



Guide to the Foote, Cone & Belding Communications, Inc. Records, 1964-1978 and undated

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

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Summary

Collection Title:

Foote, Cone & Belding Communications, Inc. records, 1941-1978 and undated

Creator:

Foote, Cone & Belding

Source:

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

Abstract:

The Foote, Cone & Belding advertising agency (FCB) was formed in 1942 when Albert Lasker sold the Lord & Thomas agency to three of his executives. A pioneer in television advertising, FCB later merged with Draft Direct Worldwide to become Drafftcb, a subsidiary of The Interpublic Group, and one of the largest advertising agencies in the United States. The Foote, Cone & Belding Communications, Inc. Records span the years 1964-1978 and consists of audiotapes, videocassettes, 16mm film, focus group studies, television schedules, scripts and photoboards from television commercials. Clients include Armour-Dial, Burger King, Hormel, Interstate Brands (Wonder Bread), Johnson & Johnson, Kraft, Pizza Hut, McDonald's, S.C. Johnson, Sears & Roebuck, Western Electric, and Zenith. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

6 Linear Feet

Language:

Material in English

Collection ID:

RL.00405

Permalink:

<https://idn.duke.edu/ark:/87924/m11g8f>

Preferred Citation

[name of item], Foote, Cone & Belding Communications, Inc. Records, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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Background

Scope and Content

The Foote, Cone & Belding Communications, Inc. Records span the years 1964-1978 and consists of audiotapes, videocassettes, 16mm film, focus group studies, television schedules, scripts and photoboards from television commercials. Clients include Armour-Dial, Burger King, Hormel, Interstate Brands (Wonder Bread), Johnson & Johnson, Kraft, Pizza Hut, McDonald's, S.C. Johnson, Sears & Roebuck, Western Electric, and Zenith.

Biographical/Historical

| Date | Description |
|-------------|---|
| 1873 | The Lord & Thomas Agency founded |
| 1942 | Albert Lasker retires and sells L&T to executives Emerson Foote, Fairfax Cone and Don Belding |
| 1962 | Foote, Cone & Belding becomes a publicly traded corporation |
| 1994 | Foote, Cone & Belding renamed True North Communications |
| 2001 | The Interpublic Group of Companies buys True North Communications and restores the name Foote, Cone & Belding |
| 2006 | Foote, Cone & Belding merges with Draft Direct Worldwide to become Draftfcb |

Sources: [Encyclopedia of Chicago](#) entry on Foote Cone & Belding; [Adbrands](#) entry on Draftfcb.

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Arrangement

Collection is arranged into four series: General Files; Photoboard; Scripts; and Audiovisual Materials.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

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Duke University

Durham 27708

askRL@duke.edu

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

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 Foote, Cone & Belding Communications, Inc. Records were received by the David M. Rubenstein Rare Book & Manuscript Library as gifts in 1993 and 2002.

Processing Information

Processed by Diana Poythress, September 2010; additional processing by Richard Collier, May 2011

Encoded by Diana Poythress and Richard Collier, May 2011

Accessions 93-144 and 2002-0271 have been 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 collections of the J. Walter Thompson Company Archives held in the Hartman Center:

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

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

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

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

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

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

In addition, related materials may be found in the following Hartman Center collections:

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

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

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Names and Subjects

- Television commercials
- Advertising agencies
- Storyboards
- Advertising agencies -- United States
- Advertising agencies -- United States -- History
- Audiotapes
- Videocassettes
- Television scripts
- 16mm (photographic film size)
- Burger King Corporation
- Armour-Dial, Inc
- Foote, Cone & Belding
- Western Electric Company
- McDonald's Corporation
- Zenith Electric Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Hormel Foods Corporation
- Kraft Foods Company
- Johnson & Johnson Baby Products Company

Collection Inventory

General Files, 1941-1978

Physical Description: 1 box

Scope and Contents note

Includes communication and focus group studies, corporate library guide, and television schedules. Arranged alphabetically.

| | |
|---|-------|
| Commercial lists from videotapes, 1977-1978 | Box 1 |
|---|-------|

| | |
|--|-------|
| Communications Study--Zenith Radio Group, 1976 | Box 1 |
|--|-------|

| | |
|---|-------|
| Corporate Library-Guide to the FCB Information Center, 1978 May | Box 1 |
|---|-------|

| | |
|--------------------|-------|
| Focus groups, 1976 | Box 1 |
|--------------------|-------|

Physical Description: 2 folders

| | |
|----------------------------|-------|
| Television schedules, 1977 | Box 1 |
|----------------------------|-------|

| | |
|---|-------|
| Fels-Naptha advertising displays and designs, 1941-1942 and undated | Box 7 |
|---|-------|

Scope and Contents

Posters, display banners and print advertising portfolios, along with some drawings for advertisements signed by Norman Coe, an Art Director at FCB in the 1940s.

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Photoboards, 1964-1978

Physical Description: 3 boxes

Scope and Contents note

Includes original and aired photoboards, frames of television commercials. Aired photoboards include locations, date, and programming information.

Arranged alphabetically by product type, then by products. Variations in spelling reflect variations in the files.

| | |
|---------------------|-------|
| Antacids, 1975-1978 | Box 1 |
|---------------------|-------|

Scope and Contents note

[Includes Alka 2, Alka-Seltzer, Bisodol Tablets, Brioschi, Conquel, Di-gel, Eno, Formula 1447 Antacid Demulcant, Kaopectate, Maalox, Pepto-Bismol, Phillips Antacid Tablets, Remegel, Rolaid, Seltzer 2000, Tempo, Tums, Willard's]

| | |
|------------------------------------|-------|
| Aspirin and substitutes, 1974-1978 | Box 1 |
|------------------------------------|-------|

Scope and Contents note

[Includes Anacin, Aspergum, Bayer, BC Powder, Bufferin, Congespirin, Datril, Excedrin, Liquiprin, St. Joseph's, Trilium, Tylenol, Vanquish, Viro-med] .

| | |
|--------------------------|-------|
| Baby products, 1964-1975 | Box 1 |
|--------------------------|-------|

Scope and Contents note

[Includes babyScott Diapers, Curity Tape Tab Disposable Diapers, Dy-Dee Diaper Service, Gerber Baby Food, Johnson's Disposable Diapers, Johnson's Baby Bath, Pampers, Wet Ones]

| | |
|----------------------|-------|
| Beverages, 1975-1975 | Box 1 |
|----------------------|-------|

Scope and Contents note

[Includes 7 Up, Anheuser Busch Natural Light Beer, Budweiser, Community Iced Tea, Country Time, Dr. Pepper, Folger's Coffee, Gatorade, Kool-aid, Lipton, General Foods Mellow Roast Coffee, Michelob Beer, Miller Beer, Mogen David Premium Wines, Nestea, Ocean Spray, Old Milwaukee Beer, Orange Crush, Pabst Blue Ribbon Beer, Red Rose Tea, Salada Tea, Sanka, Schaefer Beer, Schlitz Beer, Tang, Tetley Tea, Welch's, Wyler's]

