



# Guide to the Roy J. Bostock papers, 1976-2002 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Duke University

Durham 27708

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## Summary

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**Collection Title:**

Roy J. Bostock papers, 1976-2002 and undated

**Creator:**

Bostock, Roy J.

**Source:**

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

**Abstract:**

Advertising executive and former Chairman of D'Arcy Masius Benton & Bowles agency, headquartered in New York. Collection includes correspondence, corporate reports, clippings, speeches and videocassettes. Companies represented include Benton & Bowles, D'Arcy MacManus Masius, D'Arcy Masius Benton & Bowles, Burger King, Duke University, Fuqua School of Business, General Motors, Hardee's, Kal Kan and Procter & Gamble. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

1.5 Linear Feet

**Language:**

Materials in English

**Collection ID:**

RL.11621

**Permalink:**

<https://idn.duke.edu/ark:/87924/m13p4m>

**Preferred Citation**

[Identification of item], Roy J. Bostock papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## **Background**

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### **Scope and Content**

Collection includes correspondence, corporate reports, clippings, speeches and videocassettes. Companies represented include Benton & Bowles, D'Arcy MacManus Masius, D'Arcy Masius Benton & Bowles, Burger King, Duke University, Fuqua School of Business, General Motors, Hardee's, Kal Kan and Procter & Gamble. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

### **Biographical/Historical**

Advertising executive and former Chairman of D'Arcy Masius Benton & Bowles agency, headquartered in New York.

Graduated Duke University 1962, Harvard MBA; Started Benton & Bowles 1964. DMB&B: President 1985; CEO and Chairman 1990-1996. Chairman MacManus Group 1996-2000. Chairman B/Com3 2000-2002. Chairman Yahoo! Inc. 2008-2012.

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## **Arrangement**

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Organized into the following series: General Files; Speeches; Speeches by Others; Audiovisual Materials.

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

### **Acquisition Information**

The Roy J. Bostock papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2007.

### **Processing Information**

Processed by Richard Collier, June 2018;

Accessions described in this collection guide: 2007-0186

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## **Related Materials**

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### **Related Material**

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

D'Arcy Masius Benton & Bowles archives;

J. Walter Thompson Company. Account files;

J. Walter Thompson Company. Corporation vertical files

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## Names and Subjects

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- Advertising
- Advertising -- History
- Advertising agencies
- Advertising agencies -- United States
- Advertising agencies -- United States -- History
- Advertising agencies -- United States -- Management
- Advertising executives
- John W. Hartman Center for Sales, Advertising & Marketing History
- Benton & Bowles
- D'Arcy MacManus Masius
- D'Arcy Masius Benton & Bowles
- Burger King Corporation
- Duke University
- Fuqua School of Business (Duke University)
- General Motors Corporation
- Hardee's Food Systems
- Procter & Gamble Company

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## Collection Inventory

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### General Files, 1985-2000, undated

Advertising Tax Coalition, 1993	Box 1
Agency Magazine feature on John O'Toole (Foote cone & Belding, AAAA Chairman), 1994	Box 1
Anecdote from McCann Erickson, 1989	Box 1
Campaign Magazine, 1999	Oversize-folder 1
Cartoons on business management, undated	Box 1
Correspondence with William O'Barr (Duke University), 1985	Box 1
DMB&B annual report, 1991	Box 1
King Arthur/Excalibur legend, undated	Box 1

MacManus Group annual report, 1996	Oversize-folder 1
MacManus Group prospectus on proposed merger with Leo Group, 1999	Box 1
Memo on the formation of B/Com3, 2000	Box 1
Press on Burger King, Maxwell House accounts, 1989	Box 1

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### **Speeches, 1976-2002, undated**

8 myths about advertising, 1988	Box 1
AAAA (American Association of Advertising Agencies) annual meeting, 1993	Box 1
AAAA Chairman's address--Welcome to the revolution, 1994	Box 1
Accountability in action (ANA conference), 1993	Box 1
Advertiser-agency conflicts (Advertiser magazine), 1993	Box 1
Advertising awards dinner, 1992	Box 1
Agency compensation and fee arrangements, undated	Box 1
B&B (Benton & Bowles) annual international meeting, 1979	Box 1
B&B stockholders meeting, 1984	Box 1
B&B/USA organization, circa 1985	Box 1
Big brands: Is the thrill gone?, 1989	Box 1
Briefing for New York public affairs and contributions officers, undated	Box 1
Burger King, circa 1989	Box 1

