



Guide to the Jock Elliott Papers, 1930-2006

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Jock Elliott papers, 1930-2006

Creator:

Elliott, Jock

Source:

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

Abstract:

John Jock Elliott was an advertising executive with Ogilvy & Mather (O&M) during 1960-1982, including tenure as Chairman of O&M U.S. and O&M International. In addition, Elliott was an author, collector and philanthropist. The Jock Elliott Papers cover the years 1930-2005, with the bulk of materials dating from 1961-1982, the period during which Elliott served as an executive with Ogilvy & Mather (O&M) advertising agency. The collection includes correspondence, corporate annual reports, programs, speeches and photographs related to company meetings and events. The collection also includes videocassettes and memorabilia commemorating meetings and special events; materials relating to Eleanor Elliott and David Ogilvy; information on affirmative action hiring programs; as well as some speeches and correspondence from the period 1945-1959 when Elliott worked for the Batten, Barton, Durstine & Osborn (BBDO) advertising agency. Companies represented in the collection include Shell Oil, Du Pont Men's Wear and Trans World Airlines (TWA). In addition, the collection includes materials relating to Elliott's service in the Marine Corps during World War II aboard the USS Pennsylvania.

Extent:

16.6 Linear Feet

Language:

Material in English, Spanish

Collection ID:

RL.00359

Permalink:

<https://idn.duke.edu/ark:/87924/m1v61g>

Preferred Citation

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

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Background

Scope and Content

The collection includes correspondence, corporate annual reports, programs, speeches and photographs related to company meetings and events. The collection also includes videocassettes and memorabilia commemorating meetings and special events; materials relating to Eleanor Elliott and David Ogilvy; information on affirmative action hiring programs; as well as some speeches and correspondence from the period 1945-1959 when Elliott worked for the Batten, Barton, Durstine & Osborn (BBDO) advertising agency. Companies represented in the collection include Shell Oil, Du Pont Men's Wear and Trans World Airlines (TWA). In addition, the collection includes materials relating to Elliott's service in the Marine Corps during World War II aboard the USS Pennsylvania.

Biographical/Historical

John "Jock" Elliott was born in 1921 and grew up in New York City; he attended the Browning School (1928-1934) on the Upper East Side of Manhattan, St. Paul's School in Concord, New Hampshire (1938), and Harvard College (AB 1942). In 1942, he joined the U.S. Marine Corps, and spent most of World War II in the Pacific Theatre on the battleship Pennsylvania. After being discharged in 1945 with the rank of Major, he began working for the Batten, Barton, Durstine & Osborn (BBDO) advertising agency as a copywriter (1945-1960). He soon switched to management and within a few years, he became the company's youngest director. During his 15 year tenure with BBDO, he also served as account man for the Republican Party's Eisenhower-Nixon team (1950-1953).

Elliott joined Ogilvy & Mather (O&M) in 1960 as Senior Vice President-Director and was soon placed in charge of acquiring the Shell Oil account, O&M's largest account at the time. In 1965, David Ogilvy appointed Elliott the chairman of O&M U.S., and in 1975 as chairman of O&M International. Under Elliott's leadership, O&M's domestic billings increased from \$84 million to \$252 million, and international billings from \$659 million to \$2.03 billion. He was responsible for acquiring such clients as IBM and American Express, and for attempting to acquire the J. Walter Thompson agency in 1979, a plan that did not materialize. In 1983 he was inducted into the Advertising Hall of Fame.

Elliott also served as Chairman of the American Association of Advertising Agencies (AAAA) during 1974-1975; Chairman of the American Advertising Federation's Hall of Fame Committee; Director of the New York City Park

Association; Vice President and Trustee of the Museum of the City of New York; Trustee of the Wildlife Conservation Society and of the Browning School; and Life Trustee of Channel Thirteen. He also served on President Reagan's Advisory Board on Private Sector Initiatives, and was a member of the Racquet and Tennis Club, the Piping Rock Club and New York's Harvard Club. Outside of advertising, Elliott was known for his sizeable collection of Christmas books, which included more than 3,000 first editions, and which resulted in publication of two volumes: *A Ha! Christmas, An Exhibition of Jock Elliott's Christmas Books* (1999) and *Inventing Christmas, How Our Holiday Came to Be* (2001). He died in 2005.

