



Guide to the Charles W. Hoyt Company Records, 1894-1973 and undated, bulk 1909-1928

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Summary

Collection Title:

Charles W. Hoyt Company records, 1894-1973 and undated, 1909-1928

Creator:

Charles W. Hoyt Company

Source:

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

Extent:

4.4 Linear Feet
3,300 Items

Language:

English.

Collection ID:

RL.00218

Permalink:

<https://idn.duke.edu/ark:/87924/m13w4p>

Preferred Citation

[Identification of item], Charles W. Hoyt Company Records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The records of the **Charles W. Hoyt Company** advertising agency span the years 1894-1973 with the bulk dating between 1909-1928. The collection primarily documents the founding and operation of the company, and to a lesser extent the personal activities of the Hoyt family (Charles, Effie, Winthrop, and Everett) and Winthrop's service during World War II in the U. S. Army Air Force. Materials include correspondence, scrapbooks, company publications and manuals, financial records, clippings, diaries, writings, drawings, photographs, house advertisements, Nazi medals, song lyrics, and printed material. Very little information exists in the collection concerning the Hoyt Company's clients. The

only client advertisements that survive were produced for Merck and Co. The Hoyt company scrapbooks document some activities for clients including Arnold Bakers, Golden Blossom Honey, Jamaica Tourist Board, KLM, Stanley Home Products, the Charles B. Woolson Co. and the State of New Hampshire. The collection contains correspondence between family members as well as between the company and Merck and Co., the Charles B. Knox Co., and William Benton, one of the founders of the Benton and Bowles advertising agency. Another notable person mentioned in the collection is Hoyt Company employee Samuel Meek, who would go on to become an important executive for the J. Walter Thompson Company advertising agency. The collection is organized into the **Company Series**; the **Family Series**; and the **Winthrop Hoyt World War II Series**. Large-format items are located in the **Oversize Materials**.

The **Company Series** contains the bulk of material in the collection and is concerned with the founding, and subsequent operation of the Charles W. Hoyt Company from 1909 to 1965 by Charles W. Hoyt (until his death in 1928), and then by his sons Winthrop and Everett "Red" Hoyt. The Company produced and sold advertising and marketing plans to clients in addition to providing other advertising services. Charles Hoyt's philosophy of "planned" advertising is well-documented.

The **Family Series** consists of personal diaries, correspondence, photographs and other printed materials relating to Hoyt family members as distinct from the activities of the Charles W. Hoyt Company. Family members for whom materials exist include Charles W. Hoyt, Effie Smith Hoyt, Winthrop Hoyt, and Everett "Red" Hoyt.

The **Winthrop Hoyt World War II Records Series** documents Hoyt's service during the war as an intelligence officer in the United States Army Air Force. It includes correspondence and writings, photographs, Nazi medals and other materials.

Oversize Materials include items removed from other series due to their size.

Biographical/Historical

Charles W. Hoyt

Date	Description
1862	Born
1889-1891	Traveling salesman throughout New England

Date	Description
1891-1894	Attended Yale University; graduated with a degree in mechanical engineering
1894-1899	Traveling salesman for his father's wholesale company
1899-1904	Secretary and treasurer of a large wholesale firm selling to grocery and general store trade
1903-1928	Ran a small mail order stationery business, the George B. Woolson Co., selling Woolson Economy Expense Books
1904	Became manager of the New Haven branch of Armour and Company
1904-1909	General superintendent of the Southern New England Division of Armour and Company
1909 Apr.	Opened the Charles W. Hoyt Advertising Agency in New Haven, Conn.
1910	Hoyt Agency opened branch office in New York run by C.B. Donovan
1913 and 1918	Published Scientific Sales Management
1913	Traveled with wife Effie Smith Hoyt to Europe
1914	Hoyt Agency incorporated as Hoyt Service, Inc. Hoyt registered the phrase "Planned Advertising" and began to sell plans for \$1000

