



Guide to the Caroline Bien Papers, 1960s-2006 and undated

This collection guide was produced in **March 2015**.

This PDF version was created on **April 2, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

Table of Contents

Summary	3
Background	4
Administrative Information	5
Related Materials	6
Names and Subjects	6
Collection Inventory	7
Audiovisual Materials	7
Professional Files	11
Large Format Creative	11

Summary

Collection Title:

Caroline Bien papers, 1960s-2006 and undated

Creator:

Bien, Caroline

Source:

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

Abstract:

Copywriter and executive at several U.S. advertising agencies, including Warwick & Legler, D'Arcy MacManus & Masius/deGarmo and Grey Advertising. Collection spans 1960s-2006 and includes proofs and tearsheets, correspondence, printed material, storyboards and other materials documenting Bien's career in advertising. Companies and products represented include Campho-Phenique, D-Con, Gerber, Helena Rubenstein, Karo, Mazola, Midol, Panasonic, Pepsi, Playtex, Seagram, and Timex. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

5 Linear Feet

Language:

Materials in English

Collection ID:

RL.10988

Permalink:

<https://idn.duke.edu/ark:/87924/m18k5h>

Preferred Citation

[Identification of item], Caroline Bien Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

Background

Scope and Content

Collection spans 1960s-2006 and includes proofs and tearsheets, correspondence, printed material, storyboards and other materials documenting Bien's career in advertising. Companies and products represented include Campho-Phenique, D-Con, Gerber, Helena Rubenstein, Karo, Mazola, Midol, Panasonic, Pepsi, Playtex, Seagram, and Timex. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Biographical Timeline

Date	Description
1965-1966	Martin Landey, fashion copywriter
1966-1968	Warwick & Legler
1968-1971	D'Arcy MacManus & Masius
1974-1979	Thompson-Koch
1979-1981	D'Arcy MacManus & Masius/ deGarmo, Copy Supervisor
1983-1984	PepsiCo Summerfare Arts Festival, Advertising Director
1984-2006	Grey Worldwide, Vice President and Associate Creative Director

[Return to Table of Contents](#)

Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

Processing Information

Processed by: Richard Collier, October 2014

Accessions described in this finding aid: 2012-0166

Acquisition Information

The Caroline Bien Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2012 and 2014.

Access Restrictions

Collection is open for research.

However, original audiovisual materials are closed until use copies can be produced.

Researchers must register and agree to copyright and privacy laws before using this collection.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. The library may require up to 48-hours to retrieve these materials for research use.

Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of

the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

[Return to Table of Contents](#)

Related Materials

Related Material

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

<http://library.duke.edu/rubenstein/findingaids/achenbaumalvin/>

<http://library.duke.edu/rubenstein/findingaids/footeconebeiding/>

<http://library.duke.edu/rubenstein/findingaids/jwtmetterbertram/>

<http://library.duke.edu/rubenstein/findingaids/jwtmanningburt/>

<http://library.duke.edu/rubenstein/findingaids/warwickbakeroneill/>

[Return to Table of Contents](#)

Names and Subjects

- Advertising executives -- United States
- Proofs (printed matter)
- Advertising agencies -- Executives
- Advertising executives
- Tear sheets
- Storyboards
- Advertising -- United States
- Advertising -- United States -- History
- Advertising
- Gerber Products Company
- Reckitt Benckiser (Firm)
- Grey Advertising, Inc.
- PepsiCo, Inc.
- John W. Hartman Center for Sales, Advertising & Marketing History
- Helena Rubenstein, Inc.

- Distillers Corporation -- Seagrams Ltd

Collection Inventory

Audiovisual Materials, 1987-2006, undated

RL10988-3/4-0001. Caroline Bien: Mazola
Corn Oil: Exactly One. Campho-Phenique:
Penetrating America. Muhammed Ali: More
Power to You. Gerber Toddler Meals: Butler.
Campho-Phenique: The Unexpected. Midol: A
Woman's Right. 3/4 inch. Original, undated Box 1

RL10988-3/4-0002. Grey Advertising:
Massengill: Mirror :15; Mirror Alt TRT :15;
Mirror Alt :30. 3/4-inch. Original, 1995 Jan. 5 Box 1

RL10988-3/4-0003. Grey Worldwide: WebMD:
Answers LLNT-2066 TRT :60. Answers Agency
Version TRT :600. 3/4-inch. Original, 2002 Sept.
10 Box 1

RL10988-3/4-0004. Caroline Bien: Copywriter.
3/4-inch. Original, 1990 Sept. 5 Box 1

