)--Down Where Luxury Begins, rolled mailing, undated	Box 5
Clinton Carpet Company (Ozite)--In China, It Is an Ancient Custom to Pay Physicians for Keeping Patients Well, rolled mailing, undated	Box 5
Clinton Carpet Company (Ozite)--In India, The Sacred Tree Is a Symbol of Long Life, rolled mailing, undated	Box 5
E.H. Scott Radio Laboratories, 1941, undated <b>Physical Description:</b> 2 folders	Box 4
E.H. Scott Radio Laboratories, 1941-1943	Box 6
E.H. Scott Radio Laboratories, 1940, undated	Box 7
Electric Household Utilities Corporation (Hurley Machine--Thor), 1943	Box 6
Elgin, undated	Box 4
Eureka Williams, 1961	Box 6
Koolox, undated	Box 4
Lucien LeLong, 1936-1937, undated <b>Physical Description:</b> 4 folders	Box 4
Lucien LeLong, 1932-1937	Box 6
Lucien LeLong, 1937, undated <b>Physical Description:</b> 2 folders	Box 7
Lucien LeLong "Cooling Cologne" mailer, undated	Box 5
Madison & Kedzie State Bank, undated	Box 4
Miscellaneous print advertisements, 1944-1947	Box 4
Mullins Manufacturing, undated	Box 4
Mullins Manufacturing, 1928-1929	Box 6

Mullins Manufacturing, 1928	Box 7
National Association of Glue Manufacturers, 1932	Box 4
Orphans of the Storm, undated	Box 4
Rit Dye, 1936-1938	Box 4
Rit Dye, 1934-1937, undated	Box 6
<b>Physical Description:</b> 2 folders	
Rit Dye, 1934-1935	Box 7
Rostone, undated	Box 4
Sawyer Biscuit Company, circa 1944	Box 6
Swift & Co., undated	Box 4
Union Tank Car Companies, 1960	Box 4
W.F. McLaughlin (Coffee), undated	Box 4
<b>Physical Description:</b> 2 folders	
W.F. McLaughlin (Coffee), undated, 1933	Box 7
Walgreen, undated	Box 4

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