COLLECTION INFORMATION

VOLUME OF COLLECTION: 1 Photograph folder
1 Color Photograph folder
2 Graphics boxes
6 boxes OVA Graphics
2 box 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 brought to the artists and mannequins rather than live models were used 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 free-lance 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 Art Work 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 begins 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 Art Work, ca. 1928–1937**

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<tr>
<th>CONTENTS</th>
<th>CONTAINER</th>
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</thead>
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<tr>
<td>California School Artwork:</td>
<td>OVA Graphics:</td>
</tr>
<tr>
<td>Le Conte Jr. High School, Period 6 Art Class lettering</td>
<td>Box 1, Folder 1</td>
</tr>
<tr>
<td>Skyscraper, watercolor</td>
<td></td>
</tr>
<tr>
<td>Hollywood, California Methodist Church Choir,</td>
<td></td>
</tr>
<tr>
<td>watercolor, 1929</td>
<td></td>
</tr>
<tr>
<td>California School Artwork:</td>
<td>OVB Graphics:</td>
</tr>
<tr>
<td>Pink airplane, watercolor</td>
<td>Box 1, Folder 1</td>
</tr>
<tr>
<td>Skyscrapers with automobiles, watercolor</td>
<td></td>
</tr>
<tr>
<td>California School Artwork:</td>
<td>OVA Graphics:</td>
</tr>
<tr>
<td>Flowers, watercolor</td>
<td>Box 1, Folder 2</td>
</tr>
<tr>
<td>Two girls in long dresses, watercolor</td>
<td></td>
</tr>
<tr>
<td>California School Artwork:</td>
<td>OVB Graphics:</td>
</tr>
<tr>
<td>Landscape with balloon shape trees, watercolor</td>
<td>Box 1, Folder 2</td>
</tr>
<tr>
<td>Ship at sea, watercolor</td>
<td></td>
</tr>
<tr>
<td>California School Artwork:</td>
<td>OVC Graphics:</td>
</tr>
<tr>
<td>Ship at sea, watercolor</td>
<td>Box 1, Folder 1</td>
</tr>
<tr>
<td>California School Artwork:</td>
<td>Graphics:</td>
</tr>
<tr>
<td>Ship at sea, watercolor signed</td>
<td>Box 1, Folder 1</td>
</tr>
<tr>
<td>“Betty Cochrane, History, B8, Per. II”</td>
<td></td>
</tr>
<tr>
<td>Marion High School Artwork:</td>
<td>Graphics:</td>
</tr>
<tr>
<td>9 fashion illustrations with notes dated 3/2/34</td>
<td>Box 1, Folder 2</td>
</tr>
<tr>
<td>Marion High School Report Card 1935</td>
<td></td>
</tr>
<tr>
<td>List of examples of work submitted by Betty, [appears to be a portfolio</td>
<td>Graphics:</td>
</tr>
<tr>
<td>when Betty applied to Herron School of Art]</td>
<td>Box 1, Folder 2</td>
</tr>
</tbody>
</table>
Marion High School Artwork: American Legion Poster
May 18, 1934
1st Place Award, Junior, Marion H.S.

Marion High School Artwork:
Watercolor portrait of a young woman, 1935

Indianapolis Academy of Commercial Art:
Lettering exercises: Caslon, Greco Heavy, Kennerly, Bernhard Cursive

Indianapolis Academy of Commercial Art:
Lettering exercises: Revised, Advertiser’s Gothic

Indianapolis Academy of Commercial Art:
Lettering exercises: Kroehler Furniture, Tareyton Cigarettes

Indianapolis Academy of Commercial Art:
Lettering exercises: Glazos Misty Tints, Indianapolis Tent & Awning Co.

Indianapolis Academy of Commercial Art:
Commercial Illustration: Color Wheel and Relation of Pigment Colors to Black and White

Indianapolis Academy of Commercial Art:
Commercial Illustration: Shading exercise

Indianapolis Academy of Commercial Art:
Commercial Illustration: Polk’s Dairy [gouache]

Indianapolis Academy of Commercial Art:
Commercial Illustration: Kool Cigarettes [gouache]

Indianapolis Academy of Commercial Art:
Commercial Illustration: Marrott’s Shoe Store

Indianapolis Academy of Commercial Art:
Fashion Illustrations 1 & 3 [models in dresses]

Indianapolis Academy of Commercial Art:
Fashion Illustrations 4 & 6 [models in evening gown and slip]
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] 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]

