

MEMORIAL RESOLUTION

HENRY L. CHURCHILL (1902 – 1960)

Henry Lloyd Churchill was born in Chicago on December 17, 1902. After attending public and private schools, he was graduated from Wesleyan University in 1924, having specialized in economics and psychology. In 1935 he received the master of business administration degree from New York University.

After leaving Wesleyan he became a reporter on the Worcester (Mass.) Telegram, and left to join the New York Sun in 1926. At one time during his eleven-year career on the Sun he was assistant dramatic editor, but later was assistant financial editor.

He began a career of research in advertising and marketing when he left the Sun in 1937. For five years he was an industrial and financial analyst for Shields and Company, New York investment bankers. In 1941 he organized Consumer Index Corporation to develop a national panel of families to measure consumption of foods and drugs; this was the first national panel developed in the United States. When this firm merged with Industrial Surveys Company in 1943, he became corporate manager of research and planning for R. H. Macy and Company, Inc. One of his duties was to decide where to locate new Macy stores in the postwar expansion program.

After six years with R. H. Macy and Company, Mr. Churchill became an associate professor of journalism at Stanford in 1949. In his first few years at Stanford he engaged in considerable research that related to radio, television, and advertising, and he contributed numerous articles to professional journals. In his later active years he developed emphysema, which prevented him from carrying on research. In June, 1958 he was granted an indefinite leave of absence.

Mr. Churchill was an extraordinarily successful teacher of journalistic writing and of advertising. Contributing to his success was not only his long experience but his personality. One of his chief values was his ability to work individually with students. In his later years he devoted to individual conferences with his students the time he had formerly allocated to research. The affection such students had for him was unusual.

He died on July 14. His surviving family consisted of his wife, Helen; two sons, William Lloyd of Palo Alto and John of Menlo Park; two brothers, Ralph of White Plains, New York, and John of Glencoe, Illinois; a sister, Mrs. Ruth Perkins of Royal Oak, Michigan; his mother, Mrs. Myra Churchill of Royal Oak; and a grandson, Andrew of Palo Alto.

Chilton R. Bush, Chairman
Arthur Kroeger
Clifford F. Weigle