Date	Description
	Hoyt Family moved to Garden City, N.Y.
1916 June	Became Charter member of the New York Sales Managers' Club
1923	Hoyt Service, Inc. changed its name to Charles W. Hoyt Company, Inc.
1924 July-Oct.	Traveled with Effie, along with sons Winthrop and Everett Hoyt, to England for the International Meeting of the Advertising Clubs of the World
1928 Sept. 16	Killed in a riding accident Winthrop and Everett "Red" Hoyt took over the agency, with Winthrop as President and Everett as Secretary; Ralph Talley became Chairman of the Board
1963 Jan. 23	Effie Smith Hoyt died

Biographical/Historical

Winthrop Hoyt

Date	Description
1900 Dec. 2	Born to Charles W. and Effie Smith Hoyt in New Haven, Conn.
1918-1922	Attended Yale University, where he worked on the Yale News
1922-1924	Employed with the American Agriculturist

Date	Description
1924-1925	Employed with W.S. Crawford, Ltd., advertising agency, London, England
1925	Joined the Charles W. Hoyt Company, Inc.
1928	Took over the Hoyt Company as president following the death of Charles W. Hoyt
1942	Resigned as President of agency to serve in World War II as an intelligence officer with the US Army Air Force
1946	Rejoined the Charles W. Hoyt Company, Inc. and was elected Chairman of the Board
1949 Feb. 5	Married Lyn Chappel in Darien, Conn.
1953-1954	Served as Secretary-Treasurer of the American Association of Advertising Agencies
1989 Sept. 9	Died

Biographical/Historical

Everett

Date	Description
1905	Born to Charles W. and Effie Smith Hoyt in New Haven, Conn.
1923-1927	Attended Yale University; graduated with a BA

Date	Description
1927	Worked in the Springfield, Mass. office of the Charles W. Hoyt Company, Inc.
1928 Sept. 16	Became secretary of the Hoyt Company following the death of Charles W. Hoyt
1942	Named President of Charles W. Hoyt Company, Inc.

Biographical/Historical

The Charles W. Hoyt Company, Inc.

Date	Description
1909 Apr.	The Charles W. Hoyt Advertising Agency opened in New Haven, Conn.
1910	Hoyt Agency opened branch office in New York run by C.B. Donovan
1914	Hoyt Agency headquarters moved from New Haven, Conn. to New York, N.Y. and agency incorporated as Hoyt Service, Inc. Hoyt registered the phrase "Planned Advertising" and began to sell plans for \$1000
1923	Hoyt Service, Inc. changed its name to Charles W. Hoyt Company, Inc.
1928 Sept. 16	Following the death of Charles W. Hoyt, Winthrop and Everett "Red" Hoyt took over the agency, with Winthrop as President and Everett as Secretary; Ralph

Date	Description
	Talley became Chairman of the Board
1929	Agency discontinued selling plans and adopted a more conventional style of advertising
1965	Charles W. Hoyt Company, Inc. was sold to Rumrill Agency and became the Rumrill-Hoyt Agency. Later Rumrill-Hoyt was absorbed into the Saatchi and Saatchi and Rowland agency.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

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

Access to one scrapbook in the Charles W. Hoyt Papers is closed for preservation reasons; a photocopy is available for use. Two Nazi Medals may be used only with staff supervision. For further information, consult a reference archivist.

In addition, all or portions of this collection may be housed off-site in Duke University's Library Service Center. There may be a 48-hour delay in obtaining these materials.

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.

Acquisition Information

The Charles W. Hoyt Company Records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1995. The records were donated by Tony Hoyt on behalf of the Hoyt family.

Processing Information

Processed by Phoebe Evans. Processing was supported in part by gifts from the John and Kelly Hartman Foundation.

