Collection #
P 0516

BETTY SCHAEFER COLLECTION, 1920S–1980S, 2013

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Processed by

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Manuscript and Visual Collections Department
William Henry Smith Memorial Library
Indiana Historical Society
450 West Ohio Street
Indianapolis, IN 46202-3269

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COLLECTION INFORMATION

VOLUME OF COLLECTION:	1 Photograph folder 1 Color Photograph folder 2 Graphics boxes 6 boxes OVA Graphics 2 boxes OVB Graphics 1 box OVC Graphics: 5 Oversize Graphics Folders in Flat File storage 12 Oil Paintings in Flat File storage
COLLECTION DATES:	1920s–1980s, 2013
PROVENANCE:	Lisa Sue Payne, Fishers, Indiana, 2012
RESTRICTIONS:	None
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ALTERNATE FORMATS:	
RELATED HOLDINGS:	
ACCESSION NUMBER:	2012.0289
NOTES:	

BIOGRAPHICAL SKETCH

Betty R. (Cochrane) Schaefer was born in Marion, Indiana February 18, 1918. Her parents were Wilton S. and Crystal Cochrane. The 1927 Marion city directory shows the family living there where her father was a physician. Some time after this the family moved to Hollywood, California accompanied by Crystal's mother Dora Canan. While in California, Betty attended Le Conte Junior High School in Hollywood.

The marriage did not last, and Crystal, her mother Dora, and Betty returned to Indiana where Betty graduated from Marion High School in 1935. During her senior year in high school Betty won the Marion American Legion art poster contest and was awarded a scholarship to John Herron School of Art in Indianapolis. Crystal, Dora, and Betty moved again this time to Indianapolis where they lived across the street from Herron at 1655 North Talbot Street. Dora kept house, Crystal worked at Citizens Gas, and Betty attended art classes at Herron and the Indianapolis Academy of Commercial Art. The Academy was located at 1441 North Delaware.

After studying art for two years Betty began work in 1937 as a staff illustrator at the William H. Block Department Store in Indianapolis. Each artist had a specialty; Schaefer's specialties were hosiery, children's clothing, draperies, rugs, tablecloths, hankies, and furniture.

According to Betty's friend and co-worker Jo Nicks, for them Blocks in the 1940s was a special time and place. Blocks had its own art department with several artists on staff. To create drawings for ads, the artists would go onto the sales floor to view furniture, or they would draw from manufacturer's photos. Store products were also placed on mannequins rather than live models for the artists to illustrate clothing.

After the artwork was completed, it would go to the newspaper with instructions. A tearsheet was printed and once approved the ad would go back to the paper with copy inserted and then it would be published in the daily newspaper. The art was returned to Blocks where it was stored and reused several times. When Block's was through with the art the artists could take their work home before it was thrown out.

While working at Blocks Betty met and later married Carl Schaefer in 1949. She continued her career at Blocks until the birth of their daughter in 1953. Both Carl and Betty left Block's and began working at Banner Whitehill, a downtown furniture store. Carl was in floor coverings and Betty worked as a freelance artist creating their ads from home. Later the couple went on to Kittle's Furniture Store where Carl became the carpet buyer and manager, and Betty was the art staff until Kittle's began using photographs in their ads. Betty continued her freelance career and created advertising illustrations for several major Indianapolis furniture and department stores. She also designed furniture and co-owned with her daughter a store called Colonial Treasures located in Zionsville and Carmel. She also worked as a costumed interpreter and volunteer at Conner Prairie Interactive History Park in Fishers.

The **William H. Block Company** was one of the premier department stores in the city. It was established by William H. Block and incorporated in 1907. By 1911 the store moved to an eight-story modern building at the corner of Illinois and Market Streets. Block's closed in 1988 and the building converted to apartments.

Block's Departments with Betty's illustrations in this collection:
Art
Baby Shop, Bath Shop, Beauty Salon, Bedding, Book Shop, Boudoir Shop (bedroom furniture), Boy's Shop, Budget Shop
Camera Shop, China and Crystal Shop, Closet Shop, Coat Shop, Cosmetics Department, Costume Jewelry, Curtains and Draperies
Dependable Appliances
Extra Furniture
Fabrics, Fine Furniture, Floor Coverings
Gift Shop, Girls Shop, Glassware, Glass Center
Hankies, High School Hangout, Hosiery Shop, Housewares
Infants Shop
Julius C. Walk Shop, Junior Kick Shop, Junior Shop
Kindergarten Shop
Linens, Lovely Lamps, Luggage
Magicolor Paint Center, Millinery Salon
Needlework, Notions
Outdoor Furniture
Patio Shop, Pipe and Tobacco Shop
Radio Center, Rugs
Silverware, Stationery
Toiletries, Toyland
Woolens (fabric)

Betty saved many of her illustrations and for years stored them in the attic of her home. No one knew they were there until discovered by her family after her death in 2006. Betty's daughter Sue Payne has kept her mother's art alive by using her charming illustrations of children on greeting cards. She adds a brief story on the card about Betty and shares them with friends and relatives.

