



# Guide to the Jacqueline End Papers, 1965-2012 and undated

---

This collection guide was produced in **2012**.

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](mailto:askRL@duke.edu)

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

---

## Table of Contents

---

<a href="#">Summary</a> .....	3
<a href="#">Background</a> .....	4
<a href="#">Arrangement</a> .....	4
<a href="#">Administrative Information</a> .....	4
<a href="#">Related Materials</a> .....	5
<a href="#">Names and Subjects</a> .....	6
<a href="#">Collection Inventory</a> .....	6
<a href="#">Accounts and General Files, 1965-2012 and undated</a> .....	6
<a href="#">Photographs, 1993 and undated</a> .....	8
<a href="#">Printed Material, 1968-2005 and undated</a> .....	8
<a href="#">Large-Format Materials,</a> .....	9
<a href="#">Audiovisual Materials, 1970-2011 and undated</a> .....	10

## Summary

---

**Collection Title:**

Jacqueline End papers, 1965-2012 and undated

**Creator:**

End, Jacqueline, d. 2012

**Source:**

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

**Abstract:**

Advertising copy writer and creative executive for a number of agencies, including: Doyle Dane Bernbach; Wells Rich Greene; Foote, Cone & Belding; TBWA/Chiat/Day. Primarily examples of creative work, including print advertisements and proofs, design layouts and sketches, photographs, correspondence and printed materials. Non-paper formats include audiotape, videocassettes, audio cassettes, DAT, CD-R and DVD-R. Clients represented include Absolut, Ascencia (Bayer), Bali and Wonderbra (now part of Hanes family of brands), K-Mart, L'Oreal, Nivea, Ralston Purina, Ricoh, Sara Lee, Sega, Trojan (Church & Dwight) and Volkswagen. Agencies represented include Doyle Dane Bernbach, Foote Cone & Belding, Forman End Dolleck, Kaplan Thaler, TBWA/Chiat/Day and Wells Rich Greene. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

3 Linear Feet  
900 Items

**Language:**

Material in English

**Collection ID:**

RL.00363

**Permalink:**

<https://idn.duke.edu/ark:/87924/m12s5q>

**Preferred Citation**

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

[Return to Table of Contents](#)

## Background

---

### Scope and Content

The Jacqueline End Papers span the years 1965-2012 and consist primarily of examples of End's creative work, including print advertisements and proofs, design layouts and sketches, photographs, correspondence and printed materials that document her advertising career with a number of agencies, including Doyle Dane Bernbach, Foote Cone & Belding, Forman End Dolleck, Kaplan Thaler, TBWA/Chiat/Day and Wells Rich Greene. Non-paper formats include audiotape, videocassettes, audio cassettes, DAT, CD-R and DVD-R. Clients represented include Absolut, Ascencia (Bayer), Bali and Wonderbra (now part of Hanes family of brands), K-Mart, L'Oreal, Nivea, Ralston Purina, Ricoh, Sara Lee, Sega, Trojan (Church & Dwight) and Volkswagen.

[Return to Table of Contents](#)

---

## Arrangement

---

Organized into the following series: Accounts and General Files, Photographs, Printed Materials, Large-Format Materials, and Audiovisual Materials.

[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](mailto:askRL@duke.edu)

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

## **Access Restrictions**

Collection is open for research.

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

In addition, original audiovisual materials are closed to patron use. Research Services staff need to produce use copies before contents can be accessed.

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.

## **Acquisition Information**

The Jacqueline End Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2012.

## **Processing Information**

Processed by Richard Collier, November 2012

Encoded by Richard Collier, November 2012

Accession 2012-0236 is described in this finding aid.