Completed August 24, 1998

Encoded by Richard Collier, Katherine Rose

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Names and Subjects

- Clippings (information artifacts)
- Photographic prints
- Scrapbooks
- World War, 1939-1945 -- Military intelligence -- United States
- Diaries
- United States. Army air forces -- History -- World War, 1939-1945
- World War, 1939-1945
- Hoyt family
- Advertising agencies -- United States
- Advertising agencies

- Advertising executives
- Charles B. Woolson Company
- Charles W. Hoyt Company
- Hoyt, Charles W., 1862-1928
- Hoyt, Effie Smith, ?-1963
- Benton & Bowles
- Hoyt, Everett Red, 1905-
- Hoyt, Winthrop, 1900-1989
- John W. Hartman Center for Sales, Advertising & Marketing History
- Merck and Co
- Charles B. Knox Co
- Meek, Samuel W. (Samuel Williams), 1895-
- Benton, William, 1900-1973

Collection Inventory

Company Series, 1909-1967 and undated

Scope and Contents note

Documents the founding and operation of the Company and is divided into the following categories: Company Manuals, Correspondence, Financial Records, Photographs, Printed Materials, Scrapbooks, and Writings.

Company Manuals, 1912-1965

Scope and Contents note

Contains manuals written and compiled by Charles W. Hoyt and by his sons. They detail Charles's philosophy of advertising, describe the Hoyt Company's practices and standards of operation, and provide biographical information about employees and their responsibilities. The manuals are comprised of clippings, memoranda, printed materials, and writings of Charles W. Hoyt. Some contain biographical data on Charles, Winthrop, and Everett Hoyt, and other executives. Only two client plans survive in the collection -- one for Merck and Co. and the other for ABC Manufacturing Company. Arranged chronologically.

1912-1917

Box 1

Physical Description: 2 folders

Scope and Contents note

Report entitled "Analysis of a Complete Advertising Campaign"

1924 June 15

Box 1

Scope and Contents note

"Marketing and Advertising Plan for the ABC Manufacturing Company"

1925

Box 1

Scope and Contents note

"The Laws of Successful Advertisement Writing," compiled by Charles W. Hoyt

1925-1927

Box 1

Scope and Contents note

Standard Practice, Account Executive, written for R.L. Talley

[ca. 1950]

Box 1

Scope and Contents note

Planning report, "Consumer Advertising Program, Merck and Co., Inc., 1951-1953"

1960 July 29

Box 1

Scope and Contents note

Sales Manual

1965 Dec.

Box 1

Scope and Contents note

Sales Manual

Correspondence, 1909-1967 and undated
Scope and Contents note

Contains correspondence between the Charles W. Hoyt Company and its business associates or clients. The majority of the correspondence with the Company is letters of congratulations or condolence, except for the letters between William Benton and Winthrop Hoyt.

Includes letters pertaining to Charles W. Hoyt's resignation from Armour and Company and his founding of the Charles W. Hoyt Company in 1909; others are between Winthrop Hoyt and William Benton, one of the founders of the Benton and Bowles advertising agency. Their correspondence discusses the founding of Benton and Bowles and Winthrop Hoyt's proposal to Benton that he work for the Hoyt Company to assist in its reorganization. (See also the **D'Arcy Masius Benton and Bowles Archives** in the Hartman Center.)

Correspondence relating to client accounts exists only for Merck and Co. (manufacturing chemists). Correspondence with the Charles B. Knox Co. predates Hoyt's acquisition of the account. Arranged chronologically.

1909 Box 1

Scope and Contents note

Relating to Charles W. Hoyt's resignation from Armour and Company and founding of the Charles W. Hoyt Company

1924-1929 Box 1

Scope and Contents note

Between William Benton and Winthrop Hoyt

1924-1957 and undated Box 1

Scope and Contents note

Relating to Winthrop Hoyt's employment in England

1928 Box 1

Scope and Contents note

Relating to the death of Charles W. Hoyt

1928 Box 1

Scope and Contents note

Congratulating Winthrop Hoyt on his election as President of Charles W. Hoyt Company

1929-1967 Box 1

Scope and Contents note

Between Charles W. Hoyt Company and Merck and Co.

1934-1948 Box 1

Scope and Contents note

Relating to the acquisition of the Charles B. Knox Co. account

Financial Records, 1909-1963

Scope and Contents note

Records of financial conditions, client lists, and annual billings of the Charles W. Hoyt Company survive for most years of the company's existence. There are lists of income and expenses, billings listed by client, general conditions, and gross profits for the Hoyt Company. Also includes an expense book of trial balances and comparative statements from the first ten years of the company's existence. Arranged chronologically.