Sources:

Ancestrylibrary.com – U.S. City Directories

Indianapolis Star: http://www.indystar.com/fdcp/?unique=1332952106623

United States Federal Census: 1930, 1940

SCOPE AND CONTENT NOTE

The collection has been organized into five series, beginning with her student art work and concluding with some personal materials.

Series 1: Student Artwork begins with watercolor paintings created when Betty was attending school in California in the 1920s. The artwork continues with her drawings and paintings while she was at Marion High School and concludes with her work at Herron School of Art and the Indianapolis Academy of Commercial Art. The chronological order shows Betty's development as an artist from her childhood and teen years through art school.

Series 2: Block's Illustrations contains Betty's original artwork and is organized by the Block's store departments. Not all of Betty's original artwork exists for each department but many more of her illustrations appear in the newspaper clippings in Series 3. The illustrations identified with the date 1937 are those she created during her first year at Blocks.

Series 3: Newspaper Clippings and Printed Materials begin with a 1943 full page newspaper ad for War Bonds with a photo of Block's employees including Betty. It also contains photocopies of a series of columns with humorous stories and cartoon-like illustrations titled "How's Your Homelife?" Betty often pictured her Uncle Keith in some of these columns. All of the illustrations were done by Betty, and copy was written by the home furnishings copywriter, Edith M. Evans. The ads were published every Tuesday morning in the *Indianapolis Star*. This paragraph from the first column describes it "With this column, we hope to keep you up to date on things new and usable … from new little gadgets in the Housewares Department to the finer things in life in the Art Department. Please turn to it each Tuesday, at least 6 of you dear readers … and learn how to keep your home life "at home." Photocopies of other Block's ads done by Betty from the years 1937 to 1953 are also in this series.

Series 4: Free Lance Work includes furniture illustrations for several furniture stores. Betty also worked for a man who remodeled Catholic churches around the country. He furnished her with color samples and ideas, and she created watercolor renderings of the church interiors. The collection includes one color photo of one of these church interiors.

Series 5: Family Materials has some copy photographs of Betty, a drawing of her husband, and newspaper articles featuring her home along White River. There are also several greeting cards created by Betty's daughter Sue Payne, featuring Betty's illustrations of children. Mrs. Payne granted an interview with the *Indianapolis Star* about discovering her mother's art and that is also included here.

SERIES CONTENTS

Series 1: Student Artwork, ca. 1928–1937

CONTENTS	CONTAINER
California School Artwork: Le Conte Jr. High School, Period 6 Art Class lettering Skyscraper, watercolor Hollywood, California Methodist Church Choir, watercolor, 1929	OVA Graphics: Box 1, Folder 1
California School Artwork: Pink airplane, watercolor Skyscrapers with automobiles, watercolor	OVB Graphics: Box 1, Folder 1
California School Artwork: Flowers, watercolor Two girls in long dresses, watercolor	OVA Graphics: Box 1, Folder 2
California School Artwork: Landscape with balloon shaped trees, watercolor Ship at sea, watercolor	OVB Graphics: Box 1, Folder 2
California School Artwork: Ship at sea, watercolor	OVC Graphics: Box 1, Folder 1
California School Artwork: Ship at sea, watercolor signed "Betty Cochrane, History, B8, Per. II" Report Card, June 19, 1931	Graphics: Box 1, Folder 1
Marion High School Artwork: 9 fashion illustrations with notes dated 3/2/34	Graphics: Box 1, Folder 2
Marion High School Report Card 1935 Poster Contest Winner news clippings "Examples of Work" list submitted by Betty [appears to be for Betty's portfolio when she applied to Herron School of Art] Tuition award letter from John Herron Art Institute, May 27, 1935 John Herron Art Institute Student Record, 1935-36	Graphics: Box 1, Folder 2A