[Return to Table of Contents](#)

---

## **Related Materials**

---

### **Related Material**

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

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

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

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

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

[Return to Table of Contents](#)

---

## Names and Subjects

---

- Advertising
- Photographic prints
- Videocassettes
- CD-Rs
- DVDs
- Advertising executives
- Audiocassettes
- Advertising -- History
- Advertising -- United States -- History
- Absolut Vodka Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Sega Enterprises
- Sara Lee Corporation
- Ricoh Company
- Doyle Dane Bernbach Inc.
- End, Jacqueline, d. 2012
- Bic Pen Corp
- Church & Dwight
- Bayer AG
- Nivea
- Ralston Purina Company
- K-Mart Corporation
- L'Oréal (Firm)
- Hanes Menswear, Inc.
- Foote, Cone & Belding

---

## Collection Inventory

---

**Accounts and General Files, 1965-2012 and undated**

ABC Carpet, radio script, undated	Box 1
Absolut, 1999-2002 and undated <b>Physical Description:</b> 2 folders	Box 1
Arm & Hammer, undated	Box 1
Ascencia (Bayer), 2005	Box 1
Bayamo restaurant, 1995	Box 1
Children, undated	Box 1
Creative miscellaneous, 1972-1984	Box 1
Creative portfolio, 2004and undated	Box 1
DDB 60s reunion, 2011	Box 1
eBeanstalk.com (Child Development Corp.), releases, 2007	Box 1
Fast Company, 1995	Box 1
Financial services, undated	Box 1
Kid ideas, 1975-1989 and undated	Box 1
Letters, 1965-1998	Box 1
Memorial notice, 2011	Box 1
Miami Ad School, 1996-2001	Box 1
Monet jewelry, undated	Box 1
Nintendo Game Boy, undated	Box 1
Pringles, 1997	Box 1
Resume, undated	Box 1
Schmuzzdorf, 1981and undated	Box 1
Science Park (New Haven), undated	Box 1
Speech--New Haven Ad Club, 1975	Box 1

---

Storyboards and print layouts (Peace Corps, Plus toothpaste, Sanka, Sealy-Posturpedic, Tang), undated	Box 1
U.S. News and World Report, undated	Box 1
Voices (radio auditions), 2006	Box 1

---

[Return to Table of Contents](#)

### **Photographs, 1993 and undated**

Absolut outdoor, undated	Box 2
Bic Banana shoot and others, undated	Box 2
Haagen Dazs win party, 1993	Box 2
Miami Ad School shoot and Carlos family, undated	Box 2
Miscellaneous, undated	Box 2

---

[Return to Table of Contents](#)

### **Printed Material, 1968-2005 and undated**

50 Best Creatives, 1972	Box 3
AAF Addy Awards, 2002	Box 3
Andy Awards, 1987-2002	Box 3
Communication Arts Exhibition, 1968	Box 3
Flush, 2002 Summer	Box 3
Honor through Bleach: The Obsessive Compulsive's Guide to Cleaning Like an Italian Housewife, by Jackie (Arlotta) End, 2012	Box 3
I Am Martell, undated	Box 3
London International Advertising Awards, 2001	Box 3
OAAA Obie Awards, 2001-2002	Box 3

---

One Show Festival, 2001, 2003	Box 3
Shots, 2001 Jan.	Box 3
The Freakie Magnet (Cocoa Freakies cereal), 1994	Box 3
Why Do You Always Have To Say Please (Wendy Rosea and Jackie End), 2005	Box 3

[Return to Table of Contents](#)

### **Large-Format Materials,**

Absolut newsprint advertising, 1999	Box 4
Absolut outdoor, 2000-2001	Box 4
Awards	
Art Directors Club, 2002	Box 4
Clio, 1987-1988	Box 4
London International Advertising Awards, 1987	Box 4
One Club, 2001	Box 4
One Show, 1988	Box 4
Creative portfolio	
Absolut, undated	Box 4
Nivea, Wonderbra, undated	Box 4
Miami Ad School, 1996-2000	Box 4
Photographs, undated	Box 4
Print layouts, Eve shaving crème, undated	Box 4
Royal Caribbean Cruise Line, undated	Box 4
Sketches, 1968 and undated	Box 4
Storyboards and print layouts (Hazel Bishop lipstick, Sanka), undated	Box 4

[Return to Table of Contents](#)

