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The University Archives
and Records Center

A Guide to the
Reavis Cox Papers
1950-1968

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PROVENANCE

Gift of Reavis Cox, 1971. (Note in control file: Some of this material is confidential.)

ARRANGEMENT

This is an unprocessed collection. A rough inventory is available at the Archives.

BIOGRAPHICAL NOTE

Born in Guadalajara, Mexico to Methodist missionaries in 1907, he was educated at San Antonio High School and the University of Texas. Initially pursuing a career in business journalism, he later entered Columbia University to study economics and received his Ph.D. in 1932. He was appointed to the faculty of the Wharton School in 1935, and later became Chairman of the Department of Marketing and Sebastian S. Kresge Professor of Marketing before his retirement in 1971.

A economist with an international reputation, Cox researched methods of determining the financial transactions and marketing practices whereby raw materials became finished and distributed

products. He also studied marketing practices in general and the importance of consumer credit in stimulating production and consumption.

During the Second World War, Cox was an important administrator on the staff of the War Production Board. He also was an active Presbyterian and researcher of Presbyterian higher education.

He died in 1992.

SCOPE AND CONTENT

Contains correspondence and working files created during his tenure on the faculty at U. of Pennsylvania including minutes, reports and memoranda of university-wide faculty committees (1952-1969) as well as the Wharton School committees (1935-1964) on which he served.

CONTROLLED ACCESS HEADINGS

Corporate Name(s)

- University of Pennsylvania. Educational Council.
- University of Pennsylvania. Faculty Senate.
- University of Pennsylvania. Institute of Humanistic Studies for Executives.
- University of Pennsylvania. -- General subdivision--Administration.;
- University of Pennsylvania. University Council.
- University of Pennsylvania. Wharton Graduate Division.
- Wharton School.

Genre(s)

- Correspondence.
- Minutes.
- Reports.

Occupation(s)

- College teachers.

Subject(s)

- Marketing--Study and teaching.

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INVENTORY

| GENERAL FILE | Box | Folder |
|--|------------|---------------|
| Wharton School and Educational Committees - 1959-1963 | 1 | |
| University Senate - Notes and Comm. Meetings 1953-1961 | 2 | |
| Film, Cox-Hollander Interview - American Marketing Association - 1/13/66 | 3 | |
| Committee notes, miscellaneous, 1950s | 3 | |
| Committee notes, Faculty Affairs, Conflict of Interest, Curriculum, and Literature and the Arts, 1960-1968 | 4 | |
| Miscellaneous Notes - untitled folders, 1960-1968 | 5 | |