Box 2, Folder 10

Indianapolis Academy of Commercial Art:  
Composition Illustration  
[Betty Gay dresses, 1937]

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]

Herron School of Art:
Still life painting: yellow jug with apple and glass of wine
Oil on canvas, framed, 19x16 inches

Herron School of Art:
Still life painting: bottle jug with bowl, apple, turnip, and a carrot
Oil on canvas, framed, 18x14 inches

Herron School of Art:
Still life painting: copper tea kettle with a red vase
Oil on canvas, 17x13 inches

Herron School of Art:
Still life painting: brass Turkish coffeepot, red vase and brown bowl
Oil on canvas, 20x16 inches

Herron School of Art:
Still life painting: copper pitcher, green vase, and glass goblet
Oil on canvas, 18x14 inches

Herron School of Art:
Still life painting: orange jug with gray tumbler on its side
Oil on canvas, 20x16 inches

Herron School of Art:
Still life painting: white clay jug with wire handle, apple, and spoon
Oil on canvas, 20x16 inches

Herron School of Art:
Still life painting: copper pot with brass lid, blue bowl on its side, and an orange
Oil on canvas, 20x16 inches
Herron School of Art:
Still life painting: brush pot with bowl filled with paint tubes, and pewter plate
Oil on canvas, 18x16 inches

Herron School of Art:
Still life painting: gray crockery pitcher, loaf of bread, and striped cloth
Oil on canvas, 14x18 inches

Herron School of Art:
Still life painting: 2 handled brown pitcher, two lemons, and a green bowl
Oil on canvas, 20x16 inches

Herron School of Art:
Still life painting: dented copper pitcher, an orange, lemon, and apple
Oil on canvas, 16x20 inches