Note for clarification: Ogilvy & Mather (O&M) was co-founded by David Ogilvy in 1948. Originally called Hewitt, Ogilvy, Benson, and Mather (OBM), in 1953 the company name was shortened to Ogilvy & Mather (O&M). Both entities are present in this collection.

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Arrangement

Organized into the following series: Account Books; Clippings; Correspondence; Meetings; Memorabilia; Printed Material; Reports; Stocks; Writings and Speeches; Audiovisual Materials; 2025 Additions.

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Administrative Information

Publication Statement

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Access Restrictions

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

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 Jock Elliott Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as gifts in 2005-2007. A portion of accession 2007-0067, the Eleanor Elliott Papers, which deals with Jock Elliott's professional life, was removed and interfiled with the present collection.

Processing Information

Processed by Jessica Wood, October 2008; additions processed by Richard Collier August 2025;

Encoded by Jessica Wood, October 2008

Accessions 2005-0014, 2006-0089, and a portion of 2007-0067 were merged into one collection, described in this finding aid.

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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;

Anthony Weir papers;

David B. McCall papers;

Edgar Hatcher papers;

J. Walter Thompson Company advertising vertical files;

Robert S. Smith papers;

William E. Phillips papers.

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Names and Subjects

- Advertising agencies -- United States -- Management
- Advertising agencies -- United States -- History -- 20th century
- Advertising executives -- United States
- Affirmative action programs -- United States -- Management
- Marketing research -- United States
- Corporation reports
- Appointment books
- Speeches
- Photographic prints
- Clippings (information artifacts)
- Memorabilia
- Videocassettes
- World War, 1939-1945
- Ogilvy, David, 1911-1999
- Ogilvy & Mather
- Trans World Airlines
- Shell Oil Company
- Elliott, Eleanor Thomas, 1926-2006
- Elliott, Jock
- John W. Hartman Center for Sales, Advertising & Marketing History
- American Association of Advertising Agencies
- Batten, Barton, Durstine & Osborn, Inc.
- United States. Marine Corps
- Pennsylvania (Battleship)

Collection Inventory

Appointment Books, 1961-2004

Physical Description: 3 Boxes

Scope and Contents note

Contains Jock Elliott's appointment books from the years 1961-2004. Arranged chronologically with the exception of the book for 1978, which is located in Box 3.

1961-1976	Box 1
Physical Description: 16 books	
1977-2004	Box 2
Physical Description: 27 books	
1978	Box 3

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Clippings, 1960-2005 and undated

Physical Description: 1 Box

Scope and Contents note

Contains news and magazine clippings related to Jock Elliott's and David Ogilvy's careers; administrative changes at O&M; Elliott's overseas travels as Chair of O&M international; and advertising trends. Also includes clippings related to the employment of minorities and women in advertising; and related to the publication of Elliott's two Christmas books. Original folder titles were retained, where applicable. Where no arrangement was provided, items were arranged roughly by subject. Large-format items have been removed to Oversize Materials and noted in the container list.

[Advertising Age, 1961-2002: Removed to Oversize Materials, Box 22]	Box 3
[Argentina visit, 1986-1987: Removed to Oversize Materials, Box 22]	Box 3
Asia trips, 1975-1980	Box 3
Australia trip, 1969	Box 3
Christmas books publicity, 1999, 2002 (Some items removed to Oversize Materials, Box 22)	Box 3
["Confessions of a Magazine Reader," 1965: Removed to Oversize Folder 1]	Box 3

Diversity in hiring, 1968	Box 3
Elliott features, 1973-2003	Box 3
Ogilvy & Mather General, 1964-2005	Box 3
Obituaries, 1999	Box 3
Sale, 1989	Box 3
Tear sheets, undated	Box 3
"Who Runs America," U.S. News & World Report, 1982	Box 3
Miscellaneous magazine clippings, 1960-2004 (Some items removed to Oversize Materials, Box 22)	Box 3

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Correspondence, 1947-1996 and undated

Physical Description: 7 Boxes

Scope and Contents note

Contains primarily business related correspondence between Jock Elliott and O&M employees and affiliates, with the bulk of material dating between 1965 and 1982. Includes memoranda relating to meetings of advertisers in the U.S. and abroad; O&M overseas branches; particular accounts; the advisability of cigarette advertising campaigns; as well as correspondence regarding Elliott's speeches; and several folders of correspondence between Elliott and David Ogilvy. Also includes memoranda regarding O&M Securities Exchange Commission transgressions; and Elliott's correspondence during his years spent at BBDO. Several folders contain carbon copies of Elliott's correspondence files between the years 1967 and 1978. Also includes correspondence relating to the TWA Airlines account. Original folder titles were maintained and folders were arranged alphabetically.

