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Brief Guide to the  
Wroe Alderson, 1898 - 1965  
Papers

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The University Archives and Records Center  
3401 Market Street, Suite 210  
Philadelphia, PA 19104-3358  
215.898.7024  
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[www.archives.upenn.edu](http://www.archives.upenn.edu)  
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**PROVENANCE**

Received from the Wharton School's Marketing Department January, 1967.

**BIOGRAPHICAL NOTE**

Wroe Alderson was a nationally-known professor of marketing at the University of Pennsylvania's Wharton School of Finance and Commerce. Born in St. Louis in 1898, Alderson received his bachelor of arts degree from George Washington University before doing graduate work there, at Massachusetts Institute of Technology and at Penn. Early in his career he worked with the U.S. Department of Commerce, the Curtis Publishing Company, and (during World War II) the Office of Price Administration, the Bureau of Economic Warfare and the Foreign Economic Administration. After the war he headed a marketing and consulting organization before coming to Penn in 1959. At Penn, Alderson was chairman of the Wharton School's Management Science Center and a member of the board of directors of the Marketing Science Institute.

Alderson was a director of the American Friends Service Committee and the Council for International Progress in Management, a member of the corporation of Haverford College, a president of the American Marketing Association, and a cofounder of the Marketing Theory Seminar and the Executive Seminar on Market Planning.

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INVENTORY

Box 1	S & H Correspondence and Pillsbury Case Materials - Miscellaneous
Box 2	Patent Data
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Box 5	Alderson and Sessions Selected Studies
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Box 7	Theory in Marketing Papers - Marketing Theory Conference - Defense Materials for Pillsbury Case (A & S)

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