Marion High School Artwork: American Legion Poster May 18, 1934 1st Place Award, Junior, Marion H.S.	OVC Graphics: Box 1, Folder 2
Marion High School Artwork: Watercolor portrait of a young woman, 1935	OVC Graphics: Box 1, Folder 2
Indianapolis Academy of Commercial Art: Lettering exercises: Caslon, Greco Heavy, Kennerly, Bernhard Cursive	OVA Graphics: Box 1, Folder 3
Indianapolis Academy of Commercial Art: Lettering exercises: Revised, Advertiser's Gothic	OVA Graphics: Box 1, Folder 4
Indianapolis Academy of Commercial Art: Lettering exercises: Kroehler Furniture, Tareyton Cigarettes	OVA Graphics: Box 1, Folder 5
Indianapolis Academy of Commercial Art: Lettering exercises: Glazos Misty Tints, Indianapolis Tent & Awning Co.	OVA Graphics: Box 1, Folder 6
Indianapolis Academy of Commercial Art: Commercial Illustration: Color Wheel and Relation of Pigment Colors to Black and White	OVA Graphics: Box 1, Folder 7
Indianapolis Academy of Commercial Art: Commercial Illustration: Shading exercise	OVA Graphics: Box 1, Folder 8
Indianapolis Academy of Commercial Art: Commercial Illustration: Polk's Dairy [gouache]	OVA Graphics: Box 1, Folder 9
Indianapolis Academy of Commercial Art: Commercial Illustration: Kool Cigarettes [gouache]	OVA Graphics: Box 1, Folder 10
Indianapolis Academy of Commercial Art: Commercial Illustration: Marrott's Shoe Store	OVA Graphics: Box 1, Folder 11
Indianapolis Academy of Commercial Art: Fashion Illustrations 1 & 3 [models in dresses]	OVA Graphics: Box 1, Folder 12
Indianapolis Academy of Commercial Art: Fashion Illustrations 4 & 6 [models in evening gown and slip]	OVA Graphics: Box 1, Folder 13

Indianapolis Academy of Commercial Art: Fashion Illustrations 7 & 8 [models in dresses]	OVA Graphics: Box 1, Folder 14
Indianapolis Academy of Commercial Art: Fashion Illustrations 10 & 15 [models in dress and coat]	OVA Graphics: Box 1, Folder 15
Indianapolis Academy of Commercial Art: Fashion Illustrations 16 & 20 [models in dress & fur jacket and hat	OVA Graphics: Box 1, Folder 15
Indianapolis Academy of Commercial Art: Fashion Illustrations 21 & 27 [model in suit, girls in dress and coat]	OVA Graphics: Box 2, Folder 1
Indianapolis Academy of Commercial Art: Fashion Illustrations [models in suit and slip, unfinished drawing]	OVA Graphics: Box 2, Folder 2
Indianapolis Academy of Commercial Art: Fashion Illustrations [model in suit and model running in dress]	OVB Graphics: Box 2, Folder 3
Indianapolis Academy of Commercial Art: Fashion Illustration [model in coat] Student Reports for January–December	Graphics: Box 1, Folder 3
Indianapolis Academy of Commercial Art: Fashion Illustrations [hats and shoes]	OVC Graphics: Box 1, Folder 3
Indianapolis Academy of Commercial Art: Illustration [portrait of a man, gouache]	Graphics: Box 1, Folder 4
Indianapolis Academy of Commercial Art: Pen and Ink Line Drawings [comforter, toys]	Graphics: Box 1, Folder 5
Indianapolis Academy of Commercial Art: Composition Fashion Illustration [stockings]	OVA Graphics: Box 2, Folder 3
Indianapolis Academy of Commercial Art: Composition Fashion Illustration [hat, scarf, & gloves]	OVA Graphics: Box 2, Folder 4
Indianapolis Academy of Commercial Art: Composition Fashion Illustration [purses]	OVA Graphics: Box 2, Folder 5