General, 1965-1979	Box 3
AAAA annual meeting, 1968	Box 3
Acquisition of Scali McCabe Sloves, 1976	Box 4

American Association of Advertising Agencies, 1978	Box 4
BBDO, 1947-1950	Box 4
Caples, John, 1973-1975	Box 4
Cigarette advertising, 1973-1975	Box 4
Colossus merger, 1963-1964 Physical Description: 2 folders	Box 4
Congratulatory, 1965-1966 Physical Description: 4 folders	Box 4
Congratulatory (continued), 1965-1966 Physical Description: 3 folders	Box 5
Elliott's 75th birthday, 1996	Box 5
Fire advertisement, 1969 (Some items removed to Oversize Folder 2)	Box 5
Hall of Fame congratulations, 1980-1984	Box 5
International Management Meeting, 1976	Box 5
Kershaw, Andrew, O&M Canada President General, 1975-1976	Box 5
Condolences and service arrangements, 1978 Physical Description: 3 folders	Box 5
London talk, 1977-1978 (Some items removed to Oversize Materials, Box 22)	Box 6
London and Australia visits, 1969	Box 6
MBA Communications, 1976	Box 6
Moss, Frank (Senator), 1974	Box 6
National Press Club of Australia, 1977	Box 6
Ogilvy, David, 1965-1980 Physical Description: 6 folders	Box 6

O'Hara, Sir Robert, 1981	Box 6
Overseas branches	Box 7
China, 1980	Box 7
Germany, 1979-1981	Box 7
Italy, 1979-1982	Box 7
Japan, 1979-1982	Box 7
London, 1979-1981	Box 7
Post-Keyes-Gardner account, 1975	Box 7
Rereads, 1967-1978	Box 7
Physical Description: 1-3 of 14 folders	
Rereads (continued), 1967-1978	Box 8
Physical Description: 4-13 of 14 folders	
Rereads (continued), 1967-1978	Box 9
Physical Description: 14 of 14 folders	
Security Exchange Commission Transgressions, 1977	Box 9
Speech-related correspondence, 1968-1974	Box 9
Staff memoranda, 1965-1984	Box 9
Succession, 1978-1979	Box 9
Sudler & Hennessey acquisitions and merger, 1971-1972	Box 9
TWA Airlines, 1968-1972	Box 9
Travel itineraries, 1977 and undated	Box 9
Wunderman, Ricotta and Kline, 1964-1966	Box 9

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Meetings, 1968-1994 and undated

Physical Description: 2 Boxes

Scope and Contents note

Contains correspondence, memoranda and flyers relating to O&M staff meetings; the Advertising Hall of Fame luncheon; and events of the AAAA. Original folder titles were maintained and arranged alphabetically. Meeting programs were moved into the Printed Materials series, and speeches were moved into the Writings and Speeches series. Miscellaneous unfolded photographs of meetings were placed in this series.

AAAA annual meeting, 1978	Box 10
AAAA Puerto Rico, 1975	Box 10
Advertising Educational Foundation Board of Directors meeting photograph, 1994	Box 10
Board Meeting photographs, 1981	Box 10
Hall of Fame luncheon, 1982	Box 10
Heads of Offices Meeting, 1973	Box 10
International Management Meeting, 1976	Box 10
International Management Meeting, 1979	Box 11
Merrill Lynch marketing policy meetings, 1968-1978	Box 11
Miscellaneous meeting photographs, 1977-1884	Box 11

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Memorabilia, 1965-2003

Physical Description: 2 Boxes

Scope and Contents note

Contains awards, certificates and ephemera relating to Elliott's major life events while employed at O&M, including birthday and retirement celebrations. Also includes photographs of O&M employees and affiliates in the U.S. and abroad; of Elliott's business and personal travels; and a photograph and letter from Ronald Reagan regarding the President's Citation Program for Private Sector Initiatives. Framed items were removed and placed in folders. In the case of travel memorabilia, which arrived paperclipped together with a group label, label titles were maintained. Photographs arriving in albums were

removed and placed in album specific folders. Scrapbook prepared for Elliott in celebration of his sixtieth birthday was placed in a separate oversize box. Unfolded items were placed in folders of miscellaneous photographs or ephemera. Large-format items have been removed to Oversize Materials and noted in the container list.