## Audiovisual Materials, 1970-2011 and undated

3-Fingered Louie: Opti-Free agency mix. 2003. DAT.	Box 5
ABC Carpet: Female. Undated. Audiocassette.	Box 5
<b>Absolut</b>	
Collects, woodstock, Furst, Squeeze, Expansion, Truth print art. 2002. CD-R.	Box 5
Good Morning America feature. 2001. DVD-R.	Box 5
Quark files. Undated. CD-R.	Box 5
Truth and other print files. Undated. CD-R.	Box 5
Truth. Undated. CD-R.	Box 5
<b>Alcon</b>	
Faces agency version. 2004. DVD-R.	Box 5
Opti-Free art. 2004. DVD-R.	Box 5
Opti-Free print advertisements. 2005. CD-R.	Box 5
Television spots. Undated. CD-R.	Box 5
<b>Aricept</b>	
Aricept and Alcon print and television. Undated. CD-R.	Box 5
Work files. 2005. CD-R.	Box 5
Art & Copy. 2006. CD-R.	Box 5
Ascencia/Contour. 2005. CD-R.	Box 5
Backups #2. [List with disc.] 2006. DVD-R.	Box 5
Backups. [List with disc.] 2003-2007. DVD-R.	Box 5
<b>Bali</b>	
Let Bali Embrace You. 2008. DVD-R.	Box 5

The First Underwear; Tree of Style; Let Bali Embrace You (2 tapes). 1998. Audiocassette.	Box 5
<b>Barnes &amp; Noble</b>	
Script reads. 1999. DAT.	Box 5
Voiceover edits. 1999. Audiocassette.	Box 5
<b>Bic</b>	
Banana data dvd. 2008. DVD-R.	Box 5
Banana nine spots. 2007. DVD-R.	Box 5
Banana with Mel Brooks. Undated. Audiocassette.	Box 5
Brain (Bill Montgomery). Undated. CD-R.	Box 5
Softtwin, logos, pendant. Undated. CD-R.	Box 5
Sure Start Lighter: Loaner. Undated. Audiocassette.	Box 5
Boscovs: Meet the Family; Bride; TV; Fashion Customer. Undated. DVD-R.	Box 5
<b>Brazil</b>	
#1 compilation. Undated. CD-R.	Box 5
#2 compilation. Undated. CD-R.	Box 5
<b>Compilations</b>	
Alcon; Absolut; agency business; other. 2005. CD-R.	Box 5
Alcon; Nivea. 2004. DVD-R.	Box 5
Bali; Wonderbra; Nivea. Undated. CD-R.	Box 5
Beauty, fashion, OTC/OFX print. 2002. DVD-R.	Box 5
Before and After [List with disc.] 1996-1998 CD-R.	Box 5
Chuck Furgies; Honor; Flowers for email; Freakies packaging. 2005. CD-R.	Box 5

Copy and art scans [List with disc.] 2007. DVD-R.	Box 5
Copy files [List with disc.] 2005. CD-R.	Box 5
Copy scans unfinished [List with disc.] 2007. DVD-R.	Box 5
G4 files [List with disc.] 2007. DVD-R.	Box 5
Historical and recent Quicktime files [List with disc.] 2007. DVD-R.	Box 5
Jackie End 1 of 3 [List with disc.] 2007. DVD- R.	Box 5
Jackie End 2 of 3 [List with disc.] 2007. DVD- R.	Box 5
Jackie End 3 of 3: Web and radio [List with disc.] 2007. DVD-R.	Box 5
Kmart; Freakies. 2008. DVD-R.	Box 5
L'Oreal; Boscovs. 2008. DVD-R.	Box 5
L'Oreal; Jackie vignette; Freakies. 2008. DVD- R.	Box 5
MPGs. Undated. CD-R.	Box 5
My Office Files [List with disc.] 2007. DVD-R.	Box 5
Nivea Soft: Summer Rain, Inspired, Juggling; Bayer Contour: Dots; Bayer Breeze: Flower. Undated. DVD-R.	Box 5
NWMB; Nivea; Bic. 2008. DVD-R.	Box 5
OFX: Faces; Nivea: Gisele, Night Routine; Bic Softwin: Soccer, Subway; Barely There: Sensual Revolution. Undated. DVD-R.	Box 5
Olay; Miss Clairol; Klorane; Chiat RCCL montage. 2008. DVD-R.	Box 5
Print scans [List with disc.] 2002. CD-R.	Box 5

