



Guide to the Spike Bragg papers, 1952-2025

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Summary

Collection Title:

Spike Bragg papers, 1952-2025

Creator:

Bragg, W. James (William James)

Source:

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

Abstract:

William "Spike" Bragg (1936-2021) was an advertising and marketing executive based in California. Collection includes audiovisual materials (primarily audio cassettes and videocassettes); black-and-white photographs; case studies; clippings; correspondence and memos; newsletters; print advertisements; school memorabilia; and other printed materials. Companies represented include California Angels; Fighting Chance; Great American Insurance (subsidiary of American financial Group); Great Western United; Kaepa shoes; Keye/Donna/Pearlstein; Lone Star beer; Merabank; Pepperidge Farms; Suzuki automobiles; and VLI (Today contraceptive sponge). Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

3.0 Linear Feet

Language:

Materials in English.

Collection ID:

RL.13146

Permalink:

<https://idn.duke.edu/ark:/87924/m14j2s>

Preferred Citation

[Identification of item], Spike Bragg papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes audiovisual materials (primarily audio cassettes and videocassettes); black-and-white photographs; case studies; clippings; correspondence and memos; newsletters; print advertisements; school memorabilia; and other printed materials. Companies represented include California Angels; Fighting Chance; Great American Insurance; Great Western United; Kaepa shoes; Keye/Donna/Pearlstein; Lone Star beer; Merabank; Pepperidge Farms; Suzuki; and VLI (Today contraceptive sponge).

Biographical/Historical

William "Spike" Bragg (1936-2021) was an advertising and marketing executive based in California.

William James Bragg was born in 1936. He attended Phillips Andover Academy (class of 1953); Yale (BA 1958); and Harvard Business School (MBA 1960). Bragg worked as Assistant Product Manager at Pepperidge Farms (1960-1962); brand manager for Procter & Gamble (1962-1969); Director of Marketing at Great Western United; Senior Vice President of Marketing for Great American Insurance (1971-1975); Director of new product development at Hunt-Wesson (1975-1977); and Executive Vice President and partner at Keye/Donna/Pearlstein agency (1977-). In the 1990s Bragg founded Fighting Chance, a firm that provided advice to prospective car buyers. Bragg died in 2021.

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Arrangement

Organized into the following series: General and Personal Materials; Fighting Chance; Great American Insurance Company; Great Western United; Keye/Donna/Pearlstein; Pepperidge Farms.

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Administrative Information

Publication Statement

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Access Restrictions

Access note. Collection contains electronic records that may need to be reformatted. Access copies of electronic records require special equipment. Contact Research Services for access.

Access note. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.

Acquisition Information

The Spike Bragg papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift from Ricky Bragg in 2025.

Processing Information

Processed by Richard Collier, July 2025; Accessions described in this collection guide: 2025-0070

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.

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Related Materials

Related Material

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

American Association of Advertising Agencies records;

Consumer Reports. Office of Public Information records;

Duplex Advertising Company billboard images and records;

J. Walter Thompson Company. Advertising vertical files;

Paul F. Keye papers;

Pepperidge Farm advertising and promotional materials;

Robert S. Smith papers.

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Names and Subjects

- Advertising -- Automobiles
- Advertising -- Banks and banking -- United States
- Advertising -- Beer -- United States
- Advertising -- Insurance -- United States
- Advertising -- Medical instruments and apparatus
- Advertising agencies -- United States
- Advertising executives -- United States
- Marketing executives -- United States
- Contraceptives, Vaginal
- California
- Newsletters
- Black-and-white photographs
- Audiovisual materials
- California Angels (Baseball team)
- Lone Star Brewing Company
- Pepperidge Farm, Inc.
- United States Suzuki Motor Corporation
- John W. Hartman Center for Sales, Advertising & Marketing History

- American Financial Group

Collection Inventory

General and Personal Materials, 1952-2025

Access Restrictions:

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125 years of famous pages from the New York Times 1851-1976, 1976	Box 1
Andover--Bicentennial campaign, 1977	Box 1
Andover--John Kemper profile in Time, 1962	Box 1
Angels fantasy baseball camp, 2003-2005	Box 1
Biographical materials, 1980s-2018	Box 1
Clippings, 1969-1985	Box 3
Flash drive, 2020	Box 4 > Digital-materials RL13146-USB-0001