Bread, 1974-1975

Box 1

Scope and Contents note

[Includes Butternut, Earth Grains Old Fashioned, Fresh & Natural Wheat, Hart's, Homepride, Millbrook, Nolde, Old Home, Sunbeam, Weber's, Wonder]

Condiments, sauces, spreads, oils, 1975-1975

Box 1

Scope and Contents note

[Includes A1 Steak Sauce, Betty Crocker Bac-Os Bacon Bits, Blue Bonnet Smooth & Easy Gravy, Byron's Bar-B-Q Sauce, C and H Sugar, Cool Whip Topping, Creative Kitchens Smooth & Easy Brown Gravy Maker, Crystal Barbeque Sauce, Dream Whip Whipped Topping Mix, Durkee Chris' & Pitt's Hot Bar-B-Q Sauce, Jiff, Kraft Barbecue Sauce, Lipton's Lite Lunch Soup Mix, Maull's Barbecue Sauce, Mazola Corn Oil, Mrs. Filberts Corn Oil Spread, Ocean Spray Country Girl Grilling Sauce, Open Pit Barbecue Sauce, Peter Pan Peanut Butter, Shake 'n Bake Barbecue Mix, Skippy Peanut Butter, Smucker's Grape Jelly, Squeeze 'n Season Cooking & Grilling Sauce, Wright's Liquid Smoke]

Cough suppressants, 1972-1976

Box 1

Scope and Contents note

[Includes Benylin Cough Syrup, Breacol, Cheracol D, Children's Hold 4 Hour Cough Suppressant, Creomulsion, Halls Mentho-lyptus, Hold 4 Hour Cough Suppressant, Listerine Lozenges, Luden's Menthol Cough Drops, Mentholatum Ointment, Nyquil, Pertussin 8 Hour, Romilar, Scot-Tussin, Silence is Golden Formula, Sucrets Lozenges, Vaporizer in a Bottle, Vick's Cough Drops, Vicks, Victor]

Dairy and margarine, 1975-1978

Box 2

Scope and Contents note

[Includes Blue Bonnet, Borden, Chiffon, Dannon Danny Frozen Yogurt, Fleischmann's, Imperial, Kraft, Knudsen, Mazola, Parkay, Price's Ice Cream, Promise, Yonson Yogurt, Yoplait]

Decongestants and antihistamines, 1974-1977 Box 2

Scope and Contents note

[Includes 4 Way Nasal Spray, Allerest Hay Fever Reliever, A.R.M Allergy Relief Medicine, Bayer, Congespirin, Conquel, Contact, Doktors Nasal Spray, Dristan, Neo-synephrine, Sinarest, Sine-Aid, Sine-Off, Sinutab, St. Joseph's, Vicks]

Electronics, 1977-1978 Box 2

Scope and Contents note

[Includes Western Electric, Zenith]

Floor and bathroom cleaners, 1974-1978 Box 2

Scope and Contents note

[Includes 20 Mule Power Bathroom Cleaner, Picam 120 Day Automatic Bowl Cleaner, Aerex, Aerowax, Beacon Blue, Blu Boy, Bowlene, Clean & Clear, Depend-O, Dow Sponge on Bathroom Cleaner, Fresh n' Clean, Future, Lysol, Mop & Glo Floor Wax, Mr. Clean, Pine-Sol, Refresh, Sani Flush, Sani-foam Instant Bathroom Cleaner, Scott Liquid Gold, Sno Bowl, Spic and Span, Step Saver, Top Job, Ty-D-Bol, Vanish, Whip Cap Pine Oil Cleaner]

Furniture polish and carpet cleaners,
1975-1977 Box 2

Scope and Contents note

[Includes Austin's Carpet Cleaner, Behold Furniture Wax, Bissell Rug Shampoo, Blue Luster Carpet Shampoo, Clean Sweep Rug Cleaner, Endust, Favor Furniture Polish, Fresh Look Vacuum Helper, Formula 10 Rug and Carpet Cleaner, Gloss 'n Toss, HR Carpet Cleaner, Old English, Penthouse Furniture Polish, Pledge, Rinse N Vac, Rug Doctor, Spray 'n Vac, Steamex, Tuxton, Victory Miracle Polishing Cloth, Weiman Furniture Creme, Woolite Rug Cleaner]

Home and automobile care, 1976-1977 Box 2

Scope and Contents note

[Includes Armstrong Flooring, S.C. Johnson Sprint, Sherwin-Williams Paint, Speed Queen Washers and Dryers, Sunbeam]

Insecticide, 1976-1978 Box 2

Scope and Contents note

[Includes Off!, Raid]

Laundry: detergents and bleaches, 1974-1978

Box 2

Scope and Contents note

[Includes Ajax, All, Arm & Hammer, Austin's A-1 Bleach, Axion, Biz, Bold, Borateem, Cheer, Clorox, Dynamo, Ego, Eno, Era, Fab, Javex Bleach, Linco Bleach, Miracle White, Roman Bleach, Switch Liquid Bleach Substitute, Tide, Woolite]

Laundry: prewashes, additives, softeners,
1975-1977

Box 2

Scope and Contents note

[Includes Allways Soft, Bounce, Calgon Cling Free, Downy, Easy Out Stain Remover, Fantastik, Faultless Spray Pre-Wash, Final Touch, Fleecy Fabric, Hi-Lex Lemon Plus Fabric Softener, Kuf 'n Kolar (Cuff & Collar) Stain Remover, Lestoil, Magic Liquid Prewash, Miracle White, Rave Detergent Booster, Rain Barrel, Shout, Spray 'n Wash, Sta-Puf Fabric Softener, Terrific Laundry Soil & Stain Remover, Texize All Ways Soft Fabric Softener, Washable Stain Kit, Whoosh Stain Remover, Wish]

Meats, 1975-1978

Box 2

Scope and Contents note

[Includes Ashmore, Austex Chili, Austin's Sausage (in can), Ballard's Honey B Farm Sausage, Betty Crocker Meat Flavored Sticks, Blue Ribbon Smoked Sausage, Bob Evans Sausage, Bryan Sausage, Clark Beef Stew, Copeland Pork Sausage, Dennison's Chili, Deli-loaf, Eckrich, Edwards' Sausage, Field Country Sausage, Foster Farms Chicken, Frey Farm Brand Sausage, Gebhardts Chili, Gianelli Sausage, Gold Star Chili, Gooch German Sausage, Hickory Farms Beef Stick, Hillshire Farms Sausage, Hormel (Spam, Dinty Moore), Jimmy Dean Sausage, Johnsonville Country Sausage, Libby's Canned Meat, Lipton Make a Better Burger, Mayrose Brown 'n Serve Sausage, Morningstar Farms, Nalley's Chili, Oscar Mayer, Owens Country Sausage, Parrot Meats, Protein-ettes Vegetable Protein, RB Rice Sausage, Rudy Sausage, Safeway Trophy Brand Beef Patty Mix, Schweigert Supper Sausage, Shelly Brand Pure Pork Sausage, Stagg Chili, Stokes Chili, Swift Brown 'n Serve Sausage, Tennessee Pride, Thielmann's Old Wisconsin Sausage, Treet, Underwood Spreads, Van Camp's Chilee Weenee, Vietti Chili, Webber's, Wilson's Canned Meats, Wolf Brand Chili]

