

# Alpha Delta Sigma. W.F.G. Thacher Chapter records, 1942-1957

## Overview of the Collection

<b>Cre</b>	Alpha Delta Sigma. W.F.G. Thacher Chapter (University of Oregon)
<b>Title</b>	Alpha Delta Sigma. W.F.G. Thacher Chapter records
<b>Dates</b>	1942-1957 (inclusive) 1942 1957
<b>Quantity</b>	0.75 linear feet, (2 containers)
<b>Collection Number</b>	UA 099
<b>Summary</b>	Alpha Delta Sigma (ADS), a national honor society sponsored by AAF, recognizes and encourages scholastic achievement in advertising studies. The collection includes chapter handbooks and scrapbooks, convention materials, photographs, financial records, correspondence, and membership information, 1942-1957.
<b>Repository</b>	<a href="#">University of Oregon Libraries, Special Collections and University Archives.</a> UO Libraries--SPC, 1299 University of Oregon Eugene OR 97403-1299 Telephone: 541-346-3068 Fax: 541-346-3485 <a href="mailto:spcarref@uoregon.edu">spcarref@uoregon.edu</a>
<b>Access Restrictions</b>	OPEN TO THE PUBLIC. Collection must be used in Special Collections & University Archives Reading Room.
<b>Languages</b>	English
<b>Sponsor</b>	Funding for production of this finding aid was provided through a grant awarded by the National Historical Publications and Records Commission (NHPRC).

---

## Historical Note

The University of Oregon chapter of Alpha Delta Sigma, known as the W.F.G. Thacher Chapter is named after the fraternity's faculty advisor. The fraternity was installed in 1924.

Alpha Delta Sigma (ADS), a national honor society sponsored by AAF, recognizes and encourages scholastic achievement in advertising studies. ADS is the only national, professional advertising honorary society in American higher education. The organization dates back to 1913 when the fraternity was founded at the University of Missouri. In 1969, ADS merged with Gamma Alpha Chi, a similar organization for women. Later, in 1973, ADS merged with the American Advertising Federation. ADS is the only national, professional advertising honorary society in American higher education. Each year hundreds of students from AAF college chapters are nominated and inducted into Alpha Delta Sigma.

[Source: Alpha Delta Sigma website, <http://www.aaf.org/default.asp?id=142>]

## Content Description

Material is organized by accession and includes the following material: (lists are not comprehensive)

Accession: 2005.42.A: scrapbook of Mr. W.F.G. Thacher chapter containing photographs of students, student signatures, correspondence of the advertising honorary society.

Accession: 10217.A: correspondence, chapter handbooks, national convention materials, and photographs.

## Use of the Collection

### Restrictions on Use

Property rights reside with Special Collections & University Archives, University of Oregon Libraries. Copyright resides with the creators of the documents or their heirs. All requests for permission to publish collection materials must be submitted to Special Collections & University Archives. The reader must also obtain permission of the copyright holder.

Archival material may contain materials with sensitive or confidential information that is protected under federal and/or state right to privacy laws and other regulations.

Researchers are advised that the disclosure of certain information pertaining to identifiable living individuals represented in this collection without the consent of those individuals may have legal ramifications (e.g. a cause of action for invasion of privacy may arise if facts concerning an individual's private life are published that would be deemed highly offensive to a reasonable person) for which the University of Oregon assumes no responsibility.

If a researcher finds sensitive personal information in a collection, please bring it to the attention of the reading room staff.

### Preferred Citation

[Identification of item], Alpha Delta Sigma. W.F.G. Thacher Chapter records, UA 099, Special Collections & University Archives, University of Oregon Libraries, Eugene, Oregon.

## Administrative Information

### Arrangement

Material within this collection has been organized by accession. This organization reflects the fact that the collection has been acquired in increments over time. This organization is also based on the decision not to merge the various accessions and organize them as a whole at this point in time, give the fact that future accruals are anticipated and/or that this organization is deemed sufficient for access.

Researchers should note that materials within a series or accession may overlap and/or relate to materials found in other accessions or initially processed materials. For example, correspondence may

be found in all or only some groupings. In order to locate all relevant material within this collection, researchers may need to consult each accession.

Researchers should also note that similar materials can be arranged differently in each accession, depending on how the material is organized upon receipt or during initial processing. For instance, correspondence in one accession may be arranged alphabetically, while correspondence in another accession is arranged chronologically.

## Processing Note

Collection processed by Cassie Schmitt, 2011.

This finding aid may be updated periodically to account for new acquisitions to the collection and/or revisions in arrangement and description.

This collection received a basic level of processing including minimal organization and rehousing. Multiple accession(s) for the collection have not been merged or organized as a whole. Each accession is described separately.

Description information is drawn in part from information supplied with the collection and initial surveys of the contents. Folder titles are based on those created by the creators or previous custodians. Titles have not all been verified against the contents of the folders. In some cases, staff supplied folder titles during initial processing.

## Related Materials

Other collections relating to Alpha Delta Sigma at Special Collections and University Archives include: University Archives negatives; Office of Greek Life records, UA 096; and University Archives photographs, UA Ref 3.

---

## Names and Subjects

### Subject Terms :

Advertising--Oregon--Eugene--Societies, etc  
College students--Oregon--Eugene--Societies, etc  
Education, Higher--Oregon--Eugene  
Greek letter societies--Oregon--Eugene  
Universities and colleges--Oregon--Eugene

### Corporate Names :

Alpha Delta Sigma. W.F.G. Thacher Chapter (University of Oregon)--Records and correspondence  
University of Oregon--Students--Societies, etc

### Form or Genre Terms :

Financial records  
Photographs  
Scrapbooks

Cassie Schmitt  
2011



<http://creativecommons.org/publicdomain/zero/1.0/>

About Creative Commons Licenses in Archives West:

<http://archiveswest.orbiscascade.org/cc-zero.shtml>