Indianapolis Academy of Commercial Art: Composition Fashion Illustration [models in swimsuits]	OVA Graphics: Box 2, Folder 6
Indianapolis Academy of Commercial Art: Composition Fashion Illustration [models in formals]	OVA Graphics: Box 2, Folder 7
Indianapolis Academy of Commercial Art: Composition Illustration [lamp]	OVA Graphics: Box 2, Folder 8
Indianapolis Academy of Commercial Art: Composition Illustration [shadowy male figure and frightened woman]	OVA Graphics: Box 2, Folder 9
Indianapolis Academy of Commercial Art: Composition Illustration [girl on a Conestoga wagon]	OVA Graphics: Box 2, Folder 10
Indianapolis Academy of Commercial Art: Composition Illustration [Betty Gay dresses, 1937]	OVB Graphics: Box 1, Folder 4
Indianapolis Academy of Commercial Art: Merchandise Illustrations [Redi-Cut Bread, Kellogg's Corn Flakes	Graphics: Box 1, Folder 6
Indianapolis Academy of Commercial Art: Merchandise Illustrations [Aviation trophy, drawing tools]	Graphics: Box 1, Folder 7
Indianapolis Academy of Commercial Art: Merchandise Illustrations 4 and 17 [pottery and glassware]	Graphics: Box 1, Folder 8
Indianapolis Academy of Commercial Art: Merchandise Illustration [Taggart's Soda Crackers]	OVB Graphics: Box 1, Folder 5
Indianapolis Academy of Commercial Art: Merchandise Illustrations [umbrella, Heinz Vinegar]	OVA Graphics: Box 2, Folder 11
Indianapolis Academy of Commercial Art: Merchandise Illustrations [cut glass, matted for display or portfolio by Betty]	OVA Graphics: Box 2, Folder 12
Indianapolis Academy of Commercial Art: Fashion and Merchandise Illustrations [matted for display or portfolio by Betty]	OVC Graphics: Box 1, Folder 4

Indianapolis Academy of Commercial Art: [2 clothing illustrations of children, infants, and young girls]	OVB Graphics: Box 1, Folder 6
Herron School of Art: Still life painting: yellow jug with apple and glass of wine Oil on canvas, framed, 19x16 inches	Painting 1: Flat File 3-h
Herron School of Art: Still life painting: bottle jug with bowl, apple, turnip, and a carrot Oil on canvas, framed, 18x14 inches	Painting 2: Flat File 3-h
Herron School of Art: Still life painting: copper tea kettle with a red vase Oil on canvas, 17x13 inches	Painting 3: Flat File 3-h
Herron School of Art: Still life painting: brass Turkish coffeepot, red vase and brown bowl Oil on canvas, 20x16 inches	Painting 4: Flat File 3-i
Herron School of Art: Still life painting: copper pitcher, green vase, and glass goblet Oil on canvas, 18x 14 inches	Painting 5: Flat File 3-i
Herron School of Art: Still life painting: orange jug with gray tumbler on its side Oil on canvas, 20x16 inches	Painting 6: Flat File 3-i
Herron School of Art: Still life painting: white clay jug with wire handle, apple, and spoon Oil on canvas, 20x16 inches	Painting 7: Flat File 3-j
Herron School of Art: Still life painting: copper pot with brass lid, blue bowl on it side, and an orange Oil on canvas, 20x16 inches	Painting 8: Flat File 3-j
Herron School of Art: Still life painting: brush pot with bowl filled with paint tubes, and pewter plate Oil on canvas, 18x16 inches	Painting 9: Flat File 3-j

Herron School of Art: Still life painting: gray crockery pitcher, loaf of bread, and striped cloth Oil on canvas, 14x18 inches	Painting 10: Flat File 3-k
Herron School of Art: Still life painting: 2 handled brown pitcher, two lemons, and a green bowl Oil on canvas, 20x16 inches	Painting 11: Flat File 3-k
Herron School of Art: Still life painting: dented copper pitcher, an orange, lemon, and apple Oil on canvas, 16x20 inches	Painting 12: Flat File 3-k

Series 2: Block's Illustrations, 1937–1953, ca. 1960s

CONTENTS	CONTAINER
Block's pay envelope and pay slip, 1937	Graphics: Box 1, Folder 9
Baby Shop: 11 illustrations of babies and infants	Graphics: Box 1, Folder 9A
Baby Shop: 1 illustration of a baby face	OVA Graphics: Box 2, Folder 13
Boy's Shop: 5 illustrations of boys	Graphics: Box 1, Folder 10
Girl's Shop: 4 illustrations of girls	Graphics: Box 1, Folder 11
Children's Coats: 6 illustrations of children in coats	Graphics: Box 1, Folder 12
Children's Coats: 1 illustration of boys and girls in coats	OVC Graphics: Box 1, Folder 5
Beauty Salon: 1 illustration of a model's face	Graphics: Box 1, Folder 13
Beauty Salon: 1 illustration of model's head	OVA Graphics: Box 2, Folder 14