Advertising Hall of Fame certificate, 1984	Box 11
[America's Awards, Blue Ribbon Selection Committee Appreciation Award, undated: Moved to Oversize Materials, Box 22]	Box 11
Bureau of Advertising award photograph, undated	Box 11
European Heads of Office photograph, 1980	Box 11
[Elliott 60th birthday, 1981: Removed to Oversize Materials, Box 23]	Box 11
Elliott portrait photographs, undated	Box 11
Elliott Tribute bound program, 1982	Box 11
Travel	
Greywalls, 1966	Box 11
Hong Kong, 1980	Box 11
Jakarta, 1975	Box 11
Nairobi, 1978	Box 11
Rhine, 1966	Box 11
OBM and associates photographs, 1965	Box 11
Office photographs, 1974-1975	Box 11
Retirement celebration, Monaco, 1982	Box 11
Ronald Reagan	
Letter, 1984	Box 11
Photograph, 1988	Box 11
United States Information Agency Award, 1982	Box 11

Miscellaneous ephemera, 1966-1986 and undated	Box 11
Three-dimensional items	Box 12
Lifetime Achievement Award, Advertising Educational Foundation, 2003	Box 12
O&M International Management Meeting, Monaco, Award, 1982	Box 12

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Printed Material, 1964-2001 and undated

Physical Description: 3 Boxes

Scope and Contents note

Contains meeting and event programs; issues of advertising magazines and journals; and newsletters. Includes O&M newsletters Flagbearer and Viewpoint. Also includes two books: 50th Advertising Hall of Fame; and OBM, A Celebration, One Hundred and Twenty-Five Years in Advertising. Includes several items in Spanish from Elliott's 1986 trip to Argentina. Materials arrived loose and in no apparent order. Items were grouped by publishing organization and title, where applicable, and arranged alphabetically.

AAAA Annual meeting programs, 1968	Box 13
Ad Council bulletins, 1975-1990 (Some items removed to Oversize Materials, Box 22)	Box 13
Ad Week, 1999-2001	Box 13
[Advertising Age, 1980:	Box 13
American Advertising magazine, 1984-1993	Box 13
Books	
50th Advertising Hall of Fame, 1999	Box 13
OBM, A Celebration, One Hundred and Twenty-Five Years in Advertising, 1975	Box 13
Flagbearer newsletter, 1960-1994 (Some items removed to Oversize Materials, Box 22)	Box 13
Miscellaneous	

Advertising magazines, 1963-1987	Box 13
Booklets and programs, 1974-1981	Box 13
Newsletters, 1964-1990	Box 13
Programs	Box 14
Convention programs, 1979-1987	Box 14
O&M staff meeting programs, 1979-1985	Box 14
Special event programs, 1966-1967	Box 14
Synopsis newsletter, 1966-1968	Box 14
Viewpoint, 1973-1994	Box 14
Physical Description: 4 folders	

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Reports, 1956-1986 and undated

Physical Description: 2 Boxes

Scope and Contents note

Contains reports prepared for O&M staff meetings and for O&M clients; overseas offices; and the Federal Trade Commission. Includes findings on hiring practices regarding women and minorities in the advertising business, and specifically at O&M. Clients represented include Shell Oil, Du Pont Men's Wear. Also includes a 1975 report on American attitudes towards the idea of Puerto Rico becoming a U.S. state. Original folder titles were maintained, and items were arranged alphabetically.