Miscellaneous medicine, 1974-1976

Box 2

Scope and Contents note

[Includes Desenex, Freezone, Geritol, Head Start Vitamins for Hair, NP 27, One a Day Vitamins, Unicap]

Restaurants and fast food, 1974-1976

Box 2

Scope and Contents note

[Includes Arby's, Bonanza Steak House, Burger Chef, Burger King, Dairy Queen, El Chico Restaurant, Gino's Restaurant, H. Salt Fish & Chips, Hardee's, Jack-in-the-Box, Kentucky Fried Chicken, La Pizzeria, McDonald's, Pasquale's Pizza, Pizza Hut, Pizza Inn, Red Barn Restaurants, Red Lobster, Rustler Steak House, Shakey's Pizza, Straw Hat Pizza Palace, Village Inn Pizza Parlor]

Retailers, 1974-1978

Box 3

Scope and Contents note

[Includes First National Bank of Chicago, Hallmark, Sears]

Shampoo and hair care products, A-H,
1975-1978

Box 3

Scope and Contents note

[Includes Adorn Hair Spray, Afro Sheen, Agree Creme Rinse, Alberto VO5, Apple Vinegar Shampoo, Dial II Dandruff Shampoo, Baby Magic Shampoo, Body & Spice Shampoo, Body on Tap, Breck, Capri, Clairol, Council, Denorex, Derlavon, Earth Born, Everynight, Gee Your Hair Smells Terrific, Gillette the Handler, Gray Drug Stores, Gray's Baby Shampoo, Halo, Head, Head & Shoulders, Helena Rubenstein, Helene Curtis]

Shampoo and hair care products, I-Z,
1974-1978

Box 3

Scope and Contents note

[Includes Intensive Care, Jhirmack, Johnson's Baby Shampoo, Lanocane Medicated, Life Brand, L'Oreal Hair Color, Markham Shampoo, Mennen Baby Magic, Noxema, Protein 21, Revlon, Selsun Blue, Style, Suave, Sunshine Harvest, Tegrin, Tru-Nature, Ultra Sheen, Vigorol Hair Relaxer, Vita-Fluff, Vitalis Super Hold Hair Spray, Wella-Balsam, White Rain, X-itch Shampoo]

Shoes, shoe stores, shoe inserts, 1975-1976

Box 3

Scope and Contents note

[Includes Adams, Adidas, Bata Tennis, Buster Brown, Cobbies, Converse, Dr. Scholl's, Fayva, Gillette Foot Guard, Goldblatt's, Goot, Guild House,

Hill Brothers, Hush Puppies, Huston's, Jerry Shams, Jumping Jack, J.C. Penney, Karl's, Trophy, Keds, Kid Power, Kinney, Larry's, M&J Men's Store, Montgomery Ward, Neils Famous Footwear, Nelson, Nucon's, Payless, Peacock, Puma, Red Wing, Richway, Rinks, Shoe Rack, Sneaker Circus, Thom McAnn, Volume Shoes]

Snack foods, 1974-1978

Box 3

Scope and Contents note

[Includes 3 Musketeers, After Eight Wafer-Thin Chocolate Mints, Archway Cookies, Bachman Tor-Tico Tortilla Chips, Bosco Chocolate Syrup, Brach's Candy, California Strawberries, Caramels (Kraft), Chunky Candy, Dentyne Gum, Fritos, Forever Yours Candy Bar, Heath Bar, Heinz Deep Fries, Hershey, Jell-O Instant Gelatin, Kit Kat Bar, Life Savers, Lowney, M&M Candy, Mars Bar, Mrs. Bumby's Potato Chips, Mrs. Goodcookie, Nabisco, Nestle's, Oh Henry!, Ovaltine, Owyhee Butter Toffee, Pacers Mint Chews, Pearson's Salted Nut Roll, Peter Paul Mounds, Pringles Potato Chips, Reese's Peanut Butter Cup, Rothchilds Candy, Skittles, Smuggler Candy Bar, Snickers Bar, Starburst, Sunkist, Tootsie Pop, Tootsie Roll, Turtles Candy, Washington State Apples, Western Family Potato Chips, Whitman's Sampler Chocolates]

Soap, skin care, deodorant, 1975-1978

Box 3

Scope and Contents note

[Includes Aapri Facial Cleanser, Arrid XX, Camay, Caress, Clearasil, Coast, Demassage Moisture Bar, Dial, Dove, Gentle Touch, Irish Spring, Ivory, Jean Nate, Jergens, Johnson's Baby, Lifebuoy, Lux, Multiscrub, Noxzema, Old Spice, P-300, Palmolive, Phisoderm, Roger Gallet, Run 'n Scrub, Safeguard, Stri-Dex Pads, Shield, Subtropic Tanning Lotion, Sundown Sunscreen, Tone, Touch of Sweden Hand Lotion, Village Bath Bubbles, Woodbury Nature Scents, Yardley, Zest]

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Publications, 1983-1993

120th anniversary booklet, 1993

Box 8

Annual reports, 1984-1988

Box 8

Fact Book: FCB and the Agency Business, 1983

Box 8

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Scripts, 1977 and undated

Physical Description: 2 boxes

Scope and Contents note

Includes handwritten, original, and completed scripts of television commercials. Tape numbers are transcribed from the original folders; the tapes themselves do not reside in this collection.

Arranged alphabetically by advertiser, then by script number. Variations in spelling reflect variations as written in the files.

CHF 1, 2, 3 handwritten with index, undated Box 3

Scope and Contents note

[Includes Dial Soap, Hallmark, Johnson's (Raid, Off!, Shout), Speed Queen, Sears (Diehard Batteries, Motor Oil, Shock Absorbers, Tires), Wilton Cake Decorating Kit]

CHF 1, 2, 3 originals without index, undated Box 3

Scope and Contents note

[Includes Dial Soap, Hallmark (Games, Gifts), Johnson's (Raid, Off!, Shout), Speed Queen, Sears, Wilton Cake Decorating Kit]

FCB Tape 1 corrected (almost perfect), with index, undated Box 3

Scope and Contents note

[Includes 4-H Club, Anacin, Arby's, B.C. Powder, Beauty Mist, Close-up, Coffee Mate, Continental Mark V, Corningware, Covergirl Mascara, Cutlass, Dial Soap, Diet Pepsi, Doans Pills, Duration Nasal Spray, Exxon, Face Quencher, Feenamint, Ford, Friskie Dinners, Geritol, Golden Eagle Flour, Golden Griddle, Granola, Hanes, Holiday Inn, Holly Farms, Honeywell, Kellogg's Raisin Bran, Jaguar, Kit Kat, Jello Pudding, Lilly, Listerine, Maytag, McDonald's, Midland CB, Miss Clairol, MoCap, Morningstar Farms, Mr. Coffee, Mustang II, National Guard, Neese's Country Sausage, Orafix, Peter Pan, Pharmaceutical Manufacturer's Association, Pillsbury, Poligrip, Post Grape Nuts, Post Raisin Bran, Primatene Mist, Raleigh Savings, Schlitz, Sears Auto, Snackin' Cake, Stove Top Stuffing, Solo Dog Food, Sominex, Sucrets, Taster's Choice, Tiparillo, Thunderbird, Toyota, Trans South Mortgage, Underalls, Vaseline, Winn Dixie, Wrigley's Spearmint Gum, Zenith]