Print/TV CD#1 [List with disc.] 2006. CD-R.	Box 5
Print/TV CD#2 [List with disc.] 2006. CD-R.	Box 5
Print/TV CD#5 [List with disc.] 2006. CD-R.	Box 5
Scans: Bic; Godiva. Undated. CD-R.	Box 5
Sharpei, Gisele, original and print [List with disc.] 2007. DVD-R.	Box 5
Special Dinners; Bic. 2008. DVD-R.	Box 5
Spots for Web and DVD [List with disc.] 2007. DVD-R.	Box 5
Spots for Web and DVD--18 spots [List with disc.] 2007. DVD-R.	Box 5
Spots for Web and DVD--44 spots [List with disc.] 2007. DVD-R.	Box 5
Spots for Web and DVD--A dupe 43 spots [List with disc.] 2007. DVD-R.	Box 5
Tender Vittles; Safeguard; Lovestick; Kmart; Karmann Ghia; Eau de Love. 2008. DVD-R.	Box 5
U.S. News; Olay; Natori; Dutch Boy; Gaines Burgers. 2008. DVD-R.	Box 5
Visine; Tender Vittles; Optifree; NWMB; MLB; Food Emporium. 2008. DVD-R.	Box 5
Wells Rich Greene commercials 1966-1998 [List with tape] 1998. VHS.	Box 5
Work 2 [List with disc.] 2005. CD-R.	Box 5
Work 3 [List with disc.] 2005. CD-R.	Box 5
Work 5 [List with disc.] 2005. CD-R.	Box 5
Work 6 [List with disc.] 2005. CD-R.	Box 5
Work art. Undated. CD-R.	Box 5

Work: Accounts ACI- [List with disc.] 2005. DVD-R.	Box 5
Dole: Cereal/Nabisco. Undated. Audiocassette.	Box 5
<u>Doyle Dane Bernbach (DDB)</u> 1960s Creative Reunion photos. Undated. CD-R.	Box 5
1960s Creative Reunion. Undated. CD-R.	Box 5
1960s Creative Reunion--Historical Creative. Undated. CD-R.	Box 5
1960s Creative Reunion--Welcome Home video. 2011. CD-R.	Box 5
Dunkin' Donuts: The Coffee Scene. 1995. DVD-R.	Box 5
<u>eBeanstalk</u> Ads [List with disc.] 2007. DVD-R.	Box 5
Big Top; Hippo; Mind Shapes; Mobile; Spiral; Wagon. 2008. DVD-R.	Box 5
MPGs [List with disc.] 2007. DVD-R.	Box 5
QT files (2 discs) 2007. DVD-R.	Box 5
SD master [List with tape] 2007. Digibeta.	Box 5
Small files for YouTube. 2007. DVD-R.	Box 5
Spots for DVD players. 2007. DVD-R.	Box 5
Voiceovers (2 discs). Undated. CD-R.	Box 5
Zolo Accent. 2008. DVD-R.	Box 5
FCB Ken Sugarman: Strategy speech. 1984. Audiocassette.	Box 5
Forman End Dolleck: Presentation reel. Undated. VHS.	Box 5
<u>Freakies</u> Backup. 1995. DAT.	Box 5

Commercials 23 minutes. 1995. VHS.	Box 5
Website music. Undated. Audiocassette.	Box 5
Frito Lay: Rumbles. 1986. Audiocassette.	Box 5
Gatorade: Bumblebee; Dancehall. 1970. Audiocassette.	Box 5
Grandma's: Jackie's voice. 1985. Audiocassette.	Box 5
Gulf Lite Briquets: Bad BBQ'er with Portuguese ending. 1996. Audiocassette.	Box 5
Haagen Dazs: Reserved for Haagen Dazs.2008. DVD-R.	Box 5
Heaven story--J. Arlotta. Undated. 1/4 audiotape.	Box 5
JBT. 2008. DVD-R.	Box 5
<u>K-Mart</u> Friends; New Mother; Everyday Low Prices. 1991. Audiocassette.	Box 5
The Urge; Man's Work Is Never Done. 1991. Audiocassette.	Box 5
Various [List with disc.] 2008. DVD-R.	Box 5
Lenscrafters pitch. 2005. DVD-R.	Box 5
Long term #1 [List with disc.] Undated. CD-R.	Box 5
<u>L'Oreal</u> Biwi. 2008. DVD-R.	Box 5
Superior Preference (5 discs) 2008. DVD-R.	Box 5
Mel Brooks: From CD (2 tapes). 2000. Audiocassette.	Box 5
Miami Ad School: Rough Cuts. Undated. VHS.	Box 5
NatWest: Demo revised. Undated. Audiocassette.	Box 5
<u>Nivea</u>	