Australia, 1969	Box 14
Federal Trade Commission, 1983	Box 14
Japan, 1972	Box 14
Manila, 1964-1965	Box 15
Minority groups, 1972-1975	Box 15
Physical Description: 3 folders	

Ogilvy & Mather

Annual reports, 1966-1986	Box 15
Expansion opportunities, 1969	Box 15
Progress report on affirmative action, 1968	Box 15
Report on full-page versus smaller advertisements fo Du Pont Men's Wear, 1956	Box 15
Shell, 1981	Box 15
Statehood for Puerto Rico, 1975	Box 15
Study of Reputation of O&M, 1975	Box 15
Summary of Pertinent Information about O&M, 1963	Box 15
Women, 1973	Box 15
Wunderman, Ricotta & Kline merger, undated	Box 15

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Stocks, 1964-1989

Physical Description: 1 Box

Scope and Contents note

Contains correspondence and memoranda relating to O&M's profit-sharing plan; Elliott's company holdings; as well as general notices and reports to O&M shareholders. Items from 1972-1973 arrived in a labeled folder, which was maintained. Two copies of a proposal for the merger of Mather & Crowther arrived in report covers. Report covers were removed, and proposals were placed in folders, with original titles maintained. Folder titled "Miscellaneous" was derived from materials gathered from unfolded, loose correspondence, and placed in two folders of miscellaneous stock-related correspondence.

General memoranda, 1965-1981	Box 15
Physical Description: 2 folders	
Merger with Mather and Crowther, 1964	Box 16
Physical Description: 2 folders	

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Writings and Speeches, 1945-2004 and undated

Physical Description: 5 Boxes

Scope and Contents note

Consists primarily of typewritten speeches written by Jock Elliott for presentation at meetings of O&M; the AAAA; as well as at invited talks at other organizations, clubs, colleges and universities. Includes some speeches written during Elliott's employment at BBDO between 1945 and 1956. Also included are hand- and typewritten drafts and published copies of Elliott's articles written for Cosmopolitan and the New York Times Magazine, of Elliott's two books on Christmas, as well as miscellaneous short writings and poems. Includes Elliott's eulogy for David Ogilvy written for the edited volume Farewell: The Greatest Eulogies of Our Time. The majority of speeches arrived in chronological order, with some appearing interspersed among loose files of other series. Speeches from correspondence, meeting and printed matter series were removed and placed in this series, in chronological order. Elliott's other writings arrived unfolded and in no apparent order. Where possible, they were foldered and arranged alphabetically by title.

Index of speeches	Box 16
BBDO, 1945-1959	Box 16
Physical Description: 2 folders	
General, 1962-1969	Box 16
Physical Description: 6 folders	
General, 1970-1977	Box 17
Physical Description: 10 folders	
General, 1977-1982	Box 18
Physical Description: 9 folders	
General, 1982-1997	Box 19
Physical Description: 12 folders	
General, 1998-2004	Box 20
Physical Description: 3 folders	
A Ha! Christmas, An Exhibition of Jock Elliott's Christmas Books (book), 1999	Box 20
"How Hard It Is to Write Easily," Cosmopolitan magazine, 1981	Box 20

Institute of Canadian Advertising, Graham Phillips Speech, 1978	Box 20
Inventing Christmas, How Our Holiday Came to Be (book), 2001	Box 20
"Memories of a Battleship," 1990	Box 20
New Year's Day poems, 1978-1992	Box 20
"David Ogilvy," in Farewell, The Greatest Eulogies of Our Time, 2003	Box 20
"Perfect Christmas Card," undated	Box 20
Miscellaneous, undated	Box 20

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Audiovisual Materials, 1984-1988

Scope and Contents note

Contains videos of events, including the 1984 Advertising Hall of Fame luncheon; the 1987 O&M Institute of Directors Annual Conference; and a 1986 WNET broadcast entitled "Gala of Stars." Also includes a New York Times-produced film entitled "Iphigene" and two short features on the careers of Jock and Eleanor Elliott. Videos were arranged alphabetically, with those produced by O&M grouped together.

Restrictions on Access: Original videotapes are closed to research until use copies can be made. Contact Research Services for more information.