1909-1919

Box 1

Scope and Contents note

Trial Balances and Comparative Statement, in a George B. Woolson Economy Expense Book

1913-1963

Box 1

Photographs, 1924-1963 and undated
Scope and Contents note

Includes photographs of employees and company activities, most of which have been removed from scrapbooks for preservation purposes. See also **Oversize Materials**. Arranged chronologically.

1924 July

Box 1

Scope and Contents note

International Advertising Convention, London

1941-1945 and undated

Box 1

Scope and Contents note

Miscellaneous photographs

1948

Box 1

Scope and Contents note

Gilbert commercial, CBS, from scrapbook, 1943-1963, (see **Oversize Materials**), page 39

1951

Box 1

Scope and Contents note

Board of Directors, from scrapbook, 1943-1963, (see **Oversize Materials**), page 61

1952 Box 1

Scope and Contents note

Christmas party, from scrapbook, 1943-1963, (see **Oversize Materials**), page 76

Undated Box 1

Scope and Contents note

Group photographs, from scrapbook, 1943-1963, (see **Oversize Materials**), pages 68, 83

Printed Materials, 1909-1960
Scope and Contents note

Consists of company publications, house advertisements, pamphlets, booklets, programs, commemorations of company anniversaries, clippings and other printed materials produced by the Charles W. Hoyt Company. See also the **Oversize Materials**. Arranged chronologically.

1909-1928 Box 1

Scope and Contents note

Includes pamphlets, booklets, programs, commemorations and miscellaneous printed material. Materials from 1919 mention Sam Meek, who worked with the Charles W. Hoyt Company before joining the J. Walter Thompson Company advertising agency.

1914 Box 1

Scope and Contents note

Publication: Newspaper Classified Advertising

1917 Box 1

Scope and Contents note

Publication: The Preparation of a Marketing Plan, by Charles W. Hoyt

1919-1930 Box 1

Scope and Contents note

House advertisements

1919-1960 Box 1

Scope and Contents note

Clippings file consists of newspaper and magazine articles on Charles W. Hoyt and the Charles W. Hoyt Company, articles written by Charles W. Hoyt, and obituaries. See also **Oversize Materials**.

1927 Box 1

Scope and Contents note

Publication: Planned Advertising: the Planned Approach to Agency Efficiency, by George French

1939 Box 1

Scope and Contents note

30th Anniversary commemoration, Hoyt Chronicles, 1909-1939

1943-1945 Box 1

Scope and Contents note

Newsletter, Hoyt-Poloi

1944-1945 Box 1

Scope and Contents note

Travel and Recreation Survey, including an analysis of 1944 New England vacations

1960 Box 1

Scope and Contents note

Publication, C.B. Donovan: 50 Years at Hoyt Agency

Scrapbooks, 1924-1963
Scope and Contents note

Contains scrapbooks compiled by the Hoyt Company which pertain to company anniversary celebrations, company activities and clients, as well as to the general state of advertising. Winthrop Hoyt's involvement and leadership with the American Association of Advertising Agencies is also documented in this subseries. The International Advertising Convention Scrapbook consists of printed material, programs, clippings, and other items from the convention, held in London in 1924. The scrapbook has been dismantled and foldered in its original chronological order. See the Photographs folders for photographs removed from the scrapbook. The 30th, 40th, and 50th Anniversary scrapbooks primarily consist of congratulatory

correspondence, but also include a few clippings and printed materials. See also **Oversize Materials**. Arranged chronologically.

1924 June-Oct. Box 1

Physical Description: 5 folders

Scope and Contents note

International Advertising Convention, London, England

1939 Apr. Box 2

Scope and Contents note

Charles W. Hoyt Company, Inc. 30th Anniversary Dinner

1949 Box 2

Scope and Contents note

Charles W. Hoyt Company, Inc. 40th Anniversary

1959 Box 2

Scope and Contents note

Charles W. Hoyt Company, Inc. 50th Anniversary

Writings on Advertising, 1913-1959

Scope and Contents note

Consists of writings by Charles, Winthrop, and Everett Hoyt relating to advertising. See also the **Family Series** for additional writings by Charles and Winthrop. Arranged chronologically.

