

Steve Hannagan Archives
Box 1

Media about or by Steve Hannagan or about one of his press campaigns

Magazines:

1. "Scribner's Examines: Steve Hannagan"; Scribner's; May, 1938; Vol. 103; No. 5.

2. "Schussing at Sun Valley"; Smithsonian; December 1984; Vol. 15; No. 8.

3. "Black Gold"; Saturday Evening Post; June 30, 1936; Vol. 208; No. 5.

4. "Steve Hannagan's Girls"; Life; November 30, 1936; Vol. 1; No. 2.

5. "Prince of Press Agents"; Collier's; November 22, 1947.

6. "Steve Hannagan No. 1 Ballyhoo Man"; Look; May 10, 1935; Vol. 2; No. 10.

7. "Pretty Model Susie Is Mrs. Steve Hannagan"; Life; October 7, 1940; Vol. 9; No. 15.

8. "Dream Jobs Steve Hannagan -- High Priest of Publicity"; Redbook; June 1942; Vol. 79, no. 2.

9. "Where East Goes West to Idaho's Sun Valley, Society's Newest Winter Playground"; Life; May 8, 1937; Vol. 2; No. 10.

10. "Sun Valley: If You Ski"; Fortune; January 1939; Vol. XIX; No. 1.

11. Cartoon about the Motorcycle Races (Retrieved October 11, 2016); Indianapolis Star; <http://www.firstsuperspeedway.com/photo-gallery/1909-motorcycle-races-disruptive>; (NB: while this cartoon is not of the Hannagan era; it immediately preceded it and is relevant to his era.)

Books:

1. Taylor, Dorice (1960) Sun Valley; Ex Libris Sun Valley; Sun Valley, Idaho.

2. Oppenheimer, Doug and Jim Poore (1976); Sun Valley A Biography; Beatty Books; Boise, Idaho.

3. Reisler, Jim (2006); A Great Day in Cooperstown; Carroll & Graf Publishers; New York.

4. Casey, Robert (2008); The Model T; Johns Hopkins Press; Baltimore.

5. Hopkins, A.D. and K.J. Evans (1999); The First 100 Portraits of the Men and Women Who Shaped Las Vegas; Huntington Press, Las Vegas.

6. Redford, Polly (1970); Billion Dollar Sandbar A Biography of Miami Beach; E.P. Dutton & Co. Inc.; New York.
7. Leershen, Charles (2011); Blood and Smoke A True Tale of Mystery, Mayhem, and the Birth of the Indy 500; Simon & Schuster, New York.
8. Pendergrast Mark (2013); For God, Country & Coca-Cola (Third Edition); Basic Books; New York.
9. Clegg, Charles and Duncan Emrich (1967); The Lucius Beebe Reader; Doubleday & Company, Inc. Garden City, New York.
10. Fleming, E. J. (2007); Wallace Reid; McFarland & Company, Inc.; Jefferson, North Carolina.
11. Walker, Stanley (1934); City Editor; Blue Ribbon Books, Inc. New York.
12. Young-Witzel, Gyvel and Michael Karl Witzel (2002); The Sparkling Story of Coca-Cola; Crestline; New York.
13. Yates, Brock (2006); Umbrella Mike; Thunder's Mouth Press; New York.
14. Stoddard, Bob (2003); The Big Nickel Drink The Pepsi-Cola Story; Double Dot Enterprises; Claremont, California.
15. Stoddard, Bob (2011); How Pepsi Got Its Name; Double Dot Enterprises; Lake Elsinore, California.
16. Bramson, Seth (2005); Miami Beach; Arcadia Publishing; Charleston, South Carolina.
17. McDonald, John P. (2002); Lost Indianapolis; Arcadia Publishing; Charleston, South Carolina.
18. Bramson, Set H. (2009) Sunshine, Stone Crabs and Cheesecake; The History Press; Charleston, South Carolina.

Steve Hannagan Archives
Box 2

Media about or by Steve Hannagan or about the history behind his campaigns

Books:

