

STEUART HENDERSON BRITT (1907-1979) PAPERS, 1927-1980
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Biography

Steuart Henderson Britt was born in Fulton, Missouri, on June 16, 1907. His parents, A.T. and Katherine Henderson Britt, had one other son, James. Britt obtained his A.B. in 1931 and his M.A. (psychology) in 1932 from Washington University in St. Louis. In 1935 he received his Ph.D. in psychology at Yale with a dissertation entitled "The Legal Concept of Intent: A Study in Psychological Jurisprudence". Britt also studied law at the Washington University School of Law and the Columbia University School of Law. From 1936 to 1942 he taught at George Washington University as an assistant professor of psychology. Britt was admitted to the bar in Missouri (1929) and New York (1936), and was admitted to practice before the U.S. Supreme Court (1936). During the initial months of World War II, Britt served in various governmental offices organizing the use of psychologists and related personnel. In 1943 he entered the U.S. Navy as a Lieutenant, serving in the Head-quarters of the Commander-in-Chief, U.S. Fleet. He worked on the selection and training of personnel and on psychological warfare. Britt was discharged a Lieutenant Commander.

After the war Britt spent thirteen years in advertising with McCann-Erickson (Associate Director of Research; Assistant to the President; and then Director of Personnel), Needham, Louis, and Brorby (Vice President of Research), and Earle Ludgin and Company (Administrative Vice President). For eleven years Britt served as a marketing consultant to the Leo Burnett Company.

In 1957 Britt received a dual appointment at Northwestern University as Professor of Marketing in the School of Commerce and Professor of Advertising in the Medill School of Journalism. He held these positions until his retirement in 1974 when he was named Emeritus Professor. In 1957 Britt also became the first salaried editor of the Journal of Marketing, a position he held for ten years.

Britt was in great demand as a speaker for public, business, and educational organizations in the United States, Europe, and Asia. He also taught workshops and seminars in the U.S. and abroad. He was the founder and producer (1958-1970) of the highly successful Summer Workshop sponsored by Advertising Age. Major lecture tours took him to the Philippines in 1964 and to Europe and Asia in 1967.

In 1971 Britt and one of his former students founded the Britt and Frerichs marketing research firm in Chicago. Britt served as the firm's first president and later became its honorary chairman.

Throughout his three careers Britt was a prolific author and editor. His book, The Spenders (1960), written in response to Vance Packard's The Hidden Persuaders, sold well and created considerable controversy. In 1951 the American Marketing Association awarded honorable mention to his Advertising Psychology and Research, and in 1963 Media/scope gave a certificate of merit to his Measuring Advertising Effectiveness. Marketing Management and Administrative Action, written with Harper W. Boys, Jr., went through four editions.

In 1959 Washington University presented Britt with its Distinguished Alumnus Citation. In 1963 he was one of ten men in the U.S. and Europe to be elected to the Hall of Fame in Distribution. Twelve years later he was chosen as one of twenty leaders in marketing thought. Despite all of these activities, Britt spent much of his time with his students and a substantial number signed a petition to Northwestern's administration in 1974 seeking to prevent Britt's

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forced retirement.

Britt married Marion M. Hansell, a well-known painter, in 1936. The Britts had no children. He died in Evanston on March 15, 1979.

Description of the Series

The Stuart Henderson Britt Papers comprising ten boxes are arranged in six main subseries: biographical material, correspondence, teaching material, research material, speeches, and writings. Arrangement within the subseries is chronological where possible.

The biographical material includes curricula vitae and reports of teaching, speaking, and writing activities; certificates and citations from various organization, and twelve folders of clippings relating to Britt's speeches, writings, and interviews.

The correspondence deals mainly with Britt's speaking and seminar engagements, his publications, and various meetings he attended.

The teaching material includes a small amount of class material from his work at Northwestern but most pertains to his off campus arena, especially the first thirteen years (1958-1970) of Advertising Age's Summer Workshop.

The speeches consist primarily of mimeographed texts of speeches Britt gave before business organizations.

The research materials include a small number of paper tapes showing the tonal sensitivity of white rats.

The writings consist almost entirely of reprints of articles by Britt and reviews of his books. Included are drafts of a few articles.

Provenance: These materials were donated to the University Archives by Mrs. Stuart Henderson Britt on August 16, 1979, as Accession #79-158 and on November 30, 1979, as Accession #79-231, through the offices of Rolf Erickson.

Restrictions: None.

Separations: A scrapbook of photographs taken during Britt's tour of the Philippines in November and December, 1964, has been dismantled and filed in the Archives photograph collection. An audiocassette, The Marketing Exchange - Consumer Series - Advertising - "Unsnarling Your Message", has been assigned the number AC 40 and is stored with the audiocassette collection.

One Gaylord oversize folder containing the following certificates, diplomas, and awards:

1. BA diploma, Washington University, St. Louis, Missouri, 1931.
2. Associate in Arts, Junior College of Kansas City, Missouri, 1926.
3. Diploma, American Board of Examiners in Professional Psychology (Industrial Psychology), 1948.
4. Membership Certificate, American Marketing Association for the Advancement of Science in Marketing, 1946.
5. Ateneo de Manila University - Graduate School of Economics and Business Administration Certificate for attending course on Marketing Management and Advertising Strategy conducted

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by Dr. Steuart Henderson Britt, November 9-20, 1964.