RL10988-3/4-0005. Grey Advertising:
Massengill: Window Set CBS TRT :30, Window
Seat ABC TRT :30, Massengill Billboard
TRT :10. 3/4-inch. Original, 1987 May 29 Box 1

RL10988-3/4-0006. Grey: Panasonic Video
Storyboard: Marfa. 3/4-inch. Original, Undated. Box 1

RL10988-3/4-0007. Grey Advertising:
Panasonic: American Vignettes TRT :30. 3/4-
inch. Original, 1990 Apr. 30 Box 1

RL10988-3/4-0008. Caroline Bien: Copywriter.
3/4-inch. Original, 1990 Sept. 5 Box 1

RL10988-3/4-0009. Grey Advertising:
Massengill Feminine: Cleansing Wash: Three
Women BEMA-1053 TRT :30. BEMA-1065
TRT :15. 3/4-inch. Original, 1991 Apr. 1 Box 1

RL10988-3/4-0010. Grey Worldwide: Proctor and Gamble/ Aventis Actonel: Warrior/ Newsweek TRT :60, Warrior/Family Circle TRT :60, Warrior/Reader's Digest TRT :60. 3/4-inch. Original, 2001 Jan. 19	Box 1
RL10988-3/4-0011. Grey Advertising: Beecham Calgon Bubble Bath: Going Pink Bananas w/ Logo TRT :30, Pink Bananas Boy Logo TRT :15, Pink Bananas Girl Logo TRT :15, Hot Milk Logo TRT :15. 3/4-inch. Original, 1988 Feb. 9	Box 1
RL10988-3/4-0012. Grey Advertising: Novartis Consumer Health: Good Morning American Rev. 1 TRT :30. 3/4-inch. Original, 1998 Feb. 11	Box 1
RL10988-3/4-0013. Grey Worldwide: Proctor and Gamble/Aventis Actonel: Warrior/Woman's Day Rev. 2 TRT :60. 3/4-inch. Original, 2001 June 13	Box 1
RL10988-3/4-0014. Caroline Bien: Copywriter. 3/4-inch. Original, 1990 Sept. 5	Box 1
RL10988-3/4-0015. Grey Advertising: Novartis: Ex-Lax: Snooper Rev. TRT :30, Snooper Alt. Line Rev. TRT :30. 3/4-inch. Original, 1999 Aug. 31	Box 1
RL10988-3/4-0016. Grey Advertising: Proctor and Gamble: Downy: Clouds TRT :30, A Man and His Shirt TRT :30. 3/4-inch. Original, 1994 Aug. 15	Box 1
RL10988-3/4-0017. Grey Advertising: Massengill: Why Douche 3P TRT :30, Why Douche V/W TRT :15, :Why Douche :15. 3/4-inch. Original, 1991 May 24	Box 1
RL10988-3/4-0018. Grey Advertising: Jacuzzi and Pool. TRT :30. 3/4-inch. Original, 1996 Feb. 9	Box 2
RL10988-3/4-0019. Grey Advertising: Hanging Out. 3/4-inch. Original, 1995 July 5	Box 2
RL10988-3/4-0020. Grey Advertising: Why Massengill-Strangers (x2 BEMA-3015, one	

Alternate)(x2BEMA-3025, one Alternate) TRT :15 each. 3/4-inch. Original, 1993 Feb. 1	Box 2
RL10988-3/4-0021. Grey Worldwide: Detective TRT :45. Everywhere TRT :45. 3/4-inch. Original, Undated.	Box 2
RL10988-3/4-0022. Denture Cream: First Spot. 3/4-inch. Original, Undated.	Box 2
RL10988-3/4-0023. D-Con Four/Gone- Muhammed Ali. Campho-Phenique-Penetrating America. Mazola Corn Oil: Exactly One. Know Gelatine Drink-Lift a Finger. Gerber Toddler Meals: Japanese. Campho: Phenique: The Downs. GerberToddler Meals: Butler. Campho: Phenique: The Unexpected. Midol: A Womens Rights. Bigelow Carpets: Gemini. 3/4-inch. Original, Undated.	Box 2
RL10988-3/4-0024. Gery Worldwide: Detective TRT :45. Everywhere TRT :45. 3/4-inch. Original, Undated.	Box 2
RL10988-3/4-0025. Gery Worldwide-Film Noir Reel. Detective, Everywhere, Bridge. 3/4-inch. Original, 2006 Feb. 6	Box 2
RL10988-3/4-0026. Grey Advertising: Beach Rev #1 TRT :30 and Beach TRT :30. 3/4-inch. Original, 1988 Jan. 25	Box 2
RL10988-3/4-0027. P + G: cb:cw. 3/4-inch. Original, 2002 Jan. 28	Box 2
RL10988-VHS-0001. Playtex Users. VHS. Original, 1992 Mar. 11	Box 2
RL10988-VHS-0002. Grey Worldwide Proctor and Gamble/Aventis: Nurse Medizine Magazine TRT 60:00. VHS. Original, 2001 Oct. 4	Box 2
RL10988-VHS-0003. Gery Worldwide: Film Noir Reel. Detective, Everywhere, Bridge. VHS. Original, Undated.	Box 2