FCB Tape 2, originals with index, undated Box 3

Scope and Contents note

[Includes Ajax, All-Good Aluminum Siding, Alexander Ford, Avis, Avon, Ban Roll-on, Big Mac, Breck (Creme Rinse, hair spray), Breyer's, British Sterling, Burger King, Car Quest, Cat Bus Service, Clorox II, Congespirin, Cricket Lighters, Datril 500, Dentu-Creme, Excedrin, Foot Joy, Fiat, Flintstone Vitamins, Gregory Poole Equipment, Hall's Mentho-Lyptus, Hamburger Helper, Holly Farms, Hunt's Prima Salsa, Jello Pudding, Kemper Insurance, Kodak, Kraft Mayonnaise, L'eggs, Lifebuoy, Lilly, Lipton Tea, Long Distance, May Queen, Mazola Margarine, Michelob, No Nonsense Pantyhose, Norelco Dial-a-Brew, Oh Henry!, Pabst, Palmolive, Pilot Life, Pledge, Preference, RCA, Redken, Ritz Crackers, Rosemilk, Roses, Soft & Dry Roll-on, Shell, Short and Sassy, Shredded Wheat, Singer, Skippy Peanut Butter, Spalding Golf Clubs, Special K, Sunbeam Bread, Tab, Total, Trans South Mortgage, Triscuits, Toyota, Volare, Wendy's, White Cloud, Windex, Winn Dixie, Wise Potato Chips, Wisk]

FCB Tape 3, originals with index, 523 missing
undated

Box 3

Scope and Contents note

[Includes Ajax, Alka Seltzer, Allstate, American Express, American Motors, Arrid Roll-on, Autolite, Ban, Bayer, Ben-Gay, Betty Crocker, Blue Bonnet, British Sterling, Calgonite, Campbell's Soup, Certs, Cheerios, Cheetos, Crisco, Crop, Dentu-creme, Dristan, Easy Off, Edge, Fiat 131, Fit and Trim, Ford, Fram Air Filter, Golden Grahams, Goodrich Tires, Gualtney Hotdogs, Gulden's Mustard, Harley-Davidson, Honda Civic, Hoover Cleaners, HTH Chlorine, Hungry Jack, Hunt's Sloppy Joe, Jello Gelatin, Job Service Elderly, Kawasaki, Kleenex, Kraft, Kraft Miracle Whip, Lee Maci II, Listerine, Mennen Speed Stick, Michelin Tires, Mobil Oil, Mrs. Butterworth's Syrup, Nestea, Ocean Spray, Old English, Old Milwaukee, Parkay, Pampers, Peerless Faucets, Pepsi, Playtex, Polaroid, Polaroid Cool Ray, Radio Shack, Ragu, Reese's Peanut Butter Cups, Revlon, Reynolds Aluminum, Sanka, Savings and Loan, Schick, Schlitz, Schlitz Lite, Selsun Blue, Shout, Shredded Wheat, Squeeze, Snack 'n Cake, Sominex, Stir 'n Frost, Stuart McGuire Catalog, Sure Anti-perspirant, Team, Tone, Toyota, United Airlines, Volkswagen, Water Pik, Wella Balsam, Wendy's, Wheat Chex, Wheaties, Whirlpool, Windex, Wrigley's Gum, Yamaka]

FCB Tape 4, originals with index, undated

Box 4

Scope and Contents note

[Includes Aftate, Aim, All, Allstate, Anacin, Avon, Band-Aid, Black Flag, Camay, Cheese Swirls, Chevrolet, Compound W, Corn Chex, Crest, Danny Frozen Yogurt, Dentu-creme, Desenex, Downy, Duke Power, Era, Ex Lax, FDA, Firestone, Ford Fordathon, Ford Mercury, Fresh Horizons, Friskie's Buffet, Gaines Burger, Gallo Red Rose, Geritol, Gleem, Glidden, Goodrich,

Goodyear, Greyhound, Hardee's, Hartz 2-in-1 Collar, Hi-C, HR Carpet Cleaner, Jiff, Kodak, Kellogg's Corny Snacks, Kool Aid, Lanocaine, Lifesavers, Lipton, L'Oreal Preference, McDonald's, Metamucil, Minute Maid Lemonade, Montgomery Ward, Mountain Dew, Murine Ear Drops, Nacho Doritos, Nair, Neese, NC Opticians, Oscar Mayer, Outgrow, Pam, Pepsodent, Phillips Petroleum, Pillsbury Plus, Pizza Hut, Polaroid 1-Step, Prell, Preparation H, Raintree, Red and White Stores, Schaefer, Safeday, Schlitz, Sears, Sears Automotive Sale, Sherwin-Williams Latex, Short 'n Sassy, Soft and Pretty, Sominex, Sure, Taster's Choice, Total Cereal, Triumph Tr-7, Upjohn Kaopectate, Vaseline, Vim, Visa, Wachovia Teller II, Western Auto, Wilkinson II, Williams 'Lectric Shave, Winn Dixie, Wyler's]

FCB Tape 5, originals with index, undated

Box 4

Scope and Contents note

[Includes Alka Seltzer, Allstate, AMC Gremlin, Anacin, Arm & Hammer, Ban Basic, Bounce, Bufferin, Campbell's Chunky, Carnation Cat Food, Carefree Panty Shields, Carnation Friskies Dog Food, Carter's Infant Wear, Chevrolet Chevelle, Close Up Toothpaste, Cool Whip, Datril 500, Dow Bathroom Cleaner, Dristan, Elmer's Glue, Exxon, Firestone, Fotomat Film, Fritos, Gallo Burgundy, Gallo Wines, Gillette Trac II, Goodyear, Hall's Cold Drops, Hamilton Beach, Hanes Panty Hose, Heinz Catsup, J.C. Penney, Jeep, Jello Gelatin, Jello Pudding, Johnson's, Kellogg's Frosted Flakes, Ken-L-Ration, Kentucky Fried Chicken, Kraft, Lava Soap, L'Eggs, Little Friskies, Litton Microwave, Lysol, M&M Candy, Mastercharge, Mazda, Milk, Milwaukee Beer, Mr. Muscle Oven Cleaner, Nestle's Chips, Orange Juice, Oreos, Pabst, Pam, Parkay, Pepsi Light, Perfume by L'Oreal, Pizza Hut, Playtex Girdles, Playtex Panty Hose, Polaroid Pronto, Pringles, Purina Dog Chow, Radio Shack, RC Cola, RCA, Scott Towels, Sears, Sinutab, Snackin' Cake, Snowy Bleach, Solo Dog Food, Special K, Sprite, Volkswagen, Whirlpool]