Committee for Economic Development--Early education breakfast, 2002	Box 1
Cultural and economic impact of advertising on society: The U.S. as model, 1994	Box 1
Danger: High fever--Measuring the health of your agency, 1978	Box 1
DMB&B international strategic process video (introduction), 1989	Box 1
Duke University MBA Club symposium, 2002	Box 1
Duke University presentation, 1979	Box 1
Duke University remarks, Advertising in America Conference, undated	Box 1
Food and Drug Administration (FDA) impact on marketing, 1992	Box 1
Fuqua School of Business--Commencement address, 2000	Box 1
Fuqua School of Business--First year marketing class, 1982	Box 1
Fuqua School of Business--MBA speech, 2002	Box 1
General Foods new hire orientation, 1981	Box 1
Hardee's, 1979	Box 1
Imperative for the 1990s: Advertising research and planning, 1993	Box 2
International advertising in the mid-70s, 1976	Box 2
Jack Bowen 25th anniversary, undated	Box 2
Kal Kan, undated	Box 2
Keys to the succesful introduction of new products in the food industry, 1988	Box 2
Mars candy, 1995	Box 2

Maximizing the power of advertising and other lessons still in the making, 1978	Box 2
MBA presentation, undated	Box 2
Medicus Group--Interactive media and the healthcare industry, 1995	Box 2
New era of advertising (AAAA), 1995	Box 2
Nineteen ninety three, undated	Box 2
Pari Mutuel Urbain, 1987	Box 2
Procter & Gamble (P&G) account management personnel, 1978	Box 2
Putting learning first (Harvard), 1995	Box 2
Radio: Max creativity with multi options, 1990	Box 2
Sports management seminar (Notre Dame), 1990	Box 2
The will to manage, undated	Box 2
Untitled, on change in the advertising/marketing business, undated	Box 2
Vick Division meeting (on launching new products), 1981	Box 2
What top management looks for to fill account management jobs, 1976	Box 2

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### **Speeches by Others, 1986-1995, undated**

Alex Kroll--AAAA, 1992	Box 2
C.K. Pralahad and Gary Hamel--The core competencies of the corporation, 1990	Box 2
Hugo Powell (Labatt)--Canadian Congress of Advertising, undated	Box 2

John Smale (General Motors)--Canadian Congress of Advertising, 1995	Box 2
John Smale (General Motors)--Why do great companies lose their leadership?, 1993	Box 2
John Smith (General Motors)--Business Statesman Award acceptance remarks, 1993	Box 2
Philip Geier (Interpublic)--Advocacy for advertising, 1992	Box 2
R.R. Nicolosi--Have fun doing it (advertising copy and development), 1986	Box 2
William Young--Wine Marketing Symposium, 1986	Box 2

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### **Audiovisual Materials, 1990-2002, undated**

Financial News Network (FNN) Roy Bostock interview, 1990	Box 3 > Video-cassette RL11621-Umatic-001
Imperative for the 1990s: Advertising research and planning, 1993	Box 3 > Video-cassette RL11621-Umatic-002
Mars presentation, 1996	Box 3 > Video-cassette RL11621-Umatic-003
<b>Scope and Contents</b>	
Seeds of change; Uncle Ben: Deliveries, Picky; Whiskas: Making Friends, Mookie and Pookie	
Protection master, undated	Box 3 > Video-cassette RL11621-Umatic-004
Roy Bostock tribute to Bob Wehling--Master, undated	Box 3 > Video-cassette RL11621-Umatic-005

Roy Bostock tribute to Bob Wehling--Dub,  
undated

Box 3 > Video-cassette  
RL11621-Umatic-006

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Sports management seminar, 1990

Box 3 > Video-cassette  
RL11621-Umatic-007

**Scope and Contents**

Sea World: 4:30 Show; Crest: Sparkles; Daily Express: London; Southwestern Bell: Babysitter; Budweiser: Fountain of youth; Bud Bowl II 4th quarter; Dow: Angel Flight; Sony: Monkey; Life: Welcome to L.A.; Twix: Level-headed; Bahamas anthem

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Financial News Network (FNN) Roy Bostoc  
interview, 1990

Box 3 > Video-cassette  
RL11621-VHS-001

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John Smale bio video Cincinnati version, 2002

Box 3 > Video-cassette  
RL11621-VHS-002

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