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BIOGRAPHICAL/HISTORICAL NOTE

Karl D. Reyer was Professor of Management and Marketing in the College of Business Administration at Louisiana State University from 1937 to 1965.

SCOPE AND CONTENT NOTE

The Karl D. Reyer Papers contain printed items, correspondence, course materials, subject files, photographs, resumes, and other materials documenting Reyer's career as a professor and lecturer in the field of management and marketing. They also contain drafts of Reyer's writings including Unusual Small Businesses: Adaptive Behavior by Small Businessmen (1962).

CONTAINER LIST

<u>Stack</u> <u>Location</u>	<u>Box</u>	<u>Folder</u>	<u>Contents</u>
43:	1	1	Printed items, correspondence, writings, 1932-1957
		2	Louisiana College Conference, 1939, 1956-58, 1961
		3	Class Reports, 1950
		4	Clipping files on cities, 1946-47
		5	Clipping files on cities, 1948-59
		6	Clipping files on cities, 1952, 1954, 1962, undated
		7	Greeting cards, undated
		8	Clipping files, printed items on marketing and management, 1928-31
		9	Clipping files, printed items on marketing and management, 1934-39
		10	Clipping files, printed items on marketing and management, 1940-41
		11	Clipping files, printed items on marketing and management, 1944-47
		12	Clipping files, printed items on marketing and management, 1948-49
		13	Clipping files, printed items on marketing and management, 1950-55
		14	Clipping files, printed items on marketing and management, 1956-59
		15	Clipping files, printed items on marketing and management, 1960-61, 1963-66
		16	Clipping files, printed items on marketing and management, undated
		17-37	Miscellaneous correspondence, 1920s-1990s. Letters concerning research, conferences, associations; includes materials sent to Art Bedeian concerning Reyer's career and research interests
38-41	Correspondence from universities		
2	1	1	Writings: "Unusual and small businesses..." 1961
		2	Writings: "Marketing and teaching..." 1972
		3-4	Correspondence and writings, 1960s-1970s

- 5 Subject files: TIAA/CREF, Colorado
- 6 Subject files: Advertising
- 7 Subject files: Marketing
- 8 Subject files: Transportation
- 9-10 Miscellaneous clippings, notes
- 11-14 Class materials
- 15-17 Associations, Elder Hostel
- 18-19 Associations, Southwestern Social Science Association
- 20 Associations, American Academy of Advertising
- 21-22 Associations, American Assn. of University Professors
- 23 Associations, Southern Economic Assn.
- 24 Associations, Academy of Management, Fellows
- 25 Associations, Mensa
- 26 Associations, Southern Marketing Assn.
- 27 Associations, Beta Gamma Sigma
- 28 Personal files, resume, biographical notes, obituaries
- 29-30 Photographs, graphic materials (including photographs of Reyer)
- 31-33 Printed items