Scope and Contents

Includes miscellaneous documents; Great Western advertisements; Keye/Donna/Pearlstein advertisements

Flash drive "Ricky", 2025	Box 4 > Digital-materials RL13146-USB-0001
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Scope and Contents

Partial list included

Harvard Business School class directory, 1960	Box 1
Hunt-Wesson--Memos and miscellaneous, 1975	Box 1
Letters of school acceptance, 1958-1960	Box 1
Notes, approximately 1960	Box 1

Phillips Academy (Andover) address books, 1952-1953	Box 1
Photographs, 1960-1980s	Box 1
Procter & Gamble--Store check, 1963, 1967	Box 1
Section F directory, approximately 1958	Box 1
Slides, 1980-1986	Box 1
Yale News--Bragg election to Phi Beta Kappa, 1958	Box 3
Yale University commencement bulletin, 1958	Box 3

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Fighting Chance, 1993-2014

In the driver's seat, 1993	Box 1
Letting the cat out of the bag, 2014	Box 1
Los Angeles Magazine article, 2009	Box 1

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Great American Insurance Company, 1971-1974

Corporate identity program, 1972	Box 1
Memos and miscellaneous, 1971-1973	Box 1
Print advertisements, approximately 1972	Box 3
The Great American (newsletter), 1972, 1974	Box 1

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Great Western United, 1968-1971

Annual report, 1970	Box 1
Articles on William White, 1968-1971	Box 1

California City Sun newsletters, 1969-1970	Box 3
Investment breakdown, 1969	Box 3
Memos and miscellaneous, 1968-1971	Box 1
Prime Time, 1969	Box 1

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Key/Donna/Pearlstein, 1980-1991, 2002

Advertising Age profile, 1986	Box 3
Agency credentials book, approximately 1985	Box 1
Ben Lane Printing Shop sample, 1980s	Box 3
Client case studies, 1980s	Box 1
Kaepa creative, 1984-1986	Box 3
Kaepa print advertisement, 1985	Oversize-folder 1
Laura Scudder--Print advertisements, 1985-1986	Box 1
Laura Scudder--Recommendations, 1987	Box 1
Laura Scudder--Print advertisements, 1986-1988	Box 3
Lone Star--Peter Billac, "I know about the armadillo", 1980	Box 2
Lone Star--Press handout, 1982	Box 2
Lone Star--Slides: 14 miles west of Hondo, 1981	Box 2
Lone Star--Slides: Convoy, Open Bar, 1980	Box 2
Lone Star--Slides: First Blood, 1980	Box 2
Memos, position statements, etc., 1981-1985	Box 2
Merabank advertisements, 1989	Oversize-folder 1

Merabank print advertisements, 1989	Box 3
Meratel standing signs, 1989	Box 3
New business, new product development, 1980s-1990	Box 2
Peter Rogan & Associates--New business presentation skills workshop, 1983	Box 2
Staff directories, 1988-1991	Box 2
Suzuki Samurai--Case study course, 2002	Box 2
Suzuki Samurai--Dealer ad planner, 1988	Box 2
Suzuki Samurai--Press packet, 1986	Box 2
Suzuki Samurai outdoor advertisements, 1980s	Box 2
Suzuki Samurai print and outdoor advertisements, 1980s	Oversize-folder 1
Suzuki Sidekick print advertisements, 1980s	Box 2
VLI--Today Sponge creative, 1984-1987	Box 2
VLI--Today Sponge print advertisement, 1984-1986	Box 3
Wine World creative, 1981-1983	Box 3

Scope and Contents

Includes advertising for Beringer, Crosse & Blackwell (C&B), Fontana Candida, Los Hermanos, Monmousseau.

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Pepperidge Farm, 1959-1962

Conveyer (newsletter), 1959-1962	Box 2
Memos and miscellaneous, 1960-1962	Box 2
Organization chart, 1960	Box 2

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Key/Donna/Pearlstein Audiovisual Materials, 1978-1989

Access Restrictions:

Access note. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.