Access Restrictions:

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

Originals [Closed to research]

Cine Metric, Jock Elliott, Hall of Fame, 1984. TRT: 1:30. Format: Umatic.	Box 21
Hall of Fame on Jock, undated. TRT: approx. 5:00. Format: VHS.	Box 21
Institute of Directors Annual Conference, 1987. TRT: 37:00. Format: VHS.	Box 21

Institute of Directors Annual Conference, 1987. TRT: 37:00. Format: VHS.	Box 21
Institute of Directors Annual Conference, 1987. "Reskilling Britain" . TRT: 37:00. Format: VHS.	Box 21
Institute of Directors Annual Conference, 1987. TRT: 37:00. Format: VHS (NTSC Submaster).	Box 21
"Iphigene," A New York Times History Production, 1986. TRT: 19:00. Format: VHS.	Box 21
Jock Elliott, S. Kahn, Kelleher, undated. TRT: approx. 10:00. Format: VHS.	Box 21
"Wedding of Two Careers, Jock and Elly Elliott," 1988. TRT: approx. 60:00. Format: VHS.	Box 21
WNET, Gala of Stars, 1986. Tape 1: Acts 1-4. TRT: 120:00. Format: VHS	Box 21
WNET, Gala of Stars, 1986. Tape 2: Act 5. TRT: 30:00. Format: VHS.	Box 21

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Oversize Materials 1961-2002 and undated

Physical Description: 2 Boxes

Scope and Contents note

Consists of large-format items removed from previous series. Includes magazine clippings, newspaper clippings related to Elliott's 1986-1987 visit to Argentina, full issues of Advertising Age, proofs of an article about David Ogilvy, and proofs of posters for a fire safety advertising campaign. Items are arranged by their original series.

Clippings	Box 22
Advertising Age, 1961-2002	Box 22
Argentina visit, 1986-1987	Box 22
Christmas books publicity, 1999, 2002	Box 22

Miscellaneous magazine clippings, 1963-1990	Box 22
Correspondence	
London talk, 1977-1978	Box 22
Memorabilia	
Blue Ribbon Selection Committee Appreciation Award, undated	Box 22
Printed Materials	
Ad Council bulletins, undated	Box 22
Advertising Age, full issue, 1980	Box 22
Flagbearer, 1994	Box 22
Memorabilia	Box 23
Elliott 60th Birthday, 1981 Commemorative binder	Box 23
Loose items	Box 23
Clippings--"Confessions of a Magazine Reader," 1965	Oversize-folder 1
Correspondence--Fire advertisement, 1969	Oversize-folder 2

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2025 Additions, 1930-2006

Access Restrictions:

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

General Files, 1930-2006

Access Restrictions:

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

Barton Cummings--Journal of the People to People Advertising Management Delegation trip to China, 1985

Box 24

Biographical sketches, 1970s	Box 24
Christmas books inventory, 2005	Box 26
Christmas cards inventory, 2005	Box 26
Christmas collection--Press, 1999-2006	Box 27
Christmas collection--Sotheby's materials, 2006	Box 24
Physical Description: 2 folders	
Clippings, 1954-2005	Box 27
Physical Description: 2 folders	
Clippings, 1969-1993	Box 24
Physical Description: 2 folders	
Correspondence, 1944-2002	Box 24
Physical Description: 5 folders	
Correspondence--American Advertising Federation (AAF) Hall of Fame, 1984	Box 24
Correspondence--E.D. "Ned" Toland, 1952	Box 24
Correspondence--Sir Duncan Oppenheim, 1984-1985	Box 24
Denver Advertising Federation, 1987	Box 24
Ed Ney--Remarks at Jock Elliott dinner, 1981	Box 24
Elizabeth Winthrop--The First Christmas Stocking, 2006	Box 24
Folio 7--First annual report, David's lemonade stand, 1970s	Box 24
Games schedule, 1930s	Box 24
Grolier Club--Christmas party, 1999	Box 24
Grolier Club--Exhibition "A Ha! Christmas", 1999-2000	Box 24
Physical Description: 4 folders	

Harry Levinson--Don't choose your own successor, 1974	Box 24
How our Christmas was invented--Author contract, 2001	Box 26
International House--Resolution of appreciation, 2003	Box 24
Inventing Christmas, 2000-2002	Box 24
Inventing Christmas--Draft, 2001	Box 24
Inventing Christmas--Press, 2002	Box 24
Inventing Christmas--Slides, 2001	Box 24
Jim O'Gara (Advertising Age), 1974-1975	Box 24
Jock Elliott 70th birthday, 1991	Box 24
Jock Elliott stories RT 15:15, 2005	Box 26 > Optical-disc RL00359-OP-0002
John "Jock" Elliott 1921-2005, 2005	Box 26 > Optical-disc RL00359-OP-0001
Manhattan Company--Minutes, 1888	Box 24
Scope and Contents	
Memorial to Jock's great-grandfather John Elliott	
Marine Corps Command and Staff College Foundation, 1987-2000	Box 24
Michael Ball (The Ball Partnership)--Paper tigers and grizzly bears, 1986	Box 24
Military service--United States Marine Corps, 1942-1988	Box 24
Military service--USS Pennsylvania, 1940s-1950	Box 24
Military service--USS Pennsylvania, 1944-1974	Box 26

