

Collection Summary

ID Number: MSS 145

Title: Herbert E. Ashby Collection

Extent: 3 Boxes

Span Dates: 1940s – 1960s

Language: English

Geographic Location: Indiana

Abstract: The Herbert E. Ashby Collection consists of photographs, publications, presentations, and other items about the Mead Johnson Company in Evansville, IN from 1943 to 1968.

Historical Notes: Herbert E. Ashby was born in 1906 in Buffalo, NY and was a graduate of the Buffalo School of Pharmacy. He moved to Evansville, IN in 1958 and worked for Mead Johnson in this location until his retirement in 1968. During his tenure at Mead Johnson, he served as a district sales manager and was involved with their public relations, sales administration, and promotion and advertising. Ashby was involved with numerous local organizations such as the Evansville Rehabilitation Center, where he served as the director of development from 1968 to 1973, and the Rotary Club. He and his wife, Anita were married for 55 years and had two children, Bonnie and Tim. Ashby passed away on June 22, 1989.

- **Sources:** Evansville Vanderburgh Public Library; Browning Genealogy Database; [Find A Grave: Herbert E. Ashby](#)

Selected Search Terms

Keywords: Local Businesses; Local Healthcare; Local History

Related Materials: Business and Industry; Healthcare; History; Photographs; Publications; Regional History; Related Materials -- 1901-1950; Related Materials -- 1951-2000 Related Materials -- n.d.

Administrative Information

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Contents	Date	Container	Location
Photographs [001-080]: Mead Johnson Company History Slides	1967	Box 1, Folder 1	RL 3027
Photographs [081-226]: Pharmacy and Medicine in Frontier Days Slides	1963	Box 1, Folder 2	RL 3027
Photographs [227-286]: Olem Morrhuae and Cod Liver Oil Slides	n.d.	Box 1, Folder 3	RL 3027
Photographs [287-379]: Mead Johnson Company Slides	n.d.	Box 1, Folder 4	RL 3027

Contents	Date	Container	Location
<i>Quest for Excellence: A History of Mead Johnson and Company</i> by Hartzel Spence (pg. 1-168)	1967	Box 1, Folder 5	RL 3027
<i>Quest for Excellence: A History of Mead Johnson and Company</i> by Hartzel Spence (pg. 169-348)	1967	Box 1, Folder 6	RL 3027
<i>Quest for Excellence: A History of Mead Johnson and Company</i> by Hartzel Spence (pg. 348A-462)	1967	Box 1, Folder 7	RL 3027
Lectures and Presentations	1953-1968	Box 2, Folder 1	RL 3027
Publications	1943-1968	Box 2, Folder 2	RL 3027
Photographs [380]	n.d.	Box 2, Folder 3	RL 3027
Glasses (4): Souvenir of Mead Johnson Laboratories Early Bird Reception	1963	Box 3, Folder 1	? NOS
Glass: Cars and Trucks	n.d.	Box 3, Folder 2	? NOS