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

CONTENTS
Baby Shop:
11 illustrations of babies and infants

CONTAINER
Graphics:
Box 1, Folder 9

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

Bedding:
2 illustrations for blankets and comforters, 1937

Bedding:
1 illustration of a wool blanket, 1937

Bedding:
1 illustration of bedspreads and pillow shams

Book Shop:
1 illustration with 3 books, 1937

Camera Shop:
1 illustration, 1937

China and Crystal Shop:
1 illustration of china setting, 1937

China and Crystal Shop:
2 illustrations of china and glassware

Clock Shop:
1 illustration of an electric clock, 1937

Clock Shop:
1 illustration of 4 clocks

Closet Shop:
1 illustration for closet storage

Cosmetics Department:
3 illustrations of perfume bottles and compacts, 1937

Cosmetics Department:
3 illustrations of Yardley products and compacts, 1937

Costume Jewelry:
1 illustration of pins, bracelet, and necklaces, 1937

Curtains and Draperies:
4 curtain illustrations, 1937

Curtains and Draperies:
3 illustrations with drapes and carpet, 1937
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Graphics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curtains and Draperies:</td>
<td>3 illustrations of draperies and fabrics</td>
<td>OVB Graphics:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Box 1, Folder 10</td>
</tr>
<tr>
<td>Curtains and Draperies:</td>
<td>4 illustrations of draperies and carpet, 1937</td>
<td>OVB Graphics:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Box 1, Folder 11</td>
</tr>
<tr>
<td>Curtains and Draperies:</td>
<td>3 illustrations of window treatments and bedroom furniture</td>
<td>OVC Graphics:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Box 1, Folder 7</td>
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<tr>
<td>Curtains and Draperies:</td>
<td>2 illustrations of ruffled curtains</td>
<td>Oversize Graphics:</td>
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<td>Folder 2</td>
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<tr>
<td></td>
<td></td>
<td>Flat File 3-g</td>
</tr>
<tr>
<td>Dresses or Junior Shop:</td>
<td>1 illustration of a model in a formal dress with a male figure beside her</td>
<td>OVA Graphics:</td>
</tr>
<tr>
<td></td>
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<td>Box 2, Folder 19</td>
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<tr>
<td>Fabrics:</td>
<td>3 illustrations of fabric for upholstery and drapes</td>
<td>OVB Graphics:</td>
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<tr>
<td></td>
<td></td>
<td>Box 1, Folder 12</td>
</tr>
<tr>
<td>Fabrics:</td>
<td>2 illustrations of fabric for upholstery and drapes</td>
<td>OVC Graphics:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Box 1, Folder 8</td>
</tr>
<tr>
<td>Fabrics:</td>
<td>3 illustrations of fabric for upholstery and drapes</td>
<td>Oversize Graphics:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Folder 3</td>
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<tr>
<td></td>
<td></td>
<td>Flat File 3-g</td>
</tr>
<tr>
<td>Fine Furniture:</td>
<td>6 illustrations of tables, chests, desk, and cabinet, ca. 1960s</td>
<td>Graphics:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Box 2, Folder 7</td>
</tr>
<tr>
<td>Fine Furniture:</td>
<td>3 illustrations of bedroom suites</td>
<td>OVA Graphics:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Box 2, Folder 20</td>
</tr>
<tr>
<td>Fine Furniture:</td>
<td>4 illustrations of bedroom suites</td>
<td>OVB Graphics:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Box 1, Folder 13</td>
</tr>
<tr>
<td>Fine Furniture:</td>
<td>4 illustrations of chairs</td>
<td>OVA Graphics:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Box 3, Folder 1</td>
</tr>
<tr>
<td>Fine Furniture:</td>
<td>3 illustrations of couches</td>
<td>OVA Graphics:</td>
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<td></td>
<td></td>
<td>Box 3, Folder 2</td>
</tr>
<tr>
<td>Fine Furniture:</td>
<td>2 illustrations of dining room sets</td>
<td>OVA Graphics:</td>
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<tr>
<td></td>
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<td>Box 3, Folder 3</td>
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</tbody>
</table>
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 girls 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
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<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Graphics</th>
<th>Location</th>
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</thead>
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<td>Home Furnishings for Brides:</td>
<td>3 illustrations of home furnishings</td>
<td>OVC Graphics:</td>
<td>Box 1, Folder 10</td>
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<tr>
<td>Hosiery Shop:</td>
<td>2 illustrations of Hanes Hosiery</td>
<td>OVB Graphics:</td>
<td>Box 2, Folder 7</td>
</tr>
<tr>
<td>Hosiery Shop:</td>
<td>2 illustrations for Munsingwear Nylons</td>
<td>OVB Graphics:</td>
<td>Box 2, Folder 8</td>
</tr>
<tr>
<td>Hosiery Shop:</td>
<td>2 illustrations for NoMend Hosiery</td>
<td>OVC Graphics:</td>
<td>Box 1, Folder 11</td>
</tr>
<tr>
<td>Housewares Department:</td>
<td>9 illustrations of household items, 1937</td>
<td>Graphics:</td>
<td>Box 2, Folder 11</td>
</tr>
<tr>
<td>Housewares Department or Gift Shop:</td>
<td>1 illustration with gifts and a toaster</td>
<td>OVA Graphics:</td>
<td>Box 3, Folder 8</td>
</tr>
<tr>
<td>How’s Your Homelife?:</td>
<td>5 illustrations of images used in the column</td>
<td>Graphics:</td>
<td>Box 2, Folder 12</td>
</tr>
<tr>
<td>Junior Shop:</td>
<td>1 illustration of 4 girls wearing hats</td>
<td>OVB Graphics:</td>
<td>Box 2, Folder 9</td>
</tr>
<tr>
<td>Junior Shop or High School Hangout:</td>
<td>3 illustrations of teen girl’s clothing</td>
<td>OVB Graphics:</td>
<td>Box 2, Folder 10</td>
</tr>
<tr>
<td>Linens:</td>
<td>3 illustrations of tablecloths and pillows, 1937</td>
<td>Graphics:</td>
<td>Box 2, Folder 13</td>
</tr>
<tr>
<td>Linens:</td>
<td>2 illustrations of tablecloths</td>
<td>OVA Graphics:</td>
<td>Box 3, Folder 9</td>
</tr>
<tr>
<td>Linens:</td>
<td>3 illustrations of tablecloths and napkins</td>
<td>OVA Graphics:</td>
<td>Box 3, Folder 10</td>
</tr>
<tr>
<td>Linens:</td>
<td>2 illustrations of sheets, tablecloths and napkins, 1937</td>
<td>OVB Graphics:</td>
<td>Box 2, Folder 11</td>
</tr>
<tr>
<td>Linens:</td>
<td>1 illustration of a tablecloth</td>
<td>OVC Graphics:</td>
<td>Box 1, Folder 12</td>
</tr>
<tr>
<td>Linens:</td>
<td>1 color illustration of tablecloths</td>
<td>Oversize Graphics:</td>
<td>Flat File 3-g</td>
</tr>
</tbody>
</table>
Lovely Lamps:
1 illustration of a lamp