FCB Tape 6, originals with index, 1977 and undated

Box 4

Scope and Contents note

[Includes Ariz. Highways, Bank of Nevada, Butternut Bread, Campbell's, Cincinnati Enquirer, Clairol, Clorox, Conquel, Cudahy Gelatin, Dial Soap, Equitable Insurance, First Chicago, Foster Farms, Frito Lay, Funks, Hallmark, Hughes Air West, Kraft Dinners, Max Factor, Mazda, Ore-Ida, Pizza Hut, Raid, Safeway, Sears, Speed Queen, Sunbeam, Suzuki, United States Forest Service, Valley National Bank, Winchell's Donut House, Zenith]

FCB Tape 7, handwritten without index, undated

Box 4

Scope and Contents note

[Includes A-1, American Express, Arm & Hammer Detergent, Arrid, Bayer, BC Powder, Belk's, Bounty, Burger King, Calgonite, Care, Carefree Gum, Country Time, Cross Creek Savings and Loan, Digel, Doritos, Eagle Milk, Elmer's Glue-all, ERA (Electronic Realty Associates), Ex-Lax, Exxon, Fixodent, Fleischmann's Margarine, Ford, Freshen-Up, Friskies, Fruit of the Loom, Gaines Burgers, General Motors, Geritol, Gibson, Gravy Train, Grease Relief, Hardee's, Hartz 2-in-1, Heinz, Holiday Inn, Hunt's Catsup, J.C. Penney, Kellogg's, Kimbies, King Kong (movie), Kool Aid, Lucite Paint, Lysol, MacArthur (movie), Mazda GLC, McDonald's, Mercury Cougar, Michelin, Mr. Coffee, Murine II, Nytol, Oil of Olay, One on One (movie), One Step at a Time, Orange Juice, Orkin, Pepsi, Pepsodent, Pine Power, Planter's, Playtex, Polaroid, Prudential, Red Lobster, The Rescuers (movie), Roluids, Sanka, Schick, Sears, Shake 'n Bake, Shower to Shower, Starkist, Stay Free, Tide, Timex, Town & Country, Triangle Volkswagen, Triumph Spitfire, Tylenol, Volkswagen, Weedeater, Western Auto, Western Electric, White Cloud, Wishbone]

FCB Tape 7, originals with index, undated

Box 4

Scope and Contents note

[Includes A-1, Allstate Insurance, American Express, Arrid, Arm & Hammer Detergent, Bayer, BC Powders, Belk's, Borden Eagle Brand Milk, Bounty, Burger King, Calgonite, CARE, Carefree Sugarless Gum, Country Time Lemonade, Cross Creek Savings, Di-gel, Electrical Realty Associates, Elmer's Glue-All, Ex Lax, Exxon, Fixodent, Fleischmann's Margarine, Florida Orange Juice, Ford, Freshen-Up Gum, Friskies, Fruit of the Loom, Gaines Gravy Train, Gaines Burger, General Motors, Geritol, Gibson Appliance, Grease Relief, Hardee's, Hartz 2 in 1 Collar, Heinz Ketchup, Holiday Inn, Hunt's Catsup, J.C. Penney, Kellogg's Corn Flakes, Kimbies Super Dry, King Kong (movie), Kool Aid, Lucite Paint, Lysol, MacArthur (movie), Mazda GLC, McDonald's, Mercury Cougar, Michelin, Miller Lite, Mr. Coffee, Murine II, Nacho Cheese Doritos, Nytol, Oil of Olay, One on One (movie), Orkin, Pepsi, Pepsodent, Phillips Petroleum, Pine Power, Pizza Hut, Planter's, Playtex, Polaroid One Step, Prudential, Red Lobster, The Rescuers (movie), Roluids, Sanka, Schick Super II, Sears, Shake 'n Bake, Shower to Shower, Starkist, Stayfree, Tide, Timex, Town and Country, Triange Cars, Triumph Spitfire, Tylenol, Volkswagen, Water Pik Filters, Weedeater, Western Auto, Western Electric, White Cloud, Wishbone Salad Dressing]

FCB Tape 8, originals with index, undated

Box 4

Scope and Contents note

[includes Agree Creme Rinse, Alcohol Studies, Alexander Ford, Alka Seltzer, Allstate, Anacin, Agricultural Chemicals, American Animal Protection Society, Avon, BC Powders, Beach Music, Bic Lighter, Bic Shaver, Carowinds, Cheap

Joe's Jeans, Clairol Hairdryers, Conor Mobile Homes, Cover Girl, Crisco, Cutex, Drano, Ex Lax, Fit and Trim Dog Food, Food Safety, Ford Lincoln Versaille, Ford Pick-up Trucks, Freshen-Up Gum, General Motors, General Telephone, Glade Solid, Hellman's Mayonnaise, Housing Discrimination, Kellogg's, Kool-Aid, Mazola Margarine, Milk Bone Dry Biscuits, Muscular Dystrophy, National Guard, Nestea, Oscar Mayer, Phillips Petroleum, Pillsbury Figurines, Pillsbury No Bake Pies, Raintree Moisturizers, Red Cross, Revlon, Ruby (movie), Saturday Night Live, Schick Blades, Sears, Shout, Sip Stick, Smith-Corona Typewriters, Tender Vittles Cat Food, Tickle Anti-Perspirant, Top Choice Dog Food, Transouth Mortgage, Ultra Bright Toothpaste, U.S. Air Force, Vitalis, Water Pik Shower Massage, Wild Turkey Society, Winn Dixie, Wisk, Wrangler Jeans and Cotton, Wygul Ford, Yellow Pages]

FCB Tape 9, originals with index, undated

Box 4

Scope and Contents note

[Includes Adolph's Meat Tenderizer, Alka Seltzer Plus, Arrid XX, Arthritis Bufferin, Arthritis Pain Formula, Ajax Cleaner, Ban, Bayer, Bounce, Chiffon Margarine, Coast Soap, Cold Powder XEE, CoTylenol, Coffee Mate, Comet, Crest, Crisco Oil, Cycle Dog Food, Dawn Soap, Duncan Hines, Eggs, Excedrin P.M., Fab, Fem Iron, Final Net, Florida, Freezone Corn Remover, Gain, Good Seasons, Green Giant Corn, Hanes Pantyhose, Heinz Gravy, Hi-C Orange Drink, Hold Cough Suppressant, Hormel Chili, Ivory Liquid, Jiff, Johnson's Baby Lotion, Kal Kan Cat Food, Keebler Crackers, Kraft, Lava Soap, Libby's, Log Cabin Pancakes, Lovin' Spoonfuls, Metamucil, Milk Bone, Mrs. Goodcookie, Mrs. Paul's Fish Food, Nestle's Soup, Northern Towels, One-A-Day Vitamins, Ora-gel, Pampers, Pamprin, Pine State Milk, Playtex, Prell Concentrate, Pringle's Potato Chips, Purina Dog Food, Quaker Oats, Ragu Spaghetti Sauce, Reach Toothbrush, Ruffles, Scott Towels, Secret Anti-Perspirant, Shake 'n Bake, Snackin' Cake, Sominex, Spray 'n Wash, Star Magazine, Sure, Swiss Miss Cocoa, Tang, Timex, Tone Soap, Top Choice, Tuck's, Windex, Wisconsin Vegetables, Wyler's Fruit Drink, Zest, Zip-loc Bags]

