

RIDENOUR, MABEL LOEB, 1888-1979.

Mabel Loeb Ridenour papers, 1920-1968

Emory University
Stuart A. Rose Manuscript, Archives, and Rare Book Library
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Descriptive Summary

Creator: Ridenour, Mabel Loeb, 1888-1979.
Title: Mabel Loeb Ridenour papers, 1920-1968
Call Number: Manuscript Collection No. 560
Extent: 2.5 linear feet (5 boxes) and 1 oversized papers box (OP)
Abstract: Papers of Georgia advertising executive Mabel Loeb Ridenour including correspondence, advertising copy, business and legal documents, photographs, and clippings.
Language: Materials entirely in English.

Administrative Information

Restrictions on Access

Unrestricted access.

Terms Governing Use and Reproduction

All requests subject to limitations noted in departmental policies on reproduction.

Source

Gift, 1976.

Citation

[after identification of item(s)], Mabel Loeb Ridenour papers, Stuart A. Rose Manuscript, Archives, and Rare Book Library, Emory University.

Collection Description

Biographical Note

Mabel Hillyer Loeb Ridenour, advertising executive, was born July 14, 1888, in Florence, South Carolina, and died December 19, 1979, in Atlanta, Georgia. She was one of the first women in the advertising field in Atlanta, Georgia. She opened Loeb's Advertising Company (1929) and

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helped found the Atlanta Advertising Club. She married Charles Franklin [Frank] Ridenour in 1947.

Scope and Content Note

The collection consists of the papers of Mabel Loeb Ridenour from 1920-1968. The papers include correspondence, advertising copy, business and legal documents, photographs, clippings, and biographies. Materials relate to Ridenour's career, family, travels, property, and the DAR. Ridenour's correspondence is primarily with friends, relatives, and business associates. The advertising copy is for her Atlanta clients including the Norris Candy Company, the *Atlanta Journal*, and Jacob's Drug Store. Legal documents include deeds, insurance policies, and property records; and the photographs are of Ridenour, various groups, unidentified persons, the Schlessinger family, and the C.F. Ridenour home in Piqua, Ohio. The collection also includes a carbon copy typescript of Robert C. Knee's *The Day of Our Years With Labor* (Cincinnati: W.H. Anderson Co., 1966). The copy is inscribed to Ridenour. There is also a 2 volume mimeograph typescript of Erich Maria Remarque's *Sequel to All Quiet on the Western Front* which closely resembles Remarque's published work, *The Road Back* (Boston: Little Brown, and Company, 1931).

Arrangement Note

Arranged by record type.

Container List

Box	Folder	Content
1	1	Address book
1	2	Advertising copy, <i>Atlanta Constitution</i>
1	3	Advertising copy, <i>Atlanta Journal</i>
1	4	Advertising copy, Frivolous Philosophy
1	5	Advertising copy, Jacobs Pharmacy
1	6	Advertising copy, Lady Christina Bedspreads and Rugs
OPI	1	Advertising copy, Montag's
1	7	Advertising copy, National Recovery Act (Blue Eagle)
1	8	Advertising copy, Norris Candies
1	9	Advertising copy, Norris Candies
1	10	Advertising copy, <i>Piqua Daily Call</i>
1	11	Advertising copy, Rich's Radio Department (Penelope Pen)
1	12	Advertising copy, "Sally Saver" Columns, 1932
1	13	Advertising copy, "Sally Saver" Columns
2	1	Advertising copy, "Sally Saver" Columns, cont.
2	2	Advertising copy, Weinberger's
2	3	Advertising copy, Advertising Agency Stationary
2	4	Biographical: Loeb-Cohen family biographical information
2	5	Biographical: Red Cross and U.S.O. activities
2	6	Biographical: Engagement announcement, wedding invitation, 1947
2	7	Biographical: D.A.R. Activities, 1955-1956
2	8	Biographical: Frank Ridenour
2	9	Clippings, 1924-1954
2	10	Correspondence, 1920-1930
2	11	Correspondence, 1932-1939
2	12	Correspondence, 1940-1943
2	13	Correspondence, 1944-1945
2	14	Correspondence, 1946-1949
2	15	Correspondence, 1951-1953
2	16	Correspondence, 1954-1955
3	1	Correspondence, Feb-Apr, 1956
3	2	Correspondence, May-June, 1956
3	3	Correspondence, June-Nov, 1956
3	4	Correspondence, 1957-1962
3	5	Correspondence, 1963-1964
3	6	Correspondence, 1966-1967

- 3 7 Correspondence, not dated
- 3 8 Correspondence, Margaret Mitchell to Mabel Loeb, March 5, 1943, TLS, 1 page
- 3 9 Correspondence re foreign travel, 1956-1960
- 3 10 Correspondence re Rolls Royce Owners' Trip to Europe, 1962
- OP1 2 "Greetings from Mabel Hillyer Loeb"
- 3 11 Guest book, 1945-1962
- 4 1 Guest Record, May 1966-November 1968
- 4 2 Miscellaneous items
- 4 3 Photographs, Mabel Loeb Ridenour, individual
- OP1 3 Photograph, Mabel Loeb Ridenour, individual
- 4 4 Photographs, Mabel Loeb Ridenour, group
- 4 5 Photographs, Other people, identified
- 4 6 Photographs, Schlesinger family
- OP1 4 Photograph, Mildred Seydel, individual
- 4 7 Photographs taken for Polly Thomas "Christmas Echoes at The Echoes" *Journal Herald*, Dayton Ohio, December 27, 1960
- 4 8 Photographs, partially identified
- 4 9 Photographs, unidentified
- 4 Photographs of Charles Franklin Ridenour Home, Piqua, Ohio, green album (no folder)
- 4 Photographs of Charles Franklin Ridenour Home, Piqua, Ohio, white album (no folder)
- 4 Photographs of Charles Franklin Ridenour Home, Piqua, Ohio, envelope (no folder)
- 4 10 Photographs of unidentified house, tan album
- 5 1 Property: Deeds, insurance policies and records re property on Piedmont Avenue, 1912-1944
- 5 2 Property: Correspondence and records re property in Georgia, 1934-1940, not dated
- 5 3 Property: Correspondence and records re property in Etowah County, Alabama, 1926-1940, not dated
- 5 4 Property: Correspondence and records re property in Etowah County, Alabama, 1941-1947, not dated
- 5 5 Property: Appraisal of residence of Mrs. Frank Ridenour, Piqua, Ohio, 1965
Property: Rolls Royce Silver Cloud Guarantee of Performance (in cardboard roll)
- 5 6 Writing: Mimeographed typescript entitled "Sequel to *All Quiet on the Western Front* by Erich Maria Remarque" Note: this greatly resembled Remarque's *The Road Back* (1930), volume 1
- 5 7 Writing: Mimeographed typescript entitled "Sequel to *All Quiet on the Western Front* by Erich Maria Remarque" Note: this greatly resembled Remarque's *The Road Back* (1930), volume 2

- 5 8 Writing: Typescript (carbon copy) entitled "The Days of Our Years with Labor by Robert C. Knee, September 14, 1965" This copy is inscribed by the author to Mabel Loeb Ridenour. Note: The manuscript was published under the same title in Cincinnati by W.H. Anderson in 1966, 1 volume
- 5 9 Writings, 1932-1944
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