Lovely Lamps:
2 illustrations of lamps

Luggage:
1 illustration of suitcases, 1937

Millinery Salon:
2 illustrations of women’s hats

Outdoor Dining Exhibition:
1 illustration of woman at an outdoor buffet

Silverware:
2 illustrations of spoons, 1937

Silverware:
1 illustration of serving dishes, 1937
1 illustration of silver spoons, ca. 1940s

Stationery Department:
2 illustrations of writing paper, pens, and pencils, 1937

Toyland:
1 illustration of children with toys at Christmas

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

CONTENTS

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]

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

“How’s Your Home Life?”
Indianapolis Star, 1939–40
Vol. 37. No. 176–365
“How’s Your Home Life?”
*Indianapolis Star*, 1940–41
Vol. 38. No. 6–363

“How’s Your Home Life?”
*Indianapolis Star*, 1941–42
Vol. 39. No. 5–362

“How’s Your Home Life?”
*Indianapolis Star*, 1942–43
Vol. 40. No. 4–361

“How’s Your Home Life?”
*Indianapolis Star*, 1943–44
Vol. 41. No. 3–361

“How’s Your Home Life?”
*Indianapolis Star*, 1944–45
Vol. 42. No. 8–358

“How’s Your Home Life?”
*Indianapolis Star*, 1945–46
Vol. 43. No. 18–308

“How’s Your Home Life?”
*Indianapolis Star*, 1946–47
Vol. 44. No. 20–307

“How’s Your Home Life?”
*Indianapolis Star*, 1947–48
Vol. 45. No. 194–243

1941:
Block’s Country Club Classics
Hand Hooked Rugs
Julius C. Walk & Son store ad

1942:
Block’s Fashion Week
Block’s Male Orders

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 4

OVA Graphics:
Box 4, Folder 5

OVA Graphics:
Box 4, Folder 6

OVA Graphics:
Box 4, Folder 7

OVA Graphics:
Box 4, Folder 8

OVA Graphics:
Box 4, Folder 9

OVA Graphics:
Box 4, Folder 10

OVA Graphics:
Box 4, Folder 11

OVA Graphics:
Box 4, Folder 12

OVA Graphics:
Box 4, Folder 13

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

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]

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

1946:

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

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

1949:
Draperies
<table>
<thead>
<tr>
<th>Department</th>
<th>Description</th>
<th>OVA Graphics:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block’s Dependable Appliances:</td>
<td>OVA Graphics: Block’s Dependable Appliances: gas ranges, ca. 1950 Box 5, Folder 6</td>
<td></td>
</tr>
<tr>
<td>Block’s Hosiery Shop:</td>
<td>OVA Graphics: Block’s Hosiery Shop: stockings and leg cover, 1942–1948 Box 5, Folder 7</td>
<td></td>
</tr>
<tr>
<td>Block’s Hosiery Shop:</td>
<td>OVA Graphics: Block’s Hosiery Shop: stockings and leg cover, ca. 1940s Box 5, Folder 8</td>
<td></td>
</tr>
<tr>
<td>Housewares Department:</td>
<td>OVA Graphics: Housewares Department: cookware, small appliances, cutlery, dishes Box 5, Folder 9</td>
<td></td>
</tr>
<tr>
<td>Luggage Department:</td>
<td>OVA Graphics: Luggage Department: ca. 1940s Box 5, Folder 11</td>
<td></td>
</tr>
<tr>
<td>Patio Shop:</td>
<td>OVA Graphics: Patio Shop: whimsical accessories and fun furniture, 1940s Box 5, Folder 13</td>
<td></td>
</tr>
<tr>
<td>Linens and Bedding Departments:</td>
<td>OVA Graphics: Linens and Bedding Departments: tablecloths and napkins, sheets and pillowcases, comforters, blankets Box 5, Folder 14</td>
<td></td>
</tr>
<tr>
<td>Fine Furniture and Drapery Departments:</td>
<td>OVA Graphics: Fine Furniture and Drapery Departments: Living room and bedroom suites, dining rooms, chairs, tables, rugs, and mirrors Box 5, Folder 15</td>
<td></td>
</tr>
<tr>
<td>China and Crystal, Glassware, and Silverware Departments:</td>
<td>OVA Graphics: China and Crystal, Glassware, and Silverware Departments: dishes, stemware, flatware and holloware Box 5, Folder 16</td>
<td></td>
</tr>
<tr>
<td>Art and Needlework Departments:</td>
<td>OVA Graphics: Art and Needlework Departments: Gift Shop Hankies Box 5, Folder 17</td>
<td></td>
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<tr>
<td>Curtains and Drapery Departments</td>
<td>OVA Graphics: Curtains and Drapery Departments Floor Coverings and Rug Departments Box 6, Folder 1</td>
<td></td>
</tr>
<tr>
<td>Floor Coverings and Rug Departments</td>
<td>OVA Graphics: Floor Coverings and Rug Departments Box 6, Folder 1</td>
<td></td>
</tr>
</tbody>
</table>
Kindergarten Shop
Boy’s and Girl’s Shops
High School Hangout
Junior Kick Shop