FCB Tape 12, originals with index, undated

Box 4

Scope and Contents note

[Includes Bar-S Franks, Clairol Foot-fixer, Fire Prevention, First National Bank of Chicago, Foster Farm's Chicken Franks, Hallmark, Hunt's Reddi-Wip, Knudsen Cottage Cheese, Mazda (vs. Rabbit), Sears, Sherwin-Williams Paint, Sweetheart Bread, Tone Soap, Tropical Blend Suntan Lotion, United California Bank, Valley Bank, Western Electric]

FCB Tape 13, originals with index, undated

Box 4

Scope and Contents note

[Includes 409 Spray Cleaner, Albertson's Supermarkets, Arizona Biltmore, C and H Sugar, California Raisins, Circle-K Food Stores, Clean and Clear, Clorox II, Crave Cat Food, Cudahy Extra Lean Hotdogs, Dole Pineapple, First National Bank of Chicago, Fritos, Frost 'n Tip, Girard Bank, Hallmark, Heinz Deep Fries, Home Savings, Idaho Potatoes, Levi's Dura Plus, Milkmate, Pacific Telephone Directory Assistance, Reddi-Wip, Sears, Sherwin-Williams Paint, Shout, Speed Queen Dryer, Soft Scrub, Sunkist Oranges, Twice as Fresh Air Freshener, Western Electric, Winchell's Doughnuts]

FCB Tape 17, originals without index, undated

Box 4

Scope and Contents note

[Includes Arizona Mining Association, Bank of Nevada, C and H Pure Kane Sugar, Campbell's Soups, Clairol, Clorox, Equitable Life Insurance, Emigrant Bank, Frito's, Hallmark, Hughes Airwest Airlines, Kraft, Las Vegas Hilton, Lestoil, Levis, Mazda, Mealtime Dog Food, Miss Clairol, Prevention of Forest Fires, Sears, Sherwin Williams, Sunbeam, United California Bank, Valley National Bank, Western Electric Telephones]

FCB Tape 20 (NYVI), originals with index, undated

Box 4

Scope and Contents note

[Includes Clairol, Fritos, Lestoil, Sears, Western Electric]

FCB Tape 21, originals with index, undated

Box 4

Scope and Contents note

[Includes Be-Fresh Toilet Bowl Cleaner, Clean Sweep Rug Cleaner, Dial Deodorant Soap, Future Floor Shine, Johnson Wax, Scrunge Tough Steel Scouring Pad, Shout Laundry Pretreat Detergent]

Miscellaneous, undated

Box 4

Scope and Contents note

[Includes Clearasil Skin Care, Irish Spring Soap, Noxzema Skin Cream]

SFF1, handwritten without index, undated

Box 4

Scope and Contents note

[C and H Brown Sugar, C and H Pure Kane Sugar, California Raisins, Dole Pineapple, Idaho Potatoes, Long Distance (Cheaper Rates), Tone Soap]

SFF1, originals with index, undated Box 4

Scope and Contents note

[Includes 409 Cleanser, C and H Sugar, California Raisins, Clorox, Dole Pineapple, Idaho Potatoes, Pacific Telephone, Soft Scrub, Tone Soap, Twice as Fresh]

SFF2, handwritten with index, undated Box 4

Scope and Contents note

[Includes Clorox, Levi's]

SFF2, originals with index, undated Box 4

Scope and Contents note

[Includes Clorox, Levi's]

[Return to Table of Contents](#)

Audiovisual Materials, 1976-1979 and undated

Physical Description: 3 boxes

Scope and Contents note

Arranged to mirror the organization of scripts. Where available, content lists have been transcribed for relevant items.

Series A: CHF1 034-061, CHR3 106-149.
Undated. Format: Umatic. TRT: 60:00:00 Box AV1

FCB 1. Undated. Format: Umatic. TRT: 60:00:00 Box AV1

FCB 2. Undated. Format: Umatic. TRT: 60:00:00 Box AV1

FCB 3. Undated. Format: Umatic. TRT: 60:00:00 Box AV1

FCB 4. Undated. Format: Umatic. TRT: 60:00:00 Box AV1

FCB 5. Undated. Format: Umatic. TRT: 60:00:00 Box AV1

FCB 6. Undated. Format: Umatic. TRT: 60:00:00 Box AV1

FCB 7. Undated. Format: Umatic. TRT: 60:00:00 Box AV1

FCB 8. Undated. Format: Umatic. TRT: 60:00:00 Box AV1

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| FCB 9. Undated. Format: Umatic. TRT: 60:00:00 | Box AV1 |
| FCB 10. Undated. Format: Umatic. TRT: 60:00:00 | Box AV1 |
| FCB 11. Undated. Format: Umatic. TRT: 60:00:00 | Box AV1 |
| FCB 12--Domestic Reel 2nd Q77. 1977. Format: Umatic. TRT: 60:00:00 | Box AV1 |

Scope and Contents note

[Chicago: First National Bank (Swiss Watch); Hallmark (Carousel, Prelude, Gift Center #2); ISC (Americana Sweetheart); Sears (Back, Tires); Sherwin-Williams (Eight Years)]

Scope and Contents note

[Jennings & Thompson: Valley National Bank (Antique Dealer, Why Not Trade It In?); Cudahy Foods (Cud Cudahy Western Character, Smokey Western Flavor)]

Scope and Contents note

[Los Angeles: United California Bank (Cash Register); U.S. Forest Service (Only You, I Think I Love You Smokey singing spot); United California Bank (Silver Dollars); Mazda (Rabbit); Knudson Dairy Products (Cottage Cheese animated spot); Mazda (Vs. Honda); United California Bank (Falling Bill); Reddi Wip (Eikes, Yikes)]

Scope and Contents note

[New York: Sears (Pop Ons, Little Old Ladies Rev., Working Man, Blazers); Western Electric (Describe a Phone, 3 A.M., Blue Danube); Foot Fixer (Feel Good); Plough (Girl in Jungle)]

Scope and Contents note

[San Francisco: Armour Dial Tone Soap (Tennis); Foster Farms Chicken Franks (Julie, Adam)]

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| FCB 13--4th Quarter 1977 compilation reel. 1977. Format: Umatic. TRT: 60:00:00 | Box AV1 |
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Scope and Contents note

[Aitkin Kynett: Girard Bank (Money Game)]