1913-1925 Box 2

Scope and Contents note

Charles W. Hoyt, several articles on "planned advertising"

1924, 1941 Box 2

Scope and Contents note

Winthrop Hoyt, "Observations on the British Market," 1924, and Flying the Great Circle, 1941

1959 Box 2

Scope and Contents note

Everett Hoyt, "New York Market: In the Whole or in Segments, It's [sic] Nation's Biggest Buy"

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Family Series, 1894-1973 and undated (bulk 1908-1941)

Scope and Contents note

Consists of personal materials relating to Hoyt family members, including Charles W. Hoyt, Effie Smith Hoyt, Winthrop Hoyt, and Everett "Red" Hoyt. The series is divided into the following categories: the Charles B. Woolson Company and Family Financial Records, Correspondence, Diaries of Winthrop Hoyt and Effie Smith Hoyt, Newspapers, Visual Materials, and the Writings and Drawings of Charles W. and Winthrop Hoyt.

Charles B. Woolson Company and Family

Financial Records, 1906-1961

Scope and Contents note

Includes ownership and activities of the George B. Woolson Company, a small mail order stationery business which Charles W. Hoyt operated from 1903-1928. A key product of the company was the Woolson Economy Expense Book. Also in this series are Charles and Winthrop's household and personal expense books, along with the investment records of Effie Smith Hoyt after the death of Charles W. Hoyt, including the value of his investments upon his death.

See also "Trial Balances and Comparative Statement" book located in the Financial Records category of the **Company Series**. Arranged chronologically.

1906-1909

Box 2

Scope and Contents note

Charles W. Hoyt, household and personal expense book

1918-1928

Box 2

Scope and Contents note

George B. Woolson Co. correspondence

1919-1926

Box 2

Physical Description: 2 folders

Scope and Contents note

Winthrop Hoyt, personal expense books

1928-1961

Box 2

Scope and Contents note

Effie Smith Hoyt, investment records

Correspondence, 1908-1973 and undated
Scope and Contents note

Consists of correspondence to members of the Hoyt family. It includes letters to Effie and Everett Hoyt from Winthrop while at Camp Winnepesaukee. See also **Company Series** for additional correspondence to members of the Hoyt family. Postcards were photocopied and originals transferred to the **Postcard Collection**. Arranged chronologically.

1908-1916

Box 2

Scope and Contents note

Postcards; see also Visual Materials folders in this series

1914 May 8

Box 2

Scope and Contents note

RSVPs for Winthrop Hoyt party at the New Haven Country Club

1918 and undated

Box 2

Scope and Contents note

Female friends to Winthrop Hoyt

1918-1919

Box 2

Scope and Contents note

Winthrop Hoyt to Everett and Effie Smith Hoyt, Camp Winnepesaukee

1918-1923

Box 2

Scope and Contents note

Relating to Winthrop Hoyt's student days at Yale College

1932-1933

Box 2

Scope and Contents note

Winthrop and Everett Hoyt to Effie Smith Hoyt

1963 Jan.-Feb.

Box 2

Scope and Contents note

Condolences relating to the death of Effie Smith Hoyt

1973

Box 2

Scope and Contents note

Get-well cards to Winthrop Hoyt

Diaries of Winthrop Hoyt and Effie Smith

Hoyt, 1913 July 29-1919 Sept. 1

Scope and Contents note

Includes two diaries kept by Winthrop Hoyt as a teenager when he led hiking trips in the White Mountains (Mt. Chocorua and Mt. Washington) of New Hampshire for Camp Winnepesaukee. A third diary was written by Effie Smith Hoyt on a trip to England and France in the summer of 1913. She also compiled a postcard album of her trip which is located in the Scrapbooks folders.

See also the Correspondence, Printed Materials, and the Visual Materials categories of the **Family Series** for materials related to Camp Winnepesaukee. Arranged chronologically.

1913 July 29-Aug. 27

Box 2

Scope and Contents note

Effie Smith Hoyt, European trip

1918 Aug. 12; 1919 Aug. 18-Sept. 1

Box 2

Scope and Contents note

Winthrop Hoyt, Camp Winnepesaukee hiking trips

Newspapers, 1918-1919 and undated

Scope and Contents note

Includes issues of newspapers, and a publication from Camp Winnepesaukee that describes the activities of the camp. Arranged chronologically.

1918 July-Aug.

Box 2

Scope and Contents note

The Reveille, the newspaper from Camp Winnepesaukee

1919

Box 2

Scope and Contents note

Publication, Camp Winnepesaukee

Undated, Miscellaneous

Box 2

Visual Materials, 1913, 1918-1919 and undated

Photographs, 1918-1919 and undated

Box 2

Scope and Contents note

Consists of a photograph from Camp Winnepesaukee from 1918 or 1919, a photograph of Winthrop Hoyt as a child, and two photographs of unidentified boys.

Post Card Album, European Trip, 1913

Box 2

Scope and Contents note

Contains photocopies of a postcard album compiled by Effie Smith Hoyt on her trip to England and France in 1913. The album was dismantled and original postcards were transferred to the **Postcard Collection**.

Writings and Drawings of Charles W. and Winthrop Hoyt, 1894-1941

Scope and Contents note

Includes the writings of Charles W. and Winthrop Hoyt and material while students at Yale University. Also included are a short story from 1941 about airline travel and the details of a business trip to the West Coast. Correspondence showing Winthrop Hoyt's work on the Yale News and other family letters are located under the **Family Series** Correspondence category. Arranged chronologically.

1894

Box 2

Scope and Contents note

Charles W. Hoyt, "The Next Naval War"

1894

Box 2

Scope and Contents note

Charles W. Hoyt, "Mechanical Refrigeration and the Practicality of Small Plants," Honors Thesis, Yale University

1910-1914

Box 2

Scope and Contents note

Winthrop Hoyt, drawings, Worthington Hooker School

1922

Box 2

Scope and Contents note

Winthrop Hoyt, "The American Newspaper," and "Political Influence of Horace Greeley as Editor of the New York Tribune," Yale University

1941

Box 2

Scope and Contents note

Winthrop Hoyt short story, Flying the Great Circle

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Winthrop Hoyt World War II Series, 1942-1946 and undated

Scope and Contents note

Documents Hoyt's service during the war as an intelligence officer with the 7th Anti-Submarine Squadron, the 78th Bomb Squadron, the 45th Bomb Group, the 490th Bomb Group, and the 452nd Bomb Group. Hoyt was stationed in Jacksonville, Fla.; Boise, Ida.; Trinidad; and London. Contains correspondence, photographs, Nazi medals, song lyrics, writings, clippings, and printed material accumulated by Winthrop Hoyt while serving with the United States Army Air Force. Photographs are mostly aerial shots of submarines taken from Army Air Force planes. Arranged alphabetically.

Correspondence, Army Air Force, 1942 Mar. - 1946 May

Box 2

Miscellaneous correspondence, clippings, tickets and receipts, 1943-1944 and undated

Box 2

Observations, wartime reminiscences by Winthrop Hoyt, undated

Box 2

Photographs, 1942-1944 and undated

Box 2

Song lyrics, undated Box 2

Scope and Contents note

["Rum and Coca Cola," "Small Island," "Come and Join the Air Corps," and "The Flying Bigby Song"]

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Oversize Materials

Company Series

Box 3

Company Manuals: Sales Manual, revised,
1919-1927 Box 3

Scrapbooks

International Advertising convention,
London, 1924 July Box 3

~~Charles W. Hoyt Company, Inc., 1943-1963~~
Use Copy, pages 1-136 Box 3

Physical Description: 2 folders

Loose Items from Page 127, 1959 Box 3

Restricted and Closed Materials

Box 4

Charles W. Hoyt Company Scrapbook,
1943-1963 Box 4

Scope and Contents note

Original **CLOSED** for preservation purposes. See Use Copy (photocopy) in
Box 3

World War II: Two Nazi Medals, [ca. 1939] Box 4

Scope and Contents note

NOTE: FOR USE ONLY WITH STAFF SUPERVISION

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