



# **Guide to the Advertising agency house organs and other publications, 1926-2001**

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## Summary

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**Collection Title:**

Advertising agency house organs and other publications, 1926-2001

**Creator:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Abstract:**

Collection consists of newsletters and other publications produced by advertising agencies and other organizations. Many of the newsletters were intended for internal communications with agency staff and affiliates, although others were aimed at outside distributions. Agencies represented include BBDO, Ben & Jerry's, Dancer Fitzgerald Sample, Doyle Dane Bernbach, Dentsu, Ernest Dichter, Grey, Isidore and Paulson, Levi Strauss, Marsteller, Ogilvy & Mather, and Young Electric Sign. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

2.0 Linear Feet

**Language:**

Materials in English and French.

**Collection ID:**

RL.12021

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1r43m>

**Preferred Citation**

[Identification of item], Advertising agency house organs and other publications, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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**Scope and Content**

Collection consists of newsletters and other publications produced by advertising agencies and other organizations. Many of the newsletters were

intended for internal communications with agency staff and affiliates, although others were aimed at outside distributions. Agencies represented include BBDO, Ben & Jerry's, Dancer Fitzgerald Sample, Doyle Dane Bernbach, Dentsu, Ernest Dichter, Grey, Isidore and Paulson, Levi Strauss, Marsteller, Ogilvy & Mather, and Young Electric Sign.

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## Arrangement

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Arranged alphabetically.

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## Administrative Information

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### Publication Statement

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### Access Restrictions

Collection is open for research.

### Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

## **Acquisition Information**

The Advertising agency house organs and other publications were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift from unknown donors in 1998 and subsequent years.

## **Processing Information**

Processed by Richard Collier, June 2022;

Accessions described in this collection guide: 98-0512

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## **Related Materials**

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### **Related Material**

Related materials may be found in the following Hartman Center collections:

J. Walter Thompson Company. Advertising vertical files;

J. Walter Thompson Company. Information Center vertical files;

McCann-Erickson Worldwide vertical files

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## **Names and Subjects**

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- Advertising agencies -- United States -- History
- Newsletters
- Public relations -- United States
- Batten, Barton, Durstine & Osborn, Inc.
- DDB Needham Worldwide
- Dentsu
- Ernest Dichter International, Institut für Motiv- und Marketingforschung
- Grey Advertising, Inc.
- Levi Strauss and Company
- Ogilvy & Mather

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## Collection Inventory

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### Advertising, 1973

Ramona Bechtos special edition (English and Portuguese), 1973 March Box 1

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### Advertising Age, 2000-2001

Media maps, 2000-2001 Box 3

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### Advertising Club of New York, 1994

ACNY News, 1994 Box 1

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### American Business Press, 1960s-1970

Intensive Advertising (John E. Kennedy, originally published 1910), 1960s Box 1

Report series, 1970 Box 1

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### Arndt, Preston, Chapin, Lamb & Keen, 1959

APCL&K Newsletter, 1959 Box 1

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### Asch/Seidenbaum, 1970

Introducing the ad boutique for businessmen, approximately 1970 Box 1

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### **Axiom Market Research Bureau, 1974**

Target Group Index--ARF (Advertising Research Foundation) Open Audit Report, 1974	Box 1
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### **BBDO (Batten, Barton, Durstine & Osborn, 1950-1991**

75th anniversary, 1966	Box 1
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100th anniversary, 1991	Box 1
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BBDO picks new primetime hits among blacks, 1987	Box 1
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"I'm new here myself", 1966	Box 3
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Prime-time Network Television, 1979-1980	Box 1
--	-------

Television Preview, 1984-1988	Box 1
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We get the lowdown on people's hangups, 1970	Box 3
--	-------

We must be a hot agency, we sweat so much, 1968	Box 3
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Wedge vol. L no. 2, 1950	Box 1
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Who do you think you're talking to?, 1969	Box 1
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### **Ben & Jerry's, 1992**

Chunk Mail, 1992	Box 3
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### **Burson Marsteller, 1960s**