1. Foster, Mark S. (2000); Castles in the Sand; University Press of Florida; Gainesville, Florida
2. Fisher, Jane (1947); Fabulous Hoosier; Robert M. McBride & Company; New York
3. Fisher, Jerry M. (1998); The Pacesetter; Lost Coast Press; Fort Bragg, California
4. Blumenthal, Ralph (2000); Stork Club; Little, Brown and Company; New York
5. Hill, John W. (1963); The Making of a Public Relations Man; David McKay Company, Inc.; New York
6. Allen, Frederick (1994); Secret Formula; Harper Business; New York
7. Beauchamp, Cari (1997); Without Lying Down; University of California Press; Los Angeles
8. Cutlip, Scott (1994); The Unseen Power: Public Relations. A History; Lawrence Erlbaum Associates, Publishers; Hillsdale, New Jersey
9. Bruce, Donald (1960); The Republican Party and Wendell Willkie; University of Illinois Press; Urbana, Illinois
10. Lewis, David L. The Public Images of Henry Ford; Wayne State University Press; Detroit, Michigan
11. Ellis, Edward Robb (2008); Diary of the Century; Sterling Publishing; New York
12. Armbruster, Ann (1995); The Life and Times of Miami Beach; Alfred A. Knopf; New York
13. Scott, D. Bruce (2005); Indy: Racing Before the 500; Indian Reflections LLC; Batesville, Indiana
14. Borgeson, Griffith (1998); The Golden Age of the American Racing Car Second Edition; Society of Automotive Engineers, Inc.; Warrendale, Pennsylvania
15. Horvath, Dennis E. and Terri Horvath (2002); Indiana Cars A History of the Automobile in Indiana; Hoosier Auto Show & Swap Meet, Inc; Indianapolis, Indiana

16. Reed, Terry (2005); The Race and Ritual of the Indianapolis 500; Potomac Books, Inc.; Washington, D.C.

Steve Hannagan Archives
Box 3

Media about or by Steve Hannagan or about the history behind his campaigns

Books:

1. Ellis, Edward Robb (circa 1961 - 1962); "Draft Manuscript on Steve Hannagan"; New York Public Library, Edward R. Ellis Archives; New York. (No of copies -2).
2. Ellis, Edward Robb (circa 1961 - 1962); "Diary Comments on Steve Hannagan"; New York Public Library, Edward R. Ellis Archives; New York.

Photographs and Cartoons

Hannagan Photographs & Cartoons - Folder #1:

1. "Steve Hannagan Sitting on Miniature Racer Wearing Firestone Shoes"; Indianapolis Motor Speedway; Y35008.

2. "Steve Hannagan with Pop Myers, Chief Steward of the Indianapolis Motor Speedway"; Indianapolis Motor Speedway; Y11483.

3. "Steve Hannagan Sitting on Running Board of Indianapolis Motor Speedway 1926 Pace Car"; Indianapolis Motor Speedway; K-19; (Two Photographs).

4. "Steve Hannagan Sitting in Indianapolis Motor Speedway 1926 Pace Car"; Indianapolis Motor Speedway; 41822; (Two Photographs).

5. "Steve Hannagan Speaking with Henry Ford at the Indianapolis Motor Speedway; approximately 1933; Indianapolis Motor Speedway; 3353.

6. "Press Photograph at the Kentucky Derby of Press Agent Steve Hannagan with Actress Ann Sheridan"; 1951 Press Photo; 21715041; Historic Images; 40160722695.

7. "Steve Hannagan with W.D. "Eddie" Edenum, Chief Steward between 1919 and 1934 at the Indianapolis 500 (approximate date: 1926); Indianapolis Motor Speedway; 18.

8. "Motorcycle Racing for Indianapolis Races in 1909" (1909); Indianapolis Star; Indianapolis, Indiana.

9. Photograph of Steve Hannagan with Captain Eddie Rickenbacker and his crew as they prepare for a forty-six-state flight to market his Rickenbacker's all new metal airplane (1922);

Hannagan Family Photographs - Folder #2:

1. Steve Hannagan and his mother Josephine "Aunt Jo" Hannagan (1943); Personal photograph; Lafayette, Indiana.

2. Auntie Shea (William Hannagan's Aunt and best friend of Steve Hannagan's mother, She lived across the street and came to Lafayette from Ireland by going from fire station to fire station to find a Gallic Speaker) (approximately 1910); Personal photograph taken at her house on Green Street; Lafayette, Indiana.
3. Set of Two Photographs of Steve Hannagan with His Brother and Parents (approximately 1917); Personal photograph taken at the Hannagan house on Green Street; Lafayette, Indiana.
 - a. Left Photograph: Frank Hannagan, Steve Hannagan's brother, on left, Mother, Josephine Hannagan, in the center, and Steve Hannagan on the right.
 - b. Right Photograph: Frank Hannagan on left; Father, William Hannagan, second from left, Mother, Josephine Hannagan, second from right; Steve Hannagan on the right.
4. Set of Two Photographs of Steve Hannagan and one with his brother, Frank (approximately 1917); Personal photograph taken at the Hannagan house on Green Street; Lafayette, Indiana.
 - a. Left Photograph: Steve Hannagan.
 - b. Right Photograph: Frank Hannagan, brother, on the left and Steve on the right.
5. Photograph of Steve Hannagan's Grandmother with her children that includes his father William Hannagan; One year after the photograph was taken the mother died and the children reared themselves (1870); Photographic studio in Lafayette, Indiana.
6. Copy of Photographs of Steve Hannagan, Josephine Hannagan, and Steve Hannagan with mother and friends, and a copy of Auntie Shea's Obituary.
 - a. #1: Photograph of Helen Hannagan, Steve Hannagan's first cousin, sitting in his Stutz Bearcat; (approximately 1922); Photograph taken on Ottawa Street in Logansport, Indiana.
 - b. #2: Photograph of Josephine Hannagan with an unknown child.
 - c. #3: Photograph of Steve Hannagan with Josephine Hannagan, Steve Hannagan's mother; an unknown person; Kate Miller; Steve Hannagan's Aunt on his father's side, she reared Helen Hannagan; Helen Hannagan; (approximately 1922) Photograph taken on Ottawa Street in Logansport, Indiana.
 - d. Obituary of Auntie Sea, Mrs. Mary Shea; Steve Hannagan's Great Aunt (approximately 1912); Lafayette, Indiana.
7. Photograph of Josephine Hannagan, Steve Hannagan's Mother; a single shot in an envelope (approximately 1942); Lafayette, Indiana.
8. Photograph of Josephine Hannagan's Ninetieth Birthday Party in the Private Railroad of the President of the New York Central Railroad on siding in Lafayette, Indiana (1948); Personal Photograph; Steve Hannagan on left, Josephine Hannagan second from left, Ann Sheridan next to Josephine Hannagan, and Frank Hannagan on the right; Lafayette Indiana.

9. Photograph of Steve Hannagan, Johanna Hannagan, and Ann Sheridan at home on Green Street in Lafayette, Indiana; Green (1945); Personal Photograph; Lafayette, Indiana.
 10. CD/DMV of Hannagan Family photographs in Lafayette, Indiana in 1910s; Lafayette, Indiana (copies of many of the photographs in #1-#4.
- Steve Hannagan & Ann Sheridan Photographs – Folder #3:
1. Steve Hannagan with Ann Sheridan at the Stork Club (approximately 1950); (Note the two bottles of Coca-Cola behind them; they were props to promote Coca-Cola when he was the Press Agent for the Coca-Cola; Stork Club, New York.
 2. Steve Hannagan and Ann Sheridan at the Kentucky Derby in 1951 (1951); Louisville, Kentucky.
 3. Steve Hannagan and Ann Sheridan with an unknown woman who may have been Ginger Rogers at the Stork Club (Approximately 1955); Stork Club, New York.
 4. Photograph of Ann Sheridan during World War II (Mid-World War II); World War II; "Starshine; October 2017; Volume 32, No. 3; History Net; Vienna, Virginia.
- Hannagan Miscellaneous Photographs – Folder #4:
1. Copy of Cartoon Card by Steve Hannagan in the 1920s when Steve Hannagan was Director of Publicity at the Indianapolis Motor Speedway and Miami Beach. Picture of Steve Hannagan with a boxer, race car, diver, and an airplane (approximately 1925); Miami Beach, Florida.
 2. Copy of photograph of Steve Hannagan and Associated taken by Alfred Eisenstaedt for Life Magazine (circa 1937); New York.
 3. Copy of photograph of Steve Hannagan and Robert Hannagan, Chair of the Democratic Party in 1944 at the Stork Club (1944); Robert Hannagan Papers, Truman Library Photographs; Harry S Truman Library & Museum; Independence, Missouri.
 4. Copy of Photograph of Steve Hannagan and Averell Harriman during the construction of Sun Valley (1936); P0936 Ski Hall of Fame Photograph Collection; <https://collections.lib.utah.edu/ark:/87278/s6p568km>; Ishpeming, Michigan.
 5. Copy of a set of Photographs used in the book Steve Hannagan: Prince of Press Agents; (2018); Dog Ear Press; Bloomington, Indiana.
 6. Copy of communications with Getty Images about selection of Photographs from Getty Images for use in the Steve Hannagan: Prince of Press Agents; (2017); Personal Files of M.K. Townsley.

7. Copy of all photographs taken by Alfred Eisenstaedt for the 1937 Life Magazine article (circa 1937); New York.

8. Cropped photo of Steve Hannagan (circa 1950).

9. Set of photographs originally to be included in Steve Hannagan Prince of Tides (2017); M. K. Townsley identified the source of the photographs.

10. Copy of a picture of Steve Hannagan taken in his twenties while he relocated to Indianapolis from Lafayette, Indiana (circa late 1920s); Indianapolis, Indiana (NB: original is in the collection of the Indianapolis Motor Speedway Photo Archives).