Bedding: 2 illustrations for blankets and comforters, 1937	Graphics: Box 1, Folder 14
Bedding: 1 illustration of a wool blanket, 1937	OVA Graphics: Box 2, Folder 15
Bedding: 1 illustration of bedspreads and pillow shams	OVC Graphics: Box 1, Folder 5
Book Shop: 1 illustration with 3 books, 1937	OVB Graphics: Box 1 Folder 7
Camera Shop: 1 illustration, 1937	Graphics: Box 2, Folder 1
China and Crystal Shop: 1 illustration of china setting, 1937	Graphics: Box 2, Folder 2
China and Crystal Shop: 2 illustrations of china and glassware	OVA Graphics: Box 2, Folder 16
Clock Shop: 1 illustration of an electric clock, 1937	Graphics: Box 2, Folder 3
Clock Shop: 1 illustration of 4 clocks	OVA Graphics: Box 2, Folder 17
Closet Shop: 1 illustration for closet storage	OVB Graphics: Box 1, Folder 8
Cosmetics Department: 3 illustrations of perfume bottles and compacts, 1937	Graphics: Box 2, Folder 4
Cosmetics Department: 3 illustrations of Yardley products and compacts, 1937	OVB Graphics: Box 1, Folder 9
Costume Jewelry: 1 illustration of pins, bracelet, and necklaces, 1937	Graphics: Box 2, Folder 5
Curtains and Draperies: 4 curtain illustrations, 1937	Graphics: Box 2, Folder 6
Curtains and Draperies: 3 illustrations with drapes and carpet, 1937	OVA Graphics: Box 2, Folder 18
Curtains and Draperies: 3 illustrations of draperies and fabrics	OVB Graphics: Box 1, Folder 10

Curtains and Draperies: 4 illustrations of draperies and carpet, 1937	OVB Graphics: Box 1, Folder 11
Curtains and Draperies: 3 illustrations of window treatments and bedroom furniture	OVC Graphics: Box 1, Folder 7
Curtains and Draperies: 2 illustrations of ruffled curtains	Oversize Graphics: Folder 2 Flat File 3-g
Dresses or Junior Shop: 1 illustration of a model in a formal dress with a male figure beside her	OVA Graphics: Box 2, Folder 19
Fabrics: 3 illustrations of fabric for upholstery and drapes	OVB Graphics: Box 1, Folder 12
Fabrics: 2 illustrations of fabric for upholstery and drapes	OVC Graphics: Box 1, Folder 8
Fabrics: 3 illustrations of fabric for upholstery and drapes	Oversize Graphics: Folder 3 Flat File 3-g
Fine Furniture: 6 illustrations of tables, chests, desk, and cabinet, ca. 1960s	Graphics: Box 2, Folder 7
Fine Furniture: 3 illustrations of bedroom suites	OVA Graphics: Box 2, Folder 20
Fine Furniture: 4 illustrations of bedroom suites	OVB Graphics: Box 1, Folder 13
Fine Furniture: 4 illustrations of chairs	OVA Graphics: Box 3, Folder 1
Fine Furniture: 3 illustrations of couches	OVA Graphics: Box 3, Folder 2
Fine Furniture: 2 illustrations of dining room sets	OVA Graphics: Box 3, Folder 3
Fine Furniture: 3 illustrations of dining room sets	OVB Graphics: Box 2, Folder 1

Fine Furniture: 1 illustration of a living room suite	OVA Graphics: Box 3, Folder 4
Fine Furniture: 4 illustrations of living room suites	OVB Graphics: Box 2, Folder 2
Fine Furniture: 5 illustrations of a bedroom and living room suites	OVB Graphics: Box 2, Folder 3
Fine Furniture: 5 illustrations of couches, chairs, and tables	OVB Graphics: Box 2, Folder 4
Fine Furniture: 1 illustration of 3 mirrors	OVA Graphics: Box 3, Folder 5
Fine Furniture: 2 illustrations of a bedroom suite and tables	OVC Graphics: Box 1, Folder 9
Fine Furniture: 5 illustrations of tables, chairs, couches, and living room and dining room suites	Oversize Graphics: Folder 4 Flat File 3-g
Floor Coverings: 6 illustrations of rugs and carpets, 1937	Graphics: Box 2, Folder 8
Floor Coverings: 1 illustration of a rug	OVA Graphics: Box 3, Folder 6
Gift Shop: 1 illustration of gift items, 1937	Graphics: Box 2, Folder 9
Girl's Shop: 2 illustrations of girls in coats	OVA Graphics: Box 3, Folder 7
Girl's Shop: 1 illustration of girl's dresses	OVB Graphics: Box 2, Folder 5
Hankies: 3 illustrations of hankies, 1937	Graphics: Box 2, Folder 10
Hankies: 2 illustrations of hankies, 1937	OVB Graphics: Box 2, Folder 6
Home Furnishings for Brides: 3 illustrations of home furnishings	OVC Graphics: Box 1, Folder 10
Hosiery Shop: 2 illustrations of Hanes Hosiery	OVB Graphics: Box 2, Folder 7