RL10988-VHS-0004. Unlabeled. VHS. Original, Undated.	Box 2
RL10988-VHS-0005. Unlabeled. VHS. Original, Jan. 18	Box 2
RL10988-VHS-0006. Caroline Bien Pnd. VHS. Original, Undated.	Box 2
RL10988-VHS-0014. Grey Advertising: Calgon After-Bath Lotion: Bubble Silhouette TRT :15. VHS. Original, 1988 May 18	Box 2
RL10988-DVD-0001. Grey Worldwide: Flonase: Everywhere TRT :45. Everywhere TRT :30. Everywhere TRT :15. Everywhere TRT :10. DVD. Original, 2004 Oct. 5	Box 2
RL10988-16mm-0001. Caroline Bien. 16mm. Original, Undated.	Box 2
RL10988-VHS-0007. Cialis: Creative Presentation. VHS. Original, 2001 Nov. 16	Box 3
RL10988-VHS-0008. Grey Advertising: Panasonic: American Vignettes. VHS. Original, 1990 Apr. 30	Box 3
RL10988-VHS-0009. Grey Worldwide: Flonase: Bridge TRT :30. Bridge/ Reminder TRT :15. Bridge/Refill TRT :15. VHS. Original, 2005 July 25	Box 3
RL10988-VHS-0010. Unlabeled. VHS. Original, Undated.	Box 3
RL10988-VHS-0011. Grey Advertising: Why Massengill-Strangers (x2 BEMA-3015, one Alternate)(x2BEMA-3025, one Alternate) TRT :15 each. VHS. Original, 1993 Feb. 2	Box 3
RL10988-VHS-0012. Caroline Bien: Copywriter. VHS. Original, 1990 Sept. 5	Box 3
RL10988-VHS-0013. Grey Advertising: Massengill: Stream Room (x2) TRT :30. VHS. Original, 1996 Nov. 18	Box 3

[Return to Table of Contents](#)

Professional Files, 1960s-2006

Correspondence, 1979-2001	Box 4
Resumes, 2006, undated	Box 4
D'Arcy Macmanus & Masius/deGarmo--Mazola, 1980	Box 4
D'Arcy Macmanus & Masius/deGarmo--Olsten, 1980	Box 4
Fashion advertisements (Valor, Wilroy), 1960s	Box 4
Free-lance work for William Esty--Dristan Ultra Cold Formula, 1982	Box 4
Grey Advertising--Massengill, 1990, undated	Box 4
Miscellaneous advertisements--Abreva, Calgon, Campho-Phenique, Karo, Midol, Seagram, Timex, 1976-2005, undated	Box 4
Pepsico Summerfare Arts Festival, 1984	Box 4
Thompson-Koch--D-Con, 1975-1978	Box 4

[Return to Table of Contents](#)

Large Format Creative, 1960s-2004

D'Arcy Macmanus & Masius/deGarmo--Olsten, Karo syrup, Mazola, 1979-1981	Box 5
Fashion--Delton (featuring Buster Keaton), Macy's, Valor, Weeds, 1960s	Box 5
Grey Advertising--Flonase, Gerber Baby Food, Massengill, Panasonic, Rogaine, 1988-2004	Box 5
Electra Sol, Helena Rubenstein, Julius Kessler Whiskey, Seagrams, undated	Box 5
Laminates--Actonel, Rogaine, 1997, undated	Box 5

Mounted storyboards--Campho-Phenique, D-Con, undated	Box 5
Pepsico Summerfare Arts Festival, 1984	Box 5
Playtex tampons, undated	Box 5
Thompson-Koch--D-Con, 1975-1978	Box 5
Thompson-Koch--Glenbrook Laboratories (Campho-Phenique, Kaopectate, Midol), 1976-1977	Box 5
Timex, 1967, undated	Box 5

[Return to Table of Contents](#)