

Access to unprocessed collections requires the permission of the Head of Archival Processing, subject to Special Collections' Policy on Access to Unprocessed Collections (<https://www.lib.lsu.edu/special/about/policies/unprocessed>)

#### 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, 1956-1958, 1961
		3	Class Reports, 1950
		4	Clipping files on cities, 1946-1947
		5	Clipping files on cities, 1948-1959
		6	Clipping files on cities, 1952, 1954, 1962, undated
		7	Greeting cards, undated
		8	Clipping files, printed items on marketing and management, 1928-1931
		9	Clipping files, printed items on marketing and management, 1934-1939
		10	Clipping files, printed items on marketing and management, 1940-1941
		11	Clipping files, printed items on marketing and management, 1944-1947
		12	Clipping files, printed items on marketing and management, 1948-1949
		13	Clipping files, printed items on marketing and management, 1950-1955
		14	Clipping files, printed items on marketing and management, 1956-1959
		15	Clipping files, printed items on marketing and management, 1960-1961, 1963-1966
		16	Clipping files, printed items on marketing and management, undated
		17-37	Miscellaneous correspondence, circa 1920-1999. 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, circa 1960-1979

<u>Stack</u>	<u>Box</u>	<u>Folder</u>	<u>Contents</u>
<u>Location</u>			
43:	2	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