Hosiery Shop: 2 illustrations for Munsingwear Nylons	OVB Graphics: Box 2, Folder 8
Hosiery Shop: 2 illustrations for NoMend Hosiery	OVC Graphics: Box 1, Folder 11
Housewares Department: 9 illustrations of household items, 1937	Graphics: Box 2, Folder 11
Housewares Department or Gift Shop: 1 illustration with gifts and a toaster	OVA Graphics: Box 3, Folder 8
How's Your Homelife? 5 illustrations of images used in the column	Graphics: Box 2, Folder 12
Junior Shop: 1 illustration of 4 girls wearing hats	OVB Graphics: Box 2, Folder 9
Junior Shop or High School Hangout: 3 illustrations of teen girl's clothing	OVB Graphics: Box 2, Folder 10
Linens: 3 illustrations of tablecloths and pillows, 1937	Graphics: Box 2, Folder 13
Linens: 2 illustrations of tablecloths	OVA Graphics: Box 3, Folder 9
Linens: 3 illustrations of tablecloths and napkins	OVA Graphics: Box 3, Folder 10
Linens: 2 illustrations of sheets, tablecloths and napkins, 1937	OVB Graphics: Box 2, Folder 11
Linens: 1 illustration of a tablecloth	OVC Graphics: Box 1, Folder 12
Linens: 1 color illustration of tablecloths	Oversize Graphics: Folder 1 Flat File 3-g
Lovely Lamps: 1 illustration of a lamp	Graphics: Box 2, Folder 14
Lovely Lamps: 2 illustrations of lamps	OVA Graphics: Box 3, Folder 11
Luggage: 1 illustration of suitcases, 1937	Graphics: Box 2, Folder 15

Millinery Salon: 2 illustrations of women's hats	Graphics: Box 2, Folder 16
Outdoor Dining Exhibition: 1 illustration of woman at an outdoor buffet	OVC Graphics: Box 1, Folder 13
Silverware: 2 illustrations of spoons, 1937	Graphics: Box 2, Folder 17
Silverware: 1 illustration of serving dishes, 1937 1 illustration of silver spoons, ca. 1940s	OVB Graphics: Box 2, Folder 12
Stationery Department: 2 illustrations of writing paper, pens, and pencils, 1937	Graphics: Box 2, Folder 18
Toyland: 1 illustration of children with toys at Christmas	OVB Graphics: Box 2, Folder 13

Series 3: Block's Newspaper Clippings and Printed Materials, 1939–1951

CONTENTS	CONTAINER
Indianapolis Times, September 27, 1943 "All Of Us At Block's Back the Attack…and How!" 3rd War Loan… [Full page ad with Block's employees giving the V sign, Betty in the top row, right of center]	OVA Graphics: Box 4, Folder 1
Store Thinking "How's Your Home Life?" Series [letter from the National Research Bureau, Inc. with description of series, Betty Cochrane listed as artist] 5 undated ads	OVA Graphics: Box 4, Folder 2
"How's Your Home Life?" *Indianapolis Star,* 1939–40 Vol. 37. No. 176–365	OVA Graphics: Box 4, Folder 3
"How's Your Home Life?" *Indianapolis Star,* 1940–41 Vol. 38. No. 6–363	OVA Graphics: Box 4, Folder 4
"How's Your Home Life?" *Indianapolis Star,* 1941–42 Vol. 39. No. 5–362	OVA Graphics: Box 4, Folder 5

"How's Your Home Life?" *Indianapolis Star,* 1942–43 Vol. 40. No. 4–361	OVA Graphics: Box 4, Folder 6
"How's Your Home Life?" *Indianapolis Star,* 1943–44 Vol. 41. No. 3–361	OVA Graphics: Box 4, Folder 7
"How's Your Home Life?" *Indianapolis Star,* 1944–45 Vol. 42. No. 8–358	OVA Graphics: Box 4, Folder 8
"How's Your Home Life?" *Indianapolis Star,* 1945–46 Vol. 43. No. 18–308	OVA Graphics: Box 4, Folder 9
"How's Your Home Life?" *Indianapolis Star,* 1946–47 Vol. 44. No. 20–307	OVA Graphics: Box 4, Folder 10
"How's Your Home Life?" *Indianapolis Star,* 1947–48 Vol. 45. No. 194–243	OVA Graphics: Box 4, Folder 11
1941: Block's Country Club Classics Hand Hooked Rugs Julius C. Walk & Son store ad	OVA Graphics: Box 4, Folder 12
1942: Block's Fashion Week Block's Male Orders	OVA Graphics: Box 4, Folder 13
1943: Linens, Curtains, Draperies, Furniture, "Help Win the War," "Wartime Mothers," Floor coverings, Toiletries for legs, Baby Shop, Julius C. Walk Shop, Fabrics, Heirloom Gifts	OVA Graphics: Box 4, Folder 14
June 1944 Advertising Club of Indianapolis, 2 awards for "The Ad of the Month," Betty Cochrane Block's artist	OVA Graphics: Box 4, Folder 15

