

MARY JANE SCHLINGER

February 13, 1936 - May 9, 1982

Mary Jane Schlinger (nee Rawlins), the first of William Stephenson's doctoral students at the University of Missouri, died May 9 in Chicago following a short illness. At the time of her death, she was an associate professor of marketing at the University of Illinois at Chicago Circle, and prior to that was affiliated with the research department of Leo Burnett Co., Inc., advertising agency.

Among her papers are "The Immediate Experience of Television Advertising" (in S.R. Brown & D.J. Brenner, eds., *Science, Psychology, and Communication: Essays Honoring William Stephenson*, 1972) and "Cues on Q-Technique" (*Journal of Advertising Research*, 1969). She received her Ph.D. in 1964 for her dissertation on *A Q-Methodological Study of Some Effects of a Fictional and Documentary Treatment of a Controversial Issue*, an experimental study of the effects on racial attitudes of emotional (movie) and rational (television documentary) appeals.

Mary Jane was born in Dallas, Texas, the third child of John and Virginia Rawlins. She graduated from Woodrow Wilson High School of Dallas in 1953, and attended Mary Baldwin College (Staunton, VA) for a year before transferring to the University of Texas where she received a Bachelor of Journalism degree (with honors) in 1957. In 1959, she enrolled in the Graduate School of the University of Missouri where she was awarded the Master of Arts (1961) and Doctor of Philosophy degrees.

Dr. Schlinger was preceded in death by her husband, and is survived by a daughter.