Closet Shop
Bath Shop
Toiletries
Costume Jewelry
Beauty Salon

Infant’s and Baby Shops
Kindergarten Shop
Children’s Shop
Girl’s Shop
Toyland

Camera Shop
Notions
Hankies
Book Shop
Stationery

Block’s Fine Furniture
Decorating
Curtains

Block’s Proof Sheets for furniture

“Block’s Shopping News,”
6 flyers published by Block’s for mail and phone orders
copy that came unglued from ads

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

CONTENTS
L.S. Ayres:
5 illustrations of clocks, a rocking chair, perfume, and crystal glassware, 1968

[newspaper ads for L.S. Ayres]
<table>
<thead>
<tr>
<th>Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner-Whitehill, 1956</td>
<td>OVA Graphics: Box 6, Folder 8</td>
</tr>
<tr>
<td>Banner-Whitehill, 1957</td>
<td>OVA Graphics: Box 6, Folder 9</td>
</tr>
<tr>
<td>Banner-Whitehill, 1958</td>
<td>OVA Graphics: Box 6, Folder 10</td>
</tr>
<tr>
<td>Banner-Whitehill, 1959</td>
<td>OVA Graphics: Box 6, Folder 11</td>
</tr>
<tr>
<td>Banner-Whitehill, proof sheets and printed flyer, n.d.</td>
<td>OVA Graphics: Box 6, Folder 12</td>
</tr>
<tr>
<td>Cecil’s</td>
<td>OVA Graphics: Box 6, Folder 13</td>
</tr>
<tr>
<td>Colonial Furniture Stores, proof sheet</td>
<td>OVA Graphics: Box 6, Folder 14</td>
</tr>
<tr>
<td>Colonial Treasures: 15 furniture illustrations</td>
<td>Graphics: Box 2, Folder 21</td>
</tr>
<tr>
<td>Colonial Treasurers: proof sheets and printed ad</td>
<td>OVA Graphics: Box 6, Folder 15</td>
</tr>
<tr>
<td>Goldsteins Home Furnishings, 1958–59</td>
<td>OVA Graphics: Box 6, Folder 16</td>
</tr>
<tr>
<td>Kittle’s, newspaper ads 1959</td>
<td>OVA Graphics: Box 6, Folder 17</td>
</tr>
<tr>
<td>O’Malia Store billing for illustration of a Rattan 3 piece dining group on Betty R. Schaefer letterhead</td>
<td>Graphics: Box 2, Folder 23</td>
</tr>
<tr>
<td>Rhodes Burford furniture store, newspaper ad 1959</td>
<td>OVA Graphics: Box 6, Folder 18</td>
</tr>
<tr>
<td>Reifer’s a fabulous array of Christmas gifts for the home [printed flyer]</td>
<td>OVC Graphics: Box 1, Folder 14</td>
</tr>
</tbody>
</table>
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**

Betty on the beach in California ca. 1928
Betty at Block’s ca. 1940s

Photos: 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, probably made while the couple worked at Blocks]

Graphics: Box 2, Folder 25

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

9 greeting cards created from Betty’s drawings

“Newly Discovered Advertising Art Illustrates Indy’s Past”
CATALOGING INFORMATION

For additional information on this collection, including a list of subject headings that may lead you to related materials:

1. Go to the Indiana Historical Society's online catalog: http://opac.indianahistory.org/

2. Click on the "Basic Search" icon.

3. Select "Call Number" from the "Search In:" box.

4. Search for the collection by its basic call number (in this case, P 0516).

5. When you find the collection, go to the "Full Record" screen for a list of headings that can be searched for related materials.