1944: Floor Coverings, Fine Furniture, Draperies, China and Crystal, Linens, Brides, Rugs, Bedspreads, Kindergarten Shop, Baby Shop, Hosiery Shop, Toiletries for legs, Outdoor Furniture, High School Hangout [contains June ad that may have won Advertising Club award for Ad of the Month]	OVA Graphics: Box 4, Folder 16
1945: January White Month, Linens, Fine Furniture, Floor Coverings, Draperies, Magicolor Paint Center, Junior Kick Shop, Outdoor Dining Exhibition, Outdoor Furniture, Linens, Girls' Shops, Kindergarten Shop, Children's Shop, High School Hangout, Sleep Shop, Bath Shop, China and Crystal	OVA Graphics: Box 4, Folder 17
1946: Fine Furniture, Gift Shop, Linens, Outdoor Furniture, Notions, High School Hangout, High School Shop, Lamps, Draperies, Fine Accessories, Floor Coverings, Lovely Lamps, Students' Shop, Kindergarten Shop, China and Crystal Shop, Junior Kick Shop, Baby Shop	OVA Graphics: Box 5, Folder 1
1947: Block's Glass Center, Needlework, Toys, Draperies, Radio Center, Fine Furniture, Gift Shop, Floor Coverings, Linens, Fabrics, Draperies, Extra Furniture, Lovely Lamps, Outdoor Dining Exhibition, Outdoor Furniture, Boudoir Shop, Handbags, Beauty Salon, Dependable Appliances, Woolens, China and Crystal,	OVA Graphics: Box 5, Folder 2
1948: Block's For Brides, Gift Shop, Fine Furniture, Floor Coverings, Lingerie, Draperies, Luggage, Lovely Lamps, Linens, China and Crystal Shop, Hosiery, Stationery, Coat Shop, Budget Shop, Millinery Salon, Junior Shop, Fabrics	OVA Graphics: Box 5, Folder 3
1949: Draperies	OVA Graphics: Box 5, Folder 4
1950: Hosiery, Draperies, Fine Furniture, Floor Coverings	OVA Graphics: Box 5, Folder 5
Block's Dependable Appliances: gas ranges, ca. 1950	OVA Graphics: Box 5, Folder 6

Block's Hosiery Shop: stockings and leg cover, 1942–1948	OVA Graphics: Box 5, Folder 7
Block's Hosiery Shop: stockings and leg cover, ca. 1940s	OVA Graphics: Box 5, Folder 8
Housewares Department: cookware, small appliances, cutlery, dishes	OVA Graphics: Box 5, Folder 9
Lovely Lamps: 1947, n.d.	OVA Graphics: Box 5, Folder 10
Luggage Department: ca. 1940s	OVA Graphics: Box 5, Folder 11
Outdoor Dining Exhibition in the Auditorium: Outdoor Furniture, 1944, 3rd and 4th annual, n.d.	OVA Graphics: Box 5, Folder 12
Patio Shop: whimsical accessories and fun furniture, 1940s	OVA Graphics: Box 5, Folder 13
Linens and Bedding Departments: tablecloths and napkins, sheets and pillowcases, comforters, blankets	OVA Graphics: Box 5, Folder 14
Fine Furniture and Drapery Departments: Living room and bedroom suites, dining rooms, chairs, tables, rugs, and mirrors	OVA Graphics: Box 5, Folder 15
China and Crystal, Glassware, and Silverware Departments: dishes, stemware, flatware and holloware	OVA Graphics: Box 5, Folder 16
Art and Needlework Departments: Gift Shop Hankies	OVA Graphics: Box 5, Folder 17
Curtains and Drapery Departments Floor Coverings and Rug Departments	OVA Graphics: Box 6, Folder 1
Kindergarten Shop Boy's and Girl's Shops High School Hangout Junior Kick Shop	OVA Graphics: Box 6, Folder 2