AAP MR jobs. Undated. CD-R.	Box 5
Blueprint; Bad Things; Wrinkled Paper. Undated. CD-R.	Box 5
Expressionless (2 tapes). 1999. Audiocassette.	Box 5
Girlfriends; Time. 1998. DAT.	Box 5
Gisele (2 discs). Undated. CD-R.	Box 5
Inspired TV. Undated. CD-R.	Box 5
Print/TV CD3 [List with disc.] 2006. CD-R.	Box 5
Reshaping. Undated. DVD-R.	Box 5
Still Here; Reshaping. Undated. DVD-R.	Box 5
Various print/radio/television--4 discs [Lists with discs.] 2005-2006 and undated. CD-R.	Box 5
Visage print. Undated. CD-R.	Box 5
Visage Q10 Wrinkle Control; Movie; Expressionless. Undated. Audiocassette.	Box 5
<b>OFX</b>	
Brunette photo only. Undated. CD-R.	Box 5
Redhead art only. Undated. CD-R.	Box 5
Olay: Water glams. Undated. DVD-R.	Box 5
Partners & Shevack: New Business, Talking to Women. 1994. VHS.	Box 5
Refreshing Things; Cleaner Clean radio. Undated. CD-R.	Box 5
RevlonPDFs and Quark files. 2007. CD-R.	Box 5
<b>Ricoh</b>	
Ricoh Around; Rocco & Ricoh; Birthday Ricoh. 1986. Audiocassette.	Box 5
Thinks; Gift. 1986. Audiocassette.	Box 5

Thinks; Little Things; Seal; Golf. Undated. Audiocassette.	Box 5
<del>Royal Caribbean Cruise Lines</del> Little Things. 1987. Audiocassette.	Box 5
Mexico Sale. Undated. Audiocassette.	Box 5
Ruben. 2000. DAT.	Box 5
<del>Sara Lee</del> Barbecue; Canadian Bacon; Pizza. 1988. Audiocassette.	Box 5
Lighter Side; Are You Ready for Sara Lee? 1990. Audiocassette.	Box 5
Scans S-Z copy. 2007. DVD-R.	Box 5
<del>Sega Channel</del> A Modest Proposal. 1995. Audiocassette.	Box 5
Earthworm Jim 2. 1996. Audiocassette.	Box 5
Shane v. Carlton; Indoor Olympiad. 1996. Audiocassette.	Box 5
Winter Tune-In. 1995. Audiocassette.	Box 5
Sharpei. Undated. CD-R.	Box 5
<del>TBWA/Chiat/Day</del> Chiat Back in Town (2 tapes). Undated. Audiocassette.	Box 5
Your Year 2000 at TBWA/Chiat/Day New York. 2000. VHS.	Box 5
<del>Trojan/Elexa</del> [no title] 2007. CD-R.	Box 5
24 [List with disc.] 2007. CD-R.	Box 5
4 spots. 2006. CD-R.	Box 5
Macho; Glow; 50%; Condom Queen; also U.S. Bank, Gift Giver radio (3 discs). Undated. CD- R.	Box 5

---

TV Land: Presents the Greatest Commercials of All Time. Undated. VHS.	Box 5
U.S. Bank. 2006. CD-R.	Box 5
Underwater Schaty Hi Res. Undated. CD-R.	Box 5
<b>Unidentified</b>	
Customer service call. Undated. Audiocassette.	Box 5
We Had a Good Time; Lenny; Dirty Little Billy; They Called Him Kid; One True Love. Undated. 1/4 audiotape.	Box 5
Wells Rich Greene: Agency seminar. Undated. 1/4 audiotape.	Box 5

---

[Return to Table of Contents](#)