Scope and Contents note

[Chicago: First National Bank (Chicago Bank Helps); Hallmark (Pedestals); S.C. Johnson Shout (America's Learning); S.C. Johnson Clean & Clear (Baby, Floors of America, Two to One, Clear Choice); Sears (Car Stereo--Little Old Lady, Tires--Return to Valley, Mufflers--Torture Test 19.99 Rev.); Sherwin-Williams (Subway Sale); Speed Queen (Numbers)]

Scope and Contents note

[Honig Cooper & Harrington: Home Savings & Loan Association (Wedding Reception, Fly Tying, Dining); Crave cat food (Building Package)]

Scope and Contents note

[Jennings & Thompson: Arizona Biltmore (It's Your Resort, Too); Circle K food stores (The Easy Way); Cudahy Foods (Introducing Extra Lean)]

Scope and Contents note

[Los Angeles: Albertson's (Gold Coast, Price); Hunt Wesson Reddi Wip (Lookie Here/Pie, Eeek/Strawberries, Heh/Ice Cream, Yikes/Gelatin), ORE Ida/Heinz Deep Fries (Closer); Sunkist (Navel, Pick of the Crop); Winchell's (Unforgettable Sweepstakes)]

Scope and Contents note

[New York: Clairol Frost & Tip (Designer Cap); Coca-Cola Milkmate (Singing); Frito Lay corn chips (Father Munchter); Frito Lay Lights (Light Up); Sears 13th Month sale (Everything You Wanted, You Shouldn't Have); Sears Fashion Place (Soft & Pretty); Sears Bras & Girdles (Fit as a Fiddle, Operator, Magic Trick); Western Electric corporate (Wally, Wedding); Lorillard Hong Kong/Middle East--Kent (Circleline, Central Park, Rooftop Cafe, Around New York (French), Horse Farm (Arabic))]

Scope and Contents note

[San Francisco: C&H Sugar (Preferred Stampede, Mamas); California Raisin (Jingle Rev.); Clorox 2 (Mr. Red); Formula 409 Spray (Special Mess); Soft Scrub (Letters, New House); Twice As Fresh (Goodbye Harry); Castle & Cooke/Dole Pineapple (Big Table); Idaho Potato Commission (Hemingway); Levi Strauss jeans (Needle Nose); Pacific Telephone Directory Assistance (Our Son)]

FCB 14. Undated. Format: Umatic. TRT:
60:00:00

Box AV1

FCB 16. Undated. Format: Umatic. TRT:
60:00:00

Box AV1

Scope and Contents note

[Chicago: Hallmark (Clowns, Kaleidoscope, Party Ideas, Improvisations, New Dimensions); Kraft (Family Reunion, I Remember); Sears (Trackside); Sherwin-Williams (Woman Scrubbing Sale); Sunbeam (Roller Coaster, Parlez Vous Gourmet)]

Scope and Contents note

[Honig Cooper Harrington: Kal Kan Mealtime (Tails in Motion, 1000 Words Mature, Tails Out Mature); Las Vegas Hilton (Revolution)]

Scope and Contents note

[Jennings & Thompson: Valley National Bank (Affordable House/PCL, Banking Card/Restaurant)]

Scope and Contents note

[Los Angeles: Mazda GLC (Hotel, Auto Show); U.S. Forest Service Fire Prevention (Because of You, Dummy)]

Scope and Contents note

[New York: Clairol (Miss Clairol Extra Magic, Son of a Gun Movie); Western Electric (Something New, In Your Hand); Fritos (San Jose)]

Scope and Contents note

[San Francisco: C&H Sugar (School, Grocery Store); Clorox Bleach (Choice Mask); Levi Strauss (Gorilla)]

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| FCB 17. Undated. Format: Umatic. TRT: 60:00:00 | Box AV1 |
| FCB 18. Undated. Format: Umatic. TRT: 60:00:00 | Box AV1 |
| Series B: SFF1 001-052, SFF2 001-049. Undated. Format: Umatic. TRT: 60:00:00 | Box AV1 |
| Series C: NYF. Undated. Format: Umatic. TRT: 20:00 | Box AV1 |
| Series D: LA film Heinz. Undated. Format: Umatic. TRT: 20:00 | Box AV1 |
| Series E: CHV1 (45 spots). Undated. Format: Umatic. TRT: 60:00:00 | Box AV2 |

Series F: CHF1 001-033 (Chicago Office).

Undated. Format: Umatic. TRT: 20:00

Box AV2

Scope and Contents note

[S.C. Johnson: Step Saver (Sniff Test, Half Time); Future (Growing Bottle); Clean & Clear (Clear Choice, Two To One Vs. Mop & Glo, Floors of America, Baby); Gloss 'n Toss (Really New, Gloss 'Em All, One for All, Can Do For You, Ragman). Wilton (I Did It). Kraft: Corporate (Family Reunion); Caramels (Betcha, Apple Tree); Barbecue Sauce (Cowpokes). Pizza Hut (Let Yourself Go Lunch, Let Yourself Go When, Let Yourself Go When--Couples, Supreme National). Armour Dial Tone Soap (All Together Feeling, Americana montage, Bike Hike, Body, Bomp Bomp, Put On revised, Put On/New Shape, Dial Smile, Good Day, Gymnast, Hello Goodbye, Maybe, Memories--Little Boy, Moms, Mr. Inside/Mr. Outside, New Dial Morning, 100%, 100% revised, Pick Up--Truck, Teacher, Volkswagen, Volleyball, Wedding). Sherwin-Williams Interior Paint (Woman Scrubbing, Subway/Sale). Hallmark: Greeting cards (Friendship/Presenter, Birthday/Presenter); Games (Jockey); Small Gifts (Gift Center I). Zenith color televisions (Worker/Color Sentry, Pete Rose, Zenith Presents Survey, Golfer/Color Sentry, Breakthrough Blueprint, Breakthrough, Simple Truth/Color Sentry, Simple Truth Tuner). Speed Queen (North Dakota, Coal Miners, Gremlins)]

Series G: CHF2 076-105 (Chicago Office).

Undated. Format: Umatic. TRT: 60:00:00

Box AV2

Scope and Contents note

[Sears: Diehard (Saturday Night); batteries, shocks, filter change (Stop Sign); Diehard (Indy Sales); car stereo (Little Old Lady); muffler (Only Muffler); Diehard, air filter (Sellout/Dirty); muffler (Surprise, Reader); Diehard (Trackside); tires, shocks (Super Road Handler); Diehard (Good Old Charlie, Anchorage People); muffler (Torture Test); Diehard (Independence Hall, Lives Up To Its Name); 48-Month battery (What A Way); shocks (Blazing Saddles); stereo (If You've Got); motor oil (Beat That Deal); tires, oil (Silent); shocks (Metric); muffler (Torture Test); Road Handler (Steady Rider, Chitwood, Pony Express); tires (Metric Price Guide, Newspaper Line, Nice Guys, 77 Sale); snow tires (Return to Valley); tires (Truckin'); heavy duty shocks (Tire Sale); battery (Guardman Belted); tires, shocks (Line Up, Free Installation, Metric Line-Up, Rural Roads); shocks (Rural Roads revised/Dynabelt 25); tires (Tune Up School, Graduate); Pong Telegram (Grandpa); muffler (Only Muffler); shocks (Globe 1/2 Price); Road Handler, shocks (Super Road 1/2 Price revised); bikes (Boston to Philly); Pinball (Wishes); shoes (Dynamite Savings, Granny revised)]

Series G: CHF3 139-151 (Chicago Office).

Undated. Format: Umatic. TRT: 60:00:00

Box AV2

Scope and Contents note

[Sears: shoes (Magical Speakers, Kaleidoscope revised, Vignettes); shocks (48-Month Heavy Duty Shocks); tires, oil (Flag Wave, XSS70 Savings/Filter Change). S.C. Johnson: wax (Car Sale Or Sale Car); Raid (I Can Do It Myself, Bet Your Life, Serious alternate, Inside Walls, Spelling Bug, Stunt Flyers, Bowling Ball revised, The Door); Wax (Big Deal); Off (Mini Golf, Car Wash); Deep Woods Off (Babe Winkelman, Winkelman Minn.); Raid (Sniper II, Tommy, Flying Squadron, Bowling Ball, Casino); Pro Strength (Pro Label); Roach Tape (Old Yellers); Yard Guard (Poolside revised); Raid (You've Never Seen Full Strength, Serious original); Shout (Oh Oh version I, I'd Shout It Out, Before You Answer, America's Learning, Line Up, Got Something Better, Surprise, But You're Supposed To Say, What Would You Do, I'd Shout It, Donut, Hallelujah revised, Jerry's Deli, Kid Presenter, With The Plumber)]

2nd Q78 Domestic material only. 1978. Format:
Umatic. TRT: 60:00:00

Box AV2

Scope and Contents note

[Chicago: First National Bank (Count On It, Three Years); IBC/Butternut Bread (Show-n-Tell); S.C. Johnson (Be Fresh--With the Plumber, Rain Dance--Musical Doors II); Kraft Barbecue Sauce (Cowpokes); Kraft Macaroni & Cheese (I Like to Save Money, Makes Sense, San Francisco, New York, Glauster); Pizza Hut (Kids, Work, First Date); Sears (Tires--Truckin', Shoes--Dynamite Savings, Mufflers--Surprise); Sunkist orange soda (Surfing, Volleyball, Scooter)]

Scope and Contents note

[Jennings & Thompson: Diamonds (Father's Day, Manhattan, Le Soft); Circle K (Cars, Fast Foods/Hot Dogs); Valley National Bank (Wedding)]

Scope and Contents note

[Los Angeles: Albertson's Supermarket (Meat/Color, Meat/Fat, Real Bakers, Fruit/Vegetables); Knudsen (Cottage Cheese--Beautiful, Yogurt--Wake Up); U.S. Forest Service Fire Prevention (Rita Raccoon); Mazda RX-7 (RX-7 Intro)]

Scope and Contents note

[New York: Clairol (Skinvention--My body, Loving Care--Old 'n Grumpy, Miss Clairol--My Sculpture); Sears sportswear (Buy a Tee); Frito Corn Chips (Little Girl); Kent/Lorillard Hong Kong (Chinatown 60, Chinatown 30, Rowboat, Horse Farm 60, Horse Farm 30, Penthouse); Plough (Supershade--Highest, Tropical Blend--Savage Tan); Sears (Everything Summer/Closets, Everything Summer/Hands Full, Pantyhose Fit As a Fiddle)]

Scope and Contents note

[San Francisco: Armour Dial Tone Soap (Sand Castle); Foster Farms chicken (Farm Fresh); Clorox Formula 409 spray (Start to Work)]

3rd Q78 Domestic material only. 1978. Format: Umatic. TRT: 60:00:00 Box AV2

Interstate Brands (Outstandwich, Baker Boy). 1976. Format: Umatic. TRT: 1:30 Box AV2

Interstate Brands, Butternut Bread. 1979. Format: Umatic. TRT: 1:30 Box AV2

Scope and Contents note

[Includes What Happens, Helper, Outstandwich]

Tape F, Lestoil. Undated. Format: Umatic. TRT: 60:00:00 Box AV2

Noxell spots. Undated. Format: Umatic. TRT: 60:00:00 Box AV2

S.C. Johnson, Stepsaver. 1979. Format: Umatic. TRT: 1:30 Box AV2

NYF1. Undated. Format: 16mm. TRT: 10:00 Box AV2

Blue-collar men 20-32. Undated. Format: 1/4 audiotape. TRT: 10:00 Box AV3

Lite men. 1977 Apr. 19. Format: 1/4 audiotape. TRT: 10:00 Box AV3

Men 33-45 part 1. 1977 Apr. 14. Format: 1/4 audiotape. TRT: 10:00 Box AV3

Men 33-45 part 2. 1977 Apr. 14. Format: 1/4 audiotape. TRT: 10:00 Box AV3

White-collar men part 1. 1977 Apr. 20. Format: 1/4 audiotape. TRT: 10:00 Box AV3

White-collar men part 2. 1977 Apr. 20. Format: 1/4 audiotape. TRT: 10:00 Box AV3

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| Women Lite part 1. Undated. Format: 1/4 audiotape. TRT: 10:00 | Box AV3 |
| Women Lite part 2. Undated. Format: 1/4 audiotape. TRT: 10:00 | Box AV3 |
| Zenith, 1:30 PM, 1-7/8 one side. 1976 July 13. Format: 1/4 audiotape. TRT: 10:00 | Box AV3 |
| Zenith men. Undated. Format: 1/4 audiotape. TRT: 10:00 | Box AV3 |
| Hallmark Plant-by-Mail, 1:30 PM. 1976 Aug. 5. Format: 1/4 audiotape. TRT: 10:00 | Box AV3 |
| Hallmark Plant-by-Mail, 6:00 PM. 1976 Aug. 5. Format: 1/4 audiotape. TRT: 10:00 | Box AV3 |
| Mag. Sneakers. Undated. Format: 16mm. TRT: 10:00 | Box AV3 |
| FCB Los Angeles, unidentified reel. Undated. Format: 16mm. TRT: 10:00 | Box AV3 |
| Radio commercials. 1976 Nov. 4. Format: Audiocassette. TRT: C90 | Box AV3 |
| Ads--First tape. Undated. Format: Audiocassette. TRT: C90 | Box AV3 |

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London Office records, 1948-1951

Physical Description: 2 boxes

Language: English

Scope and Contents

Case studies, research reports, portfolio of window displays.

| | |
|---------------------|-------|
| Greek Tourism, 1951 | Box 5 |
|---------------------|-------|

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| Public Relations Report on Behalf of the National Tourist Organisation of Greece, 1951 | Box 5 |
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|--|-------|
| Report on Behalf of Federation Horlogere Suisse, 1949-1950 | Box 5 |
| The Story of Toni Home Permanent Wave and an Explanation of Public Relations, 1948 | Box 5 |
| Window Displays Arranged by FCB on Behalf of the National Tourist Organisation of Greece, 1951 | Box 6 |

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