Closet Shop Bath Shop Toiletries Costume Jewelry Beauty Salon	OVA Graphics: Box 6, Folder 3
Infant's and Baby Shops Kindergarten Shop Children's Shop Girl's Shop Toyland	OVA Graphics: Box 6, Folder 4
Camera Shop Notions Hankies Book Shop Stationery	OVA Graphics: Box 6, Folder 5
Block's Fine Furniture Decorating Curtains	OVB Graphics: Box 2, Folder 15
Block's Proof Sheets for furniture	OVA Graphics: Box 6, Folder 6
"Block's Shopping News," 6 flyers published by Block's for mail and phone orders copy that came unglued from ads	Graphics: Box 2, Folder 19

Series 4: Free Lance Artwork and Clippings, 1956–1980s

CONTENTS	CONTAINER
L.S. Ayres: 5 illustrations of clocks, a rocking chair, perfume, and crystal glassware, 1968	Graphics: Box 2, Folder 20
[newspaper ads for L.S. Ayres]	OVA Graphics: Box 6, Folder 7
Banner-Whitehill, 1956	OVA Graphics: Box 6, Folder 8
Banner-Whitehill, 1957	OVA Graphics: Box 6, Folder 9

Banner-Whitehill, 1958	OVA Graphics: Box 6, Folder 10
Banner-Whitehill, 1959	OVA Graphics: Box 6, Folder 11
Banner-Whitehill, proof sheets and printed flyer, n.d.	OVA Graphics: Box 6, Folder 12
Cecil's	OVA Graphics: Box 6, Folder 13
Colonial Furniture Stores, proof sheet	OVA Graphics: Box 6, Folder 14
Colonial Treasures: 15 furniture illustrations	Graphics: Box 2, Folder 21
Colonial Treasures: 9 copies of furniture ads, 1982, 1985, n.d.	Graphics: Box 2, Folder 22
Colonial Treasurers: proof sheets and printed ad	OVA Graphics: Box 6, Folder 15
Goldsteins Home Furnishings, 1958–59	OVA Graphics: Box 6, Folder 16
Kittle's, newspaper ads 1959	OVA Graphics: Box 6, Folder 17
O'Malia Store billing for illustration of a Rattan 3-piece dining group on Betty R. Schaefer letterhead	Graphics: Box 2, Folder 23
Rhodes Burford furniture store, newspaper ad 1959	OVA Graphics: Box 6, Folder 18
Reifer's a fabulous array of Christmas gifts for the home [printed flyer]	OVC Graphics: Box 1, Folder 14
Scandinavian: 4 illustrations of a desk, wall shelf units, music cabinet, and a sideboard	OVA Graphics: Box 3, Folder 12
Scandinavian: 2 illustrations of a serving cart and a dining table	OVA Graphics: Box 3, Folder 13
Weiler's dress fashions, ca. 1960s	OVA Graphics: Box 6, Folder 19

1 Illustration of a Modern Room Interior, color 1 Illustration of a Modern Lamp	Graphics: Box 2, Folder 24
1 illustration of a modern dining room suite	OVA Graphics: Box 3, Folder 14
2 illustrations of bedroom suites	OVB Graphics: Box 2, Folder 14
Church interior, watercolor illustration, 1980s	Color Photographs: Folder 1
Proof sheets and tear sheets of couches and chairs	OVA Graphics: Box 6, Folder 20

Series 5: Family Materials, ca. 1928–2013

CONTENTS	CONTAINER
Betty on the beach in California ca. 1928 Betty at Block's ca. 1940s	Photographs: Folder 1
Poem and illustration about the game of Ping Pong [According to her daughter Betty was a fan of the game and played well]	Graphics: Box 2, Folder 25
"My Husband" [portrait illustration of Carl Schaefer modeling a coat, the couple worked at Blocks]	Graphics: Box 2, Folder 25
Indianapolis Star and *Indianapolis News* articles about Schaefer family home on White River, Oct. 6, 1950, July 15, 1962 Sue Schaefer seated on giant chair ca. 1958	OVA Graphics: Box 6, Folder 21
3 cartoon paintings of Pinocchio and other Disney characters created for Betty's daughter Sue; they can be seen on the wall of her bedroom in the newspaper article from 1962	Oversize Graphics, Folder 5 Flat File 3-g
9 greeting cards created from Betty's drawings	Graphics: Box 2, Folder 24
"Newly Discovered Advertising Art Illustrates Indy's Past" Betty Reason: *Indianapolis Star,* March 15, 2006	Graphics: Box 2, Folder