11. Copy of a picture of Steve Hannagan on a ski lift as Sun Valley (circa 1937); Life Magazine.

Steve Hannagan and Hannagan Family Obituaries & Genealogy: Folder #5

Steve Hannagan – Sun Valley: Folder #6

Steve Hannagan- PR Testimonies: Folder #7

Steve Hannagan – Social Life: Folder # 8

Steve Hannagan – Will: Folder #9

Steve Hannagan – Associates: Folder #10

Steve Hannagan – Sports: Folder #11

Steve Hannagan – Indianapolis 500: Folder #12

Steve Hannagan Archives
Box 4

Research & Documents - Publication - Steve Hannagan: Prince of Press Agents

Chapter References - Folder #1

Chapter References - Folder #2

Chapter Research - Folder #3

1. Copies of Magazine Articles
2. Copies of Library Research
3. Copy of Master Dissertation on Steve Hannagan
4. Letters requesting assistance on research
5. Web link to Elisa Maxwell
6. Copy of web research on Libby-Owen-Ford Glassware a client of Steve Hannagan
7. Items and articles related to Steve Hannagan or Relative (Pat Edison -- daughter of Frank Hannagan, Steve Hannagan's brother)
8. Traces Magazine article on Carl Fisher, Spring 2016

Chapter Research - Folder #4

Chapter Research - Newspaper Alliance - Folder #5

Chapter Research - Blog Hannagan - Folder #6

Chapter Research - Coca-Cola - Folder #7

Chapter Research - Las Vegas - Folder #8

Chapter Research - Captain Eddie Rickenbacker - Folder #9

Chapter Research - Famous Clients - Folder #10

Chapter Research - Miscellaneous Items - Folder #11

1. Copy of Book Description - Steve Hannagan Prince of Press Agents.
2. Past and Present of Tippecanoe County - note about Steve Hannagan's Uncle, Steve Hannagan.
3. Article about Parish Priest, Father Byrne, for Saint Anne's when Steve Hannagan was a child.
4. Census record of Lafayette, Indiana; 1910.
5. Copy of several pages from Broadway Heartbeat Memoirs by Bernard Sobel; Steve Hannagan's English Teacher at Lafayette Jefferson High School.
6. Brief Web note about Hoosier Hoops Starts Early (1918) and the Indiana State Championship that Steve Hannagan covered.
7. Street Directory (page 162) for Lafayette, Indiana with Steve Hannagan's Uncle Stephen Hannagan and other Hannagan relatives listed.

8. Copy from Pride of the State; about beer that mentions Stephen Hannagan, Steve Hannagan's Uncle. Also, includes a brief note on the Catholic Church of Lafayette and members of the Church including the Hannagans.
9. Another Street Directory with a listing of the Hannagans.
10. "A Brief History of Brewing in Lafayette, Indiana that mentions Steve Hannagan's Uncle Stephen Hannagan.
11. Two press notices in Lafayette papers about Steve Hannagan.
12. Copy of handwritten note about Steve Hannagan in Indiana History Bulletin – 1950.
13. Will of William J. Hannagan, Steve Hannagan's father.
14. Web biographies of John T. McCutcheon and George Ade.
15. Several copies of articles – "Speech Contest Won by Hannagan," "Steve Hannagan St. Louis Girl Wed," "Steve Hannagan Goes East," and "Steve Hannagan with Pop Myer at the Indianapolis Motor Speedway".
16. Several Maps used to locate sites related to Steve Hannagan's life.
17. Plastic packet of items from Steve Hannagan – personal envelopes and other items related to his life.

**Steve Hannagan Archives
Box 5**

CDS, Thumb Drives, Journals and Notebooks -- Steve Hannagan Research

1. CD: University of North Carolina Archives.
2. CD: J. N. Ding Files, University of Iowa.
3. Thumb drive: E. E. Ellis Files, Archives, New York Library.
4. Thumb drive: Averell Hartman Files, Library of Congress.
5. Thumb drive: Miscellaneous Information
6. Thumb drive: M. K. Townsley - PC Records of Steve Hannagan Project.
7. Research Journal: M.K. Townsley

Copy of Correspondence: Re: Steve Hannagan's Will; Folder #1.

Copy of Correspondence: Steve Hannagan Personal Letters; Folder #2.

Copies

1. Letter of May 29, 2019 to Adriana M. Harmeyer summarizing the Deeding of the Steve Hannagan Archives to Purdue University
2. Deed of Gift Agreement (2 Copies)
3. List of Folders and Items Enclosed in Five Boxes Related to Steve Hannagan -- Deeded to Purdue University
4. Copy of the May 13, 2019 email from Adriana M. Harmeyer accepting the Steve Hannagan Archives