Business of Public Relations, 1960s	Box 1
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### **Calderhead Jackson, 1972**

What is an idea worth?, 1972 Oversize-folder 1

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### **Carnegie Hawkins, 1983**

Credits, 1983 Box 1

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### **Case-Hoyt, 1970**

Response 10, approximately 1970 Box 3

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### **Dancer Fitzgerald Sample, 1985**

DFS New Product News, 1985 Box 1

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### **Dawson & Royal, 1970**

Promotional booklet, approximately 1970 Box 1

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### **DDB (Doyle Dane Bernbach), 1976**

News and Such, 1976 Box 1

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### **Dentsu, 1986-1987**

Annual Report, 1986-1987 Box 1

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### **Donrey Media Group, 1976, 1991**

Donrey Report, 1976 Box 1

Year in Review, 1991 Box 1

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### **Ernest Dichter Motivations, 1985**

Findings, 1985 Box 1

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### **Fortune Corporate Communications, 1972-1978**

Crosscurrents in Corporate Communications,  
1972-1978 Box 1

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### **Gaynor & Ducas, 1960s**

Projecting the Corporate Image (Paul Gaynor),  
1960s Box 1

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### **Grey Advertising, 1963-1987**

Grey Matter, 1963-1976 Box 2

Network 85, 1985 Box 2

Television 87, 1987 Box 2

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### **Isidore & Paulson, 1984**

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We Want to Start an Argument with You, approximately 1985	Box 2
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### **Ketchum, 1964**

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### **Ketchum MacLeod & Grove, 1949-1963**

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### **Levi Stauss, 1985**

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### **Lippincott & Margulies, 1990**

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An advertising agency advertises, 1966	Box 2
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Case for sales promotion, 1960s	Box 2
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Case of the two-pound calling card, 1960s	Box 2
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What makes an agency national?, approximately 1971	Box 2
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### **McCann-Erickson, 1967**

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ITSM (Industrial, Technical, and Scientific Marketing)	Box 2
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Creative Newspaper/Athena Awards, 1986-1990	Oversize-folder 2
Dandy, 1985-1990	Oversize-folder 2

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### **Ogilvy & Mather, 1970-1998**

1980: Alive and well and living on Madison Avenue (Andrew Kershaw), 1970	Box 2
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Annual Report, 1971	Box 2
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Flagbearer, 1984-1987	Box 2
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How to Create Winning Advertising Strategies, 1984	Box 2
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Listening Post, 1983-1987	Box 2
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Miscellaneous, 1983-1985	Box 2
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#### **Scope and Contents**

Includes: Changing Media, Crystal Ball, New Product Development, Presentation to American Bakers Association, Promotion Hotline, Research Library, Review of Peugeot Research

Miscellaneous, 1990, 1998	Box 3
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#### **Scope and Contents**

Includes: Flagbearer; Globe; Ogilvy & Mather at 50 (Advertising Age supplement)

Public relations booklets, 1985	Box 2
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#### **Scope and Contents**

Also Dudley Anderson Yutsy

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### **Ogilvy & Mather Canada, 1968**

Guidelines to industrial advertising, 1968 Box 2

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### **Papert Koenig Lois, 1966**

Annual Report, 1966 Box 2

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### **Publicis, 1962**

Publicis Informations journal (in French), 1962 Box 1

### **Ruder & Finn, 1970**

R&F Review, approximately 1970 Box 2

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### **Thomas Dreier, 1926**

Messages, approximatey 1926 Box 2

#### **Scope and Contents**

Includes My Daily Desire; Self-Expression

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### **Time, 1982**

Forum for Freedom, 1982 Box 3

#### **Scope and Contents**

Advertising support for the Statue of Liberty/Ellis Island restoration project

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### **Wall Street Journal, 1979-1988**

Best-Read, 1985, 1987 Box 3

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Mellon Bank case study, 1986	Box 3
Views on creativity and advertising by the giants of our time, 1988	Oversize-folder 1

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