Scope and Contents

Includes: Pennsy News; Reunion master roster; Second Call for BB38

Military service--USS Pennsylvania, 1945-1950 Box 27

Scope and Contents

Includes: Pennsy News; Reunion master roster; Second Call for BB38

Museum of Television and Radio--
Retrospective of Advertising Council
campaigns, 1991 Box 26

Scope and Contents

Includes: Pennsy News; Reunion master roster; Second Call for BB38

National Rifle Association diplomas, 1937 Box 24

Noel H. Pugach--Second careers: James A.
Thomas and the Chinese American Bank of
Commerce, 1987 Box 24

Notice for "Celebrating the Season" event at
Duke University, 2002 Box 26

N.W. O'Connor--Introduction of John Elliott,
1975 Box 24

Obituaries, 2005 Box 24

Osborn Elliott, 1964-1984 Box 24

Phil Interlandi comics, 1979 Box 24

Photographs, 1940s-1990s Box 24

Scotland--Glenfinnan and Staffa, 1983-1986 Box 24

"Small Wonder" theater contract, 1948 Box 26

Student writings, 1930s-1940s Box 24

Physical Description: 3 folders

Student writings, 1930s-1940s Box 25

Physical Description: 2 folders

Wa-Wa (Mary Carey), approximately 1960	Box 25
Wilfred Sheed--Salesman, sell thyself, 1963	Box 25
Writings and speeches, 1940s-2004	Box 25
Physical Description: 4 folders	

BBDO, 1946-1953

Cartoon of BBDO annual convention by Alphonse Normandia (1928-2013), 1949	Oversize-folder 3
Memos and miscellaneous, 1946-1953	Box 25
Newsletter, 1946-1948	Box 25

Ogilvy & Mather, 1964-2005

Andrew Kershaw files, 1972-1978	Box 25
Physical Description: 7 folders	

Scope and Contents

Andrew Kershaw (1921-1978) succeeded James Heekin as President of Ogilvy & Mather in 1969. He was later named Chairman of Ogilvy & Mather International.

Annual report, 1974	Box 25
Correspondence, 1964-1975, 1981-2004	Box 25
Physical Description: 2 folders	
David Ogilvy funeral, 1999	Box 25
David Ogilvy speech to staff, 1965	Box 25
Flagbearer Daily (incomplete run), 1969-1975	Box 25
James Heekin--Acceptance speech, 1965	Box 25
James Heekin--Some things I've learned, 1966	Box 25
Jock Elliott retirement, 1981-1982	Box 25
Physical Description: 2 folders	
Louis Harris--Study of the reputation of Foote, Cone & Belding, 1972	Box 25

Memory book--Condolences and clippings, 2005	Box 28
Memory book--Photographs, 2005	Box 28
Memos and miscellaneous, 1976-1977	Box 25
Merrill Lynch--"Bullish on America" advertisement, 1976	Oversize-folder 3
Operation Fairweather (proposed merger with Foote Cone & Belding), 1969-1975	Box 25
Photograph album--Trip to Thailand, 1975	Box 29
Richard M. Nixon campaign, 1971	Box 25
Staff meeting books, 1970-1977	Box 25
Staff meeting photographs, 1976	Box 27
"Triumvirate", 1966-1967	Box 25
Physical Description: 2 folders	
Scope and Contents	
Issues surrounding the successor to David Ogilvy. The "triumvirate" experiment was to have Jim Heekin, Jock Elliott, and Alan Sidnam co-direct the agency.	
"Toto" (proposed merger between Ogilvy & Mather and J. Walter Thompson), 1979	Box 25
"Toto" (proposed merger between Ogilvy & Mather and J. Walter Thompson), 1979	Box 26
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