6. American Sociological Association Fellow Certificate, 1959.
7. Archdiocese of Chicago Project; Renewal Memorial Donor's Certificate, n.d.
8. Legal Fraternity of Phi Delta Phi, Cooley Inn, Certificate of Initiation, 1928.
9. Sigma Xi, Yale, Diploma, 1934.
10. Pontifical Society for the Propagation of the Faith Membership, 1966.
11. Association of National Advertisers, Certificate of Appreciation for Contribution to Seminar on Advanced Advertising Management, 1969.
12. Public Schools of Kansas City, Missouri; Certificate for completing prescribed courses in elementary schools, June 11, 1920.
13. Washington University, Chancellor's Committee of Five Hundred, June 1964.
14. Certificate of Merit for a Creative Public Statement Concerning Advertising Media (Annual Media Awards), December 12, 1963.
15. Certificate of Membership...Orateurs de Mont Royal... April 6, 1955.

Processor: William K. Beatty, May-June 1982.

Scanned and Reformatted by: Zoe Streicker-Howard, June 2005.

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Container List

<u>Box</u>	<u>Folder</u>	<u>Title</u>	<u>Date</u>
		Biographical Materials	
1	1	Personal Items	1938 - 1979
	2	Certificates and Citations	1927- 1979/80
	3	News Releases	1959- 1973
	4	Clippings	1937-1954
	5	Clippings	1955-1959
	6	Clippings	1960-1963
	7	Clippings	1964-1965
	8	Clippings	1966
2	1	Clippings	1967-1968
	2	Clippings	1969-1971
	3	Clippings	1972-1975
	4	Clippings	1976-1979
	5	Clippings	n.d.
	6	Clippings: Philippines	1964- 1965
	7	Clippings: Lecture Tour, Asia & Europe	June-Nov 1967
	8	Programs	1940; 1950 - 1965
3	1	Biographical Materials - Programs	1965 - 1978
		Correspondence	
	2	General	1939 - 1973
	3	General	1974 - 1978
	4	American Advertising Federation	July-Dec 1968
	5	Fall Management Conference	July-Nov 1970
	6	Hercules Inc.	1969- 1970
	7	Industrial Advertisers	1970- 1979
	8	Letters of Condolence (to Mrs. Britt)	Mar-July 1979
	9	National Roster of Scientific and Specialized Personnel	1941-1942
	10	Office of Psychological Personnel (NRC)	1942- 1946
	11	Office of Psychological Personnel (NRC), Reports Nos. 1-11	1942- 1943
	12	Russian Article	Aug-Oct 1947
		Teaching Materials	
	13	CO5	1964
	14	D30	1960-1975
	15	D51	Summer, 1976

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3	16	D54	Winter, 1970-71
4	1	D54	Winter, 1974-1975
	2	Life Roundtable Conference	1958-1959
	3	Foreign Seminars	1955; 1963-1967
	4	Foreign Seminars	1968-1970; n.d
	5	Creative Workshop Seminar	1971-1977
	6	1st Summer Workshop (<u>Advertising Age</u>)	1958
	7	2nd Summer Workshop (<u>Advertising Age</u>)	1959
	8	3rd Summer Workshop (<u>Advertising Age</u>)	1960
5	1	4th Summer Workshop (<u>Advertising Age</u>)	1961
	2	5th Summer Workshop (<u>Advertising Age</u>)	1962
	3	6th Summer Workshop (<u>Advertising Age</u>)	1963
	4	7th Summer Workshop (<u>Advertising Age</u>)	1964
	5	8th Summer Workshop (<u>Advertising Age</u>)	1965
	6	9th Summer Workshop (<u>Advertising Age</u>)	1966
	7	10 th Summer Workshop (<u>Advertising Age</u>)	1967
6	1	11 th Summer Workshop (<u>Advertising Age</u>)	1968
	2	12 th Summer Workshop (<u>Advertising Age</u>)	1969
	3	13th Summer Workshop (<u>Advertising Age</u>)	1970
	4	Research Materials: Tonal Sensitivity of the White Rat	1933
	5	Speeches: Texts	1952-1963
	6	Speeches: Texts	1964-1978; n.d.
		Writings	
7	1	Doctoral Dissertation: "The Legal Concept of Intent; A Study in Psychological Jurisprudence"	1935
	2	<u>Work Book in Social Psychology</u> by Raleigh M. Drake (based on Britt's "Social Psychology of Modern Life")	1942
	3	"Do Advertising Agencies Train Trainees?"	1968
	4	Articles, Manuscripts, Tape Booklet	n.d.
	5	<u>The Spenders</u> : Ads, Purpose, and Features	1960-1963
	6	<u>The Spenders</u> : Columnists, Editorials, News, TV & Radio,	1960-1961

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		Speeches	
7	7	<u>Measuring Marketing Effectiveness</u> : Reviews, Flyers	1963
8	1	Marketing Management, Reviews, Ads, News Items	1963-1964
	2	Reviews by Britt	1952; 1957; n.d.
	3	Catalogs and Flyers	1949-1978
	4	Reviews of Works by	1941-1978
	5	Adoptions	1950; 1965- 1968
	Vol 1	Reprints, Bound, Vol. I	1930-1937
	Vol 2	Reprints, Bound, Vol. II	1938-1940
	Vol 3	Reprints, Bound, Vol. III	1941-1942
9	Vol 1	Reprints, Bound, Vol. IV	1943-1946
	Vol 2	Reprints, Bound, Vol. V	1947-1951
	Vol 3	Reprints, Bound, Vol. VI	1952-1959
	Vol 4	The Problem of the Definition of Learning	1936-1940
	1	Reprints	1939-1958
	2	Reprints	1960-1964
10	1	Reprints	1965-1969
	2	Reprints	1970-1974
	3	Reprints	1975-1977