Beringer wine: "summer"; "autumn" :60, 1980s	Box 4 > Audio-cassette RL13146-CS-0001
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Blore, Amber Anamatic tracks, 1978	Box 4 > Audio-cassette RL13146-CS-0002
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Goldener Oktober "gag spots", 1980s	Box 4 > Audio-cassette RL13146-CS-0003
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Compilation tape, 1988	Box 4 > Audio-cassette RL13146-CS-0004
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Scope and Contents

Includes spots for Lone Star, Reuben's; Del Taco; VLI; Laura Scudder; Suzuki

Compilation tape, 1980s	Box 4 > Audio-cassette RL13146-CS-0005
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Scope and Contents

Includes spots for Lone Star, Reuben's; Del Taco; Early California; Vivitar

Compilation tape, 1989	Box 4 > Audio-cassette RL13146-CS-0006
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Scope and Contents

Includes spots for Del Taco; Reubens; Lone Star Light

Compilation tape, 1989	Box 4 > Audio-cassette RL13146-CS-0007
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Scope and Contents

Includes spots for Del Taco; Reubens; Lone Star Light

Lone Star commercials, Texas and Louisiana, 1980s	Box 4 > Audio-cassette RL13146-CS-0008
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Lone Star--Experimentin'; Forgettin'; Showin' off :60s, 1980s	Box 4 > Audio-cassette RL13146-CS-0009
Lone Star--Procter Price; Rocker Hill; Geezinslaw/Cotton eye Joe; Isaac Sweat/Cotton eye Joe, 1980s	Box 4 > Audio-cassette RL13146-CS-0010
Lone Star compilation, 1980s	Box 4 > Audio-cassette RL13146-CS-0011
Scope and Contents	
Includes: Geezinslaw Bros; Wake Up; Smooth Talker; The Hikers; Miss Essex; The Party's Stil On; A Little Get Together; We Ain't Leavin'	
Lone Star historical reel (index in case), 1980s	Box 4 > Audio-cassette RL13146-CS-0012
Lone Star Spike singing, 1980s	Box 4 > Audio-reel RL13146-RR-0001
Lone Star spots, 1980s	Box 4 > Audio-cassette RL13146-CS-0013
Lone Star "The opera ain't over", 1980s	Box 4 > Audio-cassette RL13146-CS-0014
Lone Star Willie Nelson :60, 1980s	Box 4 > Audio-cassette RL13146-CS-0015
Lone Star Willie Nelson :60, 1980s	Box 4 > Audio-cassette RL13146-CS-0016
Reubens--Orson Welles dinner, 1980s	Box 4 > Audio-cassette RL13146-CS-0017
Reubens--Orson Welles dinner, 1980s	Box 4 > Audio-cassette RL13146-CS-0018
Today Contraceptive Sponge "New choice" :60, 1980s	Box 4 > Audio-cassette RL13146-CS-0019
Gag outtakes, 1980s	Box 4 > Video-cassette RL13146-UM-0001

Scope and Contents

Includes: Gillette; Brim; Clue board game; Grape Nuts; Alka Seltzer

Nisoff TV spots, 1980s	Box 4 > Video-cassette RL13146-UM-0002
Presentation reel, 1980s	Box 4 > Video-cassette RL13146-UM-0003
Compilation tape (list in box), 1980s	Box 4 > Video-cassette RL13146-VHS-0001
Great American Insurance Company, 1972	Box 4 > Video-cassette RL13146-VHS-0002
Infiniti spoofs, Nissan spoofs, gag reel, 1980s	Box 4 > Video-cassette RL13146-VHS-0003
Laura Scudder sales meeting 13 spots (list in box), 1984	Box 4 > Video-cassette RL13146-VHS-0004
Presentation reel (list on box), 1980s	Box 4 > Video-cassette RL13146-VHS-0005
Presentation reel 13:00, 1988	Box 4 > Video-cassette RL13146-VHS-0006
Presentation reel, 1980s	Box 4 > Video-cassette RL13146-VHS-0007
Presentation reel, 1980s	Box 4 > Video-cassette RL13146-VHS-0008
TV presentation reel, 1980s	Box 4 > Video-cassette RL13146-VHS-0009
Untitled, 1980s	Box 4 > Video